

## Thank you!

Thank you to our partners who have already signed on to support the Tourism Conference:

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## Tourism Conference Update

The 2007 Iowa Tourism Conference is set for October 22-24 in Dubuque. The Tourism Office's Web site, [www.traveliowa.com](http://www.traveliowa.com), is the source for information and forms necessary for the event. Here is what you can find on the Web site:

- Daily conference agenda listing general session and breakout speakers.
- Registration form in fillable .pdf format. (Registrations received by September 1 are \$185; after September 1, registration is \$225.)
- Call for Entries and Nomination Form for the 2007 Iowa Tourism Awards in fillable .pdf format. There is one new category this year. The Natural Resources award will recognize outstanding contributions and efforts for a tourism-related activity or attraction that focuses on the state's natural beauty or outdoor recreation. Nominations for all awards are due September 3. Contact Jessica O'Riley with questions at [jessica.oriley@iowalifechanging.com](mailto:jessica.oriley@iowalifechanging.com) or 515.242.4754.
- Donation form for Silent Auction items (a great way to increase visibility for your attraction or destination while supporting our tourism educational programs). Forms are due in the Tourism Office by September 17. All items must be received at the office by October 12, unless you make special arrangements to bring them to the conference. For more information, contact Kathy Bowermaster at [kathy.bowermaster@iowalifechanging.com](mailto:kathy.bowermaster@iowalifechanging.com) or 515.242.4708. ■

## Flora A. Schmidt Scholarship Available for Tourism Conference

Flora A. Schmidt, a former Iowa tourism industry colleague, will again offer a scholarship to cover registration for a college student wishing to attend the 2007 Iowa Tourism Conference. Application deadline for the scholarship is September 21. Guidelines and an application can be found in the Travel Industry Information section of [www.traveliowa.com](http://www.traveliowa.com). Contact Lonie Mezera at [lonie.mezera@iowalifechanging.com](mailto:lonie.mezera@iowalifechanging.com) or 515.242.4727 for more information. ■





## Projects Receive Vision Iowa Grants

The Vision Iowa Board approved \$1,170,000 in Community Attraction and Tourism (CAT) grants to projects located in Bremer County, Sheldon, DeWitt and Washington at the July board meeting in Muscatine.

### PROJECTS RECEIVING FUNDING:

#### Rolling Prairie Trail – U.S. Highway 63 to Readlyn, Bremer County

Total Project Cost:	\$ 1,369,629
Amount Requested:	\$ 300,361
Amount Awarded:	\$ 250,000

This award is contingent on the completion of fundraising in 90 days and an additional contribution from Bremer County of at least \$25,000.

#### Sheldon Outdoor Aquatic Center, Sheldon

Total Project Cost:	\$ 2,946,000
Amount Requested:	\$ 100,000
Amount Awarded:	\$ 100,000

#### Streetscape – Phase II, DeWitt

Total Project Cost:	\$ 1,213,985
Amount Requested:	\$ 600,000
Amount Awarded:	\$ 120,000

The grant, awarded specifically to the sculpture and Hausbarn components of the project, is contingent on the completion of fundraising.

#### Washington Free Public Library, Washington

Total Project Cost:	\$ 5,526,046
Amount Requested:	\$ 1,200,000
Amount Awarded:	\$ 700,000

This award is contingent upon fundraising being completed in 180 days and LEED (Leadership in Energy and Environmental Design) certification of the building.

For more information, visit [www.visioniowa.org](http://www.visioniowa.org). ■

## Public Hearing on Regional Sports Authority Districts Set for September 5

Legislation passed during the 2007 Legislative Session called for the creation of Regional Sports Authority Districts.

A draft application and rules can be found in the Travel Industry Information section of [www.traveliowa.com](http://www.traveliowa.com). Applications will be reviewed quarterly. The first deadline is October 1.

A public hearing to receive comments on the rules for the new program will be held September 5 from 1:30 – 3:00 p.m. at the Iowa Department of Economic Development Main Conference Room. Public participation will also be available via the Iowa Communications Network (ICN) from the following remote locations:

- Kuemper High School, Carroll
- Clarinda High School, Clarinda
- Eastern Iowa Community College District 1, Davenport
- Carnegie-Stout Public Library, Dubuque
- Fort Dodge Public Library, Fort Dodge
- Iowa City High School, Iowa City
- Keokuk Public Library, Keokuk
- North Iowa Area Community College, Mason City
- Oskaloosa Public Library, Oskaloosa
- East High School, Sioux City
- Spencer High School, Spencer
- Hawkeye Community College – 1, Waterloo

For more information on the Regional Sports Authority District application process, contact Nancy Landess at [nancy.landess@iowalifechanging.com](mailto:nancy.landess@iowalifechanging.com) or 515.242.4702. ■

# ***Kum & Go***

## Tourism Month Promotion Winners

Ann Celsi of Bettendorf was the big winner in the Iowa Tourism Month promotion with Kum & Go. Celsi won the \$500 gas card by registering online at [www.traveliowa.com](http://www.traveliowa.com).

Winners of the \$100 gas card available at each Iowa Welcome Center were:

**Clayton County – Rhonda Schulz, New Hampton, IA**

**Danish Windmill – Barb Jorgensen, Kimballton, IA**

**Davis City – J.L. Graham, Warrensburg, MO**

**Davis County – Bob Neal, Newton, IA**

**Dows – Janet Boll, Dows, IA**

**Emmetsburg – Stan Hanzelka, Atkins, IA**

**Harrison County – Carol Park, Finksburg, MD**

**Living History Farms – Mary Paup, Carroll, IA**

**Mississippi Valley – Richard Carpenter, Moline, IL**

**Okoboji Spirit – Lori Hageman, Calmar, IA**

**Port of Burlington – Don Reid, Nauvoo, IL**

**Port of Dubuque – Rita Knights, Harlan, IA**

**Sergeant Bluff – Michael Lenz, Sioux Falls, SD**

**Sergeant Floyd – Lynn Trompeter, Estherville, IA**

**Southern Iowa Gateway – Ann Stevenson, Lamoni, IA**

**Southern Loess Hills – Paul Eide, Friend, NE**

**Top of Iowa – Nancy Hay, Mitchelville, IA**

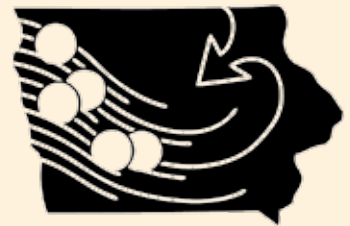
**Underwood – Nadine Nelson, Albany, OR**

**Western Historic Trails – Beverly Dimauro, Omaha, NE**

**Wilton – Janine Childers, Columbia City, IN**

In total, nearly 7,500 people registered either online or at the Welcome Centers. We thank Kum & Go for sponsoring the promotion and appreciate their support of Iowa tourism. Congratulations to all our winners! ■

**ASSOCIATION  
Spotlight**



## ***Iowa Gaming Association***

The Iowa Gaming Association is composed of 16 commercial riverboat and racetrack casinos across Iowa. The organization's mission is to promote the benefits of Iowa's casino gaming industry and advocate mutually agreed upon positions.

The group is united in the effort to promote the positive economic impact the gaming industry contributes to the state. Members employ thousands of Iowans and make a commitment to purchase products and commodities manufactured and grown in the state. The diversity of entertainment available at IGA-member facilities has also resulted in considerable growth of the tourism and convention industries of Iowa. ■

# Tourism

## By the Numbers

11

Length, in days, of the Iowa State Fair

108

Hottest temperature recorded at the Iowa State Fair (Older Iowans' Day, August 16, 1983)

323

Budget, in dollars, of the first Iowa State Fair

550

Estimated pounds of butter it takes to craft the world-famous Butter Cow at the Iowa State Fair

1,818

Length, in miles, of toilet paper stockpiled for the Iowa State Fair if it were unrolled

Source: Iowa State Fair

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Economic Development  
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Des Moines, IA 50309

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Look for Iowa Tourism exhibits in their new location at the Iowa State Fair, August 9-19. The Iowa Tourism Office display will be in the south atrium of the Varied Industries Building. Iowa Tourism Hall (the south hallway of the Varied Industries Building) will feature exhibits from communities and destinations throughout the state.

The Tourism Office has again partnered with Choice Hotels to give away a \$150 gift card from Choice Hotel each day of the Fair.

The Iowa Department of Economic Development Day at the Fair will be Thursday, August 9, the Fair's Opening Day. Special activities on the Grand Concourse will include "Iowa: The Place is Right" game show, Mad Science demonstrations and fun giveaways. ■