

## Jeff Spence to Attend NTA

Jeff Spence from the Tourism Office will be attending the National Tour Association (NTA) Annual Convention in Kansas City, MO, November 2-6. The convention is a one-stop shop for doing business in the packaged travel industry. The five-day event offers a mix of business appointments, professional development and networking events.

Leads will be available. For more information, contact Jeff Spence at [jeff.spence@iowalifechanging.com](mailto:jeff.spence@iowalifechanging.com) or 515.242.4770.

In addition, Spence has recently joined Meeting Planners International (MPI), the leading professional community for the global meetings industry. ■

## Out-of-State Grant Applications Available

Applications for the new Regional Tourism Marketing Grant Program, offering assistance to tourism organizations placing advertising in targeted out-of-state markets, are now available on the three tourism region Web sites ([www.traveliowa.org](http://www.traveliowa.org); [www.iowatourism.com](http://www.iowatourism.com); and [www.easterniowatourism.org](http://www.easterniowatourism.org)). Deadline is Friday, December 21. For more information, contact Nancy Landess at [nancy.landess@iowalifechanging.com](mailto:nancy.landess@iowalifechanging.com) or 515.242.4702. ■

## Tourism Conference a Success!

Thank you to the more than 300 attendees and partners who made the 2007 Iowa Tourism Conference a great success. The Silent Auction raised more than \$9,500 that will be used for future educational sessions. Thanks to all who donated and bid generously. We hope to see you all again next year in Sioux City!



### Tourism Winners All!

Fifteen Tourism awards were distributed at this year's conference.



**Tourism Community  
Population Up to 10,000**  
Dyersville



**Tourism Community  
Population More Than 10,000**  
Council Bluffs



**Iowa Legislative Friend of Tourism**  
Representative Mike May





## Two Projects Receive Grants at October Vision Iowa Meeting

The Vision Iowa Board approved \$1,020,000 in grants at their October meeting to projects located in Stuart and Iowa Falls.

Mason City's Vision Iowa application, encompassing seven elements including the renovation and rehabilitation of the Park Inn Hotel and City National Bank, was moved to negotiations. The city has requested \$9 million in funding.

The following projects were approved for grants from the Community Attraction and Tourism (CAT) Fund:

### Stuart Entertainment & Economic Development Project

Amount Awarded:..... \$545,000

The fire-damaged and partially restored Historic All Saints building, formerly a church in the Byzantine style and now a meeting space, will be restored into a community cultural center able to hold up to 500 people for concerts, theater, meetings and weddings. It will also house the Institute of Religion and Peace, which seeks to promote awareness and understanding of the world's religions in order to avoid the violent tragedy that befell the building. This award is contingent upon the passage of the local bond referendum and the inclusion of the dome component to the restoration of the Historic All Saints building.

### Equine Center Agricultural and Renewable Energy Center - Iowa Falls

Amount Awarded:..... \$475,000

The Ellsworth Community College Equine Center will offer a state-of-the-art arena with seating for 350 people, additional bleacher seating, and announcer's box for hosting contests, rodeos, clinics and expositions. The Center will also offer boarding stalls, large animal labs, washroom, tack room, changing area, vending area and restrooms. This award is contingent upon the completion of fundraising in 120 days plus an additional \$20,000 contribution from the Hardin County Board of Supervisors.

To date, 12 Vision Iowa projects have been awarded a total of \$218,550,000. The CAT program has provided funding to 283 projects, awarding a total of \$94,590,436. For more information, go to [www.visioniowa.org](http://www.visioniowa.org). ■

## Tourism Conference Awards

Continued from Page 1



### Tourism Technical Marketing

Blank Park Zoo



### Natural Resources

Linn County Conservation Department



### Consumer Publication Tourism Population up to 10,000

Vacation Okoboji



### Consumer Publication Tourism Population more than 10,000

Mason City Destination Planner

## ASSOCIATION Spotlight



**Tourism Web Site**  
Iowa State Fair  
[www.iowastatefair.org](http://www.iowastatefair.org)



**Tourism and the Arts**  
Des Moines Metro Opera



**Tourism County or Area**  
Dubuque County



**Individual Friend of Tourism**  
Ollie Pleggenkuhle



**Tourism Event of the Year**  
**Population up to 10,000**  
RAGBRAI XXXV — Dyersville



**Tourism Event of the Year**  
**Population more than 10,000**  
Iowa State Fair — Des Moines



**Tourism Attraction of the Year**  
**Population up to 10,000**  
Matchstick Marvels — Gladbrook



**Tourism Attraction of the Year**  
**Population more than 10,000**  
Science Center of Iowa — Des Moines

One of Iowa's three tourism regions, the Central Iowa Tourism Region (CITR) represents a 35-county area between the Minnesota and Missouri borders along Interstate 35. The mission of the region is to enhance tourism in Central Iowa through information, education and promotion in cooperation with government and business.

Membership is available to counties, businesses and organizations interested in tourism in Central Iowa. Members are eligible to apply for region grants, be listed in the CITR travel guide and on the region's Web site, staff the region's booth at the Iowa State Fair, plus numerous other member benefits.

The region offers continuing education and networking opportunities through seminars held in conjunction with CITR membership meetings. In addition, CITR partners with the Iowa Group Travel Association to plan the Travel Iowa Marketplace, a tradeshow focused on bringing Iowa destinations and services together with motorcoach tour planners. ■

# Tourism

## By the Numbers

**\$5.8 billion**  
Economic impact of tourism  
expenditures in 2006

**30.1 million**  
Visitors in Iowa in 2006

**90**  
Percent of travelers coming from Iowa and the  
surrounding states in 2006

**\$290.8 million**  
Travel spending-generated tax receipts in 2006

**63,400**  
People employed in the Iowa tourism  
industry in 2006

Source: 2006 Travel Industry Association Economic  
Impact of Travel on Iowa Counties

IOWA  
*life* | changing®

Iowa Department of  
Economic Development  
200 East Grand  
Des Moines, IA 50309

PRSR STD  
POSTAGE  
**PAID**  
Des Moines, IA  
Permit No. 1195

## Welcome Center Travel Counselors Have New E-Mail Addresses

Travel counselors at the four-state owned Welcome Centers now have new e-mail addresses. Please update your records.

### **DAVIS CITY -**

DavisCityWelcomeCenter@iowalifechanging.com

### **SIOUX CITY (SERGEANT BLUFF) -**

SergeantBluffWelcomeCenter@iowalifechanging.com

### **UNDERWOOD -**

UnderwoodWelcomeCenter@iowalifechanging.com

### **WILTON -**

WiltonWelcomeCenter@iowalifechanging.com

## Redinbaugh Retires After 25 Years

Jean Redinbaugh retired from the Underwood Welcome Center on October 26 after 25 years of service. We applaud her exemplary assistance to Iowa travelers and wish her well in her retirement.



## Bettendorf's Ramacitti Makes History

Congratulations to Patsy Ramacitti of Bettendorf, the first female Pilot/CEO of the National Mississippi River Parkway Commission (MRPC). She was elected during the MRPC annual meeting in September.

Ramacitti has served on the Executive Board for the past four years and as Chair of the Iowa Mississippi River Parkway Commission since 2001.