

## Governor Culver Announces Additional Budget Cuts

In late January, Governor Culver released his proposed fiscal year 2010 budget, which includes a 6.5 percent spending reduction for most state programs.

Culver's proposed budget reduces the Community Attraction and Tourism (CAT) program from \$12 million down to \$10 million, holds off on implementing the River Enhancement Community Attraction and Tourism (RECAT) fund for another year, and eliminates the funding for Regional Sports Authorities.

The Governor's budget proposal is available for review at [www.governor.iowa.gov](http://www.governor.iowa.gov). When looking at the budget detail, keep in mind this is just the Governor's recommendation. The Governor's budget becomes the starting point for legislative discussions.

We will keep you informed as to how these cuts will impact the Tourism Office.

## Beverly Koehn to Speak at Unity Day

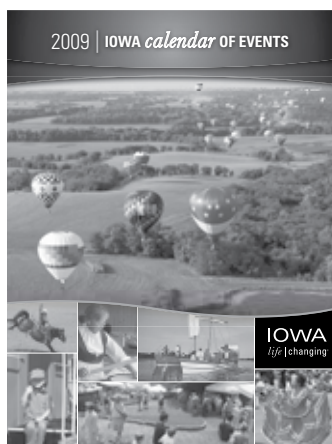
Nationally recognized speaker Beverly Koehn will give the keynote speech at the 2009 Iowa Tourism Unity Day, set for Friday, April 24, at the Hy-Vee Conference Center in West Des Moines.

Koehn helps clients enhance the total customer experience. Her passion for excellence engages her audience and moves people to act on their training.

Your organization's greatest potential revenue stream doesn't come from your next advertising blitz, slick marketing campaign or even your latest and greatest product development. It comes from your best customers ... the ones you've already recruited. Learn how to convert regular customers into loyal, raving fans. See for yourself how powerful customer-centered communication techniques can impress your customers and provide you the unlimited opportunities your competition is missing.



Registration for this one-day event is \$30 if postmarked by April 1; \$40 after. Register online from the Partner 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 with questions.



## 2009 Calendar of Events Now Available

The 2009 edition of the Iowa Calendar of Events is now available. The piece is available at all Iowa Welcome Centers, for order online at [www.traveliowa.com](http://www.traveliowa.com) or by phoning 800.345.IOWA.

All events are also included on [www.traveliowa.com](http://www.traveliowa.com). If your event was not submitted in time for the first edition of the printed Calendar of Events, you can still submit your information for the Web site calendar and future printed publications.

Events can be submitted online via a link in the Partner Information section of [www.traveliowa.com](http://www.traveliowa.com).





## Agritourism Conference Set for March 7

The Visit Iowa Farms conference will be held Saturday, March 7, at Honey Creek Resort near Center-ville. Visit Iowa Farms is for Iowa producers involved in agritourism operations or those producers interested in agritourism to provide additional revenue to the farm operation. Individual sessions will target marketing and business plan development. To learn more about the conference or to register, visit [www.visitiowafarms.org](http://www.visitiowafarms.org) or contact Iowa State University Extension at 515.294.9483.

## Five People Earn Certified Travel Counselor Status

Iowa now has five more Certified Travel Counselors. Jean A. Hankins, Sergeant Bluff Welcome Center; Melody Thomas, Underwood Welcome Center; Judy Riley, Underwood Welcome Center; Glenn Barnet, Sergeant Floyd Welcome Center; and Carmen Major, Sergeant Floyd Welcome Center all recently passed the certification test.

Iowa is one of only 11 states with a certification process that is endorsed by the National Council of State Tourism Directors, part of the U.S. Travel Association (formerly TIA). The certification process, administered by the Iowa Tourism Office, requires the Welcome Center staff to successfully complete a 100-question quiz on Iowa. To date, Iowa has 111 Certified Travel Counselors.



## Vision Iowa Awards Four Grants

The Vision Iowa Board awarded \$2,128,000 in grants to construct a learning and recreation center in Sheldon, a nature center in Iowa County, a sports complex in Greenfield and a library expansion in Red Oak at their meeting in February.

**Northwest Iowa Lifelong Learning and Recreation Center – Sheldon**  
**Amount Awarded: ..... \$1,100,000**

**Lake Iowa Nature Center Project – Iowa County**  
**Amount Awarded: ..... \$428,000**

**Sports Complex – Greenfield**  
**Amount Awarded: ..... \$180,000**

**Red Oak Public Library Expansion and Renovation – Red Oak**  
**Amount Awarded: ..... \$420,000**

Project descriptions can be found on [www.visioniowa.org](http://www.visioniowa.org).

The Vision Iowa Board also released its Annual Report. The Board has directly leveraged nearly \$343 million in awards into more than \$1.7 billion of investment in Iowa. In the program’s eight years, investments have been made in 92 counties and 214 communities. The complete report can be found at [www.visioniowa.org](http://www.visioniowa.org).

Additionally, Tammy Robinson of New Hampton was named the new Community Attraction and Tourism (CAT) Chairperson, replacing Cathy Reece who left the Board in December. Robinson has been a Vision Iowa Board and CAT Committee member since 2007.

## Industry Members 'Talk Tourism' With Legislators

The Travel Federation of Iowa's (TFI) annual Legislative Showcase was held Tuesday, February 3, at the Paul R. Knapp Animal Learning Center on the Iowa State Fairgrounds.

Industry representatives from across the state staffed more than 75 booths and "talked tourism" with more than 100 Legislators during the event.

Additional photos from the event can be found in the Partner Information section of [www.traveliowa.com](http://www.traveliowa.com).



**Representative Linda Upmeyer of Garner poses with Sue Armour from the Mason City Convention and Visitors Bureau and Nikki Weiss from the Clear Lake Area Chamber of Commerce.**



**Cindy Thompson of the Pottawattamie County Conservation Board poses with Representative Doug Struyk from Council Bluffs.**



**Teresa Albert from Millstream Brewing in the Amana Colonies poses with Senator Tom Rielly from Oskaloosa.**

## Tourism Office Plans State Fair Exhibit

Again this year, the Iowa Tourism Office will staff a booth in the south entrance of the Varied Industries Building. However, there will be no industry exhibits in the classrooms or hallway. Instead, exhibitors from last year's Fair will be given the opportunity to be featured for one day in the Tourism Office's booth. This format will be evaluated at the end of the Fair.

## Make Someone's Day Nominate them for the Tourism Leadership Award

Nomination materials for the 2009 Iowa Tourism Leadership Award are available in the Partner Information section of [www.traveliowa.com](http://www.traveliowa.com). The award, to be presented during Unity Day on Friday, April 24, recognizes an outstanding individual who has shown exemplary leadership within the industry and who has significantly contributed to enhancing Iowa tourism.

The nomination process is simple; just answer the questions about your nominee on the form and supply up to three optional letters of recommendation. For more information, contact Lonie Mezera at [lonie.mezera@iowalifechanging.com](mailto:lonie.mezera@iowalifechanging.com) or 515.242.4727. Deadline is Friday, March 20. See separate article in this Traveler for more information on Unity Day.

# Tourism

## By the Numbers

### Iowa's Commercial Airports

**\$1.3 billion**

Annual economic impact of Iowa's commercial airports

**2.4**

Average days stayed by leisure travelers

**\$67.5 million**

Annual leisure visitor spending

**\$515 million**

Annual payroll of Iowa's commercial airports employees

**14,209**

Number of people employed at Iowa's commercial airports

Source: Iowa Air Service Study, 2008, Iowa Department of Transportation

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## 2009 Wine and Beer Directory Includes Brew Pubs

For the first time, the Iowa Wine and Beer Directory includes listings for 15 brew pubs as well as the traditional wineries and breweries. The 2009 edition is now available free from any Iowa Welcome Center, at any of the included wineries or breweries or for order online at [www.iowawineandbeer.com](http://www.iowawineandbeer.com).

An events calendar and detailed listings for each winery and brewery can be found on the redesigned [www.iowawineandbeer.com](http://www.iowawineandbeer.com). Iowa Wine and Beer is also now on Twitter (@IowaWineandBeer) and Facebook.