

## TOURISM OFFICE OFFERS NEW WELCOME CENTER PROGRAM

The Iowa Tourism Office has implemented a revenue-generating program for brochure distribution at the state's four Interstate Welcome centers, near Sergeant Bluff, Underwood, Wilton and Davis City. Because of budget cuts affecting staff hours, the Iowa Department of Economic Development will be able to maintain only one 40 hour-a-week staff person at each location, meaning the welcome centers will likely be closed during the evenings and on weekends. All of the money raised by the new distribution system will be used to contract for part-time travel counselors to extend the hours at the Interstate Welcome Centers.

The cost to distribute brochures at the centers is very affordable: from \$250-\$500 to reach the more than 260,000 visitors that stop at the Interstate Centers each year. Having a presence at the Welcome Centers reaches visitors who are already in the state, making them prime prospects to visit local attractions, and the Interstate centers extended the stay of more than 43 percent of their travelers in 2003.

The new program ensures that participants' brochures will have a guaranteed location in the Center. Any existing brochures that are not part of the new program have not been or will not be destroyed. Instead, they will be kept on file at each center and will be used for reference when necessary.

Learn more about the new brochure distribution program by visiting the Travel Industry section at [traveliowa.com](http://traveliowa.com). Or contact LuAnn Reinders at 888-472-6035 or [luann.reinders@ided.state.ia.us](mailto:luann.reinders@ided.state.ia.us). ■

## IOWA TOURISM OFFICE



## SEEKS OUTDOOR INFO

**Attention outdoor recreation outfitters:** The Tourism Office would like to compile information on your business so we can provide this information to travelers upon request. We are looking for canoe and/or tube rental companies, horseback riding, customized boat trips and float trips, guided nature tours, hunting preserves, and other outdoor recreation opportunities, particularly where the traveler needs to call ahead to make reservations. Please provide the name, address, phone/fax, e-mail and Web if applicable, a contact person's name, and details about your facility and services.

Information can be e-mailed to [kathy.bowermaster@ided.state.ia.us](mailto:kathy.bowermaster@ided.state.ia.us) or mailed to Kathy at the Iowa Tourism Office. ■

## IOWA STATE FAIR KICKS OFF NEXT MONTH

Iowa's largest tourism event celebrates its 150th anniversary next month. The Iowa State Fair—inspiration for books, songs and a Broadway musical—marks its sesquicentennial year from August 12 - 22, 2004. As usual, more than 30 exhibitors will fill the Iowa Tourism Building on the southwest side of the fairgrounds to engage in the celebration and tout tourism destinations around Iowa. Many exhibitors are making special preparations to honor this milestone Fair. The Western Iowa Tourism Region's booth will feature a giant birthday card that fairgoers will be invited to sign. Terrace Hill will offer coupons good for \$1.50 off admission to the governor's mansion. The Boone and Scenic Valley Railroad is preparing a display that will highlight special events held in the area over the last 150 years.

The Iowa Tourism Office and its partner, Best Western Hotels of Iowa, will have a daily drawing for a \$150 gift card good at any Best Western hotel in Iowa. This is the first time that the Tourism Office and Best Western have teamed up at the State Fair. Nancy Landess, Tourism Office manager, said she is excited about the opportunity. "Best Western has always been a great friend to the Iowa Tourism Office. We're so pleased to join with them at the Fair to encourage Iowans and our out-of-state visitors to enjoy all that our state offers and give them a chance to win lodging at some of Iowa's best hotels." ■

### 2004 Iowa Tourism Building Exhibitors

Adair Co. Tourism/Iowa B & B Guild  
 Albia-Centerville-Rathbun Lake  
 Amana Colonies CVB  
 Ames CVB  
 Boone & Scenic Valley Railroad  
 Central Iowa Tourism Region  
 Choice Hotels - Iowa Co-op.  
 Civic Center of Greater Des Moines  
 Clarion Chamber and Development  
 Clear Lake Area Chamber of Commerce  
 Eastern Iowa Tourism Assoc.  
 Hospitality Investors, LLC.  
 Indianola Alliance/Chamber of Commerce  
 Iowa Department of Cultural Affairs  
 Iowa Wine and Beer Promotion Board  
 Main Street Iowa



Marion County Development Commission  
 Marshalltown CVB  
 Newton CVB  
 Oakview II Hunt Club  
 Poweshiek Area Development  
 Saylorville Lake  
 Silos & Smokestacks National Heritage Area  
 Storm Lake Chamber of Commerce  
 Terrace Hill  
 Villages of Van Buren  
 Walnut Merchants Association  
 Wayne County Development Corp.  
 Webster County  
 West Bend  
 Western Iowa Tourism Region  
 Winneshiek County/Decorah

## SILENT ACTION, AWARD NOMINATION FORMS ONLINE

With the Iowa Tourism Conference just a few months away, the Iowa Tourism Office is currently accepting donations for the annual silent auction and nominations for the Iowa Tourism Awards. Forms for both programs are available in the Travel Industry section at [traveliowa.com](http://traveliowa.com).

The 2004 Iowa Tourism Conference will take place October 18 - 20 in Cedar Rapids. Registration information is also online at [traveliowa.com](http://traveliowa.com), and a detailed piece will be mailed this month. ■

## VISION IOWA BOARD KEEPS WORKING

At its meeting in early June, the Vision Iowa board sent its two pending applications—from Cedar Rapids and Burlington—into negotiations for awards. The program has a balance of about \$14 million, although the cities of Burlington and Cedar Rapids are asking for a combined total of more than \$21 million.

Also in June, Vision Iowa's Community Attraction and Tourism (CAT) Review Committee began considering 39 new project applications. The Vision Iowa board and CAT Review Committee will meet again July 14 in Des Moines. To learn more about the programs, visit [www.visioniowa.org](http://www.visioniowa.org). ■

# Silent Auction Donation Form

Iowa Tourism Conference  
October 18-20, 2004, Cedar Rapids, Iowa

Name of item \_\_\_\_\_  
(Please provide one form per donated item)

Donated by \_\_\_\_\_  
(Name of organization or individual)

Brief description of item for auction booklet \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Suggested retail value of item \$ \_\_\_\_\_

If you are donating a gift certificate, please include a brochure for our table display.

- Auction items will be on display during the conference, with bidding allowed until 5:45 p.m. Tuesday night.
- Contributors will be recognized in a printed auction booklet.
- Winning bids will be announced on the final day of the conference, and all items must be paid for and picked up that day.
- All proceeds from the Silent Auction are used for Iowa tourism educational programs.

Contact Name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

Donation forms must be returned to the Iowa Tourism Office by September 3, 2004. All items must be received at the office by September 30, 2004, unless you make special arrangements to bring them to the conference.

### For more information, contact:

Kathy Bowermaster  
Iowa Tourism Office  
200 East Grand Ave.  
Des Moines, Iowa 50309  
888-472-6035 Fax: 515-242-4718  
kathy.bowermaster@ided.state.ia.us

## PASSPORT PROGRAM KICKS OFF IN WESTERN IOWA

A new and unique Passport Program invites participants to take advantage of 15 specially designated bicentennial events held in several communities in Iowa and Nebraska from June 14 through August 13. At each event, participants may have their passport stamped, creating a keepsake of the experience.

The Passport Program allows participants to learn about the daily activities that Lewis and Clark conducted during their trek. These include lessons on describing and drawing plants, making plaster animal tracks, communicating with sign language and using a boat sail as shelter. Young and old will also enjoy touching and tasting some of the same fish species Lewis and Clark caught and ate during their travels through what is now Nebraska and Iowa.

The Passport Education Program is offered by the Iowa Lewis and Clark Bicentennial Commission and the Golden Hills RC&D. Passports may be picked up at any event. A complete listing of events is available online at [www.goldenhillsrcd.org/lewis&clark](http://www.goldenhillsrcd.org/lewis&clark) or at [www.traveliowa.org](http://www.traveliowa.org). ■



## ALICE KILLPACK RETIRES FROM WELCOME CENTER

The Iowa Tourism industry bid farewell to a long-time supporter recently. Alice Killpack, a travel counselor at the Iowa Welcome Center near Underwood, resigned effective May 7. Alice began working at the Underwood Center July 17, 1974, just after the facility opened. Alice was a strong supporter of Iowa tourism and faithfully attended the yearly Iowa Welcome Center Training and Familiarization Tour. Thanks to Alice for her near-30 years of hard work and dedication. ■



200 East Grand Avenue  
Des Moines, Iowa 50309



**IOWA**  
COME BE OUR GUEST.

FIRST CLASS  
U.S. POSTAGE  
**PAID**  
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Des Moines, Iowa