

Tourism Conference Silent Auction Sign-Up

Be at the top of the bid list for this year's Tourism Conference Silent Auction – start thinking about your donation now. The silent auction raises thousands of dollars each year to support tourism educational opportunities such as the conference and Unity Day. Join other Iowa attractions, destinations and businesses in donating a gift basket, gift certificate or package for the auction. Items will be on display throughout the conference and your gift items will be featured in the printed auction booklet. You'll find the auction donation form in the Travel Industry section at www.traveliowa.com – the deadline for donation forms is September 1 and items should be sent to the Iowa Tourism Office by September 30. For more information, contact Kathy Bowermaster at 888.472.6035 or kathy.bowermaster@iowalifechanging.com. ●

Travelers Encouraged to Visit Iowa's National Landmarks

The Iowa Tourism Office, along with the Department of Cultural Affairs and the Department of Transportation, will be coordinating a new promotional program for Iowa's National Historic Landmarks. Governor Vilsack recently signed into law House File 797, an initiative instructing the three agencies to develop a program which will increase the visibility of the state's 23 National Historic Landmarks through signage, publications, maps and Web sites. Many of the state's National Historic Landmarks are open to the public and include significant historical, archeological and architectural sites. ●



*Home to Iowa's Governor –
Terrace Hill in Des Moines
is one of the state's 23 National
Historic Landmarks.*

Tours and Talks with Mike Blouin



Mike Blouin, director of the Iowa Department of Economic Development, traveled to Iowa's three tourism regions during the last week in June to meet with industry representatives and tour a few featured local attractions.

Blouin begin his trip with a visit to the Union Pacific Railroad Museum and the historic Squirrel Cage Jail in Council Bluffs. The next day, he stopped for a visit to the Hometown Perry Museum and enjoyed an overnight visit in the Hotel Pattee's Japanese Room. He ended his trek across Iowa with a meeting at Amana's Ronneburg Restaurant and a tour of the recently completed Streetscape, the Amana Visitor Center and Millstream Brewing.

"This week I've gotten a taste of some of Iowa's 'must-see' attractions and experienced Iowa's famous hospitality," said Blouin. "As Iowan's and their families travel this summer, I would encourage them to take in some of the state's many sights and celebrations." ●



VISION IOWA

Vision Iowa Board Approves Awards at June Meeting

The Vision Iowa Board approved awards totaling \$700,000 for projects across Iowa from the Community and Attraction and Tourism (CAT) program.

■ **Asbury — \$100,000 grant.** The Asbury Walking/Biking Project is a recreational and quality-of-life project for the citizens of Asbury. The trail will be constructed adjacent to Asbury Road as a connection to existing trails in the community.

■ **Marathon — \$200,000 grant.** The Marathon Community Building project includes demolition of part of an existing building and construction of a 9,700 square foot building addition. The new addition will house the city's new library, city hall, city garage and fire department. CAT funds are only requested for the library and community center portions of this project.

■ **Rowan — \$100,000 grant.** The City of Rowan plans to build a multi-purpose, 4,800 square foot facility that will serve as the city's library and senior citizen/community center. The facility will be constructed in downtown Rowan and will replace the existing library, which is deteriorating.

■ **Des Moines, South Des Moines Little League — \$300,000 grant.** The South Des Moines Little League plans to open the James W. Cownie Baseball Complex which will include eight baseball fields, (of which two will be lighted), a concession stand, maintenance building, and a 200-stall paved parking lot. The complex will be built on 33.46 acres of land owned by the City of Des Moines and leased by the South Des Moines Little League Association. ●



Film Office Update

Villisca Shoot Underway

Shooting for AriesWorks Entertainment's "Haunting Villisca" began recently in Indianola and other locations around central and southern Iowa. Kim Busbee and James Serpento began working on an original fiction version of the historic tragedy several years ago. Filming for the project will occur at the actual location in Villisca as well as in the Des Moines, Indianola, Carlisle, Greenfield, Winterset, Atlantic and Red Oak areas. The filming will continue over weekends through this summer.

Don't Miss These Iowa Film Festivals

The 9th Annual Hardacre Film Festival is scheduled for Friday, August 5, and Saturday, August 6 in Tipton, Iowa. This internationally known festival has grown steadily in popularity and, at last year's screening, one filmmaker traveled from Israel to present his film. The event is held in the intimate Hardacre Theater on the town square. See www.hardacrefilmfestival.com for more information.

Coming to Des Moines in late September or early October will be the Wild Rose Film Festival. Details for this year's event are still to be determined as it's produced by the same folks now shooting "Haunting Villisca." An entry form for filmmakers is available on the Iowa Film Office web site at www.filmiova.com under Film News. ●

Get into the LURE of Iowa

Lures, Canoes and Stories, Oh My!

Visitors to Iowa's Welcome Centers this spring were able to learn more about one of Iowa's best-loved pastimes – fishing – as part of a state agency partnership between the Iowa Department of Economic Development's Tourism Office and the Iowa Department of Natural Resources to encourage travelers to take in the state's many fishing opportunities. Fishing games for kids and memorable fishing stories from past and present anglers to Iowa were featured on the Iowa tourism Web site. A few lucky travelers also won great prizes to make their next angling adventure more memorable!

Grand Prize

Old Town (Guide 160) canoe, two life vests 2001 blue, two paddles

Winner: Pam Claassen - Van Horne, IA

First Prize

Float Tube, S.W. Rod, Shimano Reel, Fish Net

Winner: Jill Wilkins - Tipton, IA

Second Prize

S.W. Tackle Box, S.W. Rod, Shimano Reel

Winner: Karen Finley - Stockton, IA

Third Prize

S. W. Rod, Shimano Reel

Winner: Barbara Walters - Waterloo, IA

Both departments would like to thank Sportsman's Warehouse and General Manager Dave Nitzel for the generous sponsorship of this successful event. ●



2007 Tourism Conference Site Selected

The results are in! Dubuque will host the 2007 Iowa Tourism Conference, with educational sessions and meal functions held at the Grand River Center and overnight accommodations at the Grand Harbor Resort. Both are part of the \$178 million America's River Project. Dubuque's submission was one of three excellent bids from eastern Iowa communities. Industry volunteers Angie Tyner, Julie Weeks and Gary Wheat took part in the two-day site inspection and scored the conference proposals. Thanks to all three of them for their assistance and congratulations to Dubuque! ●

R E M I N D E R

State Fair is Almost Here

It's nearly time for the Iowa State Fair, and the Tourism Building will again be full of colorful and informative booths featuring Iowa tourism destinations from border to border. The Tourism Building hours are 9:00 a.m. to 9:00 p.m. Fairgoers can stop by the Tourism Office booth to enter a daily drawing for a \$150 gift card, good at participating Choice Hotel International (CHI) properties, including Comfort Inn, Comfort Suites, Quality Inn, Sleep Inn, Clarion Hotels, MainStay Suites, EconoLodge and Rodeway Inn hotels. ●



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Department Budget Approved with Welcome Center Program Intact

On June 9, Governor Vilsack signed House File 809 making an appropriation to the Iowa Department of Economic Development. He did, however, make a line item veto to the language that would not have allowed the department to charge a nonprofit, public entity a fee for placement of information materials in a welcome center. His letter said, "It is critically important that the state's interstate welcome centers remain open seven days a week and allowed to serve the nearly 250,000 travelers that visit those centers annually."

To reserve a place for your program's brochure or renew your enrollment in the interstate welcome centers, please go online to:

www.iowalifechanging.com/travel/travelindustry/welcome_center.html or contact LuAnn Reinders at luann.reinders@iowalifechanging.com or 888.472.6035. ●