

## Grant Aids Revitalization in Main Street Communities

Thanks to the efforts of Senator Tom Harkin a \$500,000 economic development grant was awarded to the Iowa Department of Economic Development for the Main Street Program to assist participating cities improve downtown. This funding is provided from the Economic Development Initiative (EDI) account for certain special projects, pursuant to the VA-HUD Independent Agencies Appropriations Act of 2002 (PL107-73). The grant is to be administered by the Iowa Department of Economic Development and the Department of Housing and Urban Development (HUD).

Iowa Main Street communities with current contracts who are meeting all contractual obligations were invited to apply for EDI grant funds. Eligible projects had to be within the identified Main Street project area. Only the Main Street organization in participating communities could submit  
*Continued on page 4*

## What's INSIDE?

Sandy's column .....	page 2
Tourism Team .....	page 2
"Renewing Our Countryside" .....	page 3
School-to-Work.....	page 5
Rural Telecommunications .....	page 6
Tri-State Exchange .....	page 7
Planner .....	page 8

## 2002 TOURISM CONFERENCE & TRADE SHOW

October 21-23,  
Sioux City  
Convention Center

**GO WEST** ... and join more than 400 other folks and their hosts, the Western Iowa Tourism Region and the Sioux City Convention and Visitors Bureau, to **LEARN MORE ABOUT...**

- Emerging lifestyles and travel trends
- Event planning
- Building an online newsroom
- Effective and creative marketing on a limited budget
- Customer service and hospitality
- Group travel
- Partnerships, collateral materials and research

"The Iowa Tourism Conference and Trade show includes workshops, general sessions, concurrent sessions, roundtable discussions and plenty of networking time to make new contacts and meet up with old friends," says Nancy Landess, Tourism Office Manager. "We also invite you to meet with exhibitors and sponsors to learn about new products and how they may assist your attraction, community, event or establishment, and to participate in our annual silent auction, a fundraiser that directly benefits tourism educational sessions."

The Iowa Tourism Office, Iowa Department of Economic Development, and the Travel Federation of Iowa, conference presenters, have added several new features this year including a joint dinner with attendees of the Nebraska Tourism Conference, an evening reception at Sioux City's newly-restored Orpheum Theatre,



and a special presentation about the Lewis and Clark Expedition in Iowa and Nebraska.

### HIGHLIGHTS OF THE CONFERENCE INCLUDE:

- **Presentation of the Tourism Awards** honoring outstanding individuals, communities, events, attractions and festivals.
- **AAA 4 Diamond Awards Luncheon** - Governor Vilsack (invited) shares comments on Iowa's tourism industry and presents the prestigious AAA 4 Diamond Awards.
- **National Tourism Perspective** - Fred Lounsberry, Chair of the Travel Industry of America and Senior Vice President of Universal Studios Recreation Group, discusses the latest on tourism issues from a national perspective.
- **"Chicken Soup for the Traveler's Soul"** - Author Steve Zikman shares his insight and "food for thought" followed by a book signing.
- **"America in Transition"** - Peter Yesawich of Yesawich, Peppardine and Brown brings new information on travel trends and how lifestyles affect tourism.

*Continued on page 4*



“Once again, I am reminded that our **success** as the **department of economic development** is directly related to our **dedicated** and **exceptional staff!**”

*Sandy Ehrig, Division Administrator*

All roads lead to the development of tourism for Iowa's economy is a common theme in this "Tools and Trends" edition. Anyone who doubts this theory will want to register for the Iowa Tourism Conference and Trade show scheduled for October 21-23 in Sioux City.

I have personally had the opportunity to work closely with the Tourism Team recently as we bid farewell to Mike Murwin, staffed the tourism

booth, and assisted the Travel Federation of Iowa with motivation to explore a dedicated funding source for "promoting Iowa". Once again, I am reminded that our success as the department of economic development is directly related to our dedicated and exceptional staff!



# The Featured Team ...



**Nancy Landess** manages the Iowa Tourism office with great expertise and longevity. She has been encouraging growth of the \$4.2 billion Iowa tourism industry for 25 years, with a smile and

her sincere Iowa enthusiasm. Amazingly enough, Nancy spends her leisure time traveling – anywhere and anytime!



For 19 years **Carol Slater** has assisted the Tourism office with her secretarial skills. She provides support to the entire team as well as customer service for many inquiries. Carol

enjoys spending time with her granddaughters, as well as cooking, baking and good movies.



**Kathy Bowermaster** has worked with IDED communications in different capacities for 17 years. She is currently responsible for the Travel Guide, Calendar of Events, working with IDOT on the Iowa design

aspect of the transportation map along with Web site updates. Kathy has a 13-year-old daughter, two cats and two gerbils to keep her and her husband entertained.

Otherwise church activities, sharing her musical talents of choir director, and pianist keep her busy.



**Lonie Mezera** has worked at IDED for 13 years, with experience from the Department of Agriculture and International Marketing prior to joining the tourism team. She

works with recognition, certification, and education programs – coordinating the annual Tourism Unity Day and the state's Tourism Conference described in this issue of "Tools and Trends". The Mezeras (with two sons, Nic and Hunter) enjoy boating and all ride dirtbikes for excitement!



**Mark Eckman** heads up the group tour sales and international promotion of tourism for Iowa. He has held this position for nearly 12 years and enjoys his role as liaison to several industry

groups, such as the Iowa Group Tour Assoc.; Iowa Convention & Visitor Bureau Assoc; and Lewis & Clark organizations. Mark enjoys history, time with family and friends, and of course travel.



The administrator for the Iowa Welcome Center program is **LuAnn Reinders**, who supervises the eight travel counselors at the four Interstate Welcome Ctrs. along with serving as liaison with the

17 partnership centers. LuAnn conducts the internal marketing research for Iowa tourism, working with the Travel Industry Assoc. and Iowa Wine and Beer Promotion Board. The rest of her life is consumed with T-ball, basketball, and other activities of her 6-year-old son, Travis and 10-year-old daughter, Caitlyn or ISU sporting events with her husband.



**Evelyn Davis** joined the tourism team five years ago. She is responsible for the customer requests database, assisting with merchandise sales, and state fair booth. Evelyn enjoys

*Continued on page 3*

# Renewing Our Countryside



## NEW BOOK PROMOTES SUSTAINABLE RURAL DEVELOPMENT

A new web site and companion book promoting sustainable rural development are now in the works.

Titled *Renewing the Countryside*, the web site and book will include a diverse mix of stories that

- Highlight new and creative strategies that integrate rural job development, income enhancement, community development and environmental stewardship;
- Provide both individual and institutional examples of innovation in response to the region's economic, demographic and other challenges;
- Serve as models that other individuals, communities and institutions can replicate;
- Build on the particular strengths and advantages of rural Iowa (e.g. amenities such as open spaces, rich natural and cultural resources); and
- Reflect the richness and distinctiveness of the state.

"A related project will be the development of an online catalog of products and services that are featured as part of the stories in the book and on the web so that people can directly contact business owners to make purchases," says Beth Danowsky, Iowa Department of Economic Development coordinator of the Iowa project.

### NOMINATIONS WELCOME

Organizers invite nominations from Iowans from across the state engaged in sustainable rural development. Forty of the best stories from the web site will be included in the beautifully designed and written coffee table book, to be released in the coming year.

Nominations for the web site will be accepted on an ongoing basis; a second edition of the book may be published at a later date.

Call, write or email *Renewing the Countryside* with your favorite examples of rural sustainable development. Include your name and phone number and any information you have on the examples you are sharing, including articles that have appeared in local newspapers, magazines or other publications. Nominations in the following categories are welcome:

- Sustainable Farming - raising food and goods while caring for the land
- Direct Marketing - closing the distance between producers and consumers
- Product Innovation - developing new products or increasing local profits by adding value through processing or product development
- Harvesting Nature - sustainably harvesting forests, prairies and waterways
- Conservation - wisely using and protecting our natural resources
- Tourism and Culture - valuing and marketing connections to rural landscapes
- Community - fostering community relationships in innovative ways
- Learning - approaching learning and personal growth creatively
- Renewable energy - establishing new energy sources that protect natural resources

The project is a collaboration of the Iowa Rural Development Council, the Leopold Center for Sustainable Agriculture, the Great Plains Institute for Sustainable Development and the Institute for Agriculture and Trade Policy.

The Iowa version of *Renewing the Countryside* is part of a larger, regional project spotlighting inspiring examples of innovation and positive change in the rural Great Plains and beyond. Originally developed in Minnesota in 2001, *Renewing the Countryside* editions are being created currently in several midwestern states.

For more information, contact Beth Danowsky, 515.242-4875 or email [beth.danowsky@ided.state.ia.us](mailto:beth.danowsky@ided.state.ia.us)

## The Featured Team ...

### Continued from page 2

reading, walking, shopping, socializing with friends, and anything outdoors. Most of all, she loves her two cats!



Time is flying for **Shawna Lode**, with five IDED years celebrated this month. Shawna is responsible for the writing and coordination of all tourism communication including the newsletters, news releases, and web site updates. She also works on Vision Iowa communication and as a contact with travel media. Shawna burns her "high" energy as an

aerobics instructor, bicycling and yelling for the Chicago Cubs! Her quiet moments include cross-stitching.

# In the Spotlight

## School-to-Work Program Resource Recruitment C

The School-To-Work program is just one of many facets of the Iowa Department of Economic Development's efforts to keep Iowans here and attract more people to our state. One of our goals has been to partner with other state agencies to determine ways in which we can work together. Iowa's Department of Education and Workforce Development Department are two key state agencies that work on an ongoing basis with the School-to-Work program to map out strategies. Education is a prime component in the overall equation. Many jobs require specific skills and today's schools need to educate students to make them "work ready and friendly" for tomorrow's jobs. Job shadowing, internships, career fairs, student teams, summer camps, and classrooms in local businesses help demonstrate how important the connections are between the workplace and "hands on" experience for students.

Some examples of companies that have done a great job in providing internships or what we call "Models for Success" through the Iowa Human Resource Recruitment Consortium are:

- **Emerson Process Management, Fisher Valve Division - Marshalltown.** Emerson has a four step "Partner in Education Program" with Marshalltown High School. Step one is an annual career fair which allows 9th grade students to get a general overview of specific jobs at Fisher. The next step is a guided tour of Fisher for students in 10th grade. In their

junior year, students take the next step, which is job shadowing. Fisher managers and high school counselors work to match students with employees in each of several occupational areas. Finally, in their senior year, students can apply and interview for paid internships at Fisher. In 2001, approximately 25 high school seniors began working as part-



## 2002 TOURISM CONFERENCE & TRADE SHOW

*Continued from page 1*

- **Customer Service** - Bill Geist of Zeitgeist Consulting delivers his message with a mix of entertainment and information.
- **"Fun in the Workplace"** - Gavin Jerome closes the conference with a toolbox of ideas, activities and energizers to make your workplace more enjoyable and more productive.

For registration information and a conference agenda, visit [www.traveliowa.com](http://www.traveliowa.com) or call the Iowa Tourism Office at 1.888.472.6035.

## Grant Aids Revitalization in Main Street Communities

*Continued from page 1*

applications on behalf of local projects, properties and businesses.

At the August 2 deadline, applications had been received from 27 of the 34 Main Street communities requesting a total of \$1.25 million. The maximum dollar amount to be awarded will be \$50,000 with a minimum award of \$20,000 per project. A 100% dollar for dollar cash match is required.

The application review process is now complete. Those projects which demonstrated an ability to have tremendous impact on their downtown districts and which respect properties by utilizing appropriate building materials were given first consideration.

For more information and a list of grant recipients, contact: Main Street Iowa, Downtown Resource Center 515.242.4756 or E-mail [jane.seaton@ided.state.ia.us](mailto:jane.seaton@ided.state.ia.us)

# n & Human Consortium

time interns for up to 18 months.

- **The Iowa Resource Recruitment Consortium “Spring Break in Iowa.”**

Modeled after a program at Pella Corporation, the IHRRC matches employers with college students for an intensive week-long internship over spring break. The interns are provided room and board and are given a “real-life” project to do. Examples include:

**Vermeer Manufacturing** interns created and applied for a patent for a new process to get parts from inventory to the assembly area.

**Pella Corporation** interns created new on-campus recruiting materials and overhauled the corporation’s Web site (about \$50,000 worth of work).

## KEEPING THE CONNECTION ALIVE

The Iowa Human Resource Recruitment Consortium (IHRRC) is another vehicle at IDED keeping the connection alive for skilled workers in the state and linking them to quality jobs in the marketplace. The IHRRC is a public-private partnership, which has created a comprehensive marketing program to identify and develop a pool of skilled workers and attract them to Iowa businesses.

Created in 1998, the Consortium today includes 85 Iowa businesses, communities and educational institutions. Using an array of marketing tools, IHRRC targets its efforts toward keeping young people in Iowa to build their careers and meet their personal goals

One of the IHRRC marketing tools is a dynamic Web site: [www.smartcareermove.com](http://www.smartcareermove.com). This interactive, user-friendly Web site provides comprehensive information about working

and living in Iowa. It features a searchable job bank with links to community and corporate job sites.

Prospective employees can post resumes and receive automatic e-mail notification of specific opportunities with Iowa employers. Since its October 1998 launch, the Consortium’s web site has received more than 20 million hits\*. It currently has more than 10,000 registered users, and 1,400 have posted their resumes online.

The Consortium also conducts an annual direct mail campaign to more than 215,000 alumni of Iowa colleges and universities who have graduated since 1975 and are currently living in other states. As a result of those mailings, 9,500 people have requested additional information about Iowa employment opportunities.

Your company or community organization is invited to join the Iowa Human Resource Recruitment Consortium. Membership is available at three levels: Platinum (\$10,000); Gold (\$5,000), and Community (\$2,000). Basic membership benefits include:

- Opportunity to network with other Iowa employers and community representatives;
- Sponsorship recognition in Consortium marketing programs and recruitment materials;
- Unlimited qualified job listings on the Web site
- Detailed weekly web site tracking reports for posted jobs;
- Access to the Consortium’s resume bank;
- Opportunities to participate in on-site recruitment events; and
- Involvement in planning the Consortium’s marketing programs.



This past April, I assumed duties for the School-to-Work program, which formerly was the responsibility of Michael Brown. I’m learning a lot (and there is a lot to learn!) and I hope I can learn a lot from you too! I want to be able to “spotlight” or highlight communities like yours that are doing great school-to-work projects that are making a difference in your community! I would invite you to share your stories, questions, and comments with me regarding school-to-work issues.

We know our state is a great place to live, work and raise a family and we also know we have some big challenges that face us for skilled workers in the future. The statistics show us that by 2010 it will take two skilled workers to replace every one skilled worker leaving the workforce. Keeping our young people in the state and finding them good jobs at competitive wages are key. IDED is committed to working with communities and businesses to help them improve their economic viability and maintain their great quality of life.

*Jean Carlson-Johnson*

For more information about RACI or School-To-Work, please contact Jean Johnson at 515-242-4791 or [jean.johnson@ided.state.ia.us](mailto:jean.johnson@ided.state.ia.us).

For more information about the Iowa Human Resource Recruitment Consortium contact Kay Snyder or send an e-mail to [smartcareermove@ided.state.ia.us](mailto:smartcareermove@ided.state.ia.us).

\*Information from Iowa Human Resource Recruitment Consortium “Partnership for Success” review of accomplishments through June 2001 - Iowa Smart Idea™



# Main Street Iowa

TRI-STATE EXCHANGE PROMOTES TLC -

# Teamwork, Leadership and Communication

Volunteer leaders and program directors from Main Street communities in Illinois and Wisconsin will join Main Street Iowa cities in Dubuque on November 6 - 8 for the 2002 Tri-State Exchange, an opportunity to share program information, network and learn in a structured workshop format. The biannual gathering is a required training workshop for all Main Street cities in each state and averages 150 to 175 people in attendance.

The three states rotate as hosts of the event, selecting a Main Street community near the states' convergence to facilitate travel. Galena, Illinois, Mineral Point and surrounding towns in southwest Wisconsin and Dubuque have been host sites in the past.

Coordinators from all three states serve as the planning committee, arranging breakout sessions on a variety of topics relevant to downtown revitalization and the Main Street Four Point Approach. Presenters, most of whom are from Main Street communities, share case studies of successful programs and projects; field study tours of the host community are also included. The conference opens with a nationally recognized keynote speaker.

The historic Masonic Lodge Hall in Dubuque will be the site of this year's exchange which will feature:

- **Keynote Speaker** - Rebecca Ryan, Next Generation Consulting, Jackson, Wisconsin
- **FISH Philosophy** - Hospitality Training Group Session
- **Case Studies** -
  - New Eating and Drinking Establishments in Downtown; Illinois
  - "For the Birds" - Special Event Planning; Illinois
  - Theatre Restoration; Illinois
  - Fund-raising Events; Wisconsin
  - Green Bay's Corporate Image; Wisconsin
  - Tourism Publications; Wisconsin
  - "Preservation Station"; Burlington, Iowa
  - UNI Regional Business Center; Waterloo, Iowa
  - Working with Generation X; Iowa
  - Walking Tours in downtown Dubuque:
    - The America's River Project
    - Upper Story Residential Rehabilitation - Old Main
    - Re-opening of Clock Tower Square - the last pedestrian mall

## CDBG Staff Attend Midwest Conference

Forty people attended the Community Development Block Grant (CDBG) Midwest Conference held in Excelsior Springs, Missouri from August 6-8. Iowa CDBG staff Darlene Brickman, Jason Boten and Leslie Leager joined CDBG staff from seven other Midwest states to discuss federal compliance issues and individual state program processes. Community Development Block Grant funds are federal funds provided to each state from the U.S. Department of Housing & Urban Development.

Iowa staff made presentations on:

- Professional Development for Housing Staff;
- Environmental Review Requirements;
- Extending the Use of Technology; and
- Administrative Plans for Housing Rehabilitation Projects

The CDBG Midwest Conference will be held in Oklahoma City, Oklahoma in 2003.



# Main Street Iowa

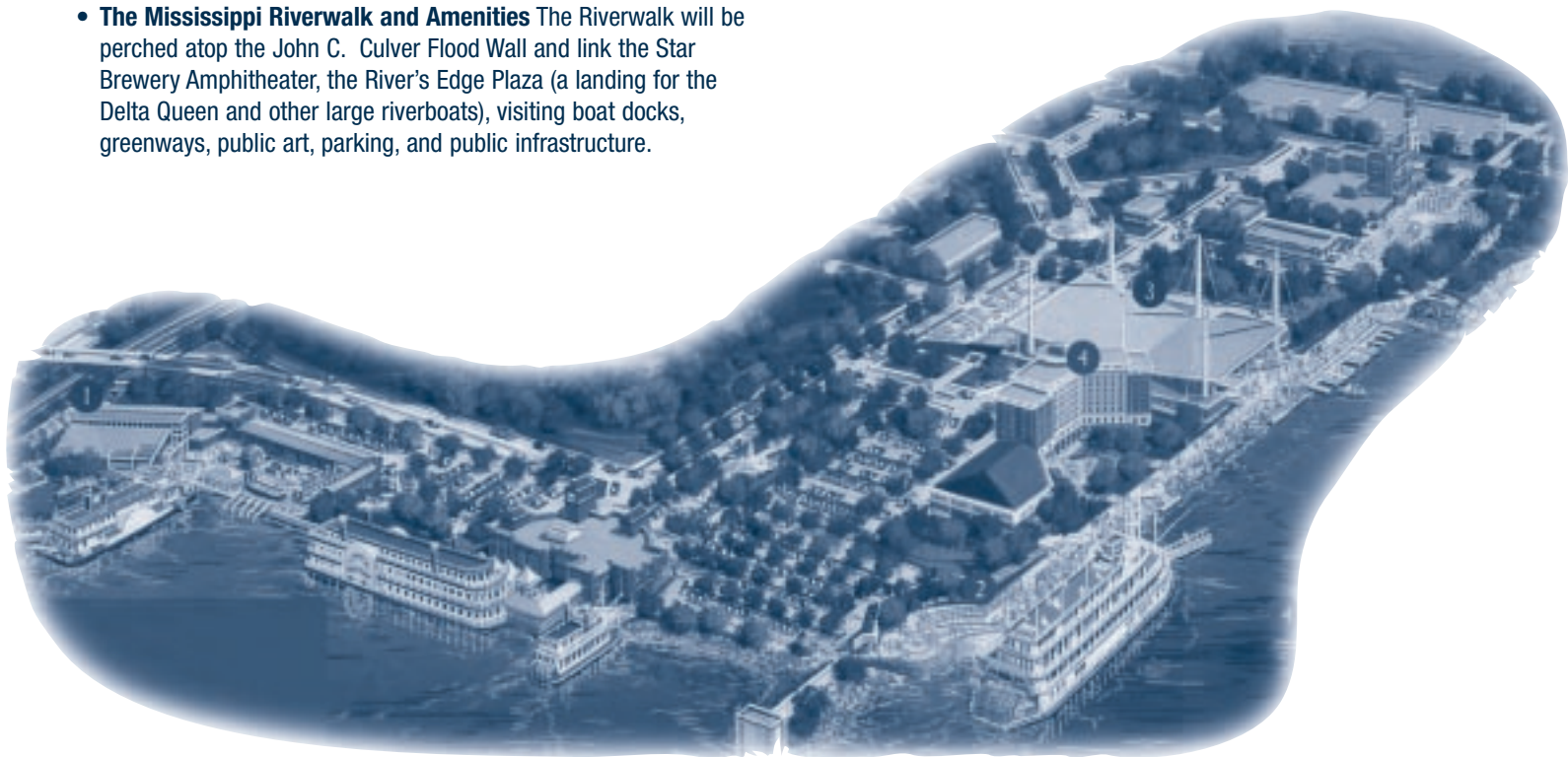
## *Tri-State Exchange Showcases Dubuque*

### **AMERICA'S RIVER** *AT THE PORT OF DUBUQUE*

After years of planning and study, the Mississippi River is experiencing a renaissance at the "Port of Dubuque" in Iowa. As the third largest river in the world, the Mississippi plays an essential role in our nation's past, present and future. America's River at the Port of Dubuque offers a comprehensive, multifaceted campus that celebrates the Mississippi River with world-class facilities. This national campus includes four major components:

- **The Mississippi River Discovery Center and Aquarium** and the **National Rivers Hall of Fame** will feature aquariums, world-class exhibits, and a national repository for river history and ecology.
- **The Mississippi Riverwalk and Amenities** The Riverwalk will be perched atop the John C. Culver Flood Wall and link the Star Brewery Amphitheater, the River's Edge Plaza (a landing for the Delta Queen and other large riverboats), visiting boat docks, greenways, public art, parking, and public infrastructure.

- **The Mississippi River National Education and Conference Center** will provide classrooms, assembly spaces, exhibit facilities and distance learning capabilities for regional and national education and forums.
- **The Mississippi Riverfront Hotel and Indoor Waterpark** will offer approximately 200 rooms with dramatic views of the river, a full-service restaurant and entertainment services. Iowa's first indoor waterpark will feature hundreds of aquatic activities in a four-story, 24,000 square-foot play area.



COMMUNITY DEVELOPMENT DIVISION

# 2002 PLANNER

SEPTEMBER	OCTOBER	NOVEMBER
<p>12 &amp; 13 CEN STATES TTRA CONFERENCE</p> <p>24 MAIN STREET WORKSHOP Hamilton Co. S.E.E.D.</p> <p>25 DCA AWARDS WORKSHOP Des Moines</p>	<p>6-9 RURAL TELECOMMUNICATIONS CONFERENCE Des Moines</p> <p>21-23 TOURISM CONFERENCE "How the West is Fun" Sioux City</p>	<p>6-8 TRI-STATE CONFERENCE "Main Street TLC" Dubuque</p>
DECEMBER	JANUARY	FEBRUARY
<p><i>Happy Holidays</i></p>	<p>15 MAIN STREET AWARD NOMINATION DEADLINE Des Moines</p> <p>TBD MAIN STREET WORKSHOP DIRECTORS AND VOLUNTEERS Des Moines</p>	

For changes to the Tools & Trends mailing list, contact Jason Boten at 515.242.4797 or [jason.boten@ided.state.ia.us](mailto:jason.boten@ided.state.ia.us).



FIRST CLASS  
U.S. POSTAGE  
**PAID**  
Des Moines, Iowa  
Permit No. 1195

