

### GET SCRATCHIN'!

Starting in late April, the Division of Tourism and the Iowa Lottery will team up to give thousands of people a chance to win cash or an Iowa vacation. A new lottery scratch game titled "Come Be Our Guest" hits lottery retailers statewide on April 30 with 1.7 million tickets. The ticket will come in six versions, each featuring a photo of an Iowa attraction and the Tourism Division's Web address. Players will not only try their luck at winning cash, but a unique "second chance" box affords players an opportunity to win various Iowa tourism prizes.



The lottery ticket will spread the word about Iowa destinations during the busy spring travel-planning months and helps market the state's \$4 billion tourism industry to both Iowans and out-of-state travelers. The Tourism Division will secure 500 prize packages from the tourism industry, according to Mike Murwin, Promotions and Partnerships Manager. Participants must provide a package valued at least \$150, although prizes valued at around \$250 are preferred. These items can include overnight accommodations, retail gift certificates, dining gift certificates, admission passes or any combination of these. Donating to the program will reap many rewards for participants, including:

- ◆ Mention as part of a special promotion on the Tourism Division's Web site
- ◆ Mention on the Iowa Lottery Web site
- ◆ Mention in Iowa Lottery point of sale displays and posters
- ◆ Mention in a special Iowa Lottery brochure detailing each primary donor

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### VISION IOWA BOARD ACCEPTS APPLICATIONS

As of late January, the Vision Iowa Board had received several applications for funding: five seeking assistance through the Vision Iowa program and six through the Community Attraction and Tourism (CAT) program. Iowa Department of Economic Development (IDED) staff and the Board will review applications as they are submitted through a series of procedures. Review committees for both Vision Iowa and CAT will score the applications and forward those meeting a passing score to the full Board. The CAT review committee will meet telephonically at 9:00 a.m. on January 31 at the Iowa Finance Authority and the Vision Iowa review committee will meet telephonically at 9:00 a.m. on February 1 at the IDIED. Once an application passes the review committee, it will be forwarded to the full Board. The next Vision Iowa Board meeting is in Des Moines, February 12-13.

For applications approved to proceed, the Board will issue a Notice of Intent to Consider and a 14-day public comment period will ensue. The Board then will direct IDIED staff to conduct due diligence on the projects and may invite applicants to present. Following adequate information, the Board will vote to send the applications to a negotiating team to work out contract arrangements. The contracts will then be voted on by the Board for final funding.

Please check [www.visioniowa.org](http://www.visioniowa.org) for meeting minutes, upcoming agendas and other information about the program, or call Susan Judkins at 515-242-4870 or e-mail her at [susan.judkins@ided.state.ia.us](mailto:susan.judkins@ided.state.ia.us). ■

**Lottery –  
Continued from page 1**

- ◆ An opportunity to have brochures distributed through lottery ticket vendors
- ◆ Mention in the Tourism Division's full-page ad in the Vacation Iowa supplement to the *Des Moines Register*, May 6.

Most important, for every gift donated to the program, the Iowa Lottery will buy another gift at the same stated value. For example, if a hotel gave an overnight package valued at \$200, the Lottery would buy another overnight package from the same hotel for \$200. Thus, for every donation, the Lottery ticket program receives two packages and affords two winners the chance to explore Iowa.

More details about the Lottery ticket promotion will be forthcoming. In the meantime, feel free to contact Mike at 888-472-6035 or [mike.murwin@ided.state.ia.us](mailto:mike.murwin@ided.state.ia.us) to learn more about how your company or organization can participate. ■

## LOG ON AND EAT UP!

Chefs (and wannabe chefs) take note! Beginning this month the Iowa Division of Tourism's Web site – [www.traveliowa.com](http://www.traveliowa.com) – will feature recipes from the new cookbook "Fresh from Terrace Hill." The cookbook, which is a project of first lady Christie Vilsack and the Terrace Hill Society, includes nearly 50 recipes submitted by the first family and several Iowans and former residents. A different recipe each week — everything from Lt. Governor Pederson's English Scones to Mrs. Vilsack's Cream of Artichoke-Mushroom Soup — will be featured on the site in February and March. Visit [www.terracehill.org](http://www.terracehill.org) to order a copy of the cookbook. ■



## THOUSANDS TRAVEL (VIRTUALLY) IN IOWA IN 2000

The ever-increasing popularity of the Internet was proven again in 2000 when the Iowa Division of Tourism's site — [www.traveliowa.com](http://www.traveliowa.com) — welcomed a record number of visitors. During the calendar year, more than 400,000 people stopped at the site creating more than two million hits. This represents a huge increase from 1999 when 193,000 people visited the site, creating 932,000 hits. Each person who visits the site for more than 10 minutes is considered a user. Each page that a user visits counts as a hit. Look for continued rotating features on the site that will give surfers reasons to visit it more than once. ■

	1998	1999	2000
<b>Users</b>	74,150	193,664	404,813
<b>Hits</b>	325,537	932,514	2,340,376

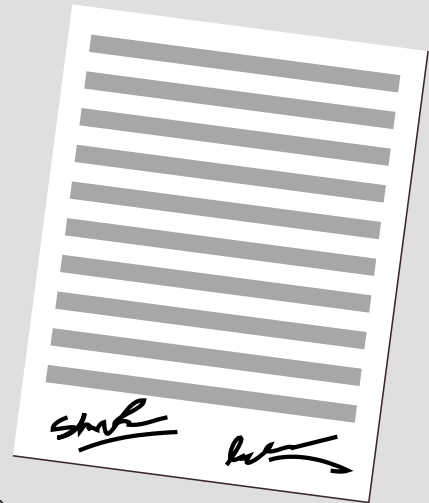
## UNITY DAY PLANS IN FULL SWING

Iowa Tourism Unity Day registrations are rolling in. Don't miss out on this opportunity to join your colleagues for a motivational message, a re-cap of the 2001 legislative session, the announcement of the 2002 cooperative advertising program and much more. The event takes place April 27 at the Hy-Vee Conference Center in West Des Moines. Before April 16, the fee to attend is only \$30 per person. After that date, the price jumps to \$40 per person. The registration form is available in the Travel Industry section at [www.traveliowa.com](http://www.traveliowa.com). The site also contains the form necessary to nominate individuals for the Tourism Leadership awards that will be presented at Unity Day. ■

## WELCOME CENTERS SIGN CONTRACTS

Congratulations to each of Iowa's 17 locally-owned welcome centers that recently signed contracts extending their relationship with the Division of Tourism for the next five years. The contracts confirm that each center is a designated "Complementary Welcome Center," meaning that the center provides current and accurate information about the state's attractions, events and lodging facilities; restrooms and adequate parking facilities. In return, the state will continue to provide assistance such as signage, tourism publications and annual training for Welcome Center managers.

Centers that are able to provide travelers additional amenities may apply to become "Primary Welcome Centers." These facilities will offer a gift shop that features Iowa made products, food and beverage vending machines, expanded hours of operation, sufficient parking, facilities to accommodate a motorcoach group and more. ■



## PEDERSEN COMES ON BOARD AT IDED

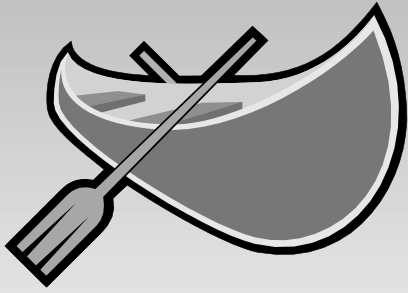


Welcome to Nancy Pedersen who joined the Iowa Department of Economic Development in January as the agency's communications manager. Nancy has extensive experience in communications and media relations, having worked in the industry for more than 20 years. Most recently, Nancy worked as Senior Public Relations Account Executive at Strategic America in West Des Moines. ■

## NEW AG TOUR MANUAL IN THE WORKS

Division of Tourism Group Tour Manager Mark Eckman and Publications Manager Kathy Bowermaster are again teaming up to create the next edition of the popular *Iowa Ag Tour Manual*. Mark and Kathy are preparing to mail update forms to each of the communities listed in the current manual. They are also looking for new ag-related events and attractions that have sprung up in the state in the past two years. To learn more about the publication update contact Mark at 888-472-6035 or [mark.eckman@ided.state.ia.us](mailto:mark.eckman@ided.state.ia.us). ■





## LEWIS & CLARK COMMISSION GEARS UP FOR BICENTENNIAL

In January, the newly created Iowa Lewis and Clark Commission met for the first time. The group was established during the 2000 legislative session and includes a mix of government officials and governor-appointed private members. The group exists to promote the observance of Iowa's bicentennial commemoration of the Lewis and Clark expedition. The bicentennial in Iowa occurs from 2003-2006. ■

## LEGISLATIVE DAY UPDATE

The Travel Federation of Iowa/Iowa Lodging Association-sponsored legislative briefing scheduled for February 7 at the Embassy Suites in Des Moines is changing locations. The event, which will include messages about the current legislative session from top elected officials, will instead take place at the Savery Hotel, 401 Locust Street, in Des Moines. The rest of the day's activities, including the evening legislative showcase, will take place as they were originally scheduled. Contact TFI president Carla Ferguson at 641-828-2257 or [carla@redrockarea.com](mailto:carla@redrockarea.com) with questions. ■

## COLLEGE STUDENTS SEEK WORK

Need some extra help in the office? The Division of Tourism is offering a chance for you to open your doors to a college student who is seeking an internship. The Tourism Division is compiling information about tourism internship opportunities around the state. That complete listing will be sent to several Iowa colleges and universities. Contact Program Manager Lonie Mezera at 888-472-6035 or [lonie.mezera@ided.state.ia.us](mailto:lonie.mezera@ided.state.ia.us) for more information. Lonie is interested in learning about internships available anytime of the year that offer pay and/or credit. ■

## 2001 EVENTS DUE

The second edition of the *2001 Calendar of Events* will be released in late June and will include a listing of events taking place in Iowa from July through December. Division of Tourism Publications Manager Kathy Bowermaster is accepting submissions for this publication until March 1. She welcomes news about events that were not submitted for the first edition calendar, events that have changed dates or events that have been cancelled. Event information can be submitted to Kathy via the Internet; simply visit the Events Calendar page at [www.traveliowa.com](http://www.traveliowa.com). You can also contact Kathy at 888-472-6035 or [kathy.bowermaster@ided.state.ia.us](mailto:kathy.bowermaster@ided.state.ia.us) to request a submission form. ■

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ECONOMIC DEVELOPMENT

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COME BE OUR GUEST.