

LT. GOVERNOR COMPLETES 36-CITY TOUR

Iowa Lt. Governor Sally Pederson spent eight days in early June touting the state as a tourism destination during the "Discover Iowa" tour. From June 1- 8 Pederson stopped at 36 communities where she visited tourism and cultural attractions and told crowds that Iowa is full of well-known and hidden destinations and events. She encouraged Iowans to get out and enjoy their home state. At each stop she also presented a certificate thanking the community for its role in the tour. To learn more about the tour and the communities included on it, visit www.state.ia.us/discover. ■



Nearly 100 people greeted the Lt. Governor in Boone. After a short program, the Lt. Governor took a moment for a group photo and a tour at the Boone and Scenic Valley Railroad.



During a stop at the new IMAX® Dome Theater in Cedar Rapids, Mike Dexter from the Cedar Rapids CVB and Ganesh Ganpat from the Science Station provided a tour to the Lt. Governor and Department of Economic Development Director C.J. Niles. The theater, which opened in late March, is the first IMAX® in the state.



Lt. Governor Pederson tried her hand at Mexican dancing during a stop in Storm Lake. The community showcased its rich ethnic diversity at a lakeside community potluck at Sunset Park.

THREE VISION IOWA APPLICANTS ENTER NEGOTIATIONS

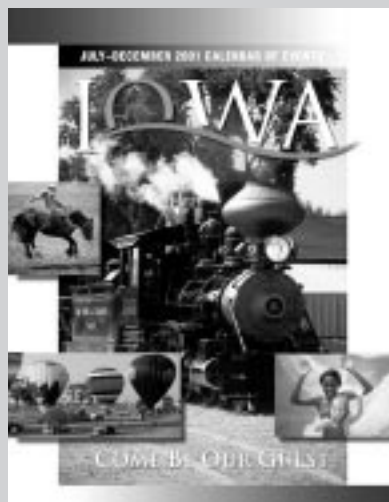
Although the Vision Iowa board made no financial awards at its meeting in June, the group made significant progress on several applications from around the state. The board unanimously approved a motion to begin negotiations with three projects:

- Polk County is requesting \$75 million that will aid the construction of the Iowa Events Center, the Iowa Hall of Pride, and a new Science Center of Iowa facility.
- Davenport officials are requesting \$34 million to build the Figge Arts Center, the River Music History Center, a walkway from the Rhythm City Casino to downtown, and a new AgTech Venture Capital Center.
- Waterloo is requesting \$46 million to help build an agricultural exposition center, an art mall, an indoor recreation center, and a network of bike paths, hiking trails and streetcars.

The Board is still considering applications from several communities that are seeking smaller awards from the Community Attraction and Tourism pool of money.

Learn more about the recent meeting by visiting www.visioniowa.org. The board meets again on July 11 in Des Moines. ■

NEW PUBLICATIONS HIGHLIGHT EVENTS, AGRICULTURE



In mid-June the Iowa Division of Tourism introduced two new publications. The second edition of the *Iowa Calendar of Events* includes a listing of more than 1,000 events taking place around the state from July to the end of the year. The reprint gives travelers information about events that have been changed or added since the first printing of the *Calendar of Events* late last year.

The 2002-2003 *Iowa Ag Tour Manual* is the premier piece used to market the state's agriculturally related destinations to group tour planners. The publication showcases agricultural attractions and events around the state. It also provides facts and figures about various types of farming in Iowa.



Get your copy of the *Calendar of Events* by visiting the Publications section at www.traveliowa.com. The *Ag Tour Manual* is available by contacting Tourism Division Group Travel Manager Mark Eckman at 888-472-6035 or m.eckman@ided.state.ia.us. ■

THREE WELCOME CENTERS RECEIVE SPECIAL DESIGNATION



Top of Iowa Welcome Center officials Doug Fallgatter, Karen Belville, Jean Stowell and Terry Steinmetz joined Iowa Division of Tourism Administrator Nancy Landess (second from right) at a ceremony designating the facility as a Primary Iowa Welcome Center.

The Top of Iowa Welcome Center near Northwood, the Amana I-80 Welcome Center near Williamsburg and the Mississippi Valley Welcome Center in Le Claire were recently designated as Primary Welcome Centers. The special recognition means that the center meets several high quality standards for visitors. The state's Primary Welcome Centers must be open daily all year during core hours of 9 a.m. to 4:30 p.m. In addition, they must provide sufficient paved parking, adequate restroom facilities, a pay phone, a minimum of 250 Iowa brochures, and a water fountain. These and other amenities enhance a traveler's experience to the welcome center and the state.

Tourism Division Marketing Manager LuAnn Reinders said "Each of Iowa's welcome centers offers excellent hospitality and services to our travelers," she said. "However, the Primary Welcome Centers have chosen to provide more amenities and services. These centers are leading the way in providing the services travelers request." ■



TOURISM BUILDING PACKED WITH FUN DURING THE IOWA STATE FAIR

When the 2001 Iowa State Fair begins on August 9, 30 exhibitors in the Iowa Tourism Building will be set to welcome more than 150,000 visitors during the 11-day event. Each exhibitor in the air-conditioned building will tout tourism attractions in their city or area and will provide information to curious travelers.

For the fourth consecutive year, the Iowa Division of Tourism will offer fair-goers a chance to win an Amana refrigerator.

Amana, Iowa-based Amana Appliances is providing its newest refrigerator model that features a unique EasyReachPlus® pullout freezer on the bottom. The appliance is valued at \$1,349. The Tourism Building is open the first 10 days of the fair from 9 a.m. to 9 p.m. On the last day of the event, the building closes at 6 p.m. ■

WAUKEE AND VICTOR WELCOME CENTERS CLOSING

Beginning July 1, the seasonal Iowa Welcome Centers at Victor and Waukee will close. The closings are a result of the Division of Tourism's 24 percent budget cut in fiscal year 2002. Please discontinue sending brochures to these two welcome centers. ■

TFI ELECTS OFFICERS

The Travel Federation of Iowa met recently and approved a new slate of officers. Beginning this month, Tom Smull from Eastern Iowa DMA takes the reins as the group's president. Vicki Hughes from Ushers Ferry Historic Village in Cedar Rapids becomes vice president, while Tom Kuhlman from the Iowa Great Lakes Chamber of Commerce continues as treasurer. Carrie Koelker, executive director of the Eastern Iowa Tourism Association, will fill the role of secretary.

TFI is composed of representatives from each of the state's three tourism regions. Subcommittees of the organization will handle various special projects including the legislative showcase, legislative breakfast, lobbying handbook and more. ■

WANTED: CORPORATE PARTNERS

Much of the success of each Iowa Tourism Conference can be attributed to the many corporate partners who support the event. Again this year, Division of Tourism's Promotion and Partnerships Manager, Mike Murwin, is looking for organizations and companies that would like to take advantage of this opportunity to reach more than 300 tourism professionals and volunteers. Please contact Mike at 888-472-6035 or Mike.murwin@ided.state.ia.us if you are interested in becoming a corporate partner or if you know of someone else who might be. ■

TOURISM CONFERENCE MATERIAL EN ROUTE SOON

Keep an eye on your mailbox, as it will soon contain important information about the Iowa Tourism Conference scheduled for October 22-24 in Bettendorf. This month the Iowa Division of Tourism will mail the official conference registration piece as well as information about the sixth annual silent auction and tourism award nomination forms. Once these materials hit the mail they will also go on-line in the Travel Industry section at www.traveliowa.com. ■



FLORA SCHMIDT OFFERS SCHOLARSHIP

Former Manchester Chamber of Commerce director Flora Schmidt has again generously agreed to sponsor one college student's registration to the Iowa Tourism Conference. The Iowa Division of Tourism is currently accepting applications from students who are interested in receiving the Flora Schmidt Scholarship. Contact Tourism Division Program Manager Lonie Mezera at 888-472-6035 or lonie.mezera@ided.state.ia.us with questions or to request a scholarship application. ■

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