

2002 IOWA CALENDAR OF EVENTS IS IN THE WORKS

Plans to create the 2002 Iowa Calendar of Events are well underway. Division of Tourism Publications Manager Kathy Bowermaster is currently accepting information about events that take place anytime next year. Visit the Events Calendar section at www.traveliowa.com to submit new event information or call 888-472-6035 to request a submission form. Do not submit your events using both. Events submitted to the Web site are also included in the printed publication and vice versa. Kathy must receive your event information by September 15 in order to include it in the printed calendar of events. ■

It's never too late to let us know about event changes. If your event in 2001 has been cancelled or changed dates, please send an e-mail to Kathy Bowermaster at kathy.bowermaster@ided.state.ia.us, or call her at 888-472-6035. Kathy will update the event information on the Web site. Please help us give travelers the most accurate information about Iowa.

VISION IOWA BOARD AWARDS \$70 MILLION TO CAPITAL CITY VISION

At its July meeting, the Vision Iowa board awarded \$70 million to Polk County's Capital City Vision Project.

"This project is a fine example of the great things that can be accomplished when the public and private sectors collaborate to reach a common goal," Governor Tom Vilsack said. "I commend Polk County for realizing a greater vision for the project and for expanding it to include a host of new development. This project will substantially benefit the quality of life for citizens not only of Polk County but the entire state."

The award includes a \$55 million grant and a \$15 million forgivable loan. Fifty million dollars of the grant and loan will assist the construction and development of the Iowa Events Center, which includes an arena, convention and meeting facilities, and a riverfront restaurant. Another \$15 million is allocated for the construction of new facilities for the Science Center of Iowa. And \$5 million will aid the development of the Iowa Hall of Pride. Located in the new arena, it will showcase Iowa's best high school athletes and performers.

The loan is contingent upon the completion of several other projects in Polk County including the construction of a new Des Moines Public Library, the development of the John Pappajohn Learning Center, and the rehabilitation and development of space to house the World Food Prize Center. The county has agreed to provide up to \$15 million for these projects, all of which are located in downtown Des Moines.

The board previously awarded Vision Iowa funds to projects in Dubuque, Council Bluffs and Sioux City. Smaller Community Attraction and Tourism awards have gone to projects in Atlantic, Cedar Rapids, Creston, Marshalltown, Monticello, Mount Pleasant, Oelwein, Pella, Red Oak, St. Ansgar and Sioux Center. Additional funds remain in both programs.

To learn more about Vision Iowa, contact Susan Judkins at 515-242-4870 or susan.judkins@ided.state.ia.us. Or visit www.visioniowa.org. ■



TWO WELCOME CENTERS RECEIVE SPECIAL DESIGNATION

The Amana I-80 Welcome Center near Amana and the Mississippi Valley Welcome Center in Le Claire were designated as Primary Iowa Welcome Centers on June 29. The special recognition means that the centers meet several high quality standards for visitors. The state's Primary Welcome Centers must be open daily all year during core hours. In addition, they must provide sufficient paved parking, adequate restroom facilities, a pay phone, a minimum of 250 different Iowa brochures, and a water fountain. These and other amenities enhance a traveler's experience to the welcome center and the state.

Of the state's 21 welcome centers, six have been designated as Primary Centers. Congratulations Amana I-80 and Le Claire! ■



Governor Tom Vilsack (far right) joins Mississippi Valley Welcome Center Manager Pam Black and Quad Cities CVB CEO Joe Taylor in receiving designation as a Primary Iowa Welcome Center.



Several staff members and volunteers turned out when the Amana I-80 Welcome Center received its Primary Iowa Welcome Center certification. Division of Tourism Administrator Nancy Landess (far right) made the presentation.

IOWA TOURISM CONFERENCE REGISTRATIONS ARE ROLLING IN

With little more than three months before the event begins, many people have committed to attending the 2001 Iowa Tourism Conference in Bettendorf. The annual gathering takes place October 22-24 at the Isle of Capri Hotel, Conference Center and Casino. Registration information hit the mail in mid-July and is also available in the Travel Industry section at www.traveliowa.com. Visit the Web site for other conference-related documents including the Silent Auction



donation form and the Iowa Tourism Award nomination form.

Also, applications from students who would like to receive the Flora Schmidt Scholarship are due September 21. Given by former Manchester Chamber of Commerce director Flora Schmidt, the scholarship covers the fee for one student's registration to the conference.

Contact Division of Tourism Program Manager Lonie Mezera at 888-472-6035 or lonie.mezera@ided.state.ia.us to learn more about this or other conference issues. ■

TOURISM IS A FAVORITE AT THE IOWA STATE FAIR

The Iowa State Fair kicks off August 9 and continues for 11 days, offering food, fun and loads of entertainment. The air-conditioned Iowa Tourism Building on the southwest corner of the fairgrounds is a popular, cool destination for more than 100,000 fairgoers each year. In 2001, more than 30 exhibitors will fill the building, inviting fair attendees to visit each corner of the state. Thanks to each exhibitor who will help make the Iowa Tourism Building a must-see at the fair.

- Adair County
- Amana Colonies CVB
- Ames/Story City
- Central Iowa Tourism Region
- Civic Center of Greater Des Moines
- Clarke County Tourism
- Clear Lake Chamber of Commerce
- Eastern Iowa Tourism Association
- Meskwaki Bingo Casino Hotel
- Indianola Chamber of Commerce
- Inn of the Six Toed Cat
- Iowa Railroad Historical Society
- Madison County Chamber of Commerce
- Main Street Iowa
- Marion County
- Newton CVB
- Oakview II Hunt Club
- Poweshiek Area Development
- Rathbun Lake Area
- Saylorville Lake
- Villages of Van Buren
- Southern Exposures Tourism
- Taste of Iowa™
- Terrace Hill Foundation
- Community of Walnut
- Webster County
- Western Iowa Tourism Region

THE TRAVELER IS AVAILABLE BY E-MAIL



Cut down on the amount of snail mail that crosses your desk by receiving this newsletter electronically. Simply send an e-mail to shawna.lode@ided.state.ia.us and request electronic delivery. It's simple and it's free. Each month you will receive an e-mail that contains a link to www.traveliowa.com where the newest newsletter is available in an easy to download and easy to read format. ■



REFRIGERATOR GIVEAWAY GOES HIGH TECH

Can't make it to the Iowa State Fair this year? No need to fret. You can register for an Amana EasyReachPlus® refrigerator from the comfort of your own computer. Provided by Amana Appliances, the top-of-the line refrigerator is valued at more than \$1,300. People who stop by the Division of Tourism's booth at the fair can register for the appliance. And now anyone can get signed up by visiting www.traveliowa.com and clicking on the State Fair icon. ■

TWO IOWA COMMUNITIES EARN CEPP RECERTIFICATION

Division of Tourism Program Manager Lonie Mezera will visit two communities this month as part of their completion of the Department of Economic Development's Community Economic Preparedness Program (CEPP). On August 29 Lonie and TEAM Iowa Leader Leon Wilkinson will travel to Keokuk for a simulated traveler visit. On August 30 Lonie joins TEAM Iowa Leader Karen Eischen for a visit to Muscatine. The CEPP program exists to organize and prepare communities and counties for the growth of tourism and business opportunities. A certificate is issued upon completion of the recertification requirements of the program. TEAM Iowa Leaders is a network of tourism professionals and volunteers who share their experience and expertise with other tourism industry members. ■

CLARINDA IS AMONG THE NATION'S BEST

Congratulations to the community of Clarinda, which was recently named one of the top 10 small towns in America. The national travel magazine *TravelHoliday* bestowed the honor in its July/August issue, saying that there is something "almost painfully sweet" about Iowa's small towns. The magazine also cited the community's annual Glenn Miller Festival, restored courthouse square, and quaint homes and businesses. Clarinda is the only midwestern community on the top 10 list. ■

PUT ON A HAPPY FACE GOES TO HOUSTON

For the sixth consecutive year, tour operators who attend the National Tour Association's annual exchange have a good reason to smile. The Iowa tourism industry is hosting its annual Put on a Happy Face event at the convention in Houston on November 11. Held at Vargo's Restaurant — a Houston institution — the event joins group tour planners from around the United States and Canada with representatives of Iowa's tourism industry. The event promises a night of laughter as comedian Wayne Cotter provides the post-dinner entertainment. Cotter is back by popular demand; he headlined the affair when it was held in Tampa in 1997. Several organizations from around Iowa have already expressed an interest in attending the event. If you would like to join the group, please contact Division of Tourism Group Travel Manager Mark Eckman at 888-472-6035 or mark.eckman@ided.state.ia.us. ■

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