



Lt. Governor Sally Pederson enjoys the Iowa Tourism Conference along with Jake Crandall, President and CEO of AAA Minnesotallowa. A long-time friend of Iowa tourism, AAA sponsored the luncheon that included an address by the Lt. Governor and the presentation of AAA's Four Diamond Awards.



Sandy Ehrig, Administrator of the Iowa Department of Economic Development's Community Development Division spoke at the Iowa Tourism Conference's opening luncheon. She explained how the IDED is working to reach the goals established in the Iowa 2010 plan.



NEW TOURISM STATISTICS, TERRORIST IMPACT DISCUSSED AT STATE TOURISM CONFERENCE

Impressive new tourism statistics and the terrorist attack's effect on travel were two issues discussed recently at the Iowa Tourism Conference in Bettendorf. Iowa Tourism Office Manager Nancy Landess addressed a group of nearly 400 tourism professionals and volunteers from around the state, telling them that tourism in Iowa continues to grow, although the events of September 11 have substantially impacted the industry nationally and have created new trends. Citing a recently released report from

TIA is forecasting that travel in rural areas and the Midwest and Western regions of the nation will be least affected by the attacks. The organization also predicted that more Americans will choose to travel by car than air, a factor that bodes well for Iowa. Already, 87 percent of travelers arrive in Iowa by car or recreational vehicle. Coupled with stable gas prices and a stronger desire to travel as a family, Iowa is well positioned to continue to experience tourism growth, Landess said.

Check out all the latest Iowa tourism statistics in the Travel Industry section at www.traveliowa.com.

the Travel Industry Association of America (TIA), Landess reported that in 2000 domestic travelers spent nearly \$4.2 billion in Iowa, a 3.4 percent increase from 1999. Additionally, travel generated expenditures directly created 61,200 jobs in Iowa, a 1.8 percent increase from 1999.

Landess also shared information about travelers' response to the recent attacks on America. In early October, she attended TIA's Travel Outlook Forum, where experts shared thoughts about how recent events will change travel in America.

"We are very sympathetic to the areas in our country that are suffering most from the recent attacks," Landess continued. "Even in Iowa we've learned about isolated incidents that were impacted by recent events. But at the same time we are encouraged that the new trends in travel mesh well with our existing strengths. Despite current situations, we will continue to market Iowa as a safe, affordable, and convenient vacation destination." ■

Several conference-goers perused hundreds of items available as part of the sixth annual silent auction. This year, the auction raised more than \$12,000. These proceeds will help finance tourism education opportunities including the Iowa Tourism Conference and Tourism Unity Day.

VISION IOWA BOARD MAKES THREE AWARDS IN OCTOBER

The Vision Iowa board made three awards at its October meeting, providing assistance to projects in Clayton County, West Bend, and Algona. Governor Tom Vilsack credited the Vision Iowa board for investing in projects in three rural Iowa communities.

One award came via the Vision Iowa program that provides financial assistance for the development of major projects costing at least \$20 million. The remaining projects were funded through the Community Attraction and Tourism (CAT) program. CAT is a component of Vision Iowa and provides financial assistance for smaller projects.

VISION IOWA PROGRAM AWARD RECIPIENT:

McGregor/Marquette Area Legacy Project, Clayton County — \$5 million grant.

Costing more than \$25 million, this project includes the creation of facilities in Clayton County. Highlights of the project are Trail of Two Cities recreational trail; downtown beautification in McGregor, Marquette, and Strawberry Point; destination hotel and 18-hole golf course, and a riverfront walkway project in Guttenberg.

CAT AWARD RECIPIENTS:

Park View Inn & Suites and Conference Center, West Bend — \$250,000 grant.

In the works since 1999, this project includes the construction of a lodging facility made up of 36 guest rooms, a swimming pool and whirlpool, a fitness/party room, and community meeting rooms. The adjoining conference facilities will accommodate nearly 500 people. The entire project cost is approximately \$2 million.

Algona Family YMCA, Algona — \$200,000 grant. The state's award is contingent upon the community of Algona completing local fundraising efforts.

The state's funding will assist the construction of an addition to the YMCA. The enhanced facility will include a multipurpose kids' gymnasium, a suspended track, a fitness and free weight center, a meeting room and more. This, the third phase of a four-phase project, has a total project cost of nearly \$1.5 million.

The Vision Iowa board meets again on November 14 at Kirkwood Community College in Cedar Rapids. Contact Vision Iowa Program Coordinator Susan Judkins at 515-242-4870 or susan.judkins@ided.state.ia.us with any questions. ■

VISION IOWA BONDS SOLD

Governor Tom Vilsack announced last month that the sale of bonds to finance the state's Vision Iowa program generated \$215 million, \$35 million more than was originally expected.

To date, projects in six communities have received a total of \$180 million in assistance from Vision Iowa. Seven additional applicants are asking for nearly \$85 million more in Vision Iowa aid. The increased bond revenue means that the Vision Iowa board will have the resources to assist several more projects. ■

IDED GOES FISHING

In a sea of training options, one stands out in the crowd. The Iowa Department of Economic Development's Community Consultants are currently offering "FISH!," based on the highly popular session from the Iowa Tourism Conference. This training will have an impact on leadership, orientation, teamwork, retention, creativity, customer service, preparation for change, and quality improvement.

The IDED Consultants will deliver this program to communities through local development organizations. The program will benefit anyone who works with the public.

Contact your Community Consultant for additional details.

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IDED PLANS COMMUNITY WORKSHOP SERIES

The Iowa Department of Economic Development's Community Development Division and the Iowa Rural Development Council are hosting workshops related to technology and tourism. Additional workshops are planned for the spring of 2002; information about them is forthcoming. To learn more about the first series of workshops, visit www.state.ia.us/ided/crd. Each workshop is available at various ICN sites.

Connecting All Iowans to the WWW
December 5 - 1:00 p.m. — 5:00 p.m.

Iowa as a Destination for Attractions
January 7 - 1:00 p.m. — 5:00 p.m.



During the final day of the Iowa Tourism Conference, members of the Western Iowa Tourism Region officially invited everyone to next year's conference in Sioux City.

COMMUNITIES COMPLETE CEPP CERTIFICATION

Twenty communities and counties were recognized at the Iowa Tourism Conference for completing the tourism component of the Iowa Department of Economic Development's Community Economic Preparedness Program (CEPP).

CEPP is designed to assist communities in developing and marketing their local tourism assets. The program's sections include local development of the tourism organization, assessing tourism impact, planning and marketing, and education. The program can be completed in 18 months and requires recertification after three years.

Communities and counties receiving recognition include: Adams County, Adair County, Allamakee County, Carroll County, Clayton County, Clear Lake, Dyersville, Jackson County, Keokuk, Manchester, Marion County, Marion, Muscatine, Pella, Poweshiek County, Sac County, Story City, Union County, West Branch, and Winneshiek County. ■

LT. GOVERNOR RECOGNIZES TOURISM LEADERS

At the Iowa Tourism Conference, Lt. Governor Sally Pederson recognized 16 people as TEAM Iowa Leaders, honoring them for their contributions to the industry in Iowa.

The Iowa Department of Economic Development's Tourism Office created TEAM (Tourism Enhancement And Marketing) Iowa to develop a network of state and local tourism professionals and volunteers trained in several areas of tourism development. The team members are available to provide technical outreach support to communities, counties and other organizations.

TEAM Iowa Leaders are required to attend tourism-oriented education seminars and conferences, have membership in their own tourism region and at least one other tourism organization, serve as mentors to a new member of the tourism industry, and assist with a community outreach project.

TEAM Iowa Leaders are: Kathy Bearce, Karen Eischen, Renee Jedlicka, Mary Johnson, Tom Kuhlman, Sandra Leininger, Dan McDonald, Tiffany Menke, Shirley Phillips, Ollie Pleggenkuhle, Elizabeth Reis, Carol Sinclair, Fenner Stevenson, Kathie Swift and Leon Wilkinson. ■



SEE AMERICA DAY IS NOVEMBER 11

The Travel Industry Association of America has announced its support of See America Day to help get Americans traveling. The event will take place on Veterans Day, November 11. The National Parks and Forests have already announced that they will not charge entrance fees on this day to mark the sacrifices veterans have made.

How can your organization participate? Hotels can offer great weekend rates. Restaurants can offer a "See America" menu or free appetizer/dessert. Museums could offer a free pass for anyone who is a veteran and/or in the military and/or employed by the fire or police departments. Attractions could offer a special "See America" pass for families.

Please send information about your special See America promotion to Shawna Lode at the Iowa Tourism Office: 515-242-4717 or email to: shawna.lode@ided.state.ia.us. ■

NEW LEGISLATION BENEFITS TRAVEL INDUSTRY

New federal legislation named the Travel America Now Act has been introduced in the Senate and House of Representatives. The bills include three recovery provisions. First, the legislation provides temporary restoration of full deductibility for all business entertainment expenses, including meals that are now subject to a 50 percent limitation. Second, it establishes a temporary tax credit of \$500 per person (\$1,000 for a couple filing jointly) for personal expenses incurred because of travel conducted or paid for through December 31, 2001. Third, it creates a temporary extension of the "carry back" provision so that losses by travel businesses can be offset by previous years' profit. Currently this look-back is two years, and this legislation would expand that to five years.

The Travel Industry Association of America is spearheading this legislative effort along with the support of several national tourism organizations. Please contact your congressional representative, asking him or her to support the Travel America Now Act. ■

WWW.TRAVELIOWA.COM GETS A FACE-LIFT

The Iowa Tourism Office's Web site, www.traveliowa.com, was upgraded recently with a new design and easier-to-use format. The site contains the same great information and is currently being updated with information submitted for the 2002 *Iowa Travel Guide*.

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