

SIX COMMUNITIES RECEIVE VISION IOWA ASSISTANCE IN JANUARY

At its meeting on January 9, the Vision Iowa board made six awards through the Community Attraction and Tourism (CAT) program, a component of the Vision Iowa program. CAT provides financial assistance for projects that cost less than \$20 million. To date, 37 projects have received assistance from the program.

Governor Tom Vilsack said he is continually impressed by the number of Iowa communities that are creating new facilities to improve the local quality of life. "To grow our state, it is so vital that each town and city recognize areas for improvement and find the resources necessary to fill their specific voids," he said. "Through Vision Iowa, the state is proud to form a partnership with each of these communities that have recognized the need to create the recreational, cultural and tourism attractions that are so important to recruiting and retaining citizens."

■ Avoca Family Aquatic Center, Avoca (Population 1,610) - \$124,000 grant.

The city of Avoca is spending nearly \$1.6 million to create a new aquatic facility that will replace the community's current 50-year-old swimming pool. The new facility will include a water slide, zero depth entry, and lap lanes. The project also calls for enhancements to the area surrounding

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LAWMAKERS, TOURISM INDUSTRY ENJOY LEGISLATIVE NIGHT

As part of a yearly tradition, more than 60 members of the Iowa tourism industry gathered at the Iowa State Fairgrounds for Tourism Legislative Night. Held January 23, the event attracted approximately 100 lawmakers, including Lt. Governor Sally Pederson. The evening showcase gives representative of Iowa's communities, attractions, events and travel-related businesses a chance to visit informally with elected officials. Additionally, it provides a unique way for legislators to learn more about tourism initiatives around the state. Earlier in the day, several people attended a special legislative briefing and took the opportunity to visit one-on-one with their elected officials at the capitol. The Travel Federation of Iowa, the Iowa Lodging Association and the Iowa Hospitality Association coordinate the event. ■

Iowa Department of Economic Development Director CJ Niles spent the evening touring the many exhibits in the Iowa Tourism Building. Here, she stops for a chat with Kellie Hillis and Angie Cruz from the Isle of Capri Casinos.



Lt. Governor Sally Pederson spent one week in June visiting tourism destinations around the state. At Legislative Night she took the opportunity to re-visit some of the people she met during her Discover Iowa Tour. Lonnie Nemmers and Martha Place from the Waterloo Convention and Visitors Bureau greeted her at both events.

IDED HOSTS TOURISM WORKSHOP

More than 100 people from around Iowa participated in a workshop via the ICN on January 7. Titled "Iowa as a Destination for Attractions," the event included presentations from Iowa Tourism Office Manager Nancy Landess and Department of Cultural Affairs Director Anita Walker. Michael Gartner, chair of the Vision Iowa board, also provided comments about the program, followed by presentations from Sue Czesinski of the Dubuque CVB and Paul Clausing with the city of Sioux Center. Both communities successfully obtained funding from the Vision Iowa program in 2001. The Iowa Department of Economic Development will continue to offer monthly ICN workshops related to a variety of topics. Check out www.community.state.ia.us to learn more. ■

INDUSTRY PROVIDES INPUT

The Iowa Tourism Office hosted several members of the state's tourism industry at a recent event aimed at exploring alternative funding sources for tourism marketing. The group discussed the success of recent Tourism Office programs including cooperative advertising, www.traveliowa.com, the *Iowa Travel Guide* and more. The Tourism Office is considering the funding ideas discussed by the group and will provide more information to the entire industry shortly. In the meantime, please feel free to communicate your ideas about new funding possibilities by contacting Iowa Tourism Office Manager Nancy Landess at nancy.landess@ided.state.ia.us or 888-472-6035. ■

IOWA TOURISM LEGISLATIVE NIGHT



Jayne Smith from the Boone Chamber of Commerce talks with Representative Rebecca Reynolds of Bonaparte.



Exhibitors from around Iowa participated in the Tourism Legislative Showcase, including representatives from Carroll County. (Pictured left to right: Freda Dammann, Sue Schrad, Dave Olson, Marion Burns, LeRoy Dammann)



Representative Bill Dotzler of Waterloo visited many exhibits, including those of his local constituents. Kim Burger (pictured at right) welcomes him to the Cedar Falls booth.

Vision Iowa Update — continued from page one

■ Crawford County, Denison
(County population 16,942) — \$215,000 grant.

Crawford County and the Crawford County Fair Association plan to construct a new grandstand, costing a total of \$850,000. The new facility will seat 5,392 people and will include handicap accessible restrooms.

■ Regional Wellness Center, Estherville
(Population 6,656) — \$1 million grant over three years.

Costing more than \$6 million, this wellness center will include an indoor aquatic area, a fitness center, and an elevated walking/jogging track. Successful development of the wellness center means the Iowa National Guard will create a new armory attached to one end of the wellness facility. The Iowa Lakes Community College will create a fine arts center on the other end. Construction costs for the entire community complex exceed \$15 million.

■ Glenwood Community Wellness and Rec Center, Glenwood
(Population 5,358) — \$1.3 million grant over three years.

Glenwood's current recreation facility is small and does not meet the community's needs. A new facility, ideally located

adjacent to outdoor sports facilities, will include a gymnasium and ample space for fitness equipment. Meeting rooms and a computer area also make up the facility.

■ Shelby County Activity Center, Harlan
(Population 5,282) — \$400,000 grant.

This 13,100-square-foot facility will double as the area's senior center and as a building available for public use, making Harlan a more attractive meeting and convention destination. The total project cost is more than \$1.6 million.

■ Henderson Community Center, Henderson
(Population 171) — \$60,000 grant.

In 1997, the city of Henderson identified the need to build a community center as part of its Community Builder Plan. The state's award will assist the construction of a new multi-functional center to house the public library, video materials and long distance learning equipment. The center will complement other recent improvements in the community including repaved streets and reconstructed sidewalks.

The Vision Iowa board meets again on February 13 at the Marriott in West Des Moines. Learn more about the program by visiting www.visioniowa.org or by contacting Vision Iowa Program Manager Nichole Warren at nichole.warren@ided.state.ia.us or 515-242-4827. ■

NICHOLE WARREN NAMED VISION IOWA PROGRAM MANAGER

Congratulations to Nichole Warren who was recently named Vision Iowa Program Manager. Nichole replaces Susan Judkins, who resigned the position in November. A graduate of Northwest Missouri State University, Nichole most recently worked as a business finance manager at the Iowa Department of Economic Development. She has also worked as a housing project manager at the agency, and she has held a position as a regional planner for Region XII Council of Governments in Carroll. Nichole is available at 515-242-4827 or nichole.warren@ided.state.ia.us. ■



UNITY DAY INFORMATION ON-LINE

It's not too early to register to attend Iowa Tourism Unity Day, an annual motivational event held just before Iowa Tourism Month and National Tourism Week. The Travel Industry section at www.traveliowa.com now includes information about the event and nomination forms for Iowa Tourism Leadership Awards. Two people — one tourism volunteer and one paid professional — are honored annually at Unity Day for their contributions to the industry. Tourism Unity Day will take place April 26 at the Hy-Vee Conference Center in West Des Moines. ■

COLLEGE STUDENTS SEEK WORK

Need some extra help in the office? The Iowa Tourism Office is offering a chance for you to open your doors to a college student who is seeking an internship. The Tourism Office 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 for more information. Lonie is interested in learning about tourism internships available any time of the year that offer pay and/or credit. ■

THANK YOU, FENNER

Thanks are due to Fenner Stevenson, manager of the Boone & Scenic Valley Railroad in Boone. Fenner will represent the entire state at upcoming sports and vacation shows in Minneapolis and Cedar Rapids. He also carried the state's message to a recent show in Kansas City. We appreciate Fenner's enthusiasm for touting Iowa tourism around the Midwest. ■

WWW.TRAVELIOWA.COM FEATURES ADVERTISERS

As added value, the Iowa Tourism Office is providing a special opportunity for the organizations and businesses that purchased advertisements in the 2002 Iowa Travel Guide. Beginning this month, and continuing through the year, each advertiser's name and logo will appear on a rotating basis at www.traveliowa.com. Web users can click on any logo to link directly to that organization or business's listing within the site for more information. ■

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