

UNITY DAY IS NEXT MONTH

Registrations for Iowa Tourism Unity Day are rolling in. Held at the Hy-Vee Conference Center in West Des Moines on April 26, the event will feature motivational speaker Philip Van Hooser. His presentation will illustrate how common sense leadership wins employee loyalty and builds cohesive teams. Other highlights of the day-long event include Tourism Leadership Award presentations, a buffet lunch, unveiling of 2003 cooperative advertising program and a 2002 legislative re-cap.

Registration information and Tourism Leadership Award nomination forms are available in the Travel Industry section of www.traveliowa.com. Or contact the Iowa Tourism Office at 888-472-6035 or tourism@ided.state.ia.us and request that information be mailed to you. ■

*Iowa Tourism
Unity Day
keynote
speaker
Philip
Van Hooser*



FOUR PROJECTS RECEIVE VISION IOWA ASSISTANCE IN FEBRUARY

Four more communities received assistance from the state's Community Attraction and Tourism (CAT) program in February. CAT — a component of the larger Vision Iowa program — provides financial assistance for projects that cost less than \$20 million. To date, 41 projects have received assistance from Vision Iowa.

CAT award recipients:

Heritage Park of North Iowa, Winnebago County
(County Population 11,723) — \$200,000 grant.

A two-phase project, the Heritage Park of North Iowa will consist of an 1800s church, a country schoolhouse, a sawmill, a barn and petting zoo, and a large collection of steam-powered tractors. The state's investment will aid the project's second phase that involves locating, moving, renovating and building a series of buildings that will anchor the Heritage Park. The entire project cost is \$962,127.

Sidney Baptist Church, Fremont County
(County Population 8,010) — \$29,000 grant.

The state's award will assist the Fremont County Historical Society's efforts to restore the Sidney Baptist Church. The restoration includes construction of a new roof, window repairs, electrical upgrades and air conditioning installation. Once refurbished, the historic church will be open for public tours, and will serve as a local meeting facility.

Carnegie Ellsworth Library, Iowa Falls
(City Population 5,193) — \$150,000 grant.

The state's investment will assist the city of Iowa Falls' plan to refurbish the historic Carnegie Ellsworth Library. The building will eventually serve as a visitor center and will house the offices of the Iowa Falls Development Corporation, the Iowa Falls Chamber of Commerce and Iowa Falls Main Street. A special exhibit of Bill Riley memorabilia and the Pat Clark Art Collection will also be on display at the library.

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City of Osceola Municipal Recreation Complex, Osceola (City Population 4,659) — \$56,000 grant.

A project costing more than \$5 million, this recreation complex will include ball fields, concession areas, bleachers, an access walkway and parking. The complex will be built adjacent to the city's existing aquatic center.

At its meeting, the board also heard from opponents and supporters of the city of Coralville's plans to create the Coralville Conference Center and Hotel Complex. The board voted to provide a notice of intent to consider award and establish a negotiating committee that will work with local project representatives to discuss possible state funding. However, the board agreed that the state will not invest in the project until questions related to the project's financing are resolved. Coralville is asking for funding through the CAT program. The board also issued notices of intent to consider award and established negotiating committees for the Brenton Arboretum in Dallas County and the Blank Park Zoo in Des Moines.

Two Vision Iowa projects — Things To Do With a River View in Clinton and the Iowa Motor Speedway in Newton — will also move into negotiations. ■



ADVERTISEMENT, GROUP TRAVEL CAMPAIGN ARE TOPS



The Iowa Tourism Office's television advertisement and "Put On A Happy Face" campaign were both honored with ADDY Awards recently. The annual ADDY competition is a three-tiered national advertising competition honoring creative excellence among advertising professionals. The winning pieces will move on to a regional competition including winners from Iowa, Kansas, Missouri and Nebraska.

This is the second consecutive year that "Put On A Happy Face" has received an ADDY. This campaign invites tour operators from around the United States and Canada to a dinner and comedy event hosted by the Iowa Tourism Office and various members of the Iowa tourism industry.

The Tourism Office's advertising agency, The Integer Group, developed both the advertisement and the "Happy Face" campaign. ■



TRAVEL SHOW LEADS AVAILABLE

Over the last two months, Iowa Tourism Office Group Tour Manager Mark Eckman has been busy representing the state at several trade shows. Leads from his appointments at the American Bus Association and Bank Travel Management are currently available. Contact Mark at 888-472-6035 or mark.eckman@ided.state.ia.us to request copies of the leads. ■

ADVERTISING IDEAS WELCOMED

This month, staff members from the Iowa Tourism Office and the Integer Group will determine the 2003 cooperative advertising offerings. If you have ideas about publications that should be a part of the program, please relay your comments to Mike Murwin at mike.murwin@ided.state.ia.us or 888-472-6035. Thanks to past industry input, *Midwest Meetings* was added to the co-op lineup a few years ago and has become a popular part of the program. The 2003 co-op program will be announced at Tourism Unity Day, April 26. ■

NEW WELCOME CENTER RESEARCH AVAILABLE

Travel parties spend \$183.40 dollars per day traveling in Iowa according to a new report based on information gathered from visitors to Iowa's Welcome Centers. The entire survey results are available now in the Industry Research section of www.traveliowa.com. The report also shows that 31 percent of travelers extended their stay in Iowa after visiting a welcome center, and that 49 percent of all travelers came from the state's target markets of Iowa, Illinois, Wisconsin, Minnesota, South Dakota, Nebraska and Missouri.

The report is based on responses from thousands of travelers stopping at Iowa Welcome Centers in 2001. It contains results from information gathered during the entire year. Previously, the report included only survey results from April through October.

To learn more about the report or to request a hard copy, contact Iowa Tourism Office marketing manager LuAnn Reinders at luann.reinders@ided.state.ia.us or 888-472-6035. ■

"GREETINGS FROM AMERICA" STAMPS UNVEILED IN APRIL

On April 4, the United States Postal Service and the Travel Industry Association of America will launch a series of 50 stamps called "Greetings from America." The set of 34-cent stamps includes one from each state and features designs reminiscent of "large letter" postcards popular with tourists in the 1930s and 1940s.



Development Director CJ Niles will unveil Iowa's stamp at a news conference scheduled for April 4 at 10:00 a.m. at the Des Moines Main Post Office.

As part of the Greetings from America promotion, people will also have a chance to win a vacation in each state. Details about the trip to Iowa will be available on-line in early April. ■

Lt. Governor Sally Pederson (invited)
and Iowa Department of Economic

REGION
MEMBERS
ASSIST AT
SPORTS SHOWS

Thanks to the many members of the Western Iowa Tourism Region, Central Iowa Tourism Region and Eastern Iowa Tourism Association who represented the state at the Des Moines Sports and Vacation show, held February 13-17. A special thanks to the WITR for distributing Iowa Travel Guides during the Omaha Sports and Vacation Show on February 20-26. ■

IOWA STATE FAIR PLANS IN MOTION

Each year more than 100,000 people stroll through the Tourism Building at the Iowa State Fair. This year promises the same success when the fair rolls into Des Moines August 8-18. To make your appearance as a new or returning exhibitor, send a written request to Mike Murwin. Exhibitors from 2001 have the right of first refusal for exhibit space in 2002. Mike will contact interested parties once he knows how many spaces are available this year. Contact Mike at 888-472-6035 or mike.murwin@ided.state.ia.us for details about exhibit costs and obligations. ■



WITR, EITA HOST TOURISM TOWN MEETINGS

The Iowa Tourism Office staff traveled to Carroll in late February for the Western Iowa Tourism Region's annual town meeting. A week later, the group headed to Dyersville to meet with members of the Eastern Iowa Tourism Association. These "Tourism Town Meetings" give region members a chance to meet personally with the State staff and ask questions about the Tourism Office's programs. The Central Iowa Tourism Region will host a town meeting in the fall. ■

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