

## GOVERNOR ANNOUNCES VISION IOWA AWARDS TO FIVE COMMUNITIES IN APRIL

Waterloo became the ninth community to receive assistance from Vision Iowa and four projects were awarded funds from the Community Attraction and Tourism (CAT) program in April. Vision Iowa provides financial assistance for the development of major projects costing at least \$20 million. CAT, a component of Vision Iowa, aids smaller projects.

Subsequent to the investment in Waterloo's project, only about \$6.5 million of the \$215 million Vision Iowa pool of money is still available. Vision Iowa board chair Michael Gartner is encouraging additional Vision Iowa applications from projects that had considered applying but decided not to for fear that the program would run out of funds.

Vision Iowa Program award recipient:

### **River Renaissance, Waterloo**

**(City population: 68,747) — \$16 million grant.**

Funding supports: Cornerstones of this downtown revitalization project include the development of a strong technically oriented workforce, creating increased visitor attractions and enhancing the local quality of life. Vision Iowa funds will be used to construct eight parts of the 14-part project: Cedar River Plaza, Downtown Pedestrian Riverwalk Loop, Wellness & Sports Complex, Cedar River Dam, Grout Museum, African American Museum, EMA Community Center, and Veterans Center.

CAT award recipients:

### **Brenton Arboretum, Dallas County**

**(County population: 40,750) — \$222,000 grant.**

Funding supports: CAT funds will assist with the development of this 119-acre park. The project includes the addition of a pavilion, information kiosk, signage, wetlands mitigation, a lake, grounds equipment, walking trails, foot bridges, fencing, and road and bridge improvements. Upon completion, the arboretum will be home to a variety of trees, shrubs, and grasses native to Iowa.

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## NATIONAL TOURISM WEEK IS APPROACHING

On May 4, National Traveler Appreciation Day will kick off National Tourism Week, which continues through May 12. As part of the event, Iowa's Welcome Centers will provide bookmarks to travelers on May 4. The front of the bookmark features a

"It's Your Country. See It." image. The Iowa Tourism Office's logo and Web site address is on the back of the bookmark.



Also on National Traveler Appreciation Day in New York City, a "See America Book Tour 2002"

begins a cross-country trek through 23 states and the District of Columbia, concluding on August 12 in Santa Monica, California. The tour features the recently released book "Chicken Soup for the Travelers Soul." In Iowa, the tour visits Sioux City on June 16 and 17, Des Moines on June 20 and 21, Iowa City on June 22 and 24, and the Quad Cities on June 25 and 26. Look for more details about the tour in next month's issue of *The Traveler*. ■



## “GREETINGS FROM AMERICA” STAMPS UNVEILED



t. Governor Sally Pederson and Des Moines Postmaster Norm Griese unveiled the United States Postal Service’s newest series of stamps — “Greetings From America” — at a ceremony on April 4.

The stamp is one of 50 different designs that are available on a pane of self-adhesive stamps highlighting each state’s history and points of interest.

“As the busy summer travel season is about to begin, I’m proud to unveil the Greetings From Iowa stamp,” Pederson said. “I’ve spent all of my life in Iowa, traveling from border to border. I hope this stamp encourages people from around the country to visit our state and experience our wealth of vacation destinations.”

The release of the stamps marked the first issuance of a pane of 50 stamps in 10 years. The Wildflowers stamps issued in 1992 continue to hold their place as the second most popular commemorative stamps of all time, behind the Elvis stamp.

As part of the stamp promotion, each state is participating in a “Win your dream vacation” sweepstakes. Visit [www.seeamerica.org](http://www.seeamerica.org) to learn more about the contest, and visit [www.traveliowa.com](http://www.traveliowa.com) to see the tourism partners in Iowa that are participating in the promotion. ■

## TWO LEADERS HONORED AT UNITY DAY

*While nearly 300 people attended Iowa Tourism Unity Day on April 26, two people were specifically honored for their contributions to the state’s travel industry.*

Jeanne Kuhlmann received the Iowa Tourism Leadership Award for her contributions in the volunteer category.

Jeanne is a 13-year veteran with the Loess Hills Hospitality Association (LHHA), both as an employee and later as a volunteer. Her involvement in tourism includes the founding of the Monona County Tourism Committee. She’s also played a role in the creation of a brochure to promote Monona and Harrison counties, coordinated the Loess Hills Discovery Bike Tour, and organized the LHHA’s exhibit at the Iowa State Fair.

Tom Smull was honored as a paid professional for the nine years he has spent promoting tourism in Iowa.

Tom works for Eastern Iowa DMA Incorporated, but has assumed leadership roles with several tourism organizations, including the Eastern Iowa Tourism Association and the Travel Federation of Iowa. He is also active in preservation issues in Iowa, working with the Iowa Historic Preservation Alliance and Project Restore.

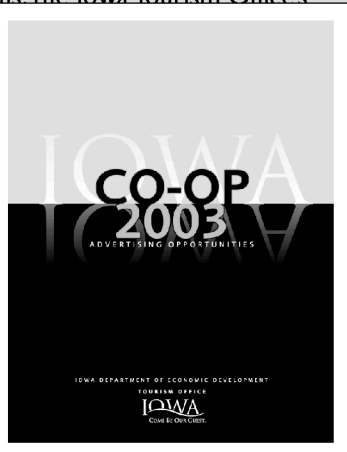
Congratulations, Jeanne and Tom. ■

## 2003 CO-OP AD OPPORTUNITIES ANNOUNCED

porting several new options, the Iowa Tourism Office's 2003 Cooperative Advertising Campaign is available at Iowa Tourism Unity Days. The campaign includes annual favorites such as advertising opportunities in *Midwest Living*, *The Des Moines Register*, it also includes advertising in *The Chicago Tribune*, *The Milwaukee Journal Sentinel* and electronic "coupons" at www.iowatourism.com.

The Cooperative Advertising Campaign allows organizations to purchase advertising space as part of space purchased for other purposes, making the cost to each party more affordable.

A publication highlighting advertising opportunities in the Travel Industry section at [www.traveliowa.com](http://www.traveliowa.com). Copies are also available by contacting Tourism Office Partnerships Manager Mike Murwin at 888-472-6035 or [mike.murwin@ided.state.ia.us](mailto:mike.murwin@ided.state.ia.us). ■



## WELCOME CENTER TRAVEL COUNSELORS EXPLORE



**During a stop at the Old Fort in Fort Madison, costumed interpreters gave Welcome Center travel counselors a glimpse of life during the early 1800s.**

From April 15-17, travel counselors from Iowa's 21 Welcome Centers toured southeast Iowa as part of the Iowa Tourism Office's annual Welcome Center Training and Familiarization Tour.

This year's tour began at the Iowa Children's Museum in Coralville where the travel counselors heard updates from the Iowa Tourism Office and each of the state's three travel regions. After the training, the group hit the road, visiting sites in Mount Pleasant, Burlington, Fort Madison, Keokuk, the Villages of Van Buren, Swedesburg and Kalona.

The tour — which visits a different part of the state each year — makes its way to western Iowa in 2003. The tour helps travel counselors become more familiar with the state's many tourism opportunities so they can relay what they've learned to curious visitors. ■



**Carol Harban from the Living History Farms Welcome Center joins Dorothy Kleinmeyer and Alice Rudin from the Amana 1-80 Welcome Center in an evening of "grazing" at Martini's in Burlington. The restaurant's popular grazing**

*Vision Iowa Awards – continued from*

**Blank Park Zoo, Des Moines**

**(City population: 198,682) — \$375,000 grant.**

Funding supports: As part of Blank Park Zoo's goal to better the exhibits and operation of the zoo, the state's investment will enable renovations to and expansion of the gift shop and train, audio and visual enhancements, and improvements to the special events center and Discovery Center.

**Lake Mills Family Aquatic Center, Lake Mills**

**(City population: 2,140) — \$59,000 grant.**

Funding supports: This project is part of the Lake Mills Family Aquatic Center. Construction of this facility started in September 2001 with scheduled completion by July 2002. Able to accommodate 500 people, the facility will include zero depth entry, diving boards and a 190-foot slide.

**Mediapolis Community Cultural Center**

**Mediapolis (City population 1,644) — \$100,000 grant.**

Funding supports: The state's investment will assist the

completion of interior construction to the new Mediapolis Community Cultural Center. The center incorporates a 370-seat auditorium, lobby/fine arts display area, ticket and control booths, and a storage area.

Also at the meeting, the board voted to issue notices of intent to consider and establish negotiating teams to determine awards for the following projects: Swan Lake Conservation Education Center, Carroll County; Cascade Area Fine Arts Auditorium, Cascade; Washington County Conservation Education Center, Washington County; Soccer Complex, Waverly; and Webster City Skate Park, Webster City.

The board meets again on May 8 in Dubuque. The board is not planning to meet in June or August. To learn more about the program, contact Nichole Warren at 515-242-4827 or nichole.warren@ided.state.ia.us or visit [www.visioniowa.org](http://www.visioniowa.org) ■

## WEB IS A RESOURCE FOR 2002 IOWA TOURISM CONFERENCE

It's not too early to start thinking about the 2002 Iowa Tourism Conference, scheduled for October 21-23 in Sioux City. Log on to the Travel Industry section at [www.traveliowa.com](http://www.traveliowa.com) to review the event's registration form. Also, look for tourism award nomination forms and silent auction forms, which will be available shortly. ■

**IOWA**  
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