

TOURISM BUILDING GETS A NEW "SPIN"

Visitors to the Iowa Tourism Building during the Iowa State Fair are in for a new twist. During the 11 days of the fair – held August 7th through 17th – fairgoers can register to win Maytag's popular Neptune® washer and dryer set. The more than 100,000 people who visit the Iowa Tourism building over the course of the fair are welcome to register to win the new appliances at the Iowa Tourism Office's exhibit. While they stroll around the building, they are also encouraged to visit with all of the exhibitors who are promoting travel around Iowa.



As always, thanks to Maytag® and thanks to the Iowa tourism destinations who will be showcased at the fair, including:

A Taste of Iowa
 Adair County Tourism
 Albia-Centerville-Rathbun
 Amana Colonies CVB
 Ames/Story City
 Boone & Scenic Valley Railroad
 Central Iowa Tourism Region
 Civic Center of Greater Des Moines
 Clear Lake Area Chamber of Commerce
 Decorah and Winneshiek County
 Eastern Iowa Tourism Association
 Hospitality Investors, LLC
 Indianola Chamber of Commerce
 Main Street Iowa
 Marion County

Marshalltown CVB
 Mt. Vernon/Lisbon
 Newton CVB
 Oakview II Hunt Club
 Poweshiek Area Development
 Saylorville Lake
 Silos and Smokestacks National Heritage Area
 Southern Exposures Tourism
 Storm Lake Chamber of Commerce
 Terrace Hill
 Top of Iowa Tourism
 Villages of Van Buren
 Walnut Merchants Association
 Webster County
 Western Iowa Tourism Region

RETAILERS INVITED TO SELL IOWA WINES



Retail outlets in Iowa have a new opportunity to assist the growth of the state's wine industry. A new law enables Iowa retailers to purchase a \$25 license that allows wine sales. This fee is much less prohibitive than the past cost, although it applies only to the sale of wines produced in the state. To learn more about acquiring a license, please call 866-469-2223 or send an email to Karen Freund at freund@iowaabd.com.

IOWA MRPC, TOURISM OFFICE WORK TOGETHER

The Iowa Mississippi River Parkway Commission met in July and heard a report from Iowa Tourism Office Publications Manager Kathy Bowermaster. In April, Kathy attended the National Scenic Byways Conference in Albuquerque as a representative of the MRPC. Thanks to the MRPC for making Kathy's trip possible.



Members of the Iowa Mississippi River Parkway Commission take time out for a photo at the entrance of the newly opened National Mississippi River Museum in Dubuque.

IOWA VALUES FUND BEGINS TO TAKE SHAPE

The \$503 million Iowa Values Fund is designed to create 50,000 quality, good-paying jobs in the next four years. Governor Vilsack recently named 11 Iowans who will lead the initiative. The governor also appointed a seven-member marketing committee that will oversee the Iowa Department of Economic Development's efforts to position the state as an ideal place to live, work and visit. Iowa Values Fund Marketing Committee members include:

- David Bernstein, executive with State Steel, Sioux City
- Mary Chapman, DMACC, Administrator of Central Campus, Des Moines
- Teri Goodmann, Development Director, Dubuque County Historical Society, Dubuque
- Chris Harshbarger, CEO, Ad-Fax Agency, Cedar Falls
- Craig Lang, Iowa Farm Bureau, Brooklyn
- Mary O'Keefe, Senior VP, Corporate Relations and Human Resources, Principal Financial Group, Des Moines
- Gary Wells, CEO Wells Dairy Inc., Le Mars

EIGHT COMMUNITIES GET INVESTMENTS FROM VISION IOWA

At its meeting in July, the Vision Iowa board approved awards to eight projects around Iowa. The state's investment came from the Community Attraction and Tourism program, a part of Vision Iowa. Twenty additional projects are vying for the less than \$5 million that remains in the CAT fund. At its meeting in June, the Vision Iowa board directed staff not to process new applications until the current requests for funding are considered.

CAT is a part of Vision Iowa that provides assistance to smaller development projects in the state. The five-year program is funded at \$12.5 million annually, ending in June 2004. The Legislature did not extend the CAT program during the recent session and special sessions. Only \$4.9 million remains in the program. CAT's parent program, Vision Iowa, has invested more than \$200 million in 10 projects around the state. About \$7.5 million is still available through Vision Iowa, although there are no pending applications. Projects that received funding in July are:

■ Anamosa Public Library, Anamosa

Total project cost: \$2,272,602

Requested: \$500,000

Received: \$200,000 grant

City population: 5,494

Region: Eastern

Description: The new Anamosa Library and Learning Center will feature modern computer technology, community programming space, staff offices, off-street parking, an expanded collection and other amenities. Local citizens are currently involved in a capital campaign to replace the existing library, a 1903 limestone, historic structure that holds great sentimental value to the community but is inadequate for the information needs of a modern, growing constituency. In addition to reading and research needs, the library expects wide use of its meeting room, genealogy materials, distance education programs, and electronic resources.

■ Aurora Comet Center, Aurora

Total project cost: \$462,635

Requested: \$85,000

Received: \$85,000 grant

City population: 194

Region: Eastern

Project description: The Aurora Comet Center is a 6,720-square-foot facility that will include a library/media center, a gymnasium with basketball/volleyball court, a fitness center, an indoor walking track, a kitchenette, a lounge, and a meeting room.

■ Grand Opera House Restoration:

Phase II, Dubuque

Total project cost: \$1 million

Requested: \$406,604

Received: \$200,000 grant

City population: 57,686

Region: Eastern

Description: The home of Dubuque's largest community theater troupe is looking for a facelift with this three-phase restoration project. Phase II of the project will feature a sign, stair foyer, fly space and stage, and public restrooms. The restoration will enable the opera house to attract a wider range of national and international performing artists.

■ Kingsley Community Wellness Project,

Kingsley

Total project cost: \$1,994,615

Requested: \$494,615

Received: \$250,000 grant

City Population 1,245

Region: Western

Description: The city of Kingsley and the Kingsley-Pierson Community School District plan to construct a new wellness center, walking and biking trail, and an outdoor all-weather track. The wellness center will contain approximately 12,260 square feet and will include an aerobics area, racquetball courts, locker/shower room, fitness area, an expanded weight room, and a physical therapy area. The physical therapy area will be leased to a private entity. The concrete trail will stretch 9,800 feet and will include a bridge.

■ LaPorte City FFA Historical & Ag

Museum, LaPorte City

Total project cost: \$170,000

Requested: \$35,200

Received: \$30,000 grant

City population: 2,275

Region: Eastern

Description: Students founded the LaPorte City FFA Historical & Ag Museum was founded in 1970. The museum consists of three buildings, two of which are on the National Register of Historic Sites. The third building is in serious disrepair, putting at risk all the historical artifacts found in it. As a solution, the city is restoring a nearby building to accommodate the display items.

■ Rural Heritage Center of Iowa, State Center

Total project cost: \$220,000

Requested: \$85,000

Received: \$75,000 grant

City population: 1,349

Region: Central

Description: State Center's Main Street organization is planning to rehabilitate an historic building in the community's "remarkable row." Once completed, the building will be home to the Rural Heritage Center of Iowa, the Iowa Barn Foundation, the State Center Historical Society, and State Center Main Street. It will also serve as an interpretive site for the Lincoln Highway Association.

— Continued on back page

VISION IOWA – continued from page 3

■ Wall Lake Community Center, Wall Lake

Total project cost: \$1,082,545

Requested: \$350,000

Received: \$200,000 grant

City population: 841

Region: Eastern

Description: The city of Wall Lake plans to construct an 18,900-square-foot community center. Three existing buildings will be demolished, and the new facility will be constructed on the site. The facility will include banquet and a meeting hall, kitchen, serving room, staging and seating area, fitness center, senior citizen/congregate meal area, elevator and storage. The lower level of the building will contain city offices and council chambers. However, this portion of the project is financed solely with city funds.

■ Manson Aquatic Center, Manson

Total project cost: \$964,770

Requested: \$52,000

Received: \$52,000

City population: 1,893

Region: Central

Description: The City of Manson plans to construct a new aquatic center. The project includes demolition of the existing city pool and the construction of a new, larger facility with additional equipment and water activity amenities.

During July's meeting the board also sent four projects into negotiations, making them eligible for a CAT award. These projects are located in Appanoose County, Calhoun County, Clayton County and the Amana Colonies. ■

IOWA MEETINGS ASSOCIATION IS CREATED

Members of the Iowa Convention and Visitors Bureau Association voted recently to re-organize and become the Iowa Meetings Association (IMA), saying that the new name better represents the organization's mission. Tiffany Menke from the Newton Convention and Visitors Bureau will lead the organization, which will promote the state to meeting planners through marketing and trade show participation. Other board members include Aaron Buzza, Waterloo CVB; Karen Eischen, Pella CVB; Roger Schultz, Sioux City CVB; Abbey Larson, Okoboji Tourism; Angie Tyner, Council Bluffs CVB; Luci Ismert, Ottumwa CVB; Arlyce Musal, Quad Cities CVB and Jeanne Cole, Cedar Rapids CVB.

IMA is a membership organization made up of representatives from any Iowa entities interested in the Iowa meetings and convention market. Collectively, the group will market the state as a meeting destination and provide educational and networking opportunities for its members to strengthen Iowa's economy through the meetings and convention market. ■



200 East Grand Avenue
Des Moines, Iowa 50309



FIRST CLASS
U.S. POSTAGE
PAID
Permit No. 1195
Des Moines, Iowa