

# T O U R I S M Sesquicentennial Update

Volume Four

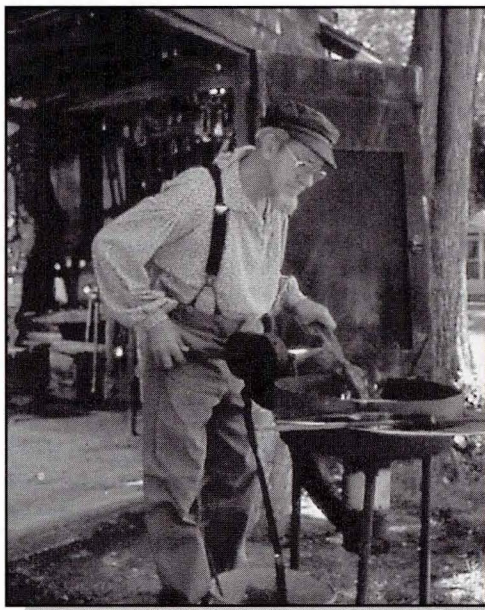
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## Iowa Heritage Tourism Program Enhances Travel Experience

The *Iowa Heritage Tourism Program* celebrates the birthright of every Iowan — the legacy of our past, the people who came before us and the places they lived. The program is coordinated by the Iowa Division of Tourism and is a partnership between state and local groups and the National Trust for Historic Preservation. The *Iowa Heritage Tourism Program* assists communities with the preservation and protection of historic and cultural resources while promoting them as tourism attractions. This effort is intended to enhance the travel experience for visitors of Iowa's many attractions.



*Matthew Edel Blacksmith Shop, Haverhill*

The program was launched in February 1995 with the Heritage Tourism Conference, attended by more than

300 people. It was followed by a Heritage Tourism Workshop entitled "Developing a Sense of Place."

The first Heritage Tourism Institute was held in July 1995 in Keosauqua. Graduates of this week-long session, which focused on Davis County as a case study, learned the "five principles" and "four steps" of Heritage Tourism developed by the National Trust for Historic Preservation.

The communities of the Amana Colonies, Winneshiek County, Elkader and Pella participated in the Heritage Tourism pilot program for communities. After the communities completed in-depth self-assessments of their resources, attractions and development efforts, graduates of the Heritage Tourism Institute and staff from the National Trust for Historic Preservation and the Iowa Division of Tourism conducted comprehensive on-site assessments in each community. Each community received a final report outlining its strengths and making recommendations for improving local Heritage Tourism efforts.

This spring, the Iowa Division of Tourism hosted workshops on two of the principles of Heritage Tourism: "Make Sites Come Alive" and "Collaboration." More than 90 people attended these workshops.

The Iowa Division of Tourism will continue to offer assistance to communities interested in developing their tourism potential and showcasing Iowa's rich historic and cultural attractions.

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Our State  
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IOWA BANKS

# Iowa Voyager Tour Schedule

## MAY

1 - 2	Iowa Historical Building, Des Moines
3 - 5	National Junior Hockey Tournament, Sioux City
6	Northwood Kensett Schools, Northwood
7	Beckman Schools, Dyersville
9 - 11	Pella Tulip Festival, Pella
11 - 12	Tanger Mall Anniversary, Williamsburg
14 - 15	Ida Grove
16 - 18	Orange City Tulip Festival, Orange City
20	Sheldon Security State Bank, Sheldon
21	Storm Lake Schools, Buena Vista
22 - 24	Iowa Historical Building, Des Moines
25 - 26	Tivoli Fest, Elk Horn
27	Beaman Bank, Beaman
28 - 29	Odyssey of the Minds World Finals, Ames
30	Olympic Torch Run, Cedar Rapids
31	Olympic Torch Run, Waterloo My Waterloo Days Parade, Waterloo

## JUNE

1 - 2	Frontier Days, Fort Dodge
4 - 5	Iowa Historical Building, Des Moines
6 - 8	World Pork Expo, Des Moines
9	Grant Wood Festival, Stone City
11 - 13	Burlington Steamboat Days, Burlington
14	Iowa Heritage Expo, Des Moines
15	Rose Festival, State Center
16	Brucemore Festival, Cedar Rapids
17 - 18	Donna Reed Festival, Denison
19	Spirit Lake Voyager Celebration, Spirit Lake
20	Iowa Assoc. of B&I, Okoboji
21 - 22	Ackley Sauerkraut Days, Ackley
23	Fly Iowa, Mason City
24	New Hampton
26 - 28	Howard County Fair, Cresco
29 - 30	Freedom Festival, Cedar Rapids

## JULY

1	Chariton Mormon Trail Event, Chariton
3	State Capitol, Des Moines
4	4th of July Parade, Urbandale State Capitol, Des Moines
5 - 7	Sac City Chautauqua Days, Sac City
9 - 10	Greene County Fair, Jefferson
11 - 13	Lee County Fair, Donnellson
14	Davis County Fair, Bloomfield
15 - 16	Appanoose County Fair, Centerville
18 - 19	Carroll County Fair, Coon Rapids

## JULY (cont.)

20	RAGBRAI — Sioux Center
21	RAGBRAI — Sibley
22	RAGBRAI — Estherville
23	RAGBRAI — Lake Mills
24	RAGBRAI — Charles City
25	RAGBRAI — Cresco
26	RAGBRAI — Fayette
27	RAGBRAI — Guttenberg
28 - 29	Clinton County Fair, DeWitt
31	Sidney Rodeo, Sidney

## AUGUST

1	Sidney Rodeo, Sidney
2 - 3	Iowa Games, Ames
4	150 Mississippi Canoe, Lansing
5	150 Mississippi Canoe, McGregor
7 - 18	Iowa State Fair, Des Moines
19 - 21	Iowa Historical Building, Des Moines
22 - 25	Festival of Iowa Folklife, Des Moines
26 - 27	Iowa Historical Building, Des Moines
29 - 31	Old Threshers Reunion, Mount Pleasant

## SEPTEMBER

1 - 2	Eagle Point Park Celebration, Dubuque
5 - 7	Pufferbilly Days, Boone
8 - 12	Clay County Fair, Spencer
14	Iowa vs. ISU Football Game, Iowa City
15 - 17	Iowa Bankers Association, Des Moines
18 - 19	Iowa Historical Building, Des Moines
19	Ogden Event, Ogden
20	Treynor Event, Treynor
21	Missouri Valley Visitors Center, Missouri Valley
23	Hawarden Bank Event, Hawarden
24 - 26	Farm Progress Show, Amana
27	Manly School Days, Manly
28 - 29	Fort Atkinson Rendezvous, Fort Atkinson
30	Independence Event, Independence

## OCTOBER

2	Iowa Historical Building, Des Moines
3 - 4	Iowa Triple Crown Triathlon, Webster City
5	Oktoberfest, Okoboji
7	Antique Iowaay Car Route, Atlantic
10 - 12	Davenport River Rendezvous, Davenport
14 - 15	Indianola Banks Event, Indianola
16	Creston Event, Creston
21 - 23	Iowa Tourism Conference, Council Bluffs
24	Council Bluffs Schools, Council Bluffs

## HOTLINE

For up-to-the-minute

details on upcoming

Tourism and

Sesquicentennial

events, call the Iowa

Tourism and

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Hotline:

**1-800-528-5265.**

This special hotline

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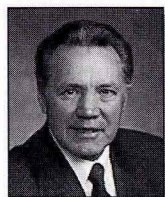
in Iowa.



**Tourism Hotline:  
1-800-528-5265**

## Thriving Together

By Neil Milner  
EVP & CEO  
Iowa Bankers Association



Are you seeking the latest information on Iowa's Sesquicentennial and Tourism events? Iowa banks are one-stop, convenient resources for everything you need to plan your weekend outing or extended vacation — right here in your own back yard. When you can't make it into the bank, simply call **1-800-528-5265** to find out the latest on upcoming Iowa events. It's one more way Iowa banks are investing in Iowa.

Throughout the year, Iowa's bank lobbies will be full of information on special Iowa Sesquicentennial and Tourism merchandise offers, exclusive monthly Sesquicentennial and Tourism newsletters, free *Iowa Travel Guides*, *Iowa Calendars of Events* and much more. Every month there will be something new.

Iowa banks are proud to be a major sponsor of Iowa's Sesquicentennial as all Iowans "Celebrate Our State" and its 150th birthday. Historically, Iowa banks have always played a major role in the economic development of Iowa. For example:

- During the past three years, Iowa banks have made more than \$408 million in Small Business Loans, which have helped create or retain 30,000 jobs in Iowa.
- Iowa banks have made more than \$3 billion in commercial and industrial loans to stimulate Iowa's business growth.
- Last year, Iowa banks contributed more than \$32 million in Iowa tax revenues, with \$8.8 million returned to local cities and counties.
- On average in a single year, Iowa banks donate more than \$10 million to local charity and community events.
- Demonstrating their civic pride, Iowa bankers collectively volunteer more than 500,000 hours of community service each year.
- More than half of Iowa's banks have been in business for more than 75 years — demonstrating strength, commitment and service to local businesses and families.

- Iowa's banks rank among those in the top five states in the nation for consumer education programs.

Governor Branstad has said, "Iowa banks are the lifeblood of our communities. As governor of Iowa, I witness the contributions banks make to this state every day. In every community across the state where there's a bank, it has made an invaluable contribution to the success of that community."

To maintain the momentum of progress in our Iowa communities, we must build on the success of our past. As we face new and bigger challenges to our economic security, banks and communities, along with private and public partnerships, will continue to be key to accomplishing what neither can accomplish alone.

A strong community means a strong bank, and a strong, involved bank means a thriving community. For Iowa banks and their customers, the smart choice for today and the future is working together to achieve common goals.

## Iowa Voyager Coming Your Way

*Presented by the Iowa Bankers Association ... one more way Iowa banks are investing in Iowa*

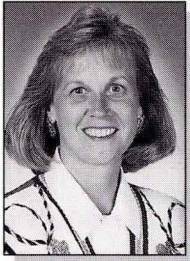
*Iowa Voyager*, the 48-foot Iowa exhibit trailer that crossed the continent with the Iowa 150 Bike Ride in 1995, will be traveling throughout Iowa in 1996 as part of the Sesquicentennial celebration.

The statewide tour of the *Iowa Voyager* is on a roll. The itinerary for this 48-foot-long Iowa exhibit trailer spans the calendar from Tulip Fest to Oktoberfest. Pick an event and plan to see this Sesquicentennial project presented by the Iowa Bankers Association in partnership with the Iowa Sesquicentennial Commission and the Iowa Division of Tourism.

The Iowa Bankers Association (IBA) is the "presenting partner" of the *Iowa Voyager*. The IBA is teaming up with the Iowa Sesquicentennial Commission and the Iowa Division of Tourism/Department of Economic Development to make this statewide tour possible.

# Partnerships Put Tourism On the Map

# SESQUICENTENNIAL CALENDAR OF EVENTS



By Nancy Landess  
Administrator  
Division of Tourism  
Iowa Department of  
Economic Development

Celebrate spring by celebrating Iowa tourism! May is Tourism Month in Iowa — a time we set aside to recognize the importance of tourism to Iowa's economy and quality of life. Tourism is a \$3 billion industry in Iowa, employing 47,500 Iowans and touching every community and county in the state.

On May 8, Iowa's 20 Welcome Centers will celebrate the arrival of tourism season with a fun promotion in partnership with McDonald's® restaurants. Stop at any Iowa Welcome Center or any Iowa McDonald's during May, and pick up a free map showing all the locations of Iowa's 20 Welcome Centers and every McDonald's in the state. You'll also receive a coupon redeemable for a brand-new kind of sandwich at McDonald's, and you'll qualify to win prizes — including wearables and gifts from McDonald's.

NAPA AUTO PARTS also partners with the Division of Tourism for a second year of special spring promotions. You can win great prizes provided by NAPA stores, as well as colorful T-shirts from the Division of Tourism's merchandise catalog, just for stopping at an Iowa Welcome Center.

During May, visit any Iowa Bankers Association participating member bank to pick up your free copy of the *Iowa Travel Guide*. Last year, Iowa banks distributed 100,000 *Iowa Travel Guides*. This year, the partnership has expanded to include the Iowa Sesquicentennial Commission as we all celebrate this important milestone in Iowa's proud history.

Enjoy spring and your Iowa travels!

## MAY

- 3 – 8** National Junior A Hockey Tournament Championships, Sioux City
- 4** 21st Annual Doll and Toy Fair, Amana
- 4** People of the World Ethnic Festival, Mason City
- 4 – 5** Mayfest 1996, Amana
- 4 – 5** Tour of Homes, Bentonsport
- 9 – 11** Pella Tulip Time Festival, Pella
- 11** Polk County "150 Picnic," Urbandale
- 11** University of Okoboji Relays, Milford
- 11 – 12** Mother's Day Quilt and Craft Show, Cedar Rapids
- 16 – 18** Orange City Tulip Festival, Orange City
- 17 – 19** The Mark Twain Show, Waterloo
- 17 – 19** Norwegian Independence Day, Clermont
- 18 – 19** 33rd Annual Art in the Park, Clinton
- 18 – 19** Houby Days, Cedar Rapids
- 19** Victorian Tea, Waterloo
- 23 – 25** Iowa Special Olympics State Finals, Ames
- 24 – 25** Snake Alley Criterium, Burlington
- 24 – 27** Heartland Sesquicentennial Festival, Des Moines
- 24 – 30** NAIA Baseball World Series, Sioux City
- 25** Keosauqua Spring Garden Tour, Keosauqua
- 25** Sesquicentennial Salute: 150 Days of Celebration Kickoff, Davenport
- 25 – 26** Tivoli Fest, Elk Horn
- 25 – 27** Bentonsport Spring Craft Show, Bentonsport
- 25 – 27** Spring Art and Craft Show, McGregor
- 30** Olympic Torch Relay: Only Overnight Stop in Iowa, Cedar Rapids
- 30 – June 1** Jesse James Days, Corydon
- 31 – June 2** Frontier Days, Fort Dodge
- 31 – June 2** Scandinavian Days Festival, Story City
- 31 – June 9** My Waterloo Days Festival, Waterloo