

## Vision Iowa Announces Three New Projects

The Vision Iowa Board approved grants to projects located in Brooklyn, Butler County and Independence totaling \$1,070,000 at the November board meeting held in Des Moines.

"Vision Iowa continues to make a dramatic impact on Iowa's economy," said Andy Anderson, Vision Iowa Board Chair. "When we partner locally and invest in a community, other businesses invest also. Independence is a great example. They were given an award that, once in place, attracted more growth: a hotel, a restaurant and even a new two-screen theater. That type of economic ripple effect is the added bonus that these investments will bring to Brooklyn and Butler County as well. We are happy to be a partner in that process!"

The following projects were approved for grants from the Community Attraction and Tourism (CAT) Fund:

### **Michael J. Manatt Community Center - Brooklyn**

Total Project Cost:	\$1,631,500
Amount Requested:	\$410,000
Amount Awarded:	\$350,000

The Michael J. Manatt Community Center will be a 9,300 square-foot, multi-purpose facility. The center will include a divisible large meeting area,

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## 2006 Tourism Award Winners

Congratulations to everyone who made the Iowa travel and tourism industry shine this year! Many thanks go out to the volunteer judges that took time to recognize outstanding efforts by their peers. For more information on how to apply for the 2007 Tourism Awards, contact Lonie Mezera at 515.242.4727. Nomination deadline is September of 2007, but it's never too early to determine what and who you'd like to nominate for statewide recognition! ■



**Tourism Community of the Year**  
Population up to 10,000 - Clarinda



**Tourism Community of the Year**  
Population over 10,000 - Newton



**Tourism County of the Year**  
Hamilton County



**Tourism and the Arts Award**  
Reiman Gardens - Ames



**Tourism Consumer Publication Award**  
Population up to 10,000 - Dyersville  
Chamber of Commerce Visitors Guide



**Tourism Consumer Publication Award**  
Population over 10,000 - Reiman Gardens - Ames

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**Tourism Technical  
Marketing Award**

Cordova Center on the  
Rock Advocacy



**Tourism Web Site Award**

Population up to 10,000 —  
Storm Lake Chamber of Commerce  
[www.stormlakechamber.com](http://www.stormlakechamber.com)



**Tourism Web Site Award**

Population over 10,000 —  
Newton CVB — [www.visitnewton.com](http://www.visitnewton.com)  
and Reiman Gardens, Ames —  
[www.reimangardens.iastate.edu](http://www.reimangardens.iastate.edu)



**Media Friend of Tourism Award**

Van & Bonnie in the Morning —  
Newsradio WHO-1040



**Hospitality in Tourism Award**

Dyersville Chamber of Commerce —  
Dyersville



**Individual Friend of  
Tourism Award**

Bonnie Eiffler — Aunt B's Inn —  
Strawberry Point



**Corporate Friend of  
Tourism Award**

Des Moines International Airport



**Legislative Friend of  
Tourism Award**

Representative Steve Lukan —  
House District 32



**Tourism Event of the Year Award**

Population up to 10,000 —  
Pella Tulip Time Festival — Pella



**Tourism Event of the Year Award**

Population over 10,000 —  
Cedar Rapids Freedom Festival —  
Cedar Rapids



**Tourism Attraction of the  
Year Award**

Population up to 10,000 —  
Pella Historical Village & Vermeer Mill



**Tourism Attraction of the  
Year Award**

Population over 10,000 —  
Blank Park Zoo — Des Moines



## 2006 AAA Four Diamond Hotel Winners

AAA Minnesota/Iowa honored three Iowa properties with the coveted Four Diamond Award. Each year the Iowa Tourism Office joins AAA to congratulate these recipients with an award luncheon at the annual Tourism Conference.

The Iowa properties receiving this highly respected industry rating are:

- **The Abbey Hotel - Bettendorf**
- **Ameristar Casino Hotel - Council Bluffs**
- **Hotel Pattee - Perry**

These establishments join a select group of AAA Four Diamond winners. Only 3.4 percent of the more than 32,000 AAA-rated lodgings and just three percent of the estimated 25,000 restaurants attain this high level of excellence.

To gauge just how well hotel owners are operating a property, more than 65 AAA/CAA tourism editors visit over 70,000 accommodations, campgrounds, restaurants and attractions throughout the United States, Canada, Mexico and the Caribbean. During their unannounced evaluations, they scrutinize areas such as cleanliness, ambiance, amenities and service, then assign a rating of one to five diamonds to the qualifying establishments.

Congratulations again to these fine properties! ■



### **The Abbey: (l. to r.)**

*Nancy Landess, Iowa Tourism Office; Johnnie Farrell-Meanor, Food and Beverage Director; Gayane Melkonian, Housekeeping Director and Front Desk Manager; Sue Lau, AAA Minnesota/Iowa Territory Director; Joe Lemon, Jr., Owner and General Manager; Joe Lemon, Sr., Owner; Cathy Lemon Treacy, Office Manager; Randy Williams, AAA Minnesota/Iowa Regional President.*

### **Ameristar Casino Hotel: (l. to r.)**

*Sue Lau, AAA Minnesota/Iowa Territory Director; Seung Kim, Environmental Services/Housekeeping Manager; Melissa Coopridge, Hotel Operations Director; Randy Williams, AAA Minnesota/Iowa Regional President.*



### **Hotel Pattee: (l. to r.)**

*Nancy Landess, Iowa Tourism Office; Sue Lau, AAA Minnesota/Iowa Territory Director; Jeff Spence, Acting Manager and Marketing Director; Elaine Holz, Catering Director; Randy Williams, AAA Minnesota/Iowa Regional President.*



## Meeting Planners link to [traveliowa.com](http://traveliowa.com)

For the first time, meeting locations across Iowa can now be identified on the Iowa Tourism Office Web site, [www.traveliowa.com](http://www.traveliowa.com). We began collecting meeting information over the summer of 2006, culminating with the new meetings section going live in November. To find the new information, look for the "Meetings/Conventions" tab on the left navigation bar. Users can click on the tab to reach the "Meetings and Conventions" landing page in order to start a search of facilities based on one or more criteria.

The site features locations such as convention centers, hotel banquet space, and non-traditional places such as those offered at tourism attractions. The site is continually being updated with places that did not respond following the initial request for submissions, with additional details for current listings and with facilities recently opened. Feel free to contact Kathy Bowermaster with any questions about the site. She can be reached at [kathy.bowermaster@iowalifechanging.com](mailto:kathy.bowermaster@iowalifechanging.com) or 515.242.4708. ■

## Six new Great Places announced

What do Adams County, Dubuque, Fairfield, Guttenberg, Jackson County and Mason City have in common with Sioux City, Coon Rapids and Clinton? They are all recognized as Iowa Great Places! Created by Governor Tom Vilsack as a way to draw state agency resources and local communities together, Iowa Great Places are examples of what makes Iowa a great place to live, work and raise a family! For more details, go to: [www.iowagreatplaces.gov/](http://www.iowagreatplaces.gov/) ■

# Tourism

## By the Numbers

**\$5.4 Billion**  
Tourism Economic Impact

**29,609,000**  
Visitors to Iowa

**\$243**  
Average spending per household trip

**2.3**  
Average length of overnight trip

**2.0**  
Average size of travel party to Iowa

Source: 2005 Travel Industry of America, The Economic Impact of Travel on Iowa Counties and TravelScope®/DirectTabs®.

IOWA  
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Iowa Department of  
Economic Development  
200 East Grand  
Des Moines, IA 50309

PRSRT STD  
POSTAGE  
**PAID**  
Des Moines, IA  
Permit No. 1195

### VISION IOWA PROJECTS — Continued from Page 1

a small conference area, a commercial-grade kitchen and two garden/patio areas. The award will be allocated as follows: \$340,000 will be used for the construction of the community building, and \$10,000 will be awarded for a public art component.

#### Rolling Prairie Trail Extension – Butler County

Total Project Cost: \$561,633  
Amount Requested: \$229,348  
Amount Awarded: \$170,000

The Rolling Prairie Trail project will add hard surfacing to 5.6 miles of non-motorized trail between Shell Rock and Clarksville. The award will be used as follows: \$150,000 will go to the construction of the trail with an additional \$20,000 to be used for a public art component.

#### Independence Public Library – Independence

Total Project Cost: \$2,615,886  
Amount Requested: \$700,000  
Amount Awarded: \$550,000

This project includes construction of a 14,200 square-foot public library with an additional 5,950 square-foot basement for storage and geo-thermal energy. This new library will replace the current three-story facility built in 1895.

The CAT award is contingent upon the project organizers completing the remaining fundraising needed within the next 90 days. ■



**HAPPY HOLIDAYS!**  
FROM THE IOWA TOURISM OFFICE

