

TV Co-op Full, Travel Guide Deadline Fast Approaching

The first ever TV co-op is full! Thanks to Cedar Rapids, Des Moines, the Quad Cities, Dubuque, Council Bluffs and Okoboji for participating. The two 30-second spots will air in the Chicago market in Spring 2008.

The deadline to reserve advertising space in the 2008 *Iowa Travel Guide* is June 30, 2007. Information can be found in the Travel Industry Information section of www.traveliowa.com, or by contacting Kathy Bowermaster at kathy.bowermaster@iowalifechanging.com or 515.272.4708. ■

Unity Day Attendees Celebrate Iowa's Tourism Industry

More than 200 people attended Iowa Tourism Unity Day, an annual event that celebrates the impact of travel in Iowa.

The day's activities included a well-received motivational keynote message from master storyteller Steve Gilliland, a legislative update and the unveiling of the 2008 cooperative advertising program.

"Unity Day serves as a great opportunity for industry professionals to reconnect and network while celebrating the \$5.4 billion impact tourism has on the state," noted Nancy Landess, Iowa Tourism Office Manager.



Vicki Hughes, Director of Ushers Ferry Historic Village, received the 2007 Iowa Tourism Leadership award from Kim Burger and Tim Waddell.

Vicki Hughes, Director of Ushers Ferry Historic Village in Cedar Rapids, received the 2007 Iowa Tourism Leadership Award. Hughes has been actively involved in the tourism industry for nearly 20 years,



Nancy Landess presented editors from Midwest Living with a cake to celebrate the publication's 20th anniversary.

serving as a board member for the Travel Federation of Iowa, the Iowa Group Travel Association and the Eastern Iowa Tourism Association. Hughes has served as president for all three organizations.

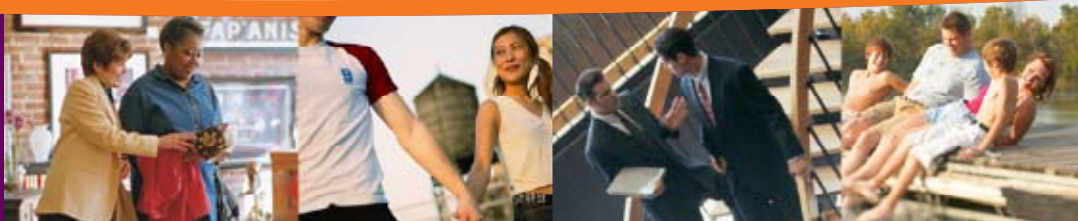
She is practically synonymous with the Travel Federation of Iowa's annual Legislative Showcase held every February at the Iowa State Fairgrounds. Her efforts make Iowa legislators understand the value of tourism to our state and economy.

"Vicki has done so much for the tourism industry not just in Cedar Rapids, but across the state as well," said Landess. "Her tireless efforts with the Legislative Showcase have not gone unnoticed by her peers or the legislators. She's a most deserved recipient of this award."

More photos from Unity Day can be found in the Travel Industry Information section of www.traveliowa.com. ■



The 2007 Iowa District Leaders.





“Take a Stand for Your Land” – Report Littering

You can now help Keep Iowa Beautiful by reporting littering and illegal dumping to a toll-free hotline: 888.NO.LITTR (888.665.4887). When you call, provide as much detail about the incident as possible including day, time and location the litter was thrown from the vehicle, vehicle description and license plate number. The plate number is critical to any follow-up action, as a warning letter will be sent from the State Patrol to the registered owner regarding the litter incident.

The hotline, previously featured on Good Morning America, also offers information on how to adopt a roadway, park, river, lake or other public area.

Keep Iowa Beautiful is an affiliate of Keep America Beautiful. Keep Iowa Beautiful works to assist communities and organizations in cleanup and beautification projects, conduct research studies to understand the reasons some people litter and show a lack of respect for land and property, provide anti-littering and beautification education programs, increase public awareness of the costs of littering and encourage regional groups and communities to become Keep Iowa Beautiful affiliates/partners. For more information visit www.KeepIowaBeautiful.com. ■

Three Projects Receive Vision Iowa Grants



The Vision Iowa Board approved \$425,000 in Community Attraction and Tourism (CAT) grants to projects located in Des Moines, Creston and Grundy Center during their May board meeting. The Board also celebrated the seventh anniversary of Vision Iowa.

“Vision Iowa has now funded 279 projects across the state and leveraged its investment of more than \$300 million into \$1.5 billion of construction projects,” said Vision Iowa Board Chairman Andy Anderson.

“These projects are changing and revitalizing the state,” he continued. “From libraries to aquatic centers and large arenas to magnificent museums, each and every project contributes to Iowa’s fantastic cultural, educational, recreational and entertainment opportunities.”

A bill to extend the CAT program until fiscal year 2013 passed the Iowa Legislature this session. An additional \$36 million (\$12 million per year) would be available for projects, bringing the total of available funds in the CAT program to \$65,317,943. The program’s funding had been set to expire in fiscal year 2010. The bill awaits Governor Culver’s signature.

PROJECTS RECEIVING FUNDING:

Ingersoll Avenue Streetscape Phase 1 – Des Moines

| | |
|---------------------|-------------|
| Total Project Cost: | \$2,362,300 |
| Amount Requested: | \$ 525,000 |
| Amount Awarded: | \$ 275,000 |

This award is contingent on completed fundraising.

Creston Skate Park – Creston

| | |
|---------------------|------------|
| Total Project Cost: | \$ 381,458 |
| Amount Requested: | \$ 67,433 |
| Amount Awarded: | \$ 50,000 |

This award is contingent upon the city providing the remaining funds.

Grundy Center Aquatic Center – Grundy Center

| | |
|---------------------|-------------|
| Total Project Cost: | \$3,066,000 |
| Amount Requested: | \$ 180,000 |
| Amount Awarded: | \$ 100,000 |

To date, 12 Vision Iowa projects have been awarded a total of \$218,550,000. The CAT program has provided funding to 267 projects, awarding a total of \$87,177,671. For more information, go to www.visioniowa.org. ■



2007 Iowa Wine and Beer Directory Now Available

With the release of the 2007 Iowa Wine and Beer directory, finding any of the state's 57 wineries and breweries just got easier for Iowa tourists. The directory offers a brief description of the winery or brewery, plus a map and contact information for each.

The directories are available free from any Iowa Welcome Center, at any of the included wineries or breweries or by ordering online at www.iowawineandbeer.com.

"We've seen a phenomenal growth in the wine and beer industry in the state," said LuAnn Reinders of the Iowa Wine and Beer Promotion Board. "The number of entities in this year's directory represents a 35 percent increase over last year."

The directory also includes a calendar of annual wine and beer festivals including the Holiday Wine and Foods Weekend on the Iowa Wine Trail, Grillin' with Iowa Wine on the Western Iowa Wine Trail, Oktoberfest in the Amana Colonies and the Iowa Wine Festival in Indianola. A full list of nearly 150 events and festivals is featured on the Web site.

The piece is produced by the Iowa Wine and Beer Promotion Board, an organization created in 1986 to promote the state's wine and beer making industries. For more information, visit www.iowawineandbeer.com. ■

Iowa Represented at POW WOW

Mark Eckman from the Iowa Tourism Office, Angela Moore of the Ames Convention and Visitors Bureau and Becky Gruening of the Des Moines Convention and Visitors Bureau all attended the Travel Industry Association of America's annual POW WOW April 23-25 in Anaheim, California.

POW WOW is the travel industry's premier international marketplace. More than 1,000 travel organizations from across the U.S. meet with nearly 1,500 international and domestic buyers from more than 70 countries in pre-scheduled appointments over the course of the three-day event. The appointments generate \$3.5 billion in international travel. If you have not already received leads from the show, contact Mark at mark.eckman@iowalifechanging.com or 515.242.4770. ■

ASSOCIATION
Spotlight



Iowa Meetings Association

Iowa Meetings Association (IMA) encompasses a variety of Iowa hospitality industry partners including meeting suppliers, tourism entities, cities, counties, hotels, restaurants, car rental companies, caterers, audio/visual companies and more – essentially any Iowa company or organization interested in meetings and convention business.

IMA offers continuing education in the meeting/convention industry, trade show participation opportunities, leads from advertising and tradeshows plus networking opportunities.

For more information, visit www.iowameetings.com. ■

Tourism

By the Numbers

3 and 54

Number of breweries and wineries, respectively,
listed in the 2007 Iowa Wine & Beer Directory.

\$25

Cost of the retailer license to carry
Native Iowa Wine.

150

Approximate gallons of wine produced from
one ton of grapes.

246,000

Approximate gallons of Iowa wine
produced in 2006.

3,000,000

Bottles of beer bottled by
Millstream Brewing as of 3/31/07.

*Sources: Iowa State University Extension, State of Iowa Alcoholic Beverages Division,
Iowa Department of Economic Development, Millstream Brewing.*

IOWA
life | changing®

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

PRSR STD
POSTAGE
PAID
Des Moines, IA
Permit No. 1195



**Heather Shoppa of Muscatine and
Dale McAllister of Clarinda each won a
\$50 Kum & Go gas card at the 2007 Unity Day.**

Also pictured: Nancy Landess and Ashley Dean.

Tourism Month Promotion with Kum & Go Continues

While Iowa Tourism Month was last month, the gas card giveaway promotion with Kum & Go continues through the end of June. There's still time to visit any of Iowa's 20 Welcome Centers to sign up to win a \$100 gas card (one given away per location) or www.traveliowa.com to register for the \$500 gas card. Winners will be announced the first part of July. ■

Kum & Go