

2007 Iowa State Fair Recap

The Villages of Van Buren earned a blue ribbon as the best exhibit in Iowa Tourism Hall. Their costumed and friendly staff helped push their booth to the top. They will receive a free booth space in Iowa Tourism Hall for the 2008 Iowa State Fair, set for August 7-17. Congratulations!



At press time, each of the following Fairgoers were confirmed winners of a \$150 Choice Hotels gift card:

Charles Lauterbach, Pleasant Hill

Pat Cowles, Des Moines

Jeffery & Kathy Dumermuth, West Des Moines

Rachel Kinder, Des Moines

Mike Alberts, Allison

Millie Newman, Stanton

Katherine McDonald, Altoona

Melissa Bull, Manly

Tricia Neilssen, Grinnell

Brenda Rutherford, Owasso, OK

Public Hearing Set for New Tourism Grant Program

Proposed rules for the new Regional Tourism Marketing Grant Program, offering assistance to tourism organizations placing advertising in targeted out-of-state markets, can be found in the Travel Industry Information section of www.traveliowa.com. Applications must be submitted through your specific tourism region (Western, Central or Eastern).

A public hearing to receive comments on the rules for the new program will be held October 8 from 3:00 – 4:30 p.m. at the Iowa Department of Economic Development Main Conference Room.

For more information on the Regional Tourism Marketing Grant Program, contact Nancy Landess at nancy.landess@iowalifechanging.com or 515.242.4702.





Five Projects Receive Vision Iowa Grants

The Vision Iowa Board approved \$552,765 in grants to projects located in Bellevue, Aurelia and North Liberty, plus Adams and Madison Counties at the August board meeting.

PROJECTS RECEIVING FUNDING:

Walkways for Life - Bellevue

Total Project Cost: \$426,725
Amount Requested: \$188,568
Amount Awarded: \$130,000

This project includes two components: upgrading the pedestrian transportation system in the city's commercial area and constructing a half-mile compacted lime trail parallel to scenic Mill Creek. The upgrades will include installing period streetlights and receptacles on each block, rehabilitating the downtown sidewalks and improving the landscaping. They are intended to correct safety and access issues while also presenting a finished décor that maintains the historical ambience of the area.

This award is contingent upon fundraising being completed in 90 days.

Aurelia Community Center - City of Aurelia

Total Project Cost: \$1,109,781
Amount Requested: \$351,143
Amount Awarded: \$225,000

This project includes the construction of a 7,680 square foot facility complete with a large meeting hall, legion room, kitchen, bar and storage room. The City will demolish the existing building and construct the new community center in its place.

This award is contingent upon fundraising being completed in 90 days.

North Liberty Welcome and History Center

Total Project Cost: \$530,000
Amount Requested: \$141,000
Amount Awarded: \$50,000

This project is the adaptive reuse of a 1908 Victorian-style house as a Welcome Center and History Center. Major improvements will include geothermal heating and cooling,

a 20 kilowatt wind turbine, a 24' octagon pavilion for city events, a 14'x14' gazebo for outdoor seating in the garden area, restoration of gardens to original flora with heirloom plants typical of the period and parking for community center activities.

This award, specifically for the gazebo and garden portions, is contingent upon fundraising being completed in 90 days.

Lake Icaria Campground & Cabins - Adams County

Total Project Cost: \$417,031
Amount Requested: \$47,765
Amount Awarded: \$47,765

This project includes major recreational enhancements to the Adams County Lake Icaria Campground and Cabins. The improvements include constructing six park cabins, upgrading 19 electrical campsites to full service sites, constructing 13 new electrical sites, reconstructing the 25 site tent camping area, installing a camper dump station, replacing two camper check-in stations and remodeling several public restrooms.

This award is contingent upon fundraising being completed in 90 days.

Francis & Thelma Jackson Commemorative Building - Winterset

Total Project Cost: \$742,847
Amount Requested: \$100,000
Amount Awarded: \$100,000

This 9,000 square foot building on the Madison County Fairgrounds will include a kitchen and dining room, modern communication and presentation equipment, two small conference rooms, portable staging and open seating for up to 400 people. The project will also include a finished parking area and fully ADA compliant restrooms.

This award is contingent upon fundraising being completed in 90 days.

To date, 12 Vision Iowa projects have been awarded a total of \$218,550,000. The CAT program has provided funding to 278 projects, awarding \$89,720,436. For more information, visit www.visioniowa.org.

Still Time to Participate in Tourism Conference

The 2007 Tourism Conference may be just over a month away, but there's still time to get involved. The Travel Industry Information section of traveliowa.com has all the information you'll need including Silent Auction and registration forms plus the conference agenda.

You can increase the visibility of your community or attraction by contributing to the Silent Auction. Whether a gift certificate or gift basket, your donation will help support tourism educational programs. And it's so easy to do! Just download the form from www.traveliowa.com, complete and send. Forms are due in the Tourism Office by September 17. Donations must be in the Tourism Office by October 12. For more information contact Kathy Bowermaster at kathy.bowermaster@iowalifechanging.com or 515.242.4708.

Do you have something new or exciting about your destination that you'd like the welcome centers to know? Then schedule a five minute "update" with the Welcome Center Travel Counselors during the Tourism Conference. These are the front-line ambassadors who can drive traffic to you. Updates will be held Monday, October 22, from 9 – 11 a.m. Pre-registration is required. Contact LuAnn Reinders at luann.reinders@iowalifechanging.com or 515.242.4732 to secure a slot.

Applications are still being accepted for the Flora A. Schmidt scholarship, which covers the registration for a college student to attend the conference. Deadline is September 21. Guidelines and an application can be found on www.traveliowa.com. ■

Iowa

WINE and BEER

.COM

The successful Iowa Wine and Beer grant program has been extended to Fiscal Year 2008 (July 1, 2007, through June 30, 2008). A total of \$28,000 is available for consumer events including native Iowa wineries and/or breweries. The program is coordinated by the Iowa Wine and Beer Promotion Board. Visit www.iowawineandbeer.com for guidelines and the application form. Contact LuAnn Reinders at luann.reinders@iowalifechanging.com or 515.242.4732 for more information. ■

ASSOCIATION
Spotlight



Founded in 1976, the Iowa Museum Association's (IMA) mission is to provide quality training and development to Iowa museum professionals and volunteers, advocate for support of member museums and build a strong community of museums in Iowa, all to ensure that Iowa museums will be recognized as essential and integral parts of their communities.

The organization is comprised of history, art, science, children's museums, zoos, arboretums, county conservation bureaus and botanical centers. IMA, which serves the entire state, currently has 158 museums/organizations with 336 listed members in 74 of Iowa's 99 counties.

IMA launched a newly redesigned Web site in April 2007, providing a complete listing of member museums, upcoming events in museums around the state and membership services. IMA has partnered with the Iowan Magazine for a special edition highlighting museums across the state in the Sept./Oct. 2007 issue.

Visit www.iowamuseums.org for more information. ■

Tourism

By the Numbers

19

2007 home football games for Cyclones, Hawkeyes and Panthers. Hosting fans from as far away as Syracuse, New York; Austin, Texas; and Cedar City, Utah.

141,885

seats in Jack Trice Stadium, UNI Dome and Kinnick Stadium.

3,600

hotel rooms filled by football fans in Cedar Falls, Iowa City and Ames.

\$2.5 – \$3.7 million and \$5.8 million estimated economic impact by fans in Ames and Iowa City (respectively) on any given football weekend.

Sources: University of Iowa Athletics, Iowa City Convention & Visitors Bureau, Iowa State University Athletics and University of Northern Iowa Dome staff.

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2008 Calendar of Events Deadline Fast Approaching

The deadline for the 2008 Iowa Tourism Calendar of Events is September 15. Submit your events, festivals and fairs using the online form at www.traveliowa.com (select "Events Calendar" then "Submit an Event") or contact Kathy Bowermaster at kathy.bowermaster@iowalifechanging.com for a paper form. Events that are received too late for the printed calendar of events can still be considered for our Web site events calendar. ■

