



NEW WINE TRAILS OPEN

Iowa now has five wine trails thanks to the openings of the new Heart of Iowa Wine Trail and Scenic Rivers Wine Trail.

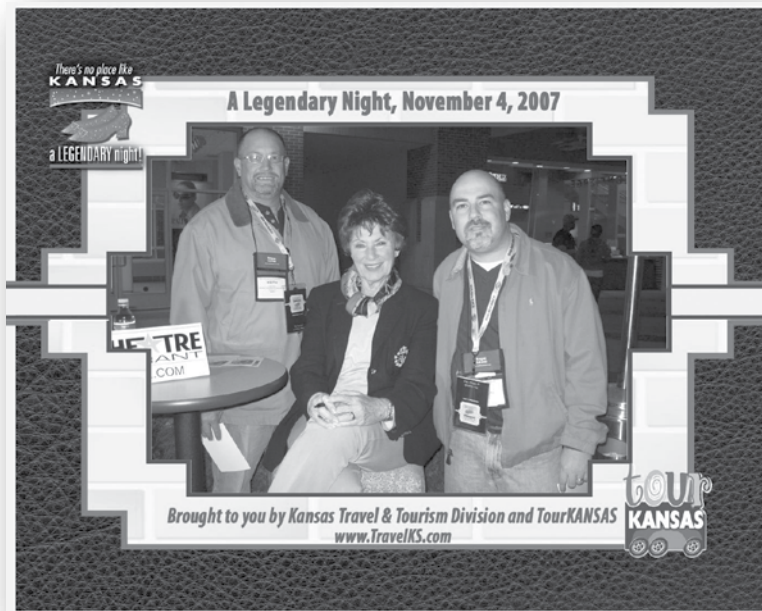
The Heart of Iowa trail includes 15 wineries in central Iowa, the majority of which will be included in the three seasonal events they have planned for 2008 as well as their passport program. People interested in visiting the entire trail can purchase a "passport" for \$25. Each winery has a customized stamp for the passport. Once the passport is full, a tear-off page can be submitted to win a fabulous wine gift basket.

Each participant will also receive two "Heart of Iowa Wine Trail" glasses when they complete their passport. The passports can be purchased online at www.heartofiowawinetrail.com or at any of the wineries. Interested persons can contact any of the participating wineries for more information on the passports.

The Scenic Rivers trail includes four southeastern Iowa and three western Illinois wineries. Their inaugural event was held in October.

The other wine trails:

- Western Iowa Wine Trail
www.westerniowawinetrail.com
- Amana Colonies Wine Trail
- The Iowa Wine Trail
www.iowawinetrail.com



Keith Rahe, Jeff Spence and Marion Ross (Mrs. C from Happy Days) enjoying The Legends at Village West.

Iowa Delegation Attends NTA

Jeff Spence from the Tourism Office attended the National Tour Association (NTA) Annual Convention in Kansas City last month.

Other Iowa delegates were:

- Keith Rahe, Dubuque CVB
- Beth Nickel, Burlington CVB
- Cathy Lockwood, Cedar Rapids CVB
- Ann Vogelbacher, CITR
- Chrissy Caniglia, Council Bluffs CVB
- Becky Gruening and Vicki Comegys, Des Moines CVB
- Carrie Koelker, EITA
- Sue Armour, Mason City CVB
- Jill Vandevoort, Pella CVB
- Lonnie Elmore, Waterloo CVB
- Brian Fleming and Jennifer Holliday, FunCity and Catfish Bend Casino
- Margo McInnis, Quad Cities CVB.

Leads from the show are available in Excel format through the end of December at www.traveliowa.com/travelindustry/nta.html. ●



More Great Places in Iowa!

Appanoose County, Charles City, Council Bluffs, Davenport, Decorah, Perry and Valley Junction in West Des Moines have all been named as Iowa Great Places by the Department of Cultural Affairs. There are now 16 such designated locations in the state.

Iowa Great Places is a program that calls on state agencies to partner with Iowans by combining state resources with local assets to make Iowa's communities, neighborhoods, districts and regions great places where people want to live, work and raise a family. Visit www.iowagreatplaces.gov for more information on the program. ■

Underwood Welcome Center Moves to New Building

The new Welcome Center in Underwood opened last month. The new building incorporates Loess Hills artwork and photography into the design. A grand opening is being planned for May 1, 2008.



Out-of-State Grant Application Deadline Approaching

Applications for the new Regional Tourism Marketing Grant Program, offering assistance to tourism organizations placing advertising in targeted out-of-state markets, are due in the Iowa Tourism Office by 4:30 p.m. on Friday, December 21. Forms are available on the three tourism region Web sites (www.traveliowa.org; www.iowatourism.com; and www.easterniowatourism.org).

Iowa's Political Clout

On January 3, all eyes will be on Iowa's first in the nation caucuses, which serve as the first step in narrowing down our nation's presidential candidates. The state's impact on national politics can be found in several locations:

"Caucus Iowa" special exhibit, Des Moines: October 2007 – January 2009. The exhibit serves as an information headquarters, media center and issues forum project that offers a first-hand look at Iowa's first-in-the-nation caucuses – how they work, why they work, how they affect candidates and their campaigns, and how they differ from every other step to the White House.

Herbert H. Hoover Presidential Library/Museum and National Historic Site, West Branch: Displays tell of the life and careers of the only Iowan to reach the White House.

Wallace House, Des Moines: Includes a multimedia time line of the life of Henry A. Wallace, who served as Secretary of Agriculture and Vice-President.

Mamie Doud Eisenhower Birthplace, Boone: Restored house features photos of Mamie and President Ike and other memorabilia. ■



Three Projects Receive Grants at November Vision Iowa Meeting

The Vision Iowa Board approved \$1,095,780 in grants at their November meeting for a library expansion in Clarion, a new museum building in Story City and an activity center in Wellman.

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

Clarion Public Library Expansion

Amount Awarded: \$ 250,000

This project will double the size of the existing historic Carnegie-style facility. The expansion will allow for more space to house the library's extensive publication collection, more room for youth and young adult programming and additional computer access points. Other features include a larger community meeting room, increased genealogy research space and improved handicapped accessibility. This award is contingent upon the completion of fundraising in 90 days.

Carriage House Museum – Story City

Amount Awarded: \$ 45,780

This project includes the construction of a new building next to the Bartlett House Museum. The Carriage House Museum will serve as the Story County Historical Society's center of collection exhibition and storage. Main level exhibits will focus on the people and events that made the community and surrounding area. A second level loft will provide space for research, genealogy exploration and special exhibits. The building will have a full basement for storage, conservation and construction of displays. The building environment will provide conditions appropriate for archival-safe storage and displays to ensure the preservation of the collections. The main level will offer a community room for public events, meetings and classes.

Parkside Activity Center – Wellman

Amount Awarded: \$ 800,000

The Parkside Activity Center, a 38,400 square-foot, two-level facility, will offer health and fitness areas, an indoor track, community room space and licensed child care on site. This award is contingent upon the completion of fundraising in 120 days and the execution of a 28E agreement.

To date, 12 Vision Iowa projects have been awarded a total of \$218,550,000. The CAT program has provided funding to 279 projects, awarding a total of \$94,203,216. For more information, visit www.visioniowa.org. ■

ASSOCIATION
Spotlight



The Eastern Iowa Tourism Association (EITA), one of Iowa's three tourism regions, represents a 28-county area and encompasses 260 members. The region thrives to promote themselves as a destination for potential visitors and serve as a catalyst to enhance members' individual marketing efforts.

Membership is available to counties, businesses and organizations interested in promoting tourism in Eastern Iowa. Members are eligible to apply for region grants, be listed in the EITA Visitor's Guide and on the region's Web site, partake in bi-monthly membership and educational seminars, promote themselves at the region's State Fair exhibit and serve on the region's various committee options.

Visit www.easterniowatourism.org to learn more. ■

Tourism

By the Numbers

11

Lighted Holiday Parades in Iowa

63

Years German P.O.W. Nativity Scene has been on display in Algona

250

Feet of model train track at Santa's Castle, Storm Lake

3,500

CenterStage Entertainers at Quad Cities Festival of Trees, Davenport

40,000

Lights on display at Country Christmas Light Display, Pella

Sources: www.traveliowa.com, www.radioiowa.com,
www.quadcityarts.com, www.pella.org

IOWA
life | changing®

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

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

Golf Travelers Spend More Than \$100 Million in Iowa

Golf-related travel contributed more than \$100 million to Iowa's economy during 2006, according to a recent study conducted by SRI International for the Iowa Golf Alliance. During the same time, the total size of Iowa's direct golf economy was approximately \$428.9 million.

With its good soil, verdant greens and the third highest number of holes per capita, golf is more than an enjoyable pastime in Iowa. Golf brings visitors to the state, drives new construction and residential development, generates golf-related manufacturing and retail sales, and creates demand for a myriad of goods and services through the operation of the golf facilities themselves. When the total economic impact of these golf-related activities is calculated, Iowa's golf industry generated approximately \$769.6 million of direct, indirect and induced economic output, \$230.7 million of wage income and 10,396 jobs.

SRI estimated that the average spending per golf trip in Iowa during 2006 was \$125. This average incorporates both overnight and day trips, with day trips making up the bulk of Iowa's golf trips. ■

