

**Nominate
A TOURISM
LEADER**

Nomination materials for the 2008 Iowa Tourism Leadership Award are available in the Travel Industry Information section of www.traveliowa.com. The award, to be presented during Unity Day on Friday, April 18, recognizes an outstanding individual who has shown exemplary leadership within the industry and who has contributed significantly to enhancing Iowa tourism.

No nomination form is needed; simply answer the questions about your nominee and include up to three optional letters of recommendation. For more details, contact Lonie Mezera at lonie.mezera@iowalifechanging.com or 515.242.4727. The deadline is Friday, March 21.

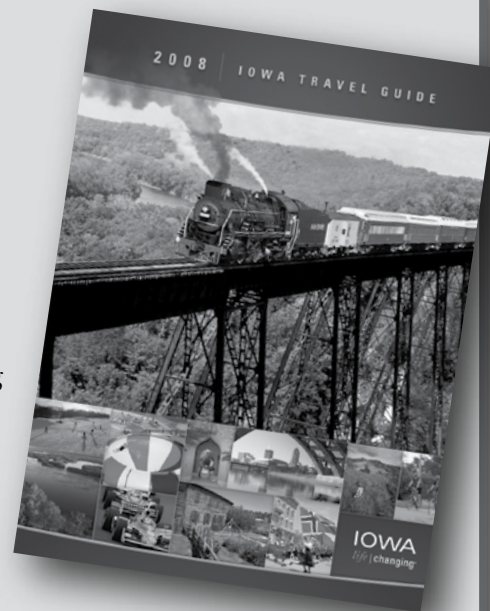
Watch for more details on Unity Day, including the introduction of online registration, in next month's Traveler. ■

**2008 TRAVEL GUIDE
NOW AVAILABLE**

The 2008 Iowa Travel Guide is now available for order online from www.traveliowa.com or by phone at 800.345.IOWA. All Iowa Welcome Centers stock the guide as well.

To promote the release of the Travel Guide, the Tourism Office is suggesting five resolutions worth keeping – pamper yourself, spend more time with your family, get back to nature, get off the beaten path and learn more about your heritage – and encourages people to use the guide to find ways to keep them.

The Tourism Office printed 250,000 Travel Guides. If your organization would like to obtain multiple copies of the guide, contact Kathy Bowermaster at kathy.bowermaster@iowalifechanging.com or 515.242.4708. ■



**TFI LEGISLATIVE
SHOWCASE IN NEW
LOCATION**

The Travel Federation of Iowa's Legislative Showcase will be held Tuesday, February 5, at the Paul R. Knapp Animal Learning Center on the Iowa State Fairgrounds in Des Moines.

Join your tourism industry colleagues and "Talk Tourism" with legislators from across the state. Again this year, a Legislative Luncheon and Seminar will be held prior to the Showcase. For more

information, visit www.travelfederationofiowa.org or contact Kathy Dirks at kdirks@harrisoncountyparks.org or 712.642.2114.

Spend another day in Des Moines and attend an education session sponsored by the Iowa Group Travel Association, Central Iowa Tourism Region and Greater Des Moines Convention and Visitors Bureau on Wednesday, February 6. Laurie Guest will share a thought-provoking perspective on ways to rescue yourself from stress and influence others at work and at home. For more information, call 800.285.5842. ■





Two Projects Receive Grants at December Vision Iowa Meeting

The Vision Iowa Board approved \$628,564 in grants at their December meeting for a theater restoration in Marshalltown and an RV park in Northwood.

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

Orpheum Revitalization Project – Marshalltown

Total Project Cost: \$2,657,568
Amount Requested: \$625,000
Amount Awarded: \$550,000

This project includes acquisition of land adjacent to the Orpheum; site development; restoration of the marquee, south façade, lobby and West Theater; and a complete renovation of the building’s interior including prop design, a new elevator and a new east entrance and patio.

This award is contingent upon the completion of fundraising in 120 days.

Northwood Recreational Vehicle Park and Shelter

Total Project Cost: \$388,776
Amount Requested: \$78,564
Amount Awarded: \$78,564

This project includes the construction of a 10-site recreational vehicle park camping area including water, sewer and electrical hookups as well as picnic tables and fire rings. A multi-purpose shelter/bath house, which will serve as a storm shelter in the event of a tornado or severe weather, will also be built.

To date, 12 Vision Iowa projects have been awarded a total of \$218,550,000. The CAT program has provided funding to 281 projects, awarding a total of \$94,831,777. The Board will not meet in January. For more information, visit www.visioniowa.org.

In Search of Internships . . .

The Iowa Tourism Office is gathering information about travel-related internships that are available to college students. If your organization offers an internship, please contact Lonie Mezera at lonie.mezera@iowalifechanging.com. Deadline is February 1. ■

Iowa Receives National Scenic Byways Program Grants

Iowa received \$1,079,851 in grants from the National Scenic Byways Program for nine projects. In total, \$30,533,369 was granted to 276 projects in 41 states. Only 10 states were awarded more than \$1 million in funding.

IOWA’S PROJECTS RECEIVING GRANTS:

- ◆ Iowa Valley Scenic Byway Corridor Management Plan Update - \$192,000
- ◆ Historic Hills Scenic Byway Corridor Management Plan - \$200,000
- ◆ Loess Hills National Scenic Byway/Harrison County Historical Village and Welcome Center Interpretive Project - \$200,000
- ◆ Loess Hills National Scenic Byway – Corridor Management Plan Implementation Year 6 - \$27,588
- ◆ Marketing the Loess Hills National Scenic Byway - \$50,020
- ◆ Live, Work and Play – Interpretive Projects for the Mississippi Great River Road and Mississippi River Trail - \$106,291
- ◆ E.B. Lyons Interpretive Center Expansion Project - \$183,200
- ◆ Great River Road – Mississippi River Trail Feasibility Study for Lee County - \$50,200
- ◆ Iowa Great River Road: Bridge Tribute Plaza - \$70,552

The mission of the National Scenic Byways Program is to provide resources to the byway community to create unique travel experiences and enhance local quality of life through efforts to preserve, protect, interpret and promote the intrinsic qualities of designated byways. For more information, visit www.bywaysonline.org. ■

State-Owned Welcome Centers **Fully Staffed**

The four state-owned Welcome Centers (Davis City, Sergeant Bluff, Underwood and Wilton) are now open year-round and all have two full-time employees on staff.



DAVIS CITY

Jerry Reese



Karen Hamilton



SERGEANT BLUFF

Mary Ann Propeck



Jean Hankins



UNDERWOOD

Judy Riley



Melody Thomas



WILTON

Janet Drumm



Marilyn Ballenger

**ASSOCIATION
Spotlight**



Founded as a volunteer organization in 1986, the Western Iowa Tourism Region is a non-profit organization dedicated to the development and promotion of the tourism industry in 36 western Iowa counties.

Two full-time staff members, a 10-member Board of Directors and numerous committees work to accomplish an annual Action Plan. The Action Plan provides goals and objectives for several programs designed to strengthen communication within the industry; recruit members and volunteers; promote and advertise attractions and events; provide educational opportunities relating to tourism and to encourage contact and communication with government officials.

Visit www.traveliowa.org for more information. ■

Tourism

By the Numbers

4

Ski resorts in Iowa.

#19

Lock & Dam in Keokuk that is the home of the 1st Bald Eagle Festival in Iowa.

26°

The ideal temperature to begin making snow at Seven Oaks Recreation in Boone.

28th

Annual University of Okoboji Winter Games (scheduled for January 25-27).

61

Snowmobile clubs in Iowa (who maintain more than 5,000 miles of trails).

Sources: Keokuk Convention and Tourism Bureau, www.sevenoaksrec.com, Iowa Tourism Office, www.vacationokoboji.com and www.iowasnowmobiler.com.

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

NATIONAL TRADE SHOW SCHEDULE ANNOUNCED

Last month, the Iowa Tourism Office released the schedule (subject to change) of the group tour, international travel and meetings/conventions national trade events that staff will be attending.

If your destination is planning on attending any of the shows, please make note to request a position close to the Iowa Tourism Office's booth. Contact Jeff Spence at jeff.spence@iowalifechanging.com or 515.242.4770 with any questions regarding the schedule or for more information on a particular event.

April 9 - 10, 2008:

Affordable Meetings Mid-America, Chicago, IL

May 31 - June 4, 2008:

International POW WOW, Las Vegas, NV

June 25, 2008:

Destinations Showcase, Chicago, IL

August 9 - 12, 2008:

Meeting Professionals International World Education Conference, Las Vegas, NV

November 15-19, 2008:

National Tour Association (NTA) Annual Convention, Pittsburgh, PA

January 2009

(exact dates to be determined):

Christian Meeting Planner Convention & Expo, Corpus Christi, TX. Booth share available for this show; contact Jeff for more information.

March or April 2009

(exact dates to be determined):

Tour Iowa Marketplace, Chicagoland, IL