

Important Dates This Month

July 15:
**Community Attraction and Tourism (CAT)
Application Deadline**

July 28:
**RSVPs Due for CAT/RECAT Technical
Assistance Workshops**

Four technical workshops will be held in August for people considering applying for Community Attraction and Tourism (CAT), River Enhancement Community Attraction and Tourism (RECAT) and/or marketing grants. See inside for more details.

July 31:
Ad Materials Due for 2009 Travel Guide

Record Number of POW WOW Appointments

Jeff Spence from the Iowa Tourism Office had a record number of appointments – 31 – for the International POW WOW Marketplace in Las Vegas last month. Charlie Persinger from Ames and Keith Rahe from Dubuque joined Jeff in representing Iowa at the event. Leads will be available on www.traveliowa.com by mid-July.

Tourism Month Winners

Nearly 6,000 people registered for the Iowa Tourism Month promotion either online at www.traveliowa.com or at one of Iowa's 20 Welcome Centers. The promotion was a partnership among Casey's General Stores, the Iowa Tourism Office and many of the 2007 Iowa Tourism Award winners.



In total, \$3,000 in Casey's gift cards and nearly \$10,000 in Travel Iowa Gift Baskets, featuring admission tickets and other items from 2007 Iowa Tourism Award winners, were given away through the promotion.

\$500 Gift Card from www.traveliowa.com

Melanie Farwell, Andover, IA

Terry DeBoer, Hampton, IA

\$100 Gift Card and Travel Iowa Gift Basket

Jeff Heying, Lamonte, MO

Jerry Greiner, Roca, NE

Marcia Little, Thurman, IA

Brian Monsen, Forest City, IA

Betty Buchholz, Elkader, IA

Eleanor Likes, South Sioux, NE

Marilyn Cornick, Burlington, IA

Delores Covert, Independence, MO

Dean Josten, Ventura, IA

Dorothy Fryer, Davenport, IA

Boyd Shumate, Independence, MO

Lois McCall, North Platt, NE

Roberta Meierotto, Salem, IA

Nancy Herbert, Mendota Heights, MN

Kimberly Rathbone, Postville, IA

Ron Backes, Richmond, MN

Kathy Knox, Brandon, SD

Charles Bailey, Clinton, IA

Ashley Shields, Lamoni, IA

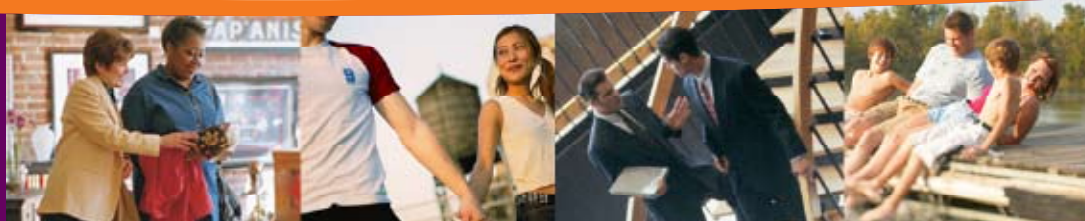
Bonnie Gipson, Omaha, NE

Wine and Beer Promotion Board Grants

A total of \$25,000 in grants is available from the Iowa Wine and Beer Promotion Board for Fiscal Year 2009 (July 1, 2008 – June 30, 2009). The program, established to promote native Iowa wine and beer through consumer events, offers two levels of funding:

- Up to \$1,500 for events incorporating three to nine native Iowa wineries or breweries
- Up to \$3,000 for events utilizing 10 or more native Iowa wineries or breweries

Events including a wine or beer distributor are not eligible for funding. Applications and guidelines are available on www.iowawineandbeer.com. Contact LuAnn Reinders at luann.reinders@iowalifechanging.com or 515.242.4732. ■





SIX PROJECTS RECEIVE CAT GRANTS

The Vision Iowa Board awarded \$2,235,000 in grants for projects in Spencer, Sac County, Garner, Wellsburg, Forest City and Dubuque during their June meeting. Brief project descriptions can be found at www.visioniowa.org.

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

Spencer's "Grand" Enhancements
Amount Awarded: \$500,000

Sac County Conservation Center
Amount Awarded: \$160,000

Veterans Memorial Recreation Center – Garner
Amount Awarded: \$670,000

Wellsburg Library
Amount Awarded: \$170,000

Heritage Park of North Iowa – Forest City
Amount Awarded: \$60,000

Dubuque Community Ice Arena
Amount Awarded: \$675,000

To date, 14 Vision Iowa projects have been awarded a total of \$228,550,000. The CAT program has provided funding to 296 projects, awarding a total of \$100,096,780. The next Vision Iowa Board meeting is scheduled for Wednesday, July 9, in Des Moines. For more information visit www.visioniowa.org.

MARKETING GRANTS AVAILABLE FOR CAT, VISION IOWA PROJECTS

Legislation passed during the 2008 session allocated \$100,000 of Community Attraction and Tourism (CAT) funds for tourism marketing through fiscal year 2013. Only CAT or Vision Iowa award recipients will be eligible. Rules and an application for the grants are currently being developed. More information will be available on www.visioniowa.org soon.

CAT, RECAT TECHNICAL ASSISTANCE WORKSHOPS OFFERED

Four technical workshops on how to apply for Community Attraction and Tourism (CAT), River Enhancement Community Attraction and Tourism (RECAT) and marketing grants from the Vision Iowa Board will be held Friday, August 1, and Tuesday, August 26. Two sessions will be offered each day: 10 a.m. – Noon and 1 – 3 p.m.

The CAT program was recently extended through fiscal year 2013. The RECAT program, created during this year's Legislative session, has appropriated \$52 million for use in the next five fiscal years.

Vision Iowa Program Manager Alaina Santizo will lead the sessions and present tips on how to make an application more successful. She will also answer questions about the application process. Attendance is not mandatory before submitting an application. Space is limited. RSVP date and session time by Monday, July 28, to visioniowa@iowalifechanging.com or 515.242.4827.

For more information on the CAT, RECAT and marketing grant programs, including funding allocations remaining for each, visit www.visioniowa.org. ■



Iowa State Fair Update

Tourism exhibits will remain in the Varied Industries Building for this year's Iowa State Fair, August 7-17. Fourteen exhibitors will occupy Iowa Tourism Hall in the south hallway. Along with the three tourism regions, this year's exhibitors are Decorah and Winneshiek County Convention and Visitors Bureau, Designer Inn and Suites, Grinnell Chamber of Commerce, Honey Creek Resort State Park, Indianola Chamber of Commerce, Iowa Bed and Breakfast Guild, Main Street Iowa, Rathbun Lake Area, Silos & Smokestacks National Heritage Area, Southern Exposures Tourism and the Villages of Van Buren.

The Iowa Tourism Office's booth will remain in the south atrium. Visitors who stop by the booth will be able to enter to win a \$150 gift card from Choice Hotels each day. ■

Tourism Conference Silent Auction Needs You

Showcase your destination or attraction with a gift basket, gift certificate or other merchandise item donation to the 2008 Iowa Tourism Conference Silent Auction. All money generated from the auction goes directly toward future tourism educational events. The 2007 auction raised more than \$9,500!

Be part of the fun and help keep conference costs low. The Silent Auction donation form is available in the Travel Industry Information section of www.traveliowa.com or by contacting Kathy Bowermaster at kathy.bowermaster@iowalifechanging.com or 515.242.4708. The 2008 Iowa Tourism Conference is set for October 20-22 in Sioux City.

Iowa Tourism Awards Call for Entries

Nominations are now being accepted for the 2008 Iowa Tourism Awards. With fifteen categories including Event/Festival of the Year, Attraction of the Year, Individual Friend of Tourism, Web Site of the Year and the new Green/Sustainable Tourism Award, there is sure to be a category that fits you or your organization.

A fillable .pdf nomination form can be found in the Travel Industry Information section of www.traveliowa.com. Nominations for all awards are due August 29. Contact Jessica O'Riley with questions at jessica.oriley@iowalifechanging.com or 515.242.4754. The awards will be presented during the 2008 Iowa Tourism Conference in Sioux City October 20-22. ■

ASSOCIATION
Spotlight



The Iowa Arts Council (IAC) enriches the quality of life and learning in Iowa by encouraging and promoting excellence in the arts.

A division of the Iowa Department of Cultural Affairs, IAC provides support for individual artists, arts organizations, schools, community organizations, public art, Iowa's ethnic roots and the traditions that contribute to the diversity of Iowa. IAC workshops, resource information and technical assistance also contribute to artistic excellence and service to Iowans.

IAC grant programs support Artists, Arts in Education, Artists in Schools & Communities Residencies, Conference/Workshop/Forums, Folk & Traditional Arts, Organizations, and Public Art. EZ1-2-3 and Big Yellow School Bus grants are also available to organizations and schools.

In the 40 years since IAC was founded, community arts councils have formed in communities across Iowa, a percent-for-art program exists for construction of new state buildings, artists in all art forms have been nurtured and the arts have been recognized as a major contributor to Iowa's economy and its quality of life.

For more information, please visit www.iowaartscouncil.org or call 515.281.5111. ■

23 OUT-OF-STATE CO-OP MARKETING GRANTS AWARDED

A total of nearly \$163,000 was awarded from the Regional Tourism Marketing Grant Program. Total advertising placement costs top \$471,000.

The 23 grant recipients were: the Amana Colonies Convention and Visitors Bureau (CVB); Bellevue Area Chamber of Commerce; Burlington CVB; Chariton Valley Planning and Development; Clay County Fair; Clinton CVB; Council Bluffs CVB; Greater Des Moines CVB; Downtown Partners Sioux City; Dubuque County Historical Society; Dubuque CVB; Fairfield CVB; Grinnell Tourism Group; Grout Museum District; Keokuk Area Convention and Tourism Bureau; Mason City CVB and Clear Lake Chamber of Commerce; Okoboji Tourism Committee; Pella CVB; Quad Cities CVB; Silos & Smokestacks National Heritage Area; Sleepy Hollow Sports Park; Western Iowa Wine Trail and Winneshiek County CVB.

The grant program is a partnership among the Iowa Tourism Office and the three state tourism regions (Eastern, Central and Western). Funding for the grant program comes from a percentage of state gaming revenue. A brief description of the funded projects can be found in the Media Center of www.traveliowa.com. ■

Tourism

By the Numbers

County and Regional Fairs

2.4

Attendance, in millions, at Iowa's county and regional fairs in 2007

3.9

Dollars, in millions, spent on capital improvements to fairgrounds in 2007

95

County and regional fairs held entirely or in part in July 2008

106

County and regional fairs in Iowa

\$222.8

Statewide economic impact, in millions of dollars, of county and regional fairs in Iowa in 2007

Source: www.iowafairs.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



MTWA

Jessica O'Riley from the Iowa Tourism Office networked with nearly 25 Midwest Travel Writers during their spring meeting in Amarillo, Texas, last month. The itinerary included The Big Texas Restaurant (home of the 72-ounce steak), Palo Duro Canyon, Cadillac Ranch and a media marketplace for pitching story ideas.

2010 Tourism Conference Site Selected

After two days of site visits encompassing four communities and nearly 600 miles, Burlington has been selected to host the 2010 Iowa Tourism Conference. The conference, Burlington's first as host, will be held at the Pzazz! Entertainment Complex. All conference space and lodging will be under one roof. The Catfish Bend Inn was completed in 2007 and the Best Western Pzazz! Hotel will be undergoing all new room refurbishing by 2010.

Freda Dammann of Manning Promotions, Sharon Dixon from Inbound Iowa, Julie Kronlage from the Dyersville Area Chamber of Commerce and Lonie Mezera from the Iowa Tourism Office served on the site selection committee.

The 2010 Iowa Tourism Conference will be held October 20-22. ■