

Regional Tourism Awards Announced

In an effort to boost tourism in Iowa communities, the Iowa Tourism Office announced 11 awards, totaling nearly \$80,000, from the Regional Tourism Marketing Grant Program. The program assists communities in placing advertising in out-of-state markets.

Grants were awarded to the Dubuque Convention and Visitors Bureau (CVB), Clear Lake Chamber/Mason City CVB; Iowa State Fair, Quad Cities CVB, Okoboji Tourism, Clay County Fair Association, Burlington CVB, Storm Lake United, Glenn Miller Birthplace Society, LeMars CVB, and Sioux City CVB. Total advertising placement costs exceed \$191,000.

Eligible projects of the Regional Tourism Marketing Grant Program included advertising in newspapers, magazines, radio, television, billboards or online in the targeted out-of-state markets of Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota or Wisconsin. The project must be completed between July 1, 2010, and June 30, 2011. Grants were offered from a minimum of \$5,000 to a maximum of \$10,000.

The grant program is a partnership among the Iowa Tourism Office and the three state tourism regions (Eastern, Central, and Western). Funding comes from a percentage of state gaming revenue.

What Ads are Other States Seeing?

Ever wonder what ads Iowa is sending out to promote the state and get people to visit Iowa? Iowa has a "What IF...?" campaign, and you can see the ads on the Iowa Tourism Office website at www.traveliowa.com/videos.aspx.

Lottery Promotion

There is still time to take part in the Iowa Tourism's promotion in connection with the Iowa Lottery. Throughout the summer, bring your non-winning Silver Ticket scratch ticket to events found at www.traveliowa.com. You can enter to win up to \$1,000 in cash prizes. More information is available by calling 800.345.IOWA or by stopping at any Iowa Welcome Center.

Tourism is a \$6.4 billion industry in Iowa, employing nearly 65,000 people statewide and generating more than \$303 million in state taxes.