

\$109,250 Gained for Outdoor Signs

Silos & Smokestacks National Heritage Area (SSNHA) has received approval of \$109,250 for signage throughout the heritage area. On February 10, the Iowa Transportation Commission approved 12 Iowa transportation enhancement projects that improve the quality of Iowa's communities and enhance travel.

Silos & Smokestacks will use this grant to construct and install site identification signs at the 64 heritage area sites and points of interest. Each site will have the option of a place identification sign or a medallion retrofitted to their existing entrance sign.

John Deere Foundation is instrumental in providing the required match for this project.

Their \$60,000 match will construct and install five gateway signs along major traffic corridors and two computerized information kiosks at welcome centers.

"This is the infrastructure for the heritage area. These signs will help give the heritage area its identity for residents and visitors."

- Don Short, SSNHA
Executive Director

The gateway and site identification signs will be installed later this year, and the information kiosks will be completed for the 2005 travel season.

Thank you to

the Winneshiek County Board of Supervisors for serving as co-applicant and to all the counties and cities that provided support agreements for this project.

We are especially grateful to the Iowa Transportation Commission, the IDOT staff, the John Deere Foundation and the John and Lucile Hanson Foundation for their tremendous support.



Site Medallion and Place Identification sign.

Federal Appropriation Maintains

Despite budget cuts to many heritage areas, Silos & Smokestacks maintained a \$750,000 appropriation for Fiscal Year 2004. As in previous years, each of these federal dollars must be matched by another non-federal dollar.

Thank you to our Congressional delegation for their leadership: Senators Harkin and Grassley and Representatives Nussle, Leach, Boswell, Latham and King.

6 New Sites Join the Heritage Area

Carrie Lane Chapman Catt Childhood Home, Charles City. *Point of Interest.* This museum and research center is dedicated to Carrie Lane Chapman Catt, the founder of League of Women Voters.



Carson Art Gallery, Ackley. *Point of Interest.* A restored Victorian home which includes one of a kind paintings of trains and antique John Deere tractors.

Country Relics Village, Stanhope. *Affiliate Site.* An 18 building little village complex which includes the 1882 Stanhope Chicago Northwest depot, and Standard Oil Company.



Four Mounds, Dubuque. *Affiliate Site.* Four Mounds is an English Gentleman's farm containing 5 houses and 11 out buildings overlooking the mighty Mississippi.

George Maier Rural Heritage Center, Elkader. *Affiliate Site.* A restored sales barn filled with artifacts showing a glimpse of rural life in the mid-1800s.



Vesterheim Norwegian-American Museum, Decorah. *Strategic Investment Partner.* This museum is the oldest ethnic museum in the U.S. with a collection of more than 24,000 objects.

Strategic Investment Partner Sites provide full services, including staff, exhibits, programs, and restrooms.

Affiliate Sites are open less frequently and/or have more limited public services.

Points of Interest may not be staffed or have public services.

For more information on how to become a designated site, see page 2.

Final Call to Make the Wall!

The Founder's Recognition Wall, honoring donors who have contributed \$500 or more, will be erected in the Silos & Smokestacks office lobby during March 2004. This tribute will recognize gifts received since 1991 from individuals, businesses, and organizations.

Silos & Smokestacks has grown well beyond its original vision. Over the past dozen years, it has evolved as an organization to become an Affiliated Area of

the National Park Service.

Today, as one of 24 National Heritage Areas in the United States, Silos & Smokestacks has grown to encompass 37 Iowa counties. Exhibits, demonstrations, tours, and events take place at 66 partner locations and 100 farms and agricultural businesses.

"The initial contributors to Silos & Smokestacks were visionaries who saw the overall importance of Iowa's agriculture contri-

bution to the nation and world," according to Don Short, current Executive Director.

March 1 is the deadline for receipt of donations to qualify for the Founder's Recognition Wall.

Final verification of donors and appropriate funding levels will be checked during the next month. Recent supporters of Silos & Smokestacks National Heritage Area will be included on the wall if their contributions total \$500 or more.

For additional information or to increase your past contribution, please contact Wanda Gardner at 319-234-4567 or wgardner@silosandsmokestacks.org.



Conceptual drawing of Founder's Recognition Wall to be located in the Silos & Smokestacks office lobby.

Heritage Area Marketed to National Tour Operators

Third time's a charm for Silos & Smokestacks National Heritage Area, who recently attended the National Tour Association (NTA) Convention. This past November, Peter Jorgensen, Group Tour Manager for Silos & Smokestacks, represented the heritage area and presented two successful development seminars.

The 2003 NTA Convention brought in 690 tour operators, 132 of which were interested in agriculturally themed group tour experiences. Peter had 23 pre-arranged business appointments where he got leads on motor coach travel and presented information about the Living an Iowa Farm Experience (L.I.F.E) tours.

Peter presented two seminars: "Packaging to Special Interest Group," and "Living



Overhead view of NTA convention Landscapes: Experiential Travel in America's National Heritage Areas." The "Living Landscapes" was an hour long program explaining the different national heritage areas, followed by a detailed presentation about Silos & Smokestacks.

Peter commented, "There was a definite theme with special interest and heritage programs becoming the new wave in motor coach travel!"

For more information about motorcoach tour opportunities, contact Peter Jorgensen at (563) 387-0305 or touroperators@silosandsmokestacks.org.

Partner Site Applications due March 1

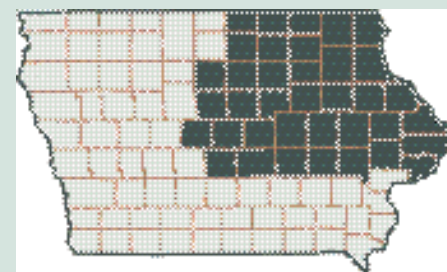
Silos & Smokestacks has just announced there will be a second round of site designations. To become a heritage area partner site, you must meet certain criteria and show visitors your site's connection to the story of agriculture.

In order to participate, a site or event must complete an application.

Sites must be located in one of the 37 counties in the heritage area. There are three types of partner sites, Strategic Investment Partner, Affiliate Site and Point of Interest. Once a site is approved, it is designated in one these categories depending on their hours of operation, exhibits, programs and public services.

Benefits provided to partner sites include networking and

marketing visitation within a regional and national program/audience, participation in marketing programs, ongoing technical assistance and opportunities for interpretive and educational projects.



You can download an application form online at www.silosandsmokestacks.org/4partner/partnerup.html or call the Silos & Smokestacks office at (319) 234-4567 for a copy.

Applications are due postmarked March 1, 2004.

New designations will be made in April 2004.

From Text to Tour:
*A Driving and Walking
Experience Workshop*

Thursday, March 18
9:30-3:30

Radisson Quad City Plaza Hotel
Downtown Davenport

Learn how to build an outstanding experience by wheeling and walking visitors around your region.

Instructor: Sue Pridemore,
Heritage Coordinator and
Interpretive Planner, National
Park Service Midwest
Regional Office

\$30 before March 1
\$35 after March 1

Fee includes lunch.

To register, contact Jessica
Waytenick, Quad Cities CVB, at
800-747-7800 ext. 103 or email
her at jwaytenick@visitquadcities.com

Silos & Smokestacks Partnership Profile

Hurstville Lime Kilns and Interpretive Center

With brand new signs and a new interpretive center on the way, Hurstville Lime Kilns is on its way to becoming a bigger and better tourist attraction. Located just 2 miles north of Maquoketa on Highway 61 in Jackson County, the Kilns site is designated as a Point of Interest.



construction uses throughout the Midwest. Today, thousands of visitors make their way to what was once an extremely successful business, known as Hurstville Lime Works and the company town of Hurstville. Visitors can enjoy a picnic shelter and a walking trail, where they can see the original kilns and actually look inside the fireboxes where workers would put the limestone to be melted.

Built in the 1870's, the four kilns, which resemble huge chimneys, are still visible



One of two new interpretive exhibits located in front of the Hurstville Kilns. These exhibits were funded in part from Highway 61. The kilns were used to heat limestone rock into lime mortar. Masons used the melted limestone for

This past November, Jackson County Conservation Board along with Silos & Smokestacks unveiled two new wayside exhibits sharing the history of Hurstville. These exhibits were funded in part by a Silos grant.

The Hurstville Interpretive Center, just south

of the kilns, is expected to be completed in June 2004 and will display several permanent exhibits. Some of which include, display cases filled with Hurstville artifacts and information, a model railroad showcasing the town of



Hurstville Interpretive Center in progress.

Hurstville in the late 1800's, and a diorama that educates visitors of the plants and animals that can be discovered in an Iowa wetland. Also included with the new center is bird feeding stations and a butterfly garden just outside the building.

For more information about this site, contact the Jackson County Conservation Board at 563-652-3783.

New Food Web Video

A new Iowa Food Production Web video was recently released to youth educators across Iowa by the Iowa Agriculture Awareness Coalition (IAAC) and a grant from Shared Solutions agricultural initiative of the Altria family of companies.

The 15-minute video, designed for 4-6 grade youth, is narrated by an animated spider that takes students on a magical trip through his web to learn about Iowa foods. During the trip, students learn about common Iowa crops and livestock while examining how food is processed, distributed and marketed.

Candy Streed, Silos & Smokestacks Program Director and representative on the IAAC board, commented, "Students are giving the video great reviews."

Educators interested in learning more about the video can contact Janet Anderson, ISU Extension, at 515-733-4440 or janeta@iastate.edu.

Exciting Preliminary Survey Findings

The University of Northern Iowa Sustainable Tourism & Environment Program (UNI-STEP, www.uni.edu/step) has been working with Silos & Smokestacks to develop surveys and distribute them to heritage area partner sites.

The main purposes of this survey are to identify the demographics, motivations and preferences of visitors within the heritage area; identify potential marketing strategies and priorities; and determine the economic impact travelers make in the heritage area.

As of October 2003, 339 surveys have been collected from

33 heritage area partner sites. Out of the 339 surveyed, **30% of the visitors were either very or somewhat familiar with the Silos & Smokestacks National Heritage Area.**

"The percentage of those aware of SSNHA is encouraging. Especially given the diversity of sites, geographic distribution and lack of signage in some areas."

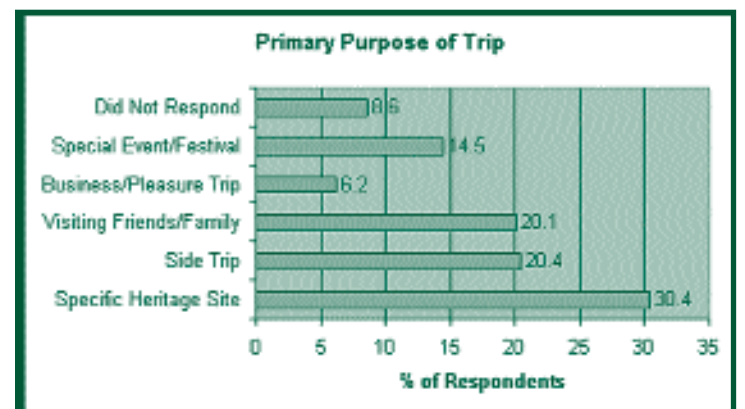
-Dr. Lankford, UNI-STEP Director

The final analysis will include where visitors live, how long they stay in the area and

their economic contribution to the heritage area.

The Alliance of National Heritage Areas (ANHA) has provided \$5,000 to Silos to conduct this survey, as part of a larger project determining the economic impact national heritage areas are having on their regional economy.

Working with partner sites and UNI-STEP interns, we will continue to track visitors to the heritage area through summer



2004.

For more information about the visitor survey, contact Candy Streed at the Silos office or email her at cstreed@silosandsmokestacks.org.

Source: UNI-STEP, Renee Pieper, Kelly Sanders, Ricki Dieser, Jill Lankford.



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Dates to Remember...

February 18, 2004 - Trustee Meeting

March 1, 2004 - Postmarked 2004 Partner Site Applications Due

March 18, 2004 - From Text to Tour: A Driving and Walking Experience Workshop (see pg. 2)

March 24, 2004 - Executive Committee Meeting

April 21, 2004 - Annual Trustee Meeting



Silos & Smokestacks National Heritage Area (SSNHA) is a federally designated heritage area and is an Affiliated Area of the National Park Service. Through the development of a network of sites, programs, and events in these 37 Iowa counties, SSNHA interprets farm life, agribusiness, and rural communities – past and present.



The Newsletter is published by Silos & Smokestacks National Heritage Area. Please contact Candy Streed, Editor, at (319) 234-4567 or email at cstreed@silosandsmokestacks.org to submit story ideas.

Silos Welcomes New Leaders

Silos & Smokestacks welcomes new Leadership Advisor Terry Branstad and new Trustee Wade Wagner.



Terry Branstad
Former Iowa Governor, President of Des Moines University

We are honored to have both of them join the Silos team, and we are grateful for the effort, input and time they have committed to give to the organization. Welcome!



Wade Wagner
Parks Commissioner, Cedar Rapids

Leadership Advisors

- Terry Branstad**
Former Iowa Governor, President of Des Moines University
- Willard Jenkins**
Iowa House of Representatives
- Patty Judge**
Iowa Secretary of Agriculture IDALS
- Susan Judkins**
Director of Government Affairs Iowa League of Cities
- Ambassador Ken Quinn**
President, World Food Prize Foundation
- Robert Ray**
Former Iowa Governor, Ray Enterprises
- Neal Smith**
Former US Congressman, Attorney at Law
- Wythe Willey**
Attorney, Wythe Willey Law Office

Partnership Panel

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Grout Museum District, Waterloo
- Robert Cole**
ISU Extension, Mason City
- Phyllis Ewing, Chair**
Effigy Mounds National Monument, Waukon
- Kathy Gourley**
State Historical Society of Iowa, Des Moines
- Geoffrey Grimes**
StruXture Architects, Waterloo
- Lanny Haldy**
Amana Heritage Society, Amana
- Phil Hemesath**
Farm Bureau District 1, Calmar
- Warren Johnson**
Limestone Bluffs Resource Conservation & Development, Maquoketa
- Steven Kolbach**
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Program Assistant Intern

Check out Silos & Smokestacks on the web at:
www.silosandsmokestacks.org