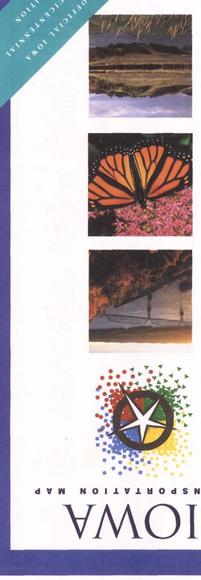

OFFICIAL IOWA SESQUICENTENNIAL EDITION

IOWA

TRANSPORTATION MAP

Celebrate Our State!

In 1996, Iowa invites the world to a birthday party — 150 years of statehood — the Sesquicentennial Celebration!

For a full year, Iowans will be celebrating 150 years of statehood, with the world as our guest. The 1996 *Iowa Sesquicentennial* is a great time to take part in an Iowa travel adventure. Discover — for the first time, or again and again — the panorama of Iowa's beautiful landscapes, rich heritage, action-packed urban ways and quiet rural days. Festivals, parades, reunions, historic reenactments, concerts, exhibits, sporting events ... we celebrate our Sesquicentennial with glorious good times across the state! Join us!

Iowa officially turns 150 on December 28, 1996, Statehood Day. Every county and city in Iowa is planning a celebration. So, no matter where you visit, you're going to find us in an extra festive mood. Hundreds of events are planned so you can be part of the pageant. Here are just a few examples:

Iowa 150 Mississippi River Adventure

Paddle into history on the *Iowa 150 Mississippi River Adventure*. A fleet of 150 canoes will navigate more than 300 miles of "Old Man River" from New Albin to Keokuk on a 14-day voyage, August 4 – 17.

150 Days of Celebration

In eastern Iowa, Scott County invites you to "150 Days of Celebration." This Sesquicentennial salute will kick off with a parade on May 25 in Davenport/Bettendorf. The opening day will be followed by dozens of special events, concerts, exhibits and projects that culminate in the grand finale weekend — the Big River Rendezvous, October 10 – 13, with river-boat adventures on water (featuring the *Delta Queen*) and festivals on land.

Triple Crown Triathlon

The *Triple Crown Dragoon Trail Sesquicentennial Team Triathlon* challenges athletes to swim, run and bicycle their way through central Iowa's Boone, Webster and Hamilton counties, October 3 – 5.

Festival of American Folklife/ Festival of Iowa Folklife

In the nation's capital, the Smithsonian Institution — also celebrating its 150th year — is putting the spotlight on Iowa. Our *folks* and way of *life* will be a main attraction at the Smithsonian's *Festival of American Folklife*. More than a million people will learn about Iowa in Washington, D.C., June 26 – 30 and July 3 – 7, 1996. As a premier statewide Sesquicentennial celebration, the Iowa exhibit will then move from the Smithsonian to the Iowa State Capitol Grounds where it will be enhanced and restaged as the 1996 *Festival of Iowa Folklife*, August 22 – 25. Free and open to the public, this festival will feature concerts, great storytelling, hands-on workshops with traditional musicians, ethnic and regional dance performances, and opportunities to learn the special techniques of great Iowa cooks and craftspersons.

Mormon Pioneer Trail Sesquicentennial Wagon Train

Iowa will lead the nation in 1996 in celebrating the anniversary of the Mormon pioneer exodus of 1846 (another 150-year anniversary). Iowa communities will host grassroots celebrations throughout the year, honoring the courage and sacrifice of the Mormon pioneers. From June 23 – July 13, the Iowa *Mormon Pioneer Trail Sesquicentennial Wagon Train* will traverse the state to view the routes and sites of the original Mormon pioneers. Choirs, special programs, symposiums and local pioneer celebrations will commemorate the great exodus.

Iowa Heritage Tourism Program

The birthright of every Iowan — the legacy of our past, the people who came before us and the places where they lived — is celebrated in the "Heritage Tourism Program." This new effort, a partnership between state and local groups and the National Trust for Historic Preservation, helps Iowa communities preserve, protect, and promote their heritage and cultural and historic resources. Four Iowa communities/counties have participated in the pilot phase of the Iowa Heritage Tourism initiative: Amana Colonies, Winneshiek County, Pella and Elkader. This year, explore our historic and ethnic traditions by visiting these and many other areas rich in Iowa heritage.

Our Biggest Party Ever ... And You're Invited!

From the Iowa State Fair to RAGBRAI to the Iowa Games, this is the year Iowa's favorite events become part of a yearlong Sesquicentennial birthday bash!

As you tour Iowa during this milestone year, you'll see a progressive, 21st century state built upon Iowans' Midwest heritage. That's worth celebrating!

For more information, specific dates and destinations, check your 1996 *Iowa Calendar of Events*. For a comprehensive guide to Iowa attractions, communities and accommodations, consult the 1996 *Iowa Travel Guide*. Order your free copy of both the *Calendar of Events* and *Iowa Travel Guide* by calling 1-800-345-IOWA.

For more specific information on Iowa Sesquicentennial events, call 1-800-IOWA150.

IOWA 150 Celebrate Our State 1846 • 1996

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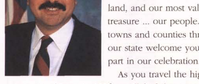
Welcome!

Dear Iowa Traveler,

Welcome to Iowa! You join us at a special time in our history. This year provides Iowans a chance to share our state's unique bounty. Pioneer pathways, inspiring historic sights, vibrant main streets and nature's gift of pristine landscapes are yours to discover in Iowa in 1996.

We honor Iowa's heritage, diversity and cultural contribution to America as we celebrate Iowa's 150th anniversary of statehood, the Iowa Sesquicentennial!



Let us share our history, our land, and our most valuable treasure ... our people. Iowans in towns and counties throughout our state welcome you to take part in our celebration.

As you travel the highways and byways of Iowa in 1996, you'll find that every day is a celebration in this "land between two rivers." You'll soon see why we say, "IOWA You make me smile."™

Terry E. Branstad

The Honorable Terry E. Branstad
Governor, State of Iowa

IOWA
You make me smile.

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IOWA MAP 1996
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An Invitation to The Celebration!

Dear Iowa Visitor,

Greetings from the Iowa Sesquicentennial Commission!

You're invited to join us in 1996 to celebrate Iowa's 150th anniversary of statehood. As you travel through our towns and cities, you will find community celebrations and events that commemorate this landmark occasion in our history. All of our 99 counties are planning celebrations — sporting events, cultural activities, festivals, historic reenactments, concerts, ethnic and regional performances, fireworks displays, and more.

Iowa's Sesquicentennial promises fun for the whole family, and we want you and your family to sample our Midwestern hospitality in urban and rural settings. In your travels, look for the Sesquicentennial logo: "Iowa 150 — Celebrate Our State." It will lead you to officially endorsed activities and entertainment that showcase our proud heritage.

No matter what season you come to Iowa, you can join us as we "Celebrate Our State." Sesquicentennial fun will highlight everything from family reunions to corporate outings to vacation getaways to traditional occasions. While you are visiting, we know you will learn about our culture and heritage, and you'll understand our sense of "Iowa Pride."

Robert D. Ray

The Honorable Robert D. Ray
Chairman, Iowa Sesquicentennial Commission

Discover the Main Street Spirit!

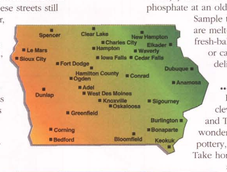
Celebrating a decade of revitalizing Iowa's downtowns.

Remember when every town had a vibrant, busy Main Street? Around this hub, the wheel of life would spin. Folks would go there to spend a dollar or two, an hour or two. Friends and neighbors traded goods and good jokes. Children romped through the years along these streets that would one day point the way to the big world "out there." Whether you went "uptown" or "downtown," the destination was the same: You entered the heart and soul of the community. These streets still call us back. This year, answer that call. Return to Main Street, and find that, in Iowa, we're celebrating!

MAIN STREET IOWA

Celebrating 10 years of commercial revitalization in communities large and small across the state.

In 1977, the National Trust for Historic Preservation launched a new program called "Main Street," an incremental program of self-help for communities that invest time and money in revitalizing their downtowns. Iowa entered the "Main Street" program in 1986. Today, dozens of Iowa communities — from a hamlet of 465 people to a city of 82,000 — have embraced this approach. Consider this your special invitation to stop by, stay awhile and catch the spirit ... the *Main Street Spirit!*



Discover the Differences Downtown

In this age of malls and discount shopping, come downtown (or is it uptown?) and meet the merchants and shopkeepers who take pride in their wares, their stores and their communities.

Discover ... the Food!

Enjoy the sweet effervescence of a vanilla phosphate at an old-fashioned soda fountain. Sample the fare at a local cafe. There are melt-in-your-mouth cinnamon rolls, fresh-baked apple pie, donuts, coffee, or café au lait and espresso. It's delicious downtown!

... the Shops!

Browse in specialty shops with clever names like The Buttery and The Fickle Frog. You'll find wonderful treasures — antiques, pottery, paintings, jewelry and more. Take home works by both regional and local artists.

... the Heritage!

Be it river port or railroad whistle stop, "Main Street" towns keep their pasts alive. Annual heritage festivals help us appreciate the lifestyles of our ancestors with the food, costumes, events and music of bygone eras. Discover "Main Street" heritage — the next best thing to a time machine.

Second Street
Second Street
Main Street
Second Street
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