



## Jones County Tourism E-News

In these modern times, small town economies have drastically changed across the United States. Communities originally founded on their natural resources are losing their primary industries. The reduction in mining has devastated dozens of communities, timber dependent communities are hurting, agricultural areas are feeling the pinch, and so are fishing communities and ranchers.

To make up for their lost industries, nearly every city in the U.S. is trying to attract visitors, new residents, and/or new businesses. Competition is fierce. Government subsidies and support is lessening. Everyone needs an edge. Successful communities need to see themselves as a business. What will it take to attract customers? How can you set yourself apart from everyone else? What do you have that makes you the ideal choice? Every person or business who moves to your community will shop your community first as a visitor. Tourism is the front door to your community, and tourism is the best foundation for building your brand. If you want visitors, new businesses and residents to choose your community when there are dozens of others to choose from, you need to let them know the difference between your cows and the cows next door.



We should shout it from the roof tops all we have to offer in Jones County

### Take a "Staycation" and enjoy your summer

"Staycation" simply means taking a vacation close to home, saving you gas money. If you need some ideas stop in the Jones County Tourism office at 120 East Main Street in Anamosa and we will help you decide on the many things your family can do by driving no more than 50 miles. One of the things that many families like to do is check in at the AmericInn in Anamosa, great rooms and a wonderful pool that everyone will enjoy, try out the exercise room or the whirlpool, enjoy a good book in front of the fireplace, enjoy one of the best nights sleep you have ever had then go down the next morning for the free breakfast that will please even the hungriest teenager. Then take in the Motorcycle museum or the Penitentiary museum or spend a leisurely day enjoying one of the many other museums in Jones County. Do you enjoy camping? There are over 900 camping spots in Jones County, from private camp grounds to the many beautiful parks where you can fish or swim or just sit back and enjoy nature. Like golf? There are 5 golf courses in Jones County and as many as 15 others within a 30 minute drive of Jones County.



The Calkins House in Wyoming, Iowa

### Things we all need to think about



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One evening an old Cherokee told his grandson about a battle that goes on inside people. He said, "My son, the battle is between two "wolves" inside us all. One is Evil. It is anger, envy, jealousy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego. The other is Good. It is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion and faith." The grandson thought about it for a minute and then asked his grandfather: "Which wolf wins?" The old Cherokee simply replied, "The one you feed."

Watch your thoughts, for they become words  
Watch your words, for they become actions  
Watch your Actions, for they become habits  
Watch your habits, for they become character  
Watch your character, for it becomes your destiny