

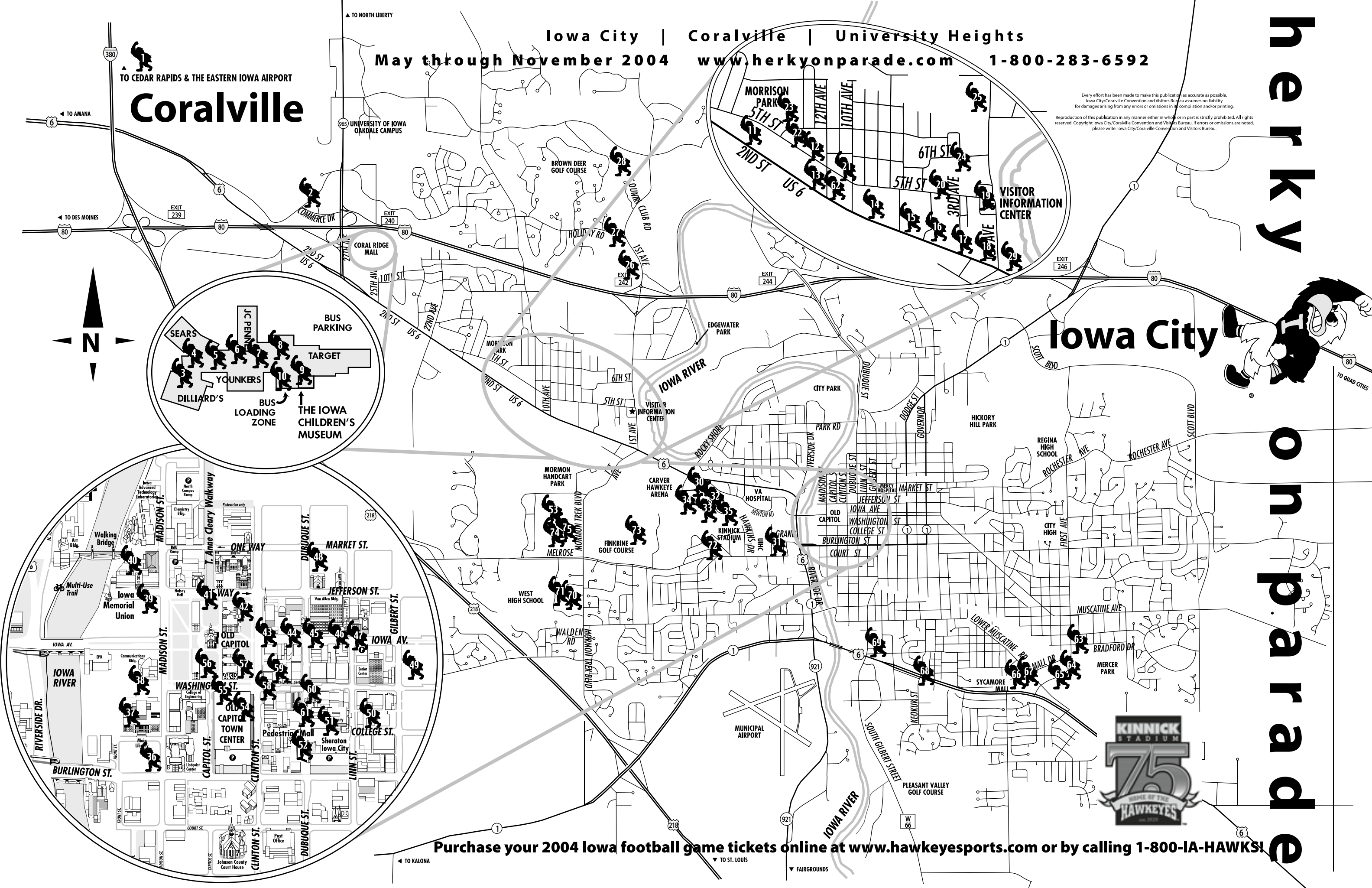
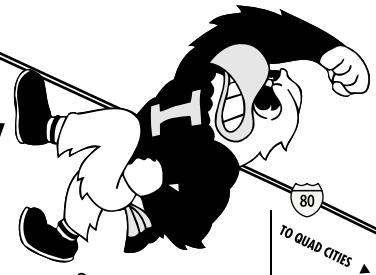
Iowa City | Coralville | University Heights  
 May through November 2004 [www.herkyonparade.com](http://www.herkyonparade.com) 1-800-283-6592

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# Coralville

# Iowa City

# herky on parade



Purchase your 2004 Iowa football game tickets online at [www.hawkeyesports.com](http://www.hawkeyesports.com) or by calling 1-800-IA-HAWKS!





## Kinnick Renovation to Build Upon Stadium's Tradition, History

**Herky on Parade is a flagship program of the University of Iowa's celebration of the 75th anniversary of historic Kinnick Stadium, the home of UI's varsity football program. Kinnick will undergo a multi-million dollar renovation over the next two years.**

*Editor's Note — The following was written by Sue Davis Smith of The Gazette, Special Sections Department.*

Kinnick Stadium has a special place in Charlie Smith's heart. He's been a Hawkeye fan since grade school in North Liberty.

"That's North Liberty when the population was 161, not 6,500 like it is today," says Smith, a 1940 alumnus of the University of Iowa.

Smith made his first trip to Kinnick in 1930. He was 11 years old then; Kinnick (then Iowa Stadium) was just a year old.

"I still regret I didn't see the opening game in the stadium in 1929," Smith says.

He's made up for it, though. Each fall, Smith and his wife, Dorothy, can be found in their seats at Kinnick, in section D on the 40-yard-line.

As Kinnick Stadium enters its 75th year this fall, it also begins a two-year period of renovation. The \$89 million project is expected to better meet the needs of the 400,000 fans that each fall make Kinnick Stadium their home away from home.

"Our staff has been taking mental notes of other facilities and the shortcomings of Kinnick for 10 years or so in anticipation of this undertaking," says Rick Klatt, associate athletic director for external affairs at the University of Iowa.

Key improvements include upscale seating options, doubling the number of suites available in the new state-of-the-art press box from 20 to 40. There will also be roughly three times the number of restrooms and double the number of concession stands. Klatt says several of the improvements come from listening to fans' feedback.

"Their biggest concerns are the ones we're addressing big time: more restrooms, more concession stands, a better sound system and a wider seat," he says.

Important to longtime fans, like Smith, will be the maintenance of the stadium's history and architecture. All new elements to the stadium are to be compatible with Kinnick's historic character.

"A high priority of the team in charge of pulling together all the pieces of the renovation is to arrive at a finished product that makes the structure functional for another 75 years while preserving what made it so special for the first 75 years," Klatt said.

Funding for the project will be generated from a variety of sources. In addition to a capital campaign, funding will come from the leasing of private suites, and indoor and outdoor club seating options inside the stadium's new press box.

The renovation is to be completed by August 2006. Klatt says the remodeling will take place through two football seasons with minimal disruptions to fans.

As important as its history is to the Iowa City/Coralville area, Kinnick Stadium and Iowa football have a strong economic impact on area businesses.

"It's unbelievable the amount of dollars that come into this community because of Iowa football games," explains Josh Schamberger, executive director for the Iowa City/Coralville Convention & Visitors Bureau. "Every hotel room in this community from here to Waterloo is booked during home games. Those 70,000 people who come in for the games are spending millions and millions of dollars at businesses, for gas, or at restaurants. It's huge the impact it has."

Schamberger speculates the economic effect Iowa football has on the community is one reason why so many businesses jumped in to sponsor the "Herky on Parade" project.

*Friends and fans of the University of Iowa and the Iowa Hawkeyes interested in learning more about the renovation of historic Kinnick Stadium are invited to visit [hawkeyesports.com](http://hawkeyesports.com), where they will find many details of the project. Fans interested in learning more about the private suite, indoor club and outdoor club seating options should contact Mark Jennings (319-335-8903) or Andy Piro (319-335-3305).*

### Map # Sponsor

1	Informatics
2	Hawkeye Harley Davidson
3	Iowa City Ready Mix Inc.
4	Wells Fargo
5	Cedar Rapids Freedom Festival
6	Children's Hospital of Iowa at UIHC
7	UI Department of Intercollegiate Athletics
8	Iowa City/Coralville Convention & Visitors Bureau
9	Coral Ridge Mall
10	The Iowa Children's Museum
11	The Official Iowa Hawk Shop
12	Northwest Junior High School
13	Lackender Fabrications Inc.
14	Hills Bank & Trust Company
15	Randy's Carpets & Interiors
16	Slugger's Neighborhood Grill
17	Liberty Bank
18	Hardee's
19	Iowa City/Coralville Convention & Visitors Bureau
20	Johnson County Historical Society
21	ReMax Premier Properties—Rex Brandstatter
22	City of Coralville
23	Coralville Family Aquatic Center
24	Red Roof Inn & Suites
25	Kentucky Fried Chicken
26	Holiday Inn Hotel & Conference Center
27	Freedom Security Bank
28	Brown Deer Golf Club
29	National I-Club
30	Old Capitol Mall
31	UI Department of Intercollegiate Athletics
32	General Mills
33	Iowa Environmental/Education Project
34	University of Iowa Hospitals and Clinics
35	UI Department of Intercollegiate Athletics
36	AEGON USA
37	University of Iowa Libraries
38	Lincoln Elementary School, Waterloo IA
39	UI Dance Marathon
40	Iowa Memorial Union
41	UI Alumni Association
42	Mediacom
43	Iowa City Press-Citizen
44	Gay & Ciha Funeral & Cremation Services
45	Lensing Funeral & Cremation Services
46	Iowa Women's Foundation
47	United Action for Youth
48	The Gazette
49	City of Iowa City
50	Iowa City Masonic Foundation
51	Iowa City Public Library
52	Sheraton Iowa City Hotel
53	Ted Pacha
54	West Side Transport
55	Benson & Hepker Design
56	Herbert Hoover Presidential Museum & Library
57	Johnson County Cultural Alliance
58	Iowa State Bank & Trust Company
59	MC Ginsberg Jewelers
60	City High School
61	Senior High Alternative Center
62	Regina High School
63	Southeast Junior High School
64	Southeast Junior High School
65	U.S. Cellular
66	Kirkwood Community College
67	UI Office of Admissions
68	Ruhl & Ruhl Realtors
69	Pearson
70	University of Iowa Community Credit Union
71	West High School
72	Goodfellow Printing Inc.
73	Coca-Cola Bottling Company of Mid-America
74	Iowa City/Coralville Hy-Vee Food Stores
75	UI Department of Intercollegiate Athletics

### Location

Eastern Iowa Airport, Cedar Rapids
2812 Commerce Dr, Coralville
Coral Ridge Mall, Coralville
Coral Ridge Mall, Coralville
Coral Ridge Mall, Coralville
Coral Ridge Mall, Coralville
Coral Ridge Mall, Coralville
Coral Ridge Mall, Coralville
Coral Ridge Mall, Coralville
Coral Ridge Mall, Coralville
Coral Ridge Mall, Coralville
Coral Ridge Mall, Coralville
1525 Hwy 6, Coralville (Hawk Shop)
12th Ave & 5th St, Coralville
12th Ave & Hwy 6, Coralville
Hwy 6, Coralville (Hills Bank)
401 2nd St, Coralville (Randy's Carpets)
303 2nd St, Coralville (Sluggers)
Hwy 6 & 1st Ave, Coralville
1st Ave & Hwy 6, Coralville
1st Ave & 5th St, Coralville
310 5th St, Coralville
5th St & 10th Ave, Coralville
5th St, Coralville (Public Library)
S.T. Morrison Park & 7th Street, Coralville
200 6th St, Coralville (Red Roof Inn)
First Ave, Coralville (Kentucky Fried Chicken)
1220 First Ave, Coralville
1st Ave & Holiday Rd, Coralville
Brown Deer Golf Course, Coralville
Hwy 6 & 1st Ave, Coralville
Carver Hawkeye Arena, Iowa City
UI Gerdin Athletic Learning Center, Iowa City
Hawkins Drive, Iowa City
Hawkins Drive, Iowa City
Hawkins Drive, Iowa City
Duane Banks Fld/Kenyon Practice Facility, Iowa City
Burlington St & Madison St, Iowa City
UI Main Library (inside), Iowa City
UI Plaza North, UI Main Library, Iowa City
Madison St & Jefferson St, Iowa City
Madison St & Jefferson St, Iowa City (inside IMU)
Pentacrest North, Iowa City
Pentacrest Northeast, Iowa City (UI Natural History Museum)
Iowa Ave & Clinton St, Iowa City
Iowa Ave & Dubuque St, Iowa City
Iowa Ave & Dubuque St, Iowa City
Iowa Ave & Linn St, Iowa City
Iowa Ave & Linn St, Iowa City
Market St & Linn St, Iowa City
410 E Washington St, Iowa City (City Hall)
312 E College St, Iowa City (Iowa Masonic Lodge)
College St & Dubuque St, Iowa City
Inside Lobby of Sheraton, Iowa City
2425 Pr Mead Dr, Iowa City (UI Athletics Hall of Fame—inside)
Old Capitol Mall, Iowa City
Old Capitol Mall, Iowa City
Pentacrest South, Iowa City
Pentacrest Southeast, Iowa City (facing Old Cap)
Clinton St & Washington St, Iowa City
110 E Washington St, Iowa City (MC Ginsberg's)
Dubuque St & Washington St, Iowa City
Dubuque St, Iowa City (Ped Mall)
12 Ave & Hwy 6, Coralville
1st Ave & Bradford Dr, Iowa City
Mall Dr & 1st Ave, Iowa City
Eastdale Plaza, Iowa City
Sycamore Mall, Iowa City
Sycamore Mall, Iowa City
Keokuk & Hwy 6, Iowa City
Gilbert St & Hwy 6, Iowa City
Walden Square on Mormon Trek Blvd, Iowa City
Walden Square on Mormon Trek Blvd, Iowa City
Melrose Ave & Koser Ave, University Heights
Finkbine Golf Course, Iowa City
2425 Pr Mead Dr, Iowa City (UI Athletics Hall of Fame—inside)
2425 Pr Mead Dr, Iowa City (UI Athletics Hall of Fame—outside)

### Title

Air Passenger Herky
Harley Herky
Hayden Herky
Cowboy Herky
Captain Ameriky
Super Herky
The Samurai of Kinnick
van Gogh Herky!
Charge!
Gogh Herky, Gogh Hawkeyes!
Ultimate Fan Herky
Farmer Herky
The Incredible Herk
Da Herkinator
Herk & Turf
Harry Carey Herky
American Eagle Herky
Galactic Herky
Tourist Herky
History Herky—A Look Back at Our Roots
Racing Herky
Firefighter Herky
Lifeguard Herky
Rough Hewn Herky
Chef Herky
Herky the Ironman
Freedom Herky
Golfer Herky
Shine On Herky
Timeless Herky
Herky Gone Racin'
Popcorn Herky
Earthy Herky
AirCare Herky
Jackson Pollhawk
Just Clownin' Around Herky
Dick Tracy Herky
Leopard Herky
Dancer Herky
Student Herky
Reflections of U
Big Foot Herky
Headline...Herky!
American Gothawk
Whimsical Herky
We Can Do It, Herky!
Rhinestone Cowgirl
Andy Warhawk
Hometown Herky
Scout Herky
Olympic Herky
Concierge Herky
Corvette Mechanic Herky
Herkules Herky, Mythical Greek Hero
Gargoyle Herky
Herky Hoover, The Great Humanitarian
Cultural Herky
Reflection of What Matters Herky
Marilyn MonHerky
Landmark Herky
HerkyMan
Herky Balboa
Little Herky
Space Herky
Four Seasons of Herky
Kirky Herky
Jackson Pollocked Herky
Realtor Herky
Iowa Landscape Herky
Uncle Herky
Iowa Roots Are Strong
Ben Franklin Herky
Coca Cola Herky
Hy-Vee Herky
Elvis Herky

### Artist

Erin Fitzgerald, Cedar Rapids, Iowa
Scott Takes & Brett Avis, Cedar Rapids, Iowa
Sara Slee Brown, Iowa City, Iowa
Elizabeth Rhoads Read, Cedar Rapids, Iowa
Jeff Westrom & Jeremy VanHoeck, Cedar Rapids, Iowa
Cody Ash, Iowa City, Iowa
Larassa Kabel, Des Moines, Iowa
Craig Brown, Colorado Springs, Colorado
Todd Grapp, Iowa City, Iowa
Jenny Bemrich & UI Materials/Methods Class, Iowa City, Iowa
Eliezer Ortiz, Sioux City, Iowa
Rachel Anne Egerton & Northwest Jr High Students, Coralville, Iowa
Anna Lackender, Iowa City, Iowa
Kim O'Meara, Cedar Rapids, Iowa
Chad Hageman, Cedar Rapids, Iowa
Sara Slee Brown, Iowa City, Iowa
Robyn Reckert Olson, Des Moines, Iowa
Jim Kelly, Coralville, Iowa
Erin Fitzgerald, Cedar Rapids, Iowa
Jane Esch Woodhouse, Marion, Iowa
Elizabeth Rhoads Read, Cedar Rapids, Iowa
Martin "Wolf" McCauley, Peru, Iowa
Erin Fitzgerald, Cedar Rapids, Iowa
Tom Newport, Cedar Rapids, Iowa
Lou Wendel, Cedar Rapids, Iowa
Troy Hollatz & Renae LaCerba, Coralville, Iowa
Samara Wright, Kalona, Iowa
Marlene Leichty, Mount Pleasant, Iowa
Jeff Weideman, Roseville, Minnesota
Shelby Newport & Erin Collins, Cedar Rapids, Iowa
Derek Blair & Paul McCoy, Lake City, Iowa
Michael Rocha, West Liberty, Iowa & Joe Echols, Kalona, Iowa
Tammy Petro (Adel, Iowa) & Courtney Wilkerson, Cedar Rapids, Iowa
Cody Ash, Iowa City, Iowa
Lou Wendel, Cedar Rapids, Iowa
Dick Grodt & Joyce Haugen, Cedar Rapids, Iowa
Elizabeth Rhoads Read, Cedar Rapids, Iowa
Bette Michel & East High School Art Students, Waterloo, Iowa
Dance Marathon Art Team, Iowa City, Iowa
Doug Hof, Sioux City, Iowa
Kim O'Meara, Cedar Rapids, Iowa
Jeff Roetman, Breda, Iowa
Iowa City Press-Citizen Art Team, Iowa City, Iowa
Jim Kelly, Coralville, Iowa
Connie Berends, Coralville, Iowa
Rebecca Turner & IWF Staff/Volunteers, Iowa City, Iowa
Cody Josephson & Kids From UAY, Iowa City, Iowa
Elizabeth Rhoads Read, Cedar Rapids, Iowa
Chad Hageman, Cedar Rapids, Iowa
Susan Cunningham, Central City, Iowa
Sara Slee Brown, Iowa City, Iowa
Daphne Tefft, Ankeny, Iowa
Roberta Williams, Iowa City, Iowa
Troy Thomas, Homestead, Iowa
Joan Benson & Char Bachman, Iowa City, Iowa
Louis Picek, West Branch, Iowa
Beppie Weiss, Iowa City, Iowa
Adam Murray & Joe Rhodes, Cedar Rapids, Iowa
M.C. Ginsberg Staff, Iowa City, Iowa
Sue McNiel & City High Art Students, Iowa City, Iowa
Senior High Alternative Center Students, Iowa City, Iowa
Regina High School Art Students, Iowa City, Iowa
Dree Ayers & Southeast Jr High Students, Iowa City, Iowa
Josh Hall & Southeast Jr High Students, Iowa City, Iowa
Jason Soliday, Des Moines, Iowa
Tonya Kehoe & Kirkwood Art Students, Iowa City, Iowa
Catherine Jones Davies, Anamosa, Iowa
Bani Kinnison, Iowa City, Iowa
Sharon Burns Knutson, Cedar Rapids, Iowa
John Demory, North Liberty, Iowa
Randy Redig & West High Students, Iowa City, Iowa
Derick Lavine & Julia O'Malley, Iowa City, Iowa
Amy Evans, Troy AL & UI Materials/Methods Class, Iowa City, Iowa
Marvin Campbell, Newton, Iowa
Sara Slee Brown, Iowa City, Iowa

### When the Parade is over....

...where will the Herkys go? Some have been purchased outright by their sponsors. Some are property of the UI Athletic Department, the Iowa City/Coralville Convention & Visitors Bureau, the City of Coralville and/or the City of Iowa City. Those that remain will be made available for purchase at an open-to-the-public auction being planned for December 2004. For more information call the UI Sports Marketing Office at (319) 335-9431 or the Iowa City/Coralville Convention & Visitors Bureau at (319) 337-6592.



CITY OF IOWA CITY

