



Agricultural Marketing Resource Center
Iowa State University

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Field of Fun

Corn Maze Fundraiser to Benefit Local 4-Her's

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Eastern Iowa's Amazing Corn Maze is located 2.5 miles southwest of Iowa City. Four acres of corn were transformed into a tourist attraction.

Rather than a for-profit venture, Ed Williams decided to use the maze as a marketing tool for his corn stove business, Century Farm Harvest Heat. He sells stoves that burn shelled corn in addition to raising corn and soybeans. He donated use of the corn field for the project, in addition to a \$3,000 corn stove for the 4-H organization to raffle off.

Seed corn was planted in both directions. Some 16,000 seeds per acre were planted in each direction. A local maze designer created the corn maze design and helped cut it into the field. The entrance and parking area were mowed hay ground.

A wooden platform atop a Gleaner combine was positioned at the maze entrance for adult volunteers to climb on to help find lost participants. Six to 10 adults along with several 4-Her's staff the maze.

The project was supported by several community sponsors, including a local newspaper, two radio stations and a bank. An estimated \$75,000 in advertising was pledged to the fundraiser. Proceeds from the corn maze were for the county's 4-H endowment fund. The maze was open 3 to 10 p.m. on weekends from July 31 through Sept. 12. Admission was \$6 for adults and \$5 for kids. Another civic group was slated to make it a haunted maze during Halloween.