



# Iowa Tourism Grant

## FY 2023

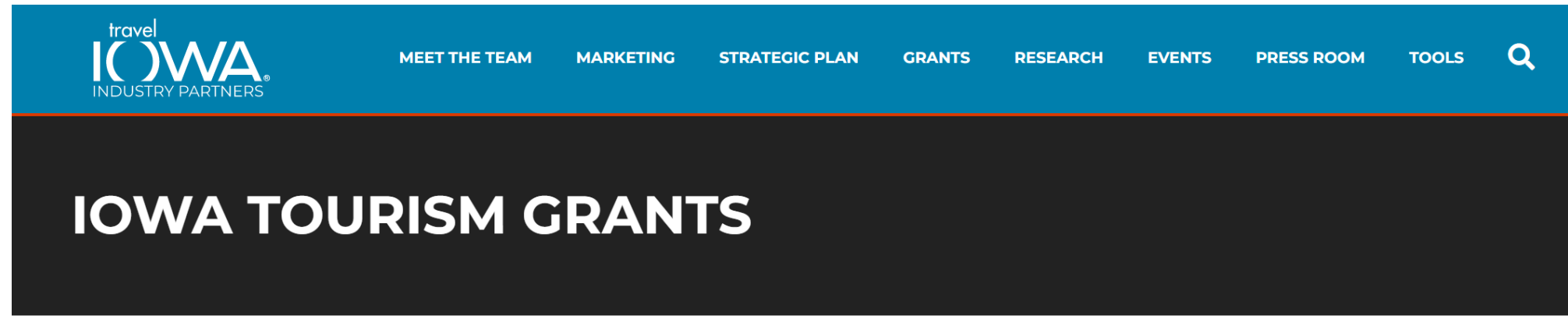


# TOPICS TO BE COVERED

- What is the Iowa Tourism Grant program?
- IEDA's key messaging and target audiences
- Rules and requirements
- Application process
- Eligible and ineligible expenses
- Scoring criteria
- Saving the application

# IOWA TOURISM GRANT WEBPAGE

[industrypartners.traveliowa.com/iowa-tourism-grants/](https://industrypartners.traveliowa.com/iowa-tourism-grants/)



The Iowa Tourism Grant (ITG) Program promotes tourism in Iowa by funding tourism-related marketing initiatives, meetings and events that benefit both local economies and the state's economy. Applications are available annually, and preference will be given to those that support the overall marketing plan of the Iowa Economic Development Authority (IEDA) in terms of its target audiences and messaging. The Administrative Rules that govern the program are in [Iowa Administrative Code 261.42](#).

## Eligibility

Applicants must be a tourism-related entity based in Iowa. This includes nonprofits, for-profits, cities, counties, and regional government and planning entities. Applicants may submit one application per funding cycle. The same project cannot receive funding from the ITG program two years in a row.

# **The Iowa Tourism Grant Program promotes tourism in Iowa by funding:**

- Tourism-related marketing initiatives
- Meetings and events
- Applications are available annually, and projects that support the overall marketing plan of the Iowa Economic Development Authority (IEDA) in terms of its target audiences and messaging will score more favorably





# TARGET AUDIENCES

- Segment #1: Young adults looking to experience new adventures
  - Gen Z and Millennials ages 22 to 29
    - Tech savvy, communicate with text and images, short videos are primary form for receiving information
- Segment #2: Young families looking to make memories without breaking the bank
  - Millennials and Gen X ages 30 to 39
    - Enjoy traditional media accessed differently (e.g., podcasts, Hulu); Video is also a primary form for receiving information
- Segment #3: Middle-age adults with disposable income for travel
  - Gen X and Boomers ages 40 to 55
    - Most likely to use traditional media; Facebook is go-to social media outlet. This group is more likely to recommend low to younger generations





# KEY MESSAGE PILLARS



NATURAL BEAUTY



CULTURE & LIFESTYLE



ECONOMIC VIABILITY



AFFORDABILITY



# **Iowa Tourism Grant Rules & Requirements**

# ELIGIBILITY

- Applicants must be a tourism-related entity based in Iowa
  - Includes nonprofits, for-profits, cities, counties and regional government and planning entities
- Projects that received funding from the program in FY22 will not be eligible to receive a grant this fiscal year
- Applicants can only apply once per funding cycle
  - If the project has multiple elements, make sure to strategically include them into one application or select the project with the highest need and apply for one element only



# FUNDING

- Grants will not be awarded for less than \$2,500
- \$10,000 will be the max amount awarded
- When applying, all funds must be whole numbers and in increments of \$100
  - i.e. \$2,500; \$2,600; \$2,700; \$9,500; \$9,600; \$9,700; etc.
- The minimum of a 25% cash match is required
- Higher, long-term impact projects will be scored more favorably

# EXAMPLES OF ELIGIBLE EXPENSES

- Costs associated with executing marketing tactics and strategies, including planning, design and production of advertising, print materials, digital tools and exhibits for consumer-focused tradeshow
- Payments to speakers or entertainers, venue rental and equipment rental for tourism-related educational meetings or events
- All project expenses (grant request plus cash match) must directly relate to the implementation of a tourism-related marketing initiative, meeting, or event **and be incurred within the calendar year (January 2023 – December 2023)**

# EXAMPLES OF INELIGIBLE EXPENSES

Any expense that doesn't directly relate to the project is ineligible:

- Staff salaries and wages
- Vertical infrastructure
- Equipment and software
- Postage
- Marketing programs already subsidized by the Iowa Tourism Office
  - i.e. funds from the grant cannot be used towards co-op advertising, travel guide ads, or any other subsidized program
- All travel, meal and lodging costs of staff and contractors
- Alcoholic beverages
- Solicitation efforts
- Lobbying fees
- Projects that receive funding from the Regional Sports Authority District or Meet in Iowa programs
- Prizes given to participants or attendees

# REQUIREMENTS

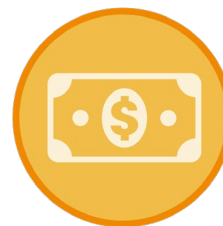
- Applicants must select one primary focus
  - Advertising (i.e., purchasing spots for radio, TV, billboard, newspaper, social media, etc.)
  - Print production (i.e., signage, postcards, print advertisements, etc.)
  - Multimedia production (i.e., video, podcasts, animation graphics, etc.)
  - Meeting or Event
- Applicants must select an IEDA target audience(s) that your project connects with
  - Gen Z and Millennials ages 22 to 29
  - Millennials and Gen X ages 30 to 39
  - Gen X and Boomers ages 40 to 55
- Applicants must select an IEDA message pillar(s) that your project aligns with



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# REQUIREMENTS

- Budget

Budget Table

Vendor	Description	Grant Request \$	Matching \$	Total \$
ABD Digital	Creating 15 second	5000	1250	6250
Facebook Marketing	Promoting the video	5000	1250	6250
+ 				

- Your totals must match the amount you are requesting + the minimum 25% cash match
  - i.e. asking for a \$10,000 grant, the match would need to be at least \$2,500 (25% of \$10,000)
- Make sure you upload all the applicable quotes received for the elements you have listed in your budget
- The cash match letter must explain where the matching funds are coming from
  - i.e. sponsorships sold for an event, general fund, etc.
  - Reminder that funds provided by the Regional Sports Authority District, Meet in Iowa program or project already subsidized by the Iowa Tourism Office are not eligible and will disqualify the application

# REQUIREMENTS

- Complete and answer all questions. Incomplete applications are ineligible for funding.
  - Questions do not have the required field marked in order to allow applicants to look through the full application. Double-check to make sure all questions and uploads have been provided before the application deadline.
- All applicants must fully complete and upload the Minority Impact Statement Form and W9
  - Both forms can be found on the ITG website

# SCORING CRITERIA

- **Project Information – 20 Points**
- **Economic Impact and Ability to Promote Tourism Industry Growth – 20 Points**
- **Innovation – 20 Points**
- **Need – 15 Points**
- **Sustainability – 10 Points**
- **Budget – 10 Points**
- **Collaboration – 5 Points**

**Find full descriptions of scoring criteria at**  
<https://industrypartners.traveliowa.com/iowa-tourism-grants>

*Remember to include how the project aligns with IEDA's marketing campaign as you fill out the narratives*

- Applications may be saved as they are filled out
- After clicking Save/Submit you will receive an email of your submission of the application
- Don't worry if you didn't fully complete the application as the email will provide a link for you to be able to come back to your application to make edits
- You have until 4 p.m. on September 28 to finalize and submit your application

# SAVING THE APPLICATION

FY23 ITG Application - TEst



Iowa Tourism Office <noreply@jotform.com>  
To ● Katie Kenne

[↩ Reply](#) [↩ Reply All](#) [→ Forward](#) [📧](#) [⋮](#)

Mon 8/22/2022 12:00 PM



Your application has been saved/received by the Iowa Tourism Office on behalf of Katie's Korner.

You may edit your application as needed until the application deadline by clicking on the following link: [Edit Submission](#)



**Applications are due Wednesday, September 28 at 4:00 p.m.**

**Late submissions will not be accepted. Incomplete applications will be ineligible for funding.**

Download a PDF of your application for your records by clicking on the following link: [Download Submission PDF](#)

Please contact Katie Kenne at [katie.kenne@iowaeda.com](mailto:katie.kenne@iowaeda.com) or 515.348.6258 with any questions.