



# Iowa Tourism Grant Webinar FY 2022



# TOPICS TO BE COVERED

- What is the Iowa Tourism Grant program?
- IEDA's marketing plan overview
- Rules and requirements
- Application process
- Eligible and ineligible expenses
- Scoring criteria
- Saving the application



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

- Tourism-related marketing initiatives
- Meetings and events

Focus on how the project supports IEDA's overall marketing plan in terms of its target audiences and messaging.



## Market Research and Campaign Overview



# Research Process



## SECONDARY RESEARCH



### GEN Z AND MILLENNIAL ADULTS

- Analysis of existing research, including surveys, partner agency analysis, economic and tourism data, etc.
- Review of publicly available research about migration and generational trends

- Two-day bulletin board discussion
- Adults ages 22-39
- Currently live in a variety of states
- Willing to move for the right opportunity
- 28 participants
- Conducted Nov. 5-6, 2018

### GEN X AND BOOMER ADULTS

- Two-day bulletin board discussion
- Adults ages 40-55
- Currently live in a variety of states
- Willing to move for the right opportunity
- 29 participants
- Conducted Nov. 7-8, 2018



## QUALITATIVE RESEARCH



### HUMAN RESOURCE MANAGERS

- Six, 30-minute interviews
- HR professionals from Iowa Business Council (IBC) companies
- Active in talent recruiting
- Conducted Oct./Nov. 2018

### VETERANS

- Five, 30-minute interviews
- Home Base Iowa participants
- Military members transitioning to civilian life
- Mix of those who moved to Iowa or other states
- Conducted Oct./Nov. 2018

### NEW IOWA RESIDENTS

- Eight, 30-minute interviews
- Adults ages 22-39 or 40-55
- Moved to Iowa within the past two years
- Conducted Oct./Nov. 2018



## QUANTITATIVE RESEARCH



### U.S. ADULTS

- Online surveys
- Adults ages 22-55
- Currently live across the U.S., except in Iowa
- Willing to move for the right opportunity
- 3,010 participants
- Conducted Nov. 2018 and Jan. 2019

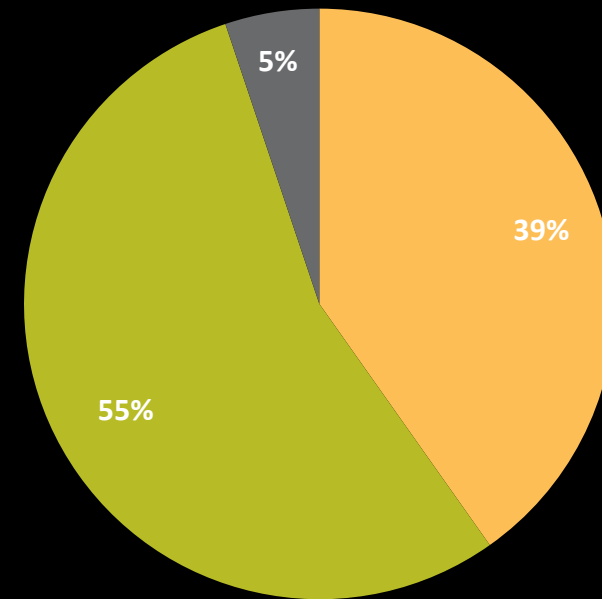


# Perceptions of Iowa are Outdated, but Neutral





MIDWEST VALUES  
ROLLING HILLS BORING  
CORN COUNTRY  
NOTHING TO DO  
LACK OF DIVERSITY  
FLYOVER STATE SLOW PACE OF LIFE

## PERCEPTIONS OF IOWA

Positive Neutral/Not Sure Negative



# Perceptions of Iowa Shift Significantly after Learning More

	PRE-IOWA FACTS AND MESSAGES		POST-IOWA FACTS AND MESSAGES
 Consider <b>moving</b> to Iowa	45%	<b>18%</b>	53%
 Consider <b>visiting</b> Iowa	35%	<b>91%</b>	67%
 Has a <b>positive view</b> of Iowa	40%	<b>93%</b>	77%





# FY22 COMMUNICATION GOALS

- Increase awareness and consideration of Iowa's benefits as a place to visit, live and work
- Increase visits and associated tourism expenditures within the state
- Instill confidence in Iowa as a safe place to travel, being mindful of current situations



# KEY MESSAGE PILLARS



## NATURAL BEAUTY

Exploration and  
adventure  
including state and  
county parks



## CULTURE & LIFESTYLE

Art, music,  
restaurants, breweries,  
festivals, shows and  
nightlife



## ECONOMIC VIABILITY

Energetic, thriving  
communities and  
downtowns



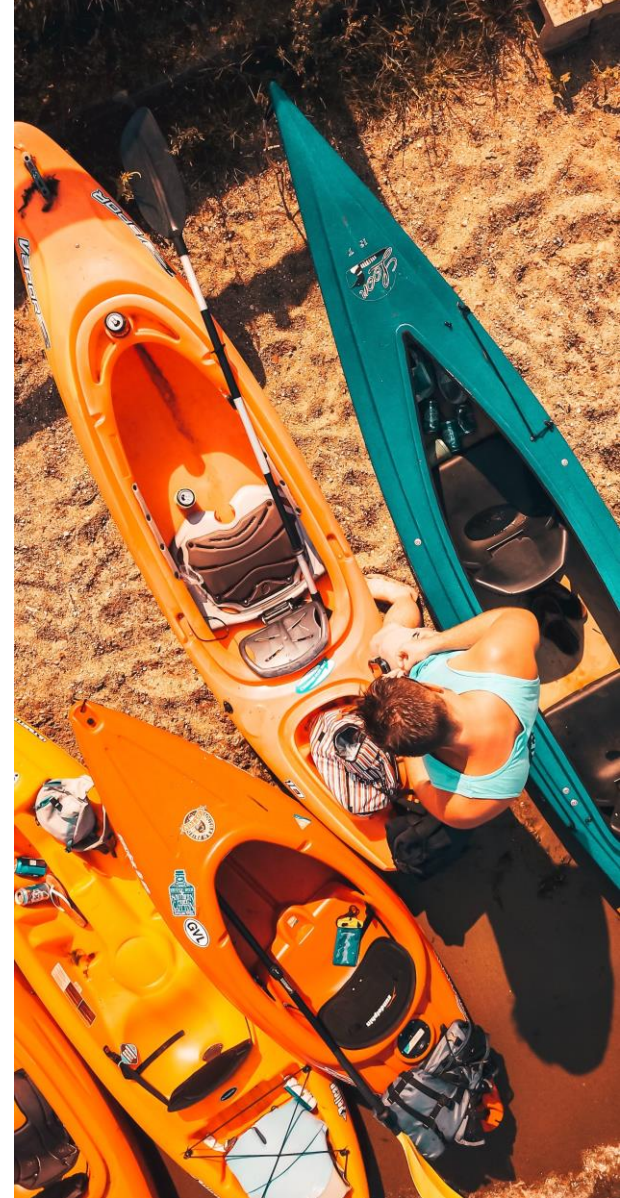
## AFFORDABILITY

Family friendly  
weekend getaways



# 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 Iowa to younger generations





# 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
  - **Organizations are not required to be members of their respective region to apply** (*Central Iowa Tourism Region, Eastern Iowa Tourism Association or Western Iowa Tourism Region*)
- Projects that received funding from the program in FY21 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 tradeshows
- 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 2022 – December 2022)**

# 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 or a tourism region
  - 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 program
- 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



NATURAL BEAUTY



CULTURE & LIFESTYLE



ECONOMIC VIABILITY



AFFORDABILITY



# REQUIREMENTS

- Budget

Budget Table

Vendor	Description	Request	Match	Total
ABC Video Producti	Creation of 15 secur	\$4,000	\$1,000	\$5,000
Facebook Advertisin	Paid social advertisi	\$1,000	\$300	\$1,300

- Your totals must match the amount you are requesting + the minimum 25% cash match
  - i.e. asking for \$5,000 grant, the match would need to be at least \$1,250 (25% of \$5,000)
- 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 program or project already subsidized by the Iowa Tourism Office or a tourism region 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://www.traveliowa.com/industry-partners/grants/iowa-tourism-grants/>



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






# SAVING THE APPLICATION

- 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 29 to finalize and submit your application

FY22 ITG Application -

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

 Reply  Reply All  Forward   
Fri 8/6/2021 10:58 AM



Your application has been saved/received by the Iowa Tourism Office on behalf of IEDA.

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



Applications are due Wednesday, September 29 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.



# Questions?



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