

IOWA TOURISM GRANTS FREQUENTLY ASKED QUESTIONS

What is the Iowa Tourism Grant program?

The purpose of the Iowa Tourism Grant (ITG) program is to promote tourism in Iowa by funding tourism-related marketing initiatives, events and meetings 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.

When are applications available?

Applications are available once per year, usually in the summer. The funding timeline is announced online at traveliowa.com/grants and in the Iowa Tourism Office's *E-Traveler*, usually in late summer. Contact tourism@iowaeda.com to receive the *E-Traveler*.

Only online applications will be accepted. When the application is released, a link will be available on the [ITG web page](#).

How much funding is available?

For FY2022, \$300,000 is available.

What is the maximum ITG award?

The maximum award amount is \$10,000. The minimum award amount is \$2,500.

All funds requested must be whole numbers between \$2,500 to \$10,000 and in increments of \$100. (i.e., \$2,500; \$2,600; \$2,700; etc.)

Is there a match requirement?

Yes. Applicants must document a 25 percent cash match. A letter establishing the source and amount of match must be included with the application.

Who is eligible to apply?

Applicants must be a tourism-related entity based in Iowa. This includes nonprofits, for-profits, cities, counties and regional government and planning entities. Organizations do not need to be members of its respective tourism region (Central Iowa Tourism Region, Eastern Iowa Tourism Association or Western Iowa Tourism Region) to apply.

Applicants may submit one application per funding cycle. The same project cannot receive funding from the ITG program two years in a row.

What is an eligible project?

The ITG program assists tourism-related marketing initiatives, events and meetings. "Tourism" means a site or event attracting people from beyond a 50-mile radius or people spending a night away from home to visit a site or event.

What are examples of eligible expenses?

The 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
- Equipment rental for a tourism-related event or educational meeting

What are ineligible expenses?

Expenses that do not directly relate to the proposed project must be excluded from the application, including:

- Staff salaries and wages
- Vertical infrastructure/construction
- Equipment and software
- Postage
- Marketing programs subsidized by the Iowa Tourism Office or a tourism region
- All travel, meal and lodging costs of staff and contractors
- Alcoholic beverages
- Solicitation efforts
- Lobbying fees
- Events that receive funding from the Regional Sports Authority District program
- Prizes given to participants or attendees

When do expenses need to be incurred?

All project expenses (grant request, plus cash match) must directly relate to the implementation of a tourism-related marketing initiative, event or meeting and be **incurred within the calendar year (January 2022 – December 2022)**.

What if my project falls in January and expenses fall before January 1?

If expenses are due prior to January 1 for events held in early January, those expenses are allowed in the budget and in quotes provided. It is preferred that payments to vendors be made after January 1, but this may not be possible. Grant reviewers will be made aware of this for all projects that fall in January when scoring.

What is the application review process?

Applications are first reviewed by IEDA staff for basic eligibility requirements. Applications clearing staff review are reviewed and scored by a group of volunteers affiliated with the tourism industry. After scores are submitted to staff, the review committee meets to allocate funds.

What criteria are used in scoring?

Eligible applications receive a score between zero and 100 points:

- 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

What documents must be included with the application?

All applications must include:

- A letter certifying the cash match
- Minority Impact Statement
- Documentation of **each** proposed expense (vendor bids, quotes, advertising rate sheets, invoices, etc.)
- W9

Are there any other requirements?

Applicants that are attractions, restaurants, lodging facilities or hosting an event MUST have submitted or updated their listing at traveliowa.com within the last 18 months.

Successful applicants must acknowledge the Iowa Tourism Office for its investment in the project and use the Travel Iowa logo where appropriate. Find more information on logo usage at traveliowa.com/logos.

Any tips for a great application?

1. Be clear. Don't assume reviewers are aware of your organization and/or your project.
2. Showcase how the project supports [IEDA's marketing plan](#).
3. Use statistics and/or actual numbers when discussing the project's economic impact.
4. Double check the application attachments and confirm you have appropriate documentation for **each** proposed project expense.
5. Login to traveliowa.com to check and update your listing.
6. Include only eligible project expenses in the application.
7. Contact the program manager regarding application questions or to discuss whether a proposed project is eligible for funding.

If I receive a grant, when will I get the check?

Grant contracts and funds will be administered by the corresponding travel region. Checks will be disbursed after grant agreements are fully executed.

What is the grant close out procedure?

Grantees must submit invoices for eligible project expenses and proof of payments that total to at least the grant award amount plus the 25 percent minimum cash match. Grantees must also provide examples of how the Iowa Tourism Office's investment was acknowledged. Projects that come in under budget or cannot produce eligible invoices will not be reimbursed fully for the awarded grant. All project contracts run January 1, 2022 – December 31, 2022. Final reports are due by the deadline provided in your contract administered by the corresponding travel region.