



Iowa Tourism Grant Reporting

Learning Goals

- Project Deadline vs Reporting Deadline
- Using Your Contract and Attachment A
- Required reporting components and project resources
- Project implementation: allocate, spend, track, document, report
- Documentation: proof of payment, vendor confirmation
- Submission of assets and ITO recognition
- ITO Expenditure Form cover sheet with attachments
- ITO Narrative Form

Understanding Deadlines

1) “***Project Deadline***”

- ***Project start and end dates are on your Contract: FY26 dates are 01-01-2026 – 12/31/2026***
- You may not expend project funds before Jan 1, 2026.
- **All grant and all matching funds** must be *expended* by Dec 31, 2026, in alignment with your contract on approved project expenses.
 - You **may not** develop new project expense categories that are included in your contract.
 - You **may not** move funding between the project categories in your contract without written permission from the Iowa Tourism Office *prior to the expenditure*.
- The Iowa Tourism Office *will* not grant *any* extensions.
- **If project funds are not expended on *approved project tasks* by 12/31/26, part or all of the Iowa Tourism Grant funds must be returned to the State of Iowa.** The amount will be determined by the Iowa Tourism Office.

Understanding Deadlines

2) “*Reporting Deadline*”

- You have until **March 1st 2027** to fill-out, write and submit your final report.
- This is ***not*** a project extension. The project must still be completed and all funds expended by December 31, 2026.
- Your ability to submit a clean Final Report is directly tied to your successful implementation of the project you proposed in your application.



Preparing to Succeed



- Use the documents you have to implement your project as proposed by you and agreed to by IEDA.
- Pay attention to how your project actually unfolds, as compared to how you expected it to happen.
- If you have any questions at all about project implementation changes, concerns or opportunities, don't make assumptions. Contact the grant administrator as soon as possible to talk things through and to verify what is and isn't allowed.

Lean into Your Application

Applicant Information for Tourism Marketing Grant

Enter contact information for the eligible entity submitting the grant proposal. Refer to grant guidelines to determine which entity types are eligible for the grant program you are applying.

1. Applicant Name*

Best Town in Iowa Inc.

2. Legal/IRS Name

Best Town in Iowa Inc.

3. Applicant Address*

128 Beautiful Street

4. Applicant City*

Best

5. Applicant State (XX)*

Iowa

6. Applicant Zip Code (#####)*

52222

7. Applicant County*

IOWA ECONOMIC DEVELOPMENT AUTHORITY
IOWA TOURISM GRANT AGREEMENT

Article 1. Grant Information.



Fiscal Year:	2025	Grant Award:	\$10,000
Grant Number:	25-ITG-08	Cash Match:	\$2,500
Effective Date:	01-01-2025	Total Project Cost:	\$12,500
Project Start Date:	01-01-2025	Project End Date:	12-31-2026
Grantee:	City of Stars	Final Report Due Date:	03-01-2027
Program:	Iowa Tourism Grant Program	Contract End Date:	12-31-2026
Project:	Campaign Name: Under The Stars website and launch The Project consists of the work, services, activities and budget to be accomplished by Grantee under the Program as described in this Agreement, the Final Work Statement and Budget (Attachment A), the Award Letter (Attachment B), and Grantee's Application approved by IEDA (Attachment C).		
Funding Source:	This Grant is funded by an annual appropriation from the Iowa General Assembly to the Iowa Economic Development Authority.		

Article 2. Identification of Parties.

This Grant Agreement (the “Agreement”) is made between the Iowa Economic Department Authority, 1963 Bell Avenue, Suite 200, Des Moines, Iowa 50315 (“IEDA”) and Grantee (each a “Party,” and collectively the “Parties”):

The Significance of Attachment A

Understanding Your Budget and Using Attachment A: Final Work Statement and Budget

Expense	Cost	Justification
Social Media Campaign	\$6,250	Vendor XYZ Bid based on number of posts
TV Ads	\$4,000	Vendor ABC Estimate by number of ads reaching named, targeted audience
Videography	\$2,250	Price Schedule from RST based on number of photo shoots and sites
Total Project	\$12,500	
Grant Award	\$10,000	
Cash Match	\$2,500	

Required Reporting Components

You must prove the work was accomplished and that you spent funds on the approved expenses outlined in your grant budget – Attachment A and described in your grant application.

- 1. Provide proof you did the work: links, screenshots, photographs, analysis etc.***
- 2. Provide bills that detail the work and prove the tasks were completed.***

Bills must align with your Contract *Attachment A– Final Work Statement and Budget* as well as your grant narrative. Bills must include details: tasks and amounts per task, dates of service in 2026 and other details to prove you spent state and matching funds the way you detailed in your application.

- IEDA **will not** consider expenses for unapproved expenditures.
- IEDA **will not** accept vague, non-itemized receipts.
- IEDA **will** accept expenses detailed in your Grant Contract: Attachment A.
- Eligible expenses **will** total at least the minimum project cost as detailed in your contract (Grant Award + Cash Match = Total Project Cost) or IEDA with request reimbursement.

Required Reporting Components Cont.

You must prove that the applicant organization paid the bills

and that the vendor received the payment.

2. Prove the Bill was Paid and Payment Received by the Vendor

* Example 1: Copy of the check front and back (aligns with the bill, shows who made the payment, to whom payment was made and proves check was received/cashed by the vendor).

* Example 2: Copy of your check and a “PAID” receipt or a letter from the vendor stating payment in full has been received for specific work outlined in the grant in the appropriate time period.

* Example 3: Copy of credit card payment and a copy of the check register or bank statement showing the credit card invoice was paid.

NOTE: If there is any question of authenticity, the State may contact the vendor or other entities to verify claims.

Required Reporting Components Cont.

You must provide an organized accounting of how you spent money on the items outlined in your grant budget Attachment A.

3. Iowa Tourism Grant Evaluation Report

- This is the cover sheet/form available on Industrypartners.traveliowa.com/iowa-tourism-grants/
- You will fill out the form and provide it in front of all your bills/invoices, proof of payment and vendor receipt of payment.
- It should be filled out in the order of the budget categories in *Attachment A – Final Work Statement and Budget* from your Iowa Tourism Grant Contract.
- If you received approval from the Iowa Tourism Office for budget changes, you will have a new Attachment A and possibly a revised Contract.

Required Reporting Components Cont.

You must provide an organized accounting of how you spent money on the items outlined in your grant budget Attachment A.

3. Iowa Tourism Grant Evaluation Report Cont.

- This is something you can start to fill out as you implement your project tasks.
- The form is a summary, but proof can be more complicated.
- You may have multiple lines for the same task, or multiple bills and payments for that task.
- The form is a summary of all proof. Everything behind the form is your actual proof.
 - Keep things in order. Align everything, all proof that is provided after the form should be in line order according to the numbers on the form,
 - If your proof of payment is part of a larger invoice, statement or bill, you should make certain to provide clarification within the proof: highlight, underline, narrate.

- Use your IEDA/ITO Contract to fill out the top of the form (Article 1)
- Refer to *Attachment A – Final Work Statement and Budget* and your proof of all grant and match expenditures to fill in the body of the form.
- “Total Expenditures” should be all the money spent on the project.
= “Grant” + “Match”
- Cash Match is the total of all expenditures less the grant award.

Required Reporting Components Cont.

You must provide a written narrative about how you spent money, implemented your project, what the project accomplished and how the project met or fell short of expectations.

4. Iowa Tourism Marketing Grant Narrative Report.

- After you have completed grant training, the Iowa Tourism Grant Administrator will send you this report template as a word document.
 - This report must detail how your organization implemented the project that was proposed in your grant application. Questions are *directly* tied to your application. The information provided in the narrative will be supported by the information provided in the Evaluation Form and vice-versa. Your copies of bills and proof of payment will provide additional proof.
5. You must provide **proof of ITO recognition – Travel Iowa Logos are on grant page.**
6. You must provide the assets obtained during the project to ITO – ITO also owns them.

FY26 Iowa Tourism Grant Cycle

August 2025 – FY26 Applications open

[Apply Now](#)

September 2025 – Applications close

December 2025 – All applicants notified of status

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 Iowa Tourism Marketing Grant program two years in a row.

Funding

\$300,000 is available

Awards may not be less than \$2,500 or more than \$10,000

Awards will be made in increments of \$100 (i.e. \$2,500, \$2,600, \$2,700)

Applicants are required to pay for a minimum of 20% of their total project. Cash match must be in the form of cash only. In-kind dollars or discounts do not count towards a cash match.

Eligible Expenses

All project expenses (grant request plus cash match) must directly relate to the implementation of a tourism-related marketing initiative or the marketing of an event **and be incurred within the calendar year* (January 2026 - December 2026 for FY26 recipients).**

Additional Information

- [FY25 Iowa Tourism Grantees](#)
- [FY24 Iowa Tourism Grantees](#)
- [FY26 Guidelines](#)
- [Rubric](#)

Logo Usage

Recipients of Iowa Tourism Grants must use the Travel Iowa [language and logos](#) to credit the Iowa Tourism Office for their cooperative efforts.

Reporting Tools

- Iowa Tourism Grant Narrative Report
- [Financial Evaluation Report](#)



Iowa Tourism Grant “Reporting Tools”

- [IndustryPartners.Travellowa.com](#)
- Reporting Tools
- Download the Financial Evaluation Form
- Iowa Tourism Grant Narrative Form is available from the ITO Grant Administer upon completion of report training.

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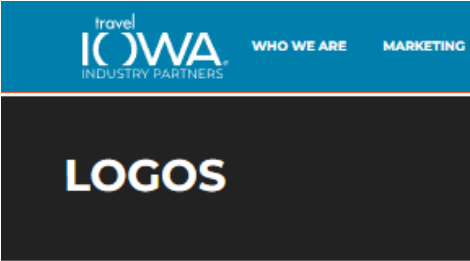
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Reporting Tools

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- Financial Evaluation Report

ITO Recognition & Logo Use”



Travel Iowa Logo Usage

Industry Partners are encouraged to use the Iowa Touris

Grant Recipients Usage

Recipients of Iowa Tourism Grants must use the followir

Project Example (marketing materials, meetings, eveni



Advertising Example



Style Guide and Logo Files

- Style Guide
- JPG
- PNG
- EPS
- SVG



Narrative Report

Iowa Tourism Marketing Grant Narrative Report Content

1. A table of **Proposed vs Actual Expenditures** and **when the Change was approved** by the ITO Grant Administrator, with a **max of 10% change in any budget line.** (Anything larger than 10% typically requires a contract revision and approval by the ITO Team Lead and IEDA Director)
2. A list of Proposed Financial Partners vs Actual Partner Contributions - Justification.
3. How your project Influenced stakeholders and/or funders.
4. A summary of the Effectiveness of campaign tactics.
5. Difficulties you encountered.
6. How your project Raised Awareness of your organization or destination with travelers or a specific audience.
7. Qualitative or quantitative Evidence of your Campaign's Impact.
8. Timeline Summary.
9. Industry Replication potential.

Summary

Be Prepared

- Your contract
 - Your grant application
 - Attachment A

Check List

- Evaluation Form
 - Proof of project implementation – bills, payments, vendor receipts
- Narrative Form
- Proof of ITO recognition/logo use
- Assets secured through the project

Don't assume you know the answer.

Contact the grant administrator sooner rather than later.

Questions?

- Project deadline vs report deadline
- Required reporting components
- Proof of project implementation
- Expenditure Form
 - Expense documentation: bill vs proof of payment vs vendor confirmation
- Narrative Form
 - Requirements, limitations and approval required for budget changes
- ITO recognition
- Submission of assets

Note: As noted in your contract, all materials submitted to IEDA, including its application, this Agreement, and its Final Report, are public record and subject to the Open Records Law in Iowa Code Chapter 22.