



FY 2024 Iowa Tourism Grant Recipients

Applicant Organization	Project Name	Funded Amount
ArtHaus	Immersive Art Experiences Campaign	\$10,000
Catch Des Moines	Junior High National Finals Rodeo	\$10,000
Cedar Falls Tourism & Visitors Bureau	Cedar Falls Leisure Advertising	\$10,000
Cedar Summerstock Theatre	Cedar Summerstock Theatre Minnesota Marketing Project	\$10,000
City of Clarinda	Fly Iowa Clarinda Event Marketing Campaign	\$10,000
City of Manning	Digital Marketing-Email and Localhood	\$9,100
City of Marquette	Wonders Why Way	\$7,500
Clear Lake Area Chamber of Commerce	Surf, Sand, and Rock 'n' Roll: Clear Lake's All-In-One Adventure Marketing Campaign	\$10,000
Community Foundation for Western Iowa	11th Annual Southwest Iowa Art Tour Marketing & Promotion	\$3,600
Council Bluffs CVB	2024 Council Bluffs Winter Travel Marketing Initiative	\$10,000
Danish Windmill	2024 Multi-Tier Targeting Campaign	\$6,900
Delaware County Tourism	Marketing Refresh	\$6,100
Des Moines Metro Opera	Des Moines Metro Opera's 2024 Summer Festival	\$10,000
Discover Ames	Best Day Ever	\$5,000

Dubuque County Historical Society DBA The National Mississippi River Museum	Digital Targeted Marketing Campaign in Illinois & Wisconsin	\$10,000
Dubuque Museum of Art	Advertising Baseball Exhibitions and Experiences in Dubuque, Iowa	\$6,400
Friends of the Quad Cities DBA Quad Cities Destination	Making & Marketing the Quad Cities as Accessible for Tourism	\$10,000
Greater Burlington CVB	Do More on 34	\$6,300
Historic Hills Scenic Byway-Pathfinders	Historic Hills Scenic Byway Interpretive Panel Self-Guided Tour	\$10,000
Indianola Chamber of Commerce	Experience Indianola "The Sky's the Limit" Marketing Strategy and Campaign	\$8,000
Iowa City Downtown District	X Marks the Arts Video Campaign	\$9,600
Iowa Driftless Chapter of Trout Unlimited	Iowa Driftless Trout Fishing Tournament	\$10,000
Island City Harbor Jackson County Welcome Center	Directional Signage and Social Media	\$10,000
Jackson County Area Tourism Association	Bring Rockford to Iowa	\$10,000
LeClaire Iowa Tourism	LeClaire, Iowa – an Intersection of Historic and Epic Fun	\$10,000
Le Mars Area Chamber of Commerce	Le Mars Ice Cream Days	\$10,000
Le Mars Arts Council Inc.	American Watercolor Society 157th Exhibition Tour	\$10,000
Madison County Chamber of Commerce	Madison County Tourism Website	\$9,300
Mahaska County Conservation Board	Mahaska County Great Outdoors Promotional video	\$9,600
Marshalltown Area Chamber of Commerce	Nos Vemos en Marshalltown (See you in Marshalltown) Campaign	\$7,500
Meet Ottumwa	The Wapello County Adventure Book - A Sustainable Travel Workbook	\$6,000

Murray Fest Midwest	Murray Fest Midwest	\$10,000
Northeast Iowa RC&D	Orchard to Glass - Drift Less Taste More Marketing Campaign	\$10,000
NewBo City Market	Iowa Women's Arts Festival	\$7,200
Oneota Community Food Co-op	Come #growthegood With Us: In its 50th Year, Oneota Co-op Multimedia Pilot Models Community Synergy as it Enriches the Northeast Iowa Visitor Experiences	\$10,000
Pottawattamie Countywide Tourism Promotion Committee	Redesign & Optimize Pottawattamie County Tourism Website	\$10,000
Science Center of Iowa	Podcast Targeted Marketing	\$10,000
Silos & Smokestacks National Heritage Area	Alliance of National Heritage Areas Meeting	\$10,000
Siouxland Historical Railroad Association	Curated Visitor Experience AD Campaign: The Spirited Shopmen Costumed Character Storytelling Program	\$10,000
Summer of the Arts	2024 Iowa City Jazz Festival Advertising	\$2,500
Travel Dubuque	I (Heart) DBQ Illuminated Ground Mount Letters	\$9,000
Village of Van Buren	Villages of Van Buren Website Development	\$10,000
Visit Fort Dodge	Increased Accessibility of the Fort Dodge & Webster County Destination Guide with a corresponding out-of-state digital campaign	\$10,000
Waukon Chamber of Commerce	Together Waukon Works Events - 2024 Series Launch	\$9,600
Winneshiek County Development and Tourism	Promoting Hub and Spoke Travel in Winneshiek County	\$9,600