



Iowa Tourism Grant Reporting

Learning Goals

- Project Deadline vs Reporting Deadline
- Required reporting components and project resources
- Project implementation: allocate, spend, track, document, report
- Documentation: proof of payment, vendor confirmation, ITO recognition
- ITO Expenditure Form
- ITO Narrative Form

Understanding Deadlines

1) “***Project Deadline***”

- ***Project start and end dates are on your Contract*** **01-01-2025 – 12/31/2025**
- You may not expend project funds before Jan 1, 2025.
- All grant and all matching funds must be *expended* by Dec 31, 2025.
- The Iowa Tourism Office can not grant any extensions.
- If project funds are not expended on approved project tasks within the 2025 calendar year, part or all of the Iowa Tourism Grant funds you received will have to be returned to the State of Iowa.

2) “***Reporting Deadline***”

- You have until March 1st 2026 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, 2025.

Required Reporting Components

Proof that you spent money for the items outlined in your grant budget.

Note: Your grant application is part of your contract with the State of Iowa

- 1. You must provide bills detailing the work/marketing campaign completed.*** These bills must align with Contract: *Attachment A – Final Work Statement and Budget and your grant narrative*. Bills must include tasks and amounts/task, dates of service and other details that prove you spent state and matching funds the way you said you would during calendar year 2025.
 - Only include expenses that are part of your funded project detailed in your Grant Contract: Attachment A.
 - Show eligible expenses that total at least the minimum required project cost as detailed in your contract (grant award + cash match of 20% = Total Project Cost).
 - IEDA will not reimburse expenses included on a non-itemized receipts.

Required Reporting Components Cont.

Provide proof that you spent money for items detailed in your grant application and Grant Contract: Attachment A.

NOTE: Your grant application is part of your contract with the State of Iowa

2. Provide verification that * the bill was paid and * the vendor received payment.

* Example 1: Copy of the check front and back (aligns with the bill, shows who payment was made to and that the check was 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.

* 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.

Required Reporting Components Cont.

An Accounting of how you spent money for the items outlined in your grant budget

3. Iowa Tourism Grant Evaluation Report: This form must directly align with *Attachment A – Final Work Statement and Budget* from your Iowa Tourism Grant Contract, which may or may not align with the budget you proposed.

4. Iowa Tourism Marketing Grant Narrative Report. 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 form and vice-versa. Your copies of bills and proof of payment will provide additional proof.

5. Proof of ITO recognition

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

- 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.

Narrative Report

Written narrative and tables that detail your project implementation.

1. A table of **Proposed vs Actual Expenditures** and **Justification for Change**, which may not exceed 10% in any budget line without ITO Approval.
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.

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Reporting Tools

- Iowa Tourism Grant Narrative Report
- Financial Evaluation Report

ITO Recognition & Logo Usage”



Travel Iowa Logo Usage

Industry Partners are encouraged to use the Iowa Touris

Grant Recipients Usage

Recipients of Iowa Tourism Grants must use the followin

Project Example (marketing materials, meetings, eveni



Advertising Example



Style Guide and Logo Files

- Style Guide
- JPG
- PNG
- EPS
- SVG



Questions?

- Grant vs contract budget
- Deadlines
- Required reporting components
- Expense documentation: proof of payment vs vendor confirmation
- Expenditure Form
- Narrative Form
- ITO recognition

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.