



Welcome! The Webinar will begin shortly. If you're having any technical difficulties, please note them in the questions box.

# Iowa Tourism Grant Program

- **Purpose:**

To promote tourism in Iowa by funding tourism-related marketing initiatives and meetings, events, and professional development efforts that benefit both local economies around the state and the state's economy.

# Why fix what's not broken?

- Uniformity
- Transparency
- Fairness
- Growth

# Review Committee

- WITR Representatives:  
Cindy Thompson, Pottawattamie County Conservation  
Kathy Fiscus, Council Bluffs CVB
- EITA Representatives:  
Cassie Bott, Fireside Winery  
Julie Kronlage, Dubuque CVB
- CITR Representatives:  
JoAnn Roupp, Matchstick Marvels  
Carla Eysink, Marion County Development Commission
- At-Large Representatives:  
Gerry Schnepf, Keep Iowa Beautiful  
Cyndi Sweet, Iowa Museum Association

# Administrative Rules Process

Date	Vehicle	Outreach
11-16-13	Iowa Tourism E-Newsletter	Announcement of grant program survey
11-20-13	Iowa Tourism E-Newsletter	Reminder about survey and explanation of the process to create admin rules
11-26-13	Iowa Tourism Grants Committee	Meetings to discuss survey results and review staff's proposed rules (Draft #1)
12-4-13	Iowa Tourism E-Newsletter	Reminder that draft grant rules would be available 12-6-13, feedback requested
12-6-13	Iowa Tourism E-Newsletter	Draft rules shared, feedback requested
12-13-13	Iowa Tourism E-Newsletter	Draft rules shared, feedback requested
12-10-13	Feedback meeting/webinar	In-person/webinar opportunity to give feedback
12-16-13	Rules feedback due	
12-20-13	Iowa Tourism Grants Committee	Review feedback and make appropriate update to rules (Draft #2)
1-3-14	Iowa Tourism Grants Committee	Review rules based on IEDA General Counsel guidance (Draft #3)
1-30-14	Iowa Tourism Grants Committee	Review rules based on IEDA General Counsel guidance (Draft #4)
2-17-13	Iowa Tourism E-Newsletter	Final rules shared prior to IEDA Board meeting

# Administrative Rules

[Return to Industry Partners](#)

## Iowa Tourism Grant Program

The purpose of the Iowa Tourism Grant Program is to promote tourism in Iowa by providing tourism-related marketing initiatives and meetings, events and promotional development efforts that benefit both local economies around the state and the state's economy.

PLEASE READ THE [ADMINISTRATIVE RULES](#) THAT GOVERN THE PROGRAM TO LEARN MORE

### FY15 Iowa Tourism Grant Program

Training will be provided on the FY15 Iowa Tourism Grant application process via webinar and in-person.

#### Webinars

- Monday, June 23 at 10 a.m.: [Register to Attend](#)
- Tuesday, June 24 at 2 p.m.: [Register to Attend](#)

#### Live Training

These trainings will be held as part of a regularly scheduled meeting of the tourism region. Please contact the appropriate region office to arrange your participation in the meeting and training.

- June 18: Western Iowa Tourism Region Meeting, Cherokee
- June 25: Eastern Iowa Tourism Association Meeting, Dubuque
- July 16: Central Iowa Tourism Region Meeting, TBD

### Applications & Awards Timeline

- June 23: Application released
- August 4: Applications due
- August 13 - September 2: Review committee reviews and scores applications
- September 4: Review committee meets to determine successful grantees
- September 10: Grantees announced

### Industry Partners Contacts

**Iowa Tourism Office**  
Iowa Economic Development Authority  
888.472.8035  
[Staff List](#)

### Industry Information:

#### Partnership Opportunities

- [Co-op Partnership Program](#)
- [Promotions](#)
- [Media Requests](#)

#### Programs & Grants

- [Iowa Tourism Grants](#)
- [Regional Sports Authority District Grants](#)
- [Vision Iowa Grants](#)

#### Research

- [Economic Impact of Tourism](#)
- [Iowa Tourism Office Research](#)

#### Events

- [Iowa Tourism Conference](#)
- [Webinars](#)

#### Iowa Tourism Office Marketing Plan

#### Reports

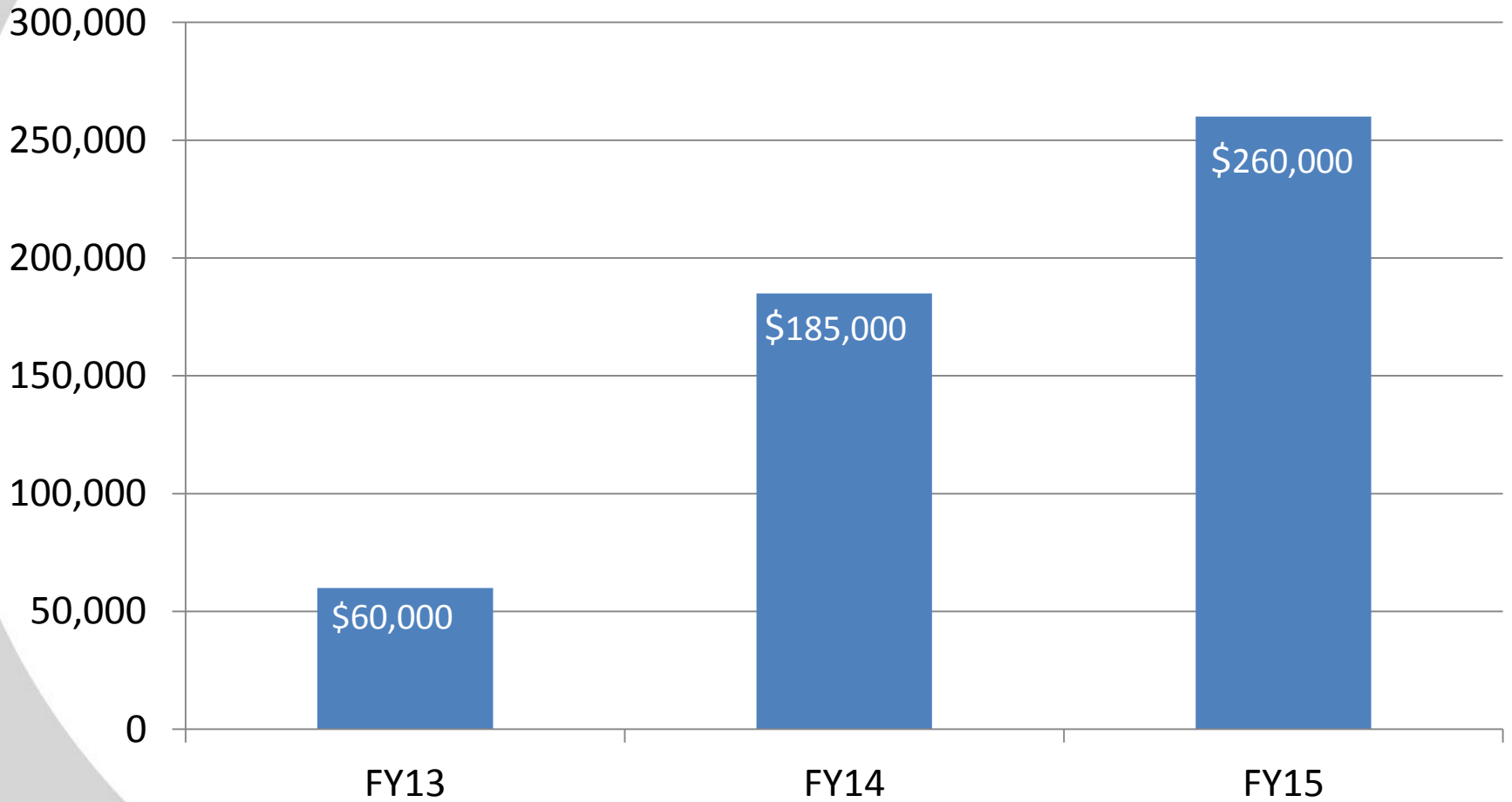
#### Additional Resources

- [Iowa Welcome Centers](#)
- [Contacts](#)

# Timeline

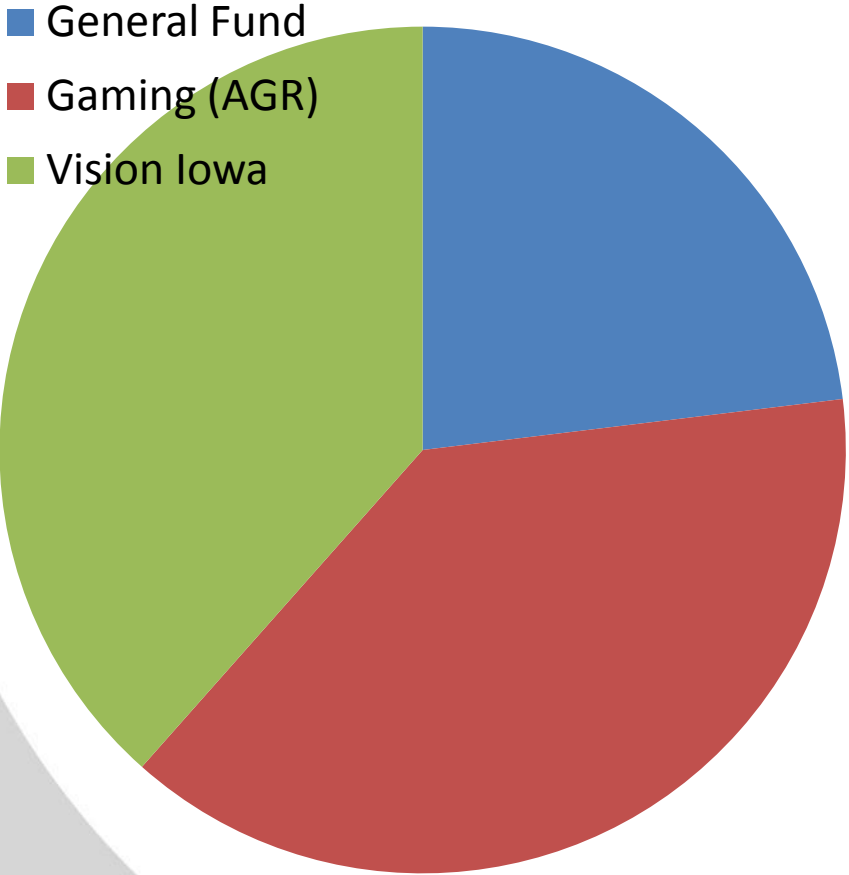
- **June 23**
  - Application released
- **August 4, 4:30 p.m.**
  - Applications due
- **August 5 – 12**
  - Iowa Tourism Office reviews for eligibility and application requirements
- **August 13 - September 2**
  - Review committee reviews and scores applications
- **September 4**
  - Review committee meets to determine successful grantees
- **September 10**
  - Grantees announced

# Grant Pool





# Sources of Funds

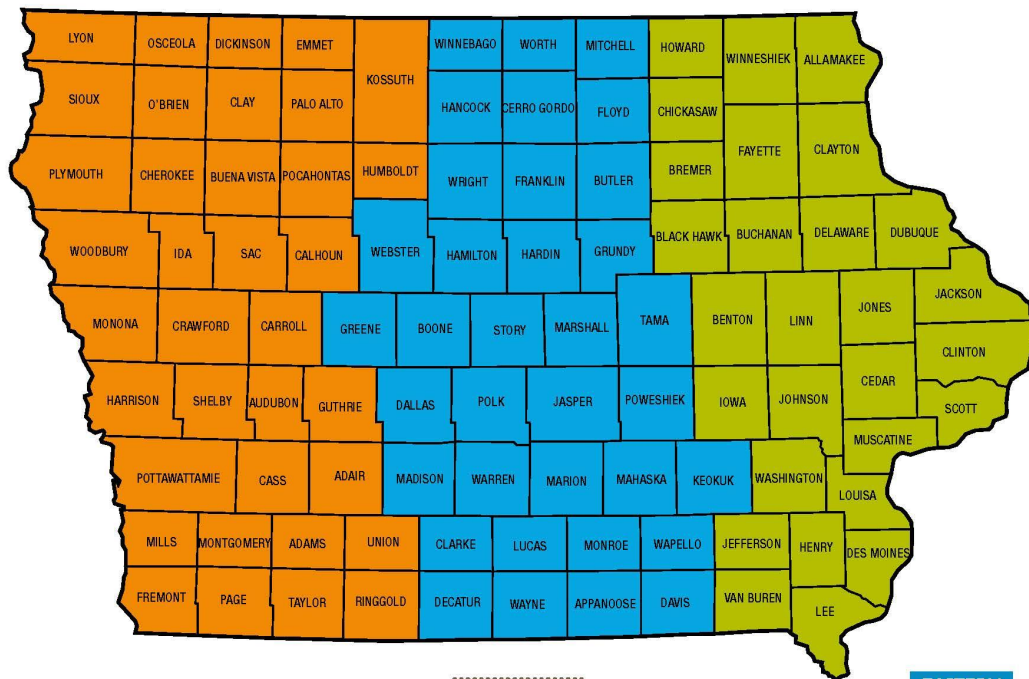


General Fund:	\$60,000
Gaming Funds:	\$100,000
Vision Iowa:	<u>\$100,000</u>
Sub total:	\$260,000
Scholarships:	<u>(\$6,300)</u>
<b>TOTAL:</b>	<b>\$253,700</b>

# Vision Iowa Funds - \$100,000

- Vision Iowa/CAT/RECAT grant program rolled into Iowa Tourism Grant Program
- Vision Iowa/CAT/RECAT applicants are first funded from Vision Iowa grant funds
- Vision Iowa/CAT/RECAT applicants are next funded from General Fund or Gaming Funds.
- Vision Iowa allocation will ONLY fund marketing projects.

# Iowa Tourism Conference Scholarships - \$6,300



- Administered by the regional tourism associations
- \$2,100 per region
- For full or partial registration for 2014 Iowa Tourism Conference (\$210 full, \$125 partial)



**Western Iowa Tourism Region**  
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# Two Grant Categories – ONE Application

## 1. Tourism-related marketing initiatives

- Planning and design and production of tools such as advertising, print materials, digital tools and exhibits

## 2. Event-based applications

- Includes meetings, events, or professional development efforts
  - Registration for tourism-related conferences
  - Producing or hosting a tourism-related meeting or training, including acquiring a regional or national meeting
  - Executing an event or festival (new or existing)

# Two Grant Categories – ONE Application

- May submit a maximum of two applications
  - One in each category OR
  - Two in the same category
- Maximum of two funded applications annually

# Award Amounts

- **Maximum award:**  
\$5,000 per applicant
- **Minimum award:**  
\$500 per applicant
- **Cash match requirement:**  
25% of award amount (NOT project total)

# Eligible Expenses

- Costs associated with planning, designing, producing marketing tools such as advertising, print materials, digital tools and exhibits.
- Cost to register for tourism-related or national conference
- Costs associated with producing or hosting a tourism related meeting
- Costs associated with acquiring a regional or national meeting
- Costs associated with executing a local event or festival

# Ineligible Expenses

- Solicitation efforts
- Lobbying fees
- Items purchased for resale
- Prizes given to participant or event/festival attendees
- Alcoholic beverages
- Interns
- All travel, meal, and lodging costs for staff & contractors
- Projects that receive funding from IEDA's Regional Sports Authority District Program
- Marketing programs already subsidized by IEDA
  - Iowa Travel Guide
  - Iowa Tourism Office Cooperative Partnerships Program
  - Activities of an Iowa Tourism Region



- Tourism-related entity based in Iowa
  - Nonprofit organization
  - For-profit organization
  - City
  - County
  - Regional government entity
  - Planning entity
- Demonstration of cash match
  - 25% of grant amount
- *Completed* application submitted before the deadline
- Projects in FY15
  - State-supported project costs *incurred* in FY15 (July 1, 2014 – June 30, 2015)

# Application Requirements – 42.3(2)a-f

- a) Applicant's contact information, etc.
- b) Detailed description of the project
- c) Documentation that the request is consistent with the cost of implementing the project
- d) Written documentation of the cash match
- e) Detailed info to enable IEDA to assess the impact and quality of the project
- f) Submit and/or update information at [www.traveliowa.com](http://www.traveliowa.com) within the last 18 months

# Application Requirements

- [traveliowa.com](http://traveliowa.com) submit/update info
  - Applicable to events, attractions, restaurants, lodging facilities
  - NOT applicable to communities or counties
- Within the last 18 months
- Contact Amy Zeigler, [amy.zeigler@iowa.gov](mailto:amy.zeigler@iowa.gov)



- 12** Can You Survive  
Mill Creek Park, Paulina
- Jun 12** 39th Glenn Miller Festival  
Glenn Miller Museum, Clarinda
- Jun 12** Thursdays on Main  
Downtown, Clear Lake
- Jun 12** The Bat  
Mason City Community Theatre, Mason City
- Jun 12** Big Band Cruise  
Celebration Belle, Quad Cities

[View All Events +](#)

- Jun 06** Mike's Picks: Week Eight  
The Amara Colonies are being featured as a destination in the Iowa Lottery's newest game with Mike Wolfe, original American Picker.
- Jun 05** Eating Through Mason City  
Five places to get your fill in Mason City: 1910 Grille: Chef Kurt Nyguard puts his unique twist and signature style into every dish he creates. Try the chicken risotto and chocolate molten cake. Located in the Historic Park Inn Hotel. Coffee Cat: Choose from a variety of coffee and non-coffee drinks as well as made-from-scratch baked [...]
- Jun 03** Iowa's (Other) Field of Dreams  
All Iowa Lawn Tennis Club (AILTC), Iowa's first (and only) grass tennis court is in Charles City.
- May 30** Mike's Picks: Week Seven  
Jolly Time Popcorn is the seventh featured destination in the Iowa Lottery's newest game with Mike Wolfe, original American Picker.

[View All Blog Posts +](#)



<b>IOWA TRAVEL GUIDE</b>	<b>Trip Ideas</b> Get Inspired Getaways Explore By City Explore By Region	<b>See &amp; Do</b> Attractions Lodging Dining Events	<b>Resources</b> Travel Tools Media Center Industry Partners Contact Us Privacy Policy Digital Travel Guide	 
<b>SUBMIT A LISTING</b>				
<b>SUBMIT AN EVENT</b>				

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# Required Documents

- Letter(s) confirming cash match
  - Applicant can be its own source of cash match
- Documentation that costs are accurate
  - Printer, graphic designer, marketing agency, etc.
  - Conference registration information
  - Publication mock-ups/drafts are NOT required

# Scoring Criteria

- Project information – 15 points
- Tourism industry growth – 15 points
- Participation in the tourism industry – 15 points
- Need – 15 points
- Quality and Strategy – 15 points
- Local cash match/leveraged funds ratio – 10 points
- Collaboration – 5 points
- Iowa Tourism Office Recognition – 5 points
- Population Diversity – 5 points

# Scoring Criteria

- Project Information (15 points)
  - The applicant will **explain the project**, the **time line for its creation and implementation** and **how state funds will support the project**. The authority will view favorably information that clearly articulates the project, sets forth a reasonable time line for the project's creation and implementation, and fully describes how state funds will be used to support the project.

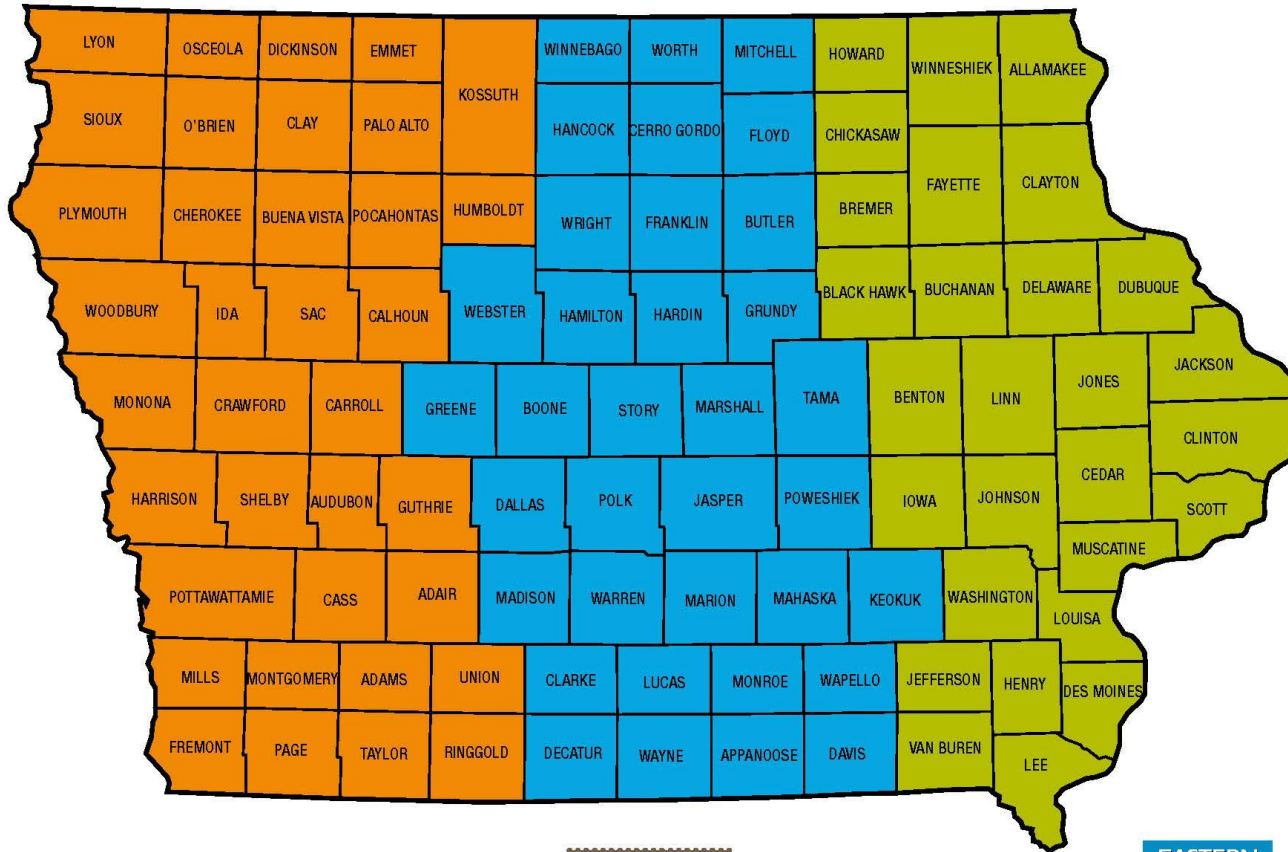
# Scoring Criteria

- Tourism Industry Growth (15 points)
  - The authority will consider how the project supports the mission of the Iowa tourism office and how the project grows state and local economies. The authority will view favorably applications that are most in line with the mission of the Iowa Tourism Office and have the most potential to create economic growth.
  - Iowa Tourism Office mission: Grow the state's economy through travel-related expenditures.



# Scoring Criteria

- Participation in the Tourism Industry (15 points)
  - The authority will view favorably applicants whose representatives are active in the tourism industry. Examples of active participation in the tourism industry include but are not limited to membership in one or more tourism regions; attendance at the Iowa tourism conference; participation in the Iowa tourism office's partnership programs (cooperative and Iowa travel guide advertising); participation in the Travel Federation of Iowa's District Leader Program; and participation in other statewide tourism-related groups such as the Iowa Group Travel Association and Iowa Destination Marketing Alliance.



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# Scoring Criteria

- Need (15 points)
  - The authority will consider the financial need of an applicant and will recognize the importance of funding projects that would not take place without assistance under the program.

# Scoring Criteria

- Quality and Strategy (15 points)
  - The authority will view favorably projects that are part of a broader strategy to increase tourism locally and in the state of Iowa.

# Scoring Criteria

- Local cash match/leveraged funds ratio (10 points)
  - The authority will consider the proportion of local cash match to the project's total budget and will view favorably applications with the highest ratio of local cash match to the project's total budget.

Budget		<a href="#">Mark as Complete</a>   <a href="#">Go to Application Forms</a>   <a href="#">Add</a>	
Project Expenses	Iowa Tourism Grant Request	Cash Match	
Graphic Design	\$1,000.00	\$500.00	
Printing	\$500.00	\$250.00	
	<b>\$1,500.00</b>	<b>\$750.00</b>	

Totals	
Other project cash expenses not part of grant request, if any	\$500.00
Cash Match	\$750.00
Grant Request	\$1,500.00
<b>Total Project Cost (Grant Request + Cash Match + Other Cash)</b>	<b>\$2,750.00</b>
<b>Cash Match Ratio (Cash Match/Grant Request)</b>	<b>50.0%</b>
<b>Leveraged Fund Ratio (Cash Match/Total Project Cost)</b>	<b>27.27%</b>

Last Edited By: Don Dursky2, 06/20/2014

# Scoring Criteria

- Collaboration (5 points)
  - The authority will view favorably applications that represent a collaboration of multiple entities.
    - “*Collaborative application*” means an application in which either multiple partners are providing monetary support for the project or multiple partners are actively participating in the project or both.

# Scoring Criteria

- Iowa Tourism Office Recognition (5 points)
  - Applicants may determine the most appropriate way to recognize the authority's Iowa tourism office for its investment in the project. The authority will view favorably applicants with a well-developed plan to recognize the Iowa Tourism Office.

# Iowa Tourism Office Recognition

- This is the logo that MUST be used:



- Suggested wording:
  - Projects: *This project paid for in part by the Iowa Tourism Office.*
  - Advertising: *This ad paid for in part by the Iowa Tourism Office.*
- [www.traveliowa.com/logos](http://www.traveliowa.com/logos)
- Regional tourism association logo are not acceptable



# Scoring Criteria

- Population Diversity (5 points)
  - Applications from an applicant based in a rural area, as defined in rule 261—42.1(15), will receive 5 points. Applications from applicants not based in a rural area will receive zero points. If the application is a collaborative application, population diversity will be based on the community of the head applicant.
    - “*Rural area*” means either a city with a population of 10,000 or less, or a county that is among the 33 least populated in Iowa based on the latest data from the U.S. Census Bureau.

# Contract/Reimbursement

- If your project is underway before grants are announced, save documentation of your expenses!
- 75% paid up-front
- 25% paid upon close-out/audit
- Final report due 60 days from project completion date
  - Report form and GAX will be provided by the Iowa Tourism Office
- Grantee must provide documentation of expenses and payment
  - Invoices and copies of checks

# Questions

Nicole Shalla, Grants Manager

[nicole.shalla@iowa.gov](mailto:nicole.shalla@iowa.gov) or 515.725.3043

[www.traveliowa.com](http://www.traveliowa.com)

## Iowa Tourism Grants Program

### Online application – Step-by-step instruction

#### GETTING STARTED

1. Set up a new account or log into your account at [www.iowagrants.gov](http://www.iowagrants.gov).
2. Select “Funding Opportunities”
3. From the list of online applications, select “Iowa Tourism Grant Program” (Agency: Economic Development Authority, Program: TOURISM, Opportunity type: Iowa Tourism Grant Program)
4. Read the program information, description and administrative rules.
5. On the right-hand side of the page, choose “Start a New Application.”
6. Select your name, organization and choose a title for your application. (Although it’s not necessary, your application title and project name could be the same.)
7. Select “Save.”
8. Select “Go to Application Forms.”
9. The first form – “General Information” – is already complete.

#### COVER SHEET GENERAL INFORMATION

10. Choose “Cover Sheet General Information.” (This is information required from the Iowa Department of Management. The Iowa Tourism Office will not use this information. But the form must be completed.)
11. In the upper right-hand corner, click “Edit” to complete the form. When it is complete, click “Save.” Select “Mark as Complete.”

**TIP:** ALL forms must be marked as complete before the application may be submitted. A form may be edited after it is marked complete. The application may NOT be edited after it’s submitted.

#### PROJECT DETAILS

12. Select “Project details.”
13. Select “Edit.”
14. When this form is complete, select “Save.”
15. When the form is complete, select “Mark as Complete”

**TIP:** While ALL the fields in the application are mandatory, [iowagrants.gov](http://iowagrants.gov) will not require you to complete them. The applicant must make sure that the application is complete before he/she submits it.

**TIP:** You may work on part of the application, save it, and come back later to finish it.

**TIP:** Work on the narrative in Microsoft Word so you can use the features of Microsoft Word to count the characters, more easily edit, etc. Then copy and paste the text from Microsoft Word into the correct field on [iowagrants.gov](http://iowagrants.gov)

**TIP:** DO NOT use the back arrow on your browser. INSTEAD, use the blue “Back” arrow in [iowagrants.gov](http://iowagrants.gov). ALWAYS SAVE FIRST! You will lose any unsaved data if you navigate away from [iowagrants.gov](http://iowagrants.gov) prior to clicking “Save” in the top right-hand corner.

#### BUDGET

16. Select “Budget.”



travel  
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