



**Thank you for your
participation!**

The webinar will be shortly.

Why fix what's not broken?

- Consistency of programs for entire industry
- Attract new tourism partners
- Better alignment of ITO staff strengths
- Regions can focus on other areas

Timeline

- August 27 Training
- August 28 Applications available
- September 25 Applications due
- Sept. 29 – Oct. 9 Applications reviewed
- October 16 – 18 Grant recipients announced at Iowa Tourism Conference

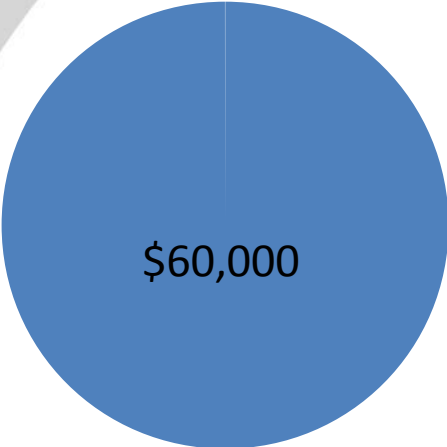
[Register Now!](#)

YOU made the program! YOU choose the grantees!

- WITR Representatives:
[Liz Birkel-Leddy](#), Golden Hills RC&D 712.482.3029
[Shirley Phillips](#), Sac County Tourism 712.662.7383
- EITA Representatives:
[Cassie Bott](#), Fireside Winery 319.662.4222
[Julie Kronlage](#), Dubuque CVB 563.690.9207
- CITR Representatives:
[JoAnn Roupp](#), Matchstick Marvels 641.473.2410
[Carla Eysink](#), Marion County Development Commission 641.828.2257
- At-Large Representatives:
[Gerry Schnepf](#), Keep Iowa Beautiful 515.323.6507
[Cyndi Sweet](#), Iowa Museum Association 319.239.2236

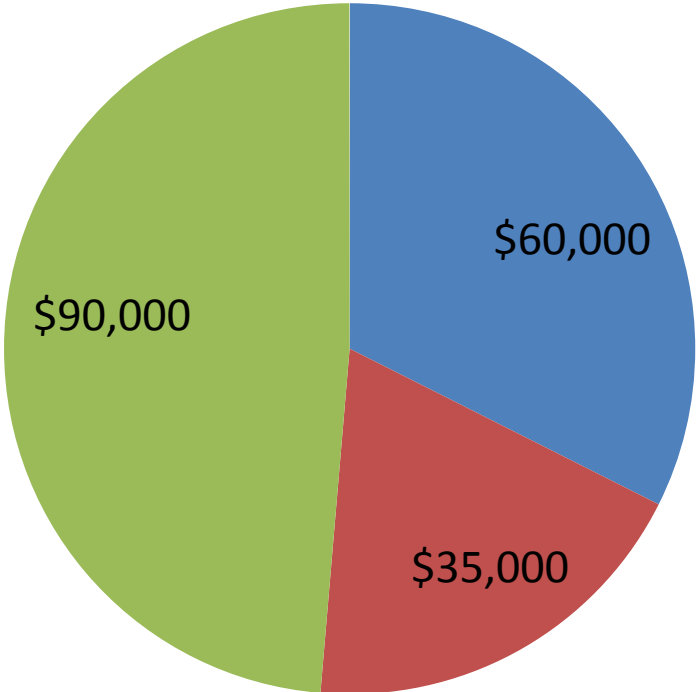
More money for YOU!

FY13



■ General Fund

FY14



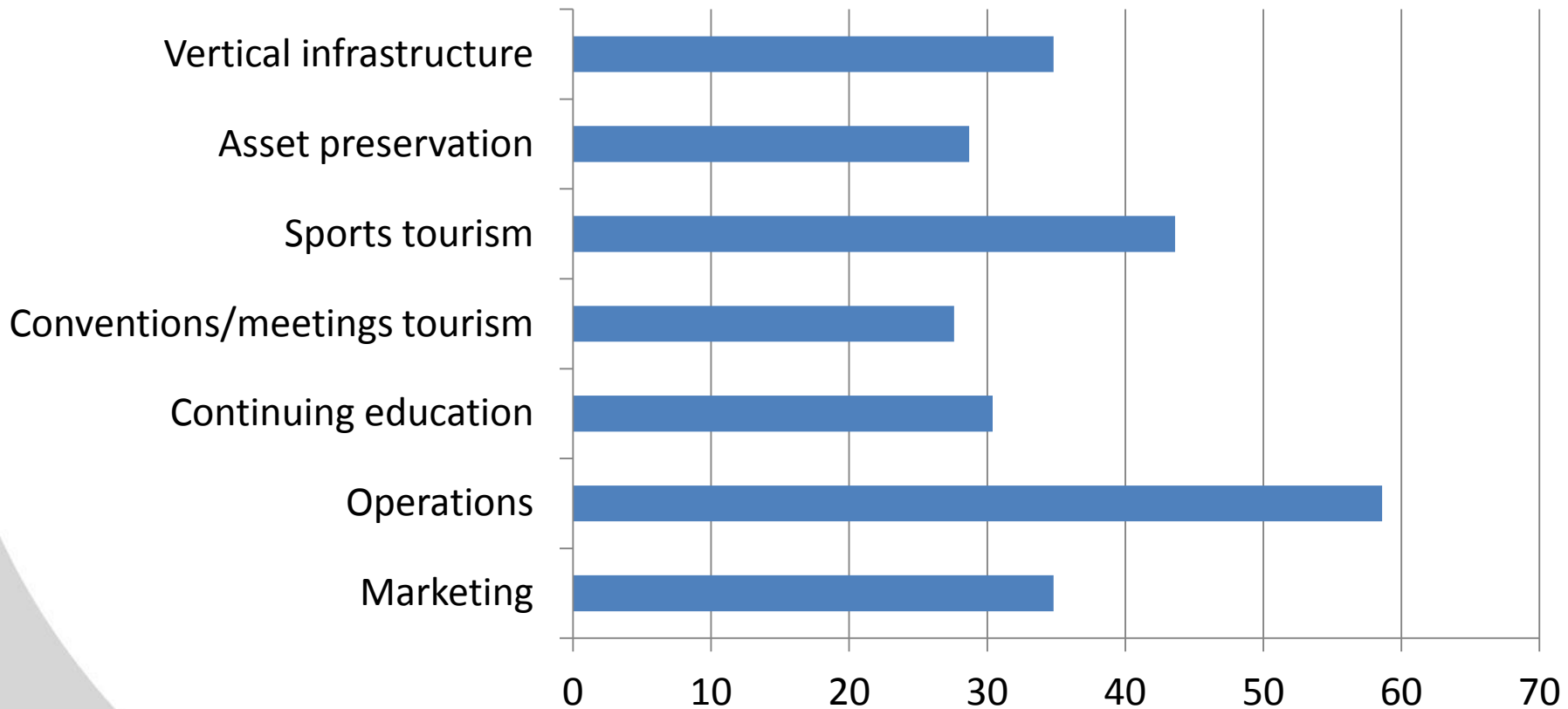
■ General Fund
■ Foundation
■ Gaming

Grant Pools

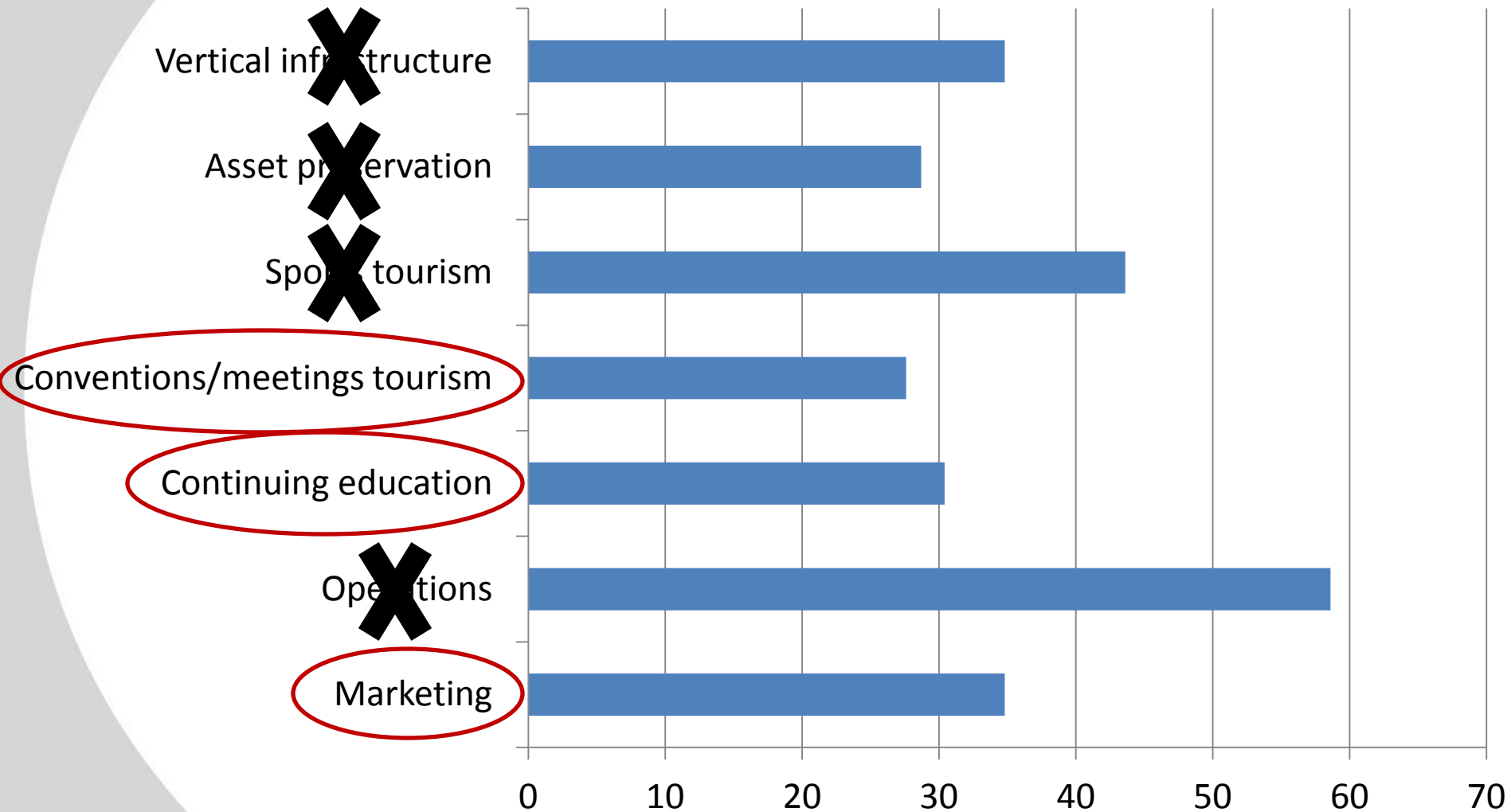
• General Pool	\$185,000
• ITC Scholarships (Regions)	<u>\$6,300</u>
• Total	\$178,700

What you said

What grant dollars are hardest to find?

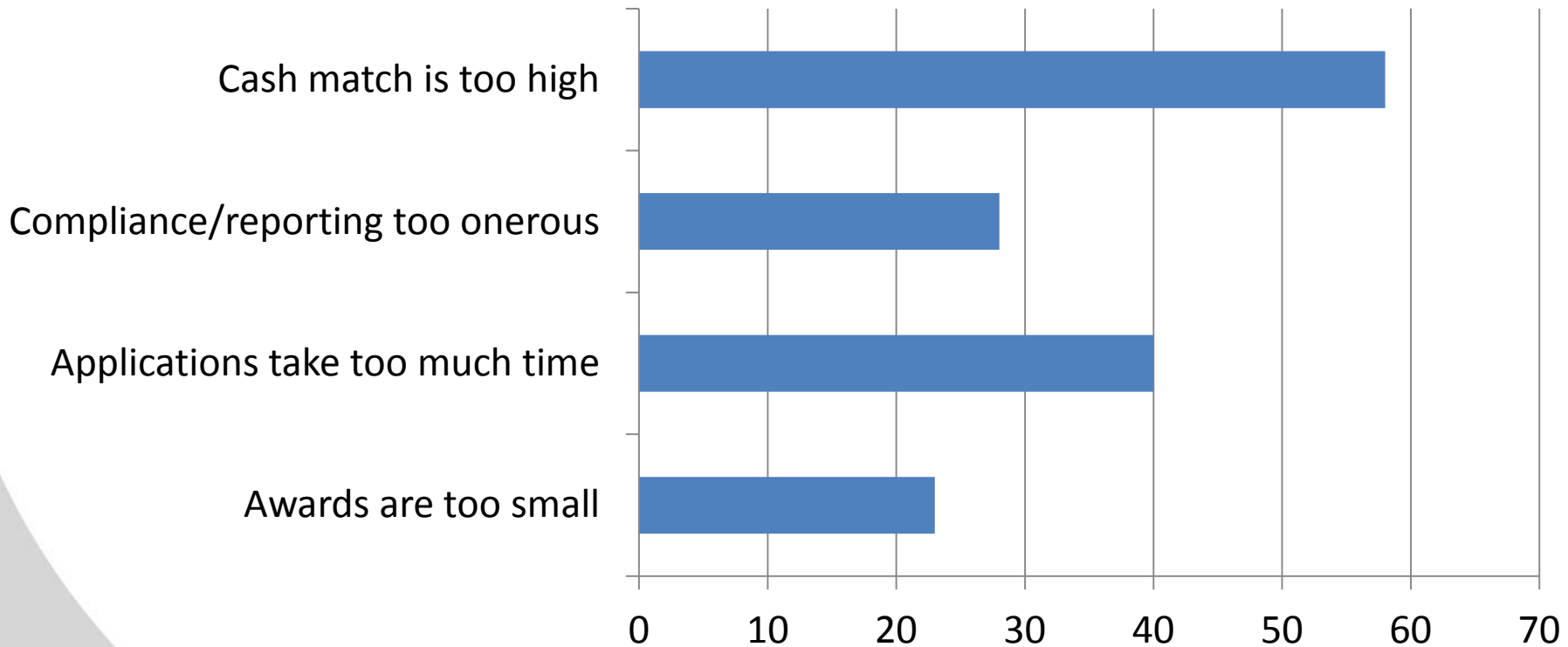


What grant dollars are hardest to find?



What you said

Generally, what most dissuades you from applying for grants?



Application

- Online ONLY
- Easy
- Cash match DECREASED – 25%
- Anyone can provide CASH match
- Awards amount INCREASED - \$2,000 - \$5,000
- 100 points maximum
- 10 bonus points
- Maximum of one application per category
- Checked for threshold
- Reviewed by your peers

Eligibility

- All nonprofit organizations, city/county government entities and for-profit businesses are eligible to apply. Applicants must be tourism-related and based in the state of Iowa.
- **ONLY FY14 projects are eligible**
 - Events, projects, programs, etc. completed since July 1, 2013, ARE eligible.
 - Expenses incurred since July 1, 2013, ARE eligible.
 - May fund FY15 projects IF expenses are incurred in FY14

Threshold

- Information updates at traveliowa.com
 - Events, attractions, lodging, restaurants
 - Exempt: Associations, cities, counties

amy.zeigler@iowa.gov

Firefox | IowaGrants | IowaGrants | Travel Iowa: Tourism Map, Travel Gui... | FY14_Program_Overview.pdf

www.traveliowa.com | www.iowalifechanging.com

iowa.gov Online Services

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TRAVEL DEALS

PHOTOS: America's Prettiest Towns

Travel Iowa Who doesn't love toy tractors?

SUBMIT A LISTING SUBMIT AN EVENT

Add

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 Southwest
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 Central
 South Central
 Northeast
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 All Cities

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9:24 AM 8/26/2013

Marketing Grant Program

- **Purpose:**

The Marketing Grant Program is intended to help Iowa's tourism industry showcase its destinations with effective, measurable digital and/or traditional marketing tactics that reach targeted travelers in a targeted market and positively impact on the local and state economy.

- **Funds available:**

The amount of funds in this program will be dependent on the number of grants applications that are submitted.

Marketing Grant Program

- **Eligible expenses:**

- Planning: strategic marketing planning, brand development and creative design
- Interactive: web sites, apps, kiosks, trade show materials, blogs, exhibits, photography, video
- Traditional: brochures, advertisements including print, digital or broadcast, marketing campaigns, signage

- **Ineligible expenses:**

- Tactics that support events that will receive funding in FY14 from the RSAD Program.
- Marketing programs that are already subsidized by the state of Iowa, including advertising in the Iowa Travel Guide or the Iowa Tourism Office's Cooperative Partnership Program, or a "Special Project" of an Iowa Tourism Region.
- All travel, meal or lodging costs of applicant staff or its contractor.

Marketing Grant Program

- **Maximum award:**
\$5,000 per applicant
- **Minimum award:**
\$500 per applicant
- **Cash match requirement:**
25%
- **Supporting documents:**
 - Letter confirming cash match.
 - Applicants must provide a quote for the work that state funds will support, such as a quote from a printer, graphic designer, marketing agency, etc. Publication mock-ups/drafts are NOT required.

Marketing Grant Program - Scoring

PROJECT INFORMATION (15 points maximum)

- Project name:
- Please explain your project:
- Please explain your timeline for creating and implementing your project:
- Please explain how state funds will support the project:
- Approximately when will you incur the project costs that will be supported with state funds?
- When will you complete your project?
- Will this project receive a grant(s) from or are you applying to any other state government program?
- If yes, please list program(s) and state agency(ies):

Marketing Grant Program - Scoring

QUALITY & STRATEGY (25 maximum points)

- Please explain how you will ensure that your project is quality:
- Please explain how your project fits into your larger marketing strategy:
- Please explain how you will measure the effectiveness of your project:

Marketing Grant Program - Scoring

LEVERAGED FUNDS RATIO (25 maximum points)

- Projects that have a lower leveraged funds ratio will earn more points.*

Leveraged Funds Ratio (25 maximum points)		Create New Version Mark as Complete Go to Application Forms Add	
<i>Projects that have a lower leveraged funds ratio will earn more points.</i>			
Expense name	State-supported expense	Non state-supported expenses	Total project budget
Website Development	\$4,000.00	\$10,000.00	\$14,000.00
Event brochure	\$300.00	\$600.00	\$900.00
	\$4,300.00	\$10,600.00	



This is your grant request amount!!!

Marketing Grant Program - Scoring

ECONOMIC IMPACT (25 maximum points)

- The mission of the Iowa Tourism Office is to grow the state's economy through travel-related expenditures. Please explain how your project will support this mission and impact the state's economy.

IOWA TOURISM OFFICE RECOGNITION (10 points maximum)

- Please explain how the Iowa Tourism Office will be recognized for its support of this project.

CASH MATCH

- Please list source(s) of cash match and provide a letter(s) from sources of cash match confirming their commitment.

Quotes

- Please upload at least one quote documenting the approximate cost of your project.

Meetings & Events Development Program

- **Purpose:**

The Meeting & Events Development Grant Program is intended to help Iowa's tourism industry solicit and host meetings, conventions and events that positively impact the local and state economy.

- **Funds available:**

The amount of funds in this program will be dependent on the number of grants applications that are submitted.

Meetings & Events Development Program

- **Eligible expenses:**

- Conferences & Meetings: Bid fees, rights fees, sponsorships, payments to vendors, venue rental and equipment rental to compete for or host national conferences, meetings or events. (Not necessarily tourism-related)
- Events: Payments to vendors and/or speakers/entertainers, venue rental, and equipment rental for new events or existing events in Iowa seeking to augment the event.

- **Ineligible expenses:**

- Travel costs of applicant staff
- Solicitation efforts such as courting event or meeting officials
- Items that are purchased for resale
- Prizes given to participants
- Alcoholic beverages
- Bidding to host Iowa-based conferences

Meetings & Events Development Program

- **Maximum award:**
\$5,000 per applicant
- **Minimum award:**
\$500 per applicant
- **Cash match requirement:**
25%
- **Supporting documents:**
Letter confirming cash match

Meetings & Events Development Program – Scoring

PROJECT INFORMATION (15 points maximum)

- Project name:
- Please explain your project:
- Please explain your timeline for planning and hosting your project:
- Please explain how state funds will support the project:
- Will this project receive a grant(s) from or are you applying to any other state government program?
- If yes, please list program(s) and state agency(ies):

Meetings & Events Development Program – Scoring

If you are hosting a meeting or event:

- What are the dates of the event?
- Approximately when will you incur the project costs that will be supported with state funds?
- When will you complete your project?

If you are bidding on a conference or event:

- What are the project dates?
- When will you pay the bid fee for this project?

Meetings & Events Development Program – Scoring

EVENT SIZE (25 maximum points)

- *Please indicate the projected/actual number of attendees for this project in FY13 or the last time it was held.*

(If you are bidding to host an event, please provide projected numbers for when that event would take place in your community.)

	Actual numbers for this event in FY13 or the last time it was held, prior to FY14.	Projected/actual numbers for this event in FY14.
Attendees		

Meetings & Events Development Program – Scoring

LEVERAGED FUNDS RATIO (25 maximum points)

- *Projects that have a lower leveraged funds ratio will earn more points.*

Leveraged Funds Ratio (25 maximum points)		Create New Version Mark as Complete Go to Application Forms Add		
<i>Projects that have a lower leveraged funds ratio will earn more points.</i>				
Expense name	State-supported expense	Non state-supported expenses	Total project budget	
Catering for attendee meal costs	\$2,000.00	\$12,000.00	\$0.00	
Printing for National Convention. - binders/materials	\$1,500.00	\$4,000.00	\$0.00	
Facility Rental - Norwalk Golf Course Clubhouse	\$1,000.00	\$15,000.00	\$0.00	
	\$4,500.00	\$31,000.00		



This is your grant request amount!!!

Meetings & Events Development Program – Scoring

ECONOMIC IMPACT (25 maximum points)

- The mission of the Iowa Tourism Office is to grow the state's economy through travel-related expenditures. Please explain how your project will support this mission and impact the state's economy.

IOWA TOURISM OFFICE RECOGNITION (10 points maximum)

- Please explain how the Iowa Tourism Office will be recognized for its support of this project.

CASH MATCH

- Please list source(s) of cash match and provide a letter(s) from sources of cash match confirming their commitment.

Professional Development Grant Program

- **Purpose:**

The Professional Development Grant Program is intended to help Iowa's tourism industry attend meetings, conferences or trainings that share best practices or otherwise provide tourism-related education to strengthen an organization's impact on the state and local economy. The program may also help organizations provide the same kind of training to tourism professionals and groups and aid organizations in obtaining student interns to meet the organization's goals.

- **Funds available:**

The amount of funds in this program will be dependent on the number of grants applications that are submitted.

Professional Development Grant Program

- **Eligible expenses:**

- Scholarships: Registration fee for attending a meeting, conference or training that shares best practices or otherwise provides tourism-related education.
- Professional development: Costs to produce and/or host a meeting or training that shares best practices or otherwise provides tourism-related education, including to payments to speakers, payments to vendors, venue rental and equipment rental.
- Student internships: Cost of hiring a student intern.

(The intern must be currently enrolled at one of Iowa's community colleges, private colleges, or institutions of higher learning under the control of Iowa's Board of Regents, or to students who graduated from an Iowa high school and are attending an institution of higher learning outside the state of Iowa. The internship must last at least eight weeks, including no less than an average of 10 hours of work per week. The intern must be paid at least minimum wage. The student must be supervised by an employee or volunteer of the applicant organization. It is the responsibility of the grant recipient to ensure that they are in compliance with all applicable state and federal labor and employment laws.)

Professional Development Grant Program

- **Ineligible expenses:**

- Scholarships: All travel, meal or lodging costs of applicant staff and scholarships to the Iowa Tourism Conference.
- Professional development : Items that are purchased for resale, prizes given to participants and alcoholic beverages.
- Student internships: Student interns who are the immediate family members of management employees or members of the applicant's board of directors.

Professional Development Grant Program

- **Maximum award:**
\$2,000 per applicant
- **Minimum award:**
\$100 per applicant
- **Cash match requirement:**
25%
- **Supporting documents:**
Letter confirming cash match

Professional Development Grant Program - Scoring

PROJECT INFORMATION (15 points maximum)

- Project name:
- Please explain your project:
- Please explain how state funds will support the project:
- What are the dates of your project (training dates or duration of internship):
- When will you complete your project?
- Will this project receive a grant(s) from or are you applying to any other state government program?
- If yes, please list program(s) and state agency(ies):

Professional Development Grant Program - Scoring

EFFECTIVENESS AND MEASUREMENT (25 maximum points)

- Please explain how you will measure the impact the project.
- How will the project benefit your organization?
- How will the project benefit Iowa's tourism industry?

Professional Development Program – Scoring

LEVERAGED FUNDS RATIO (25 maximum points)

- *Projects that have a lower leveraged funds ratio will earn more points.*

Leveraged Funds Ratio (25 maximum points)			
<i>Projects that have a lower leveraged funds ratio will earn more points.</i>			
Expense name	State-supported expense	Non state-supported expenses	Total project budget
	\$0.00		\$0.00



This is your grant request amount!!!

Professional Development Program – Scoring

ECONOMIC IMPACT (25 maximum points)

- The mission of the Iowa Tourism Office is to grow the state's economy through travel-related expenditures. Please explain how your project will support this mission and impact the state's economy.

IOWA TOURISM OFFICE RECOGNITION (10 points maximum)

- Please explain how the Iowa Tourism Office will be recognized for its support of this project.

CASH MATCH

- Please list source(s) of cash match and provide a letter(s) from sources of cash match confirming their commitment.

Bonus Points

Maximum 5 points:

- Please explain your participation in the Iowa tourism industry in FY13. (Example - member of a tourism region, attended the Iowa Tourism Conference, [participated in Iowa Tourism Office cooperative partnership programs](#) or [Iowa Travel Guide advertising](#), Travel Federation of Iowa District Leader, etc.)

One point each:

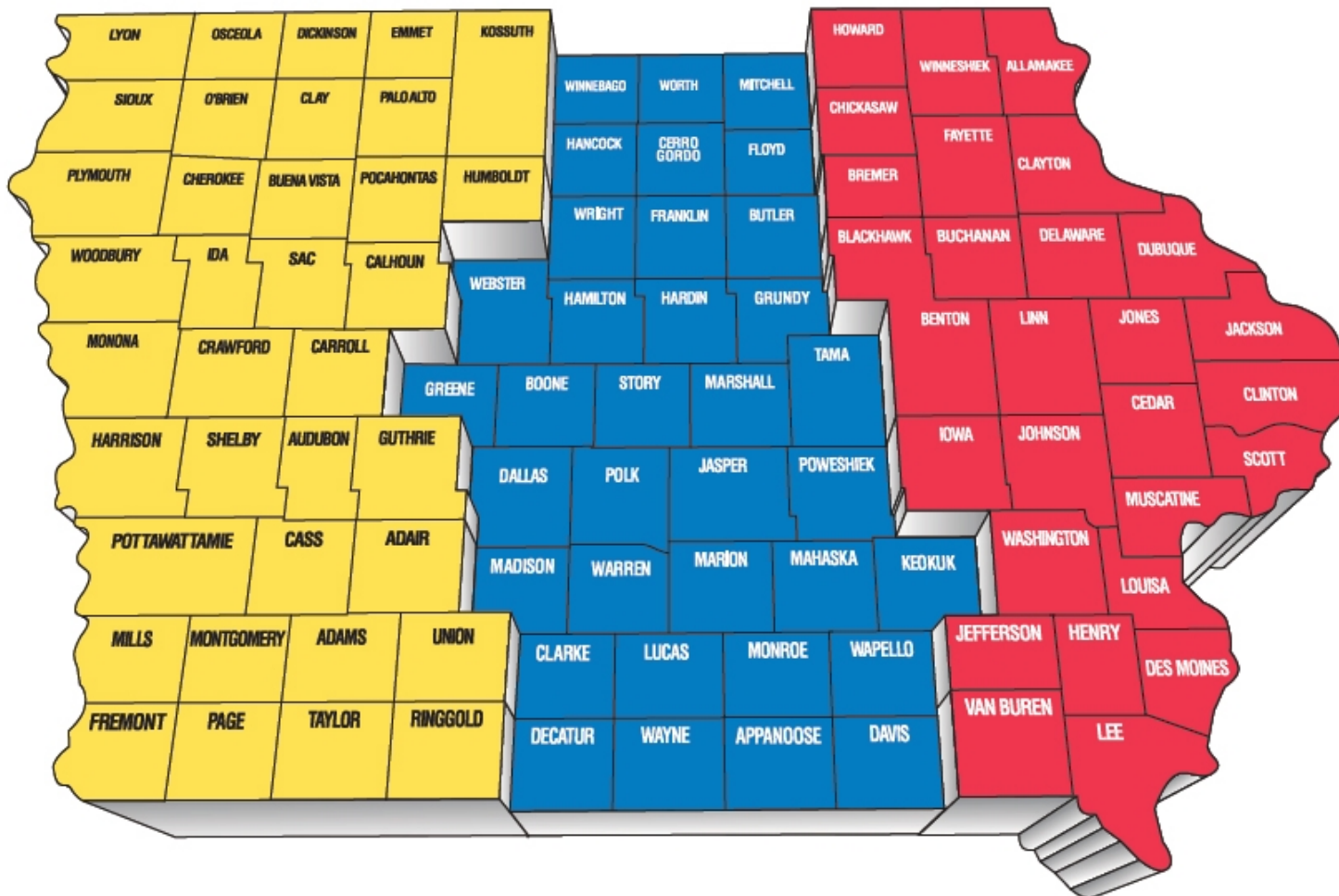
- Has this applicant received state funds (formerly administered by the Iowa tourism regions)?
- Has this project previously received state funds (formerly administered by the Iowa tourism regions) to support this project?
- Will this project be completed *without* state funds?
- Is this project collaborative? (Are two or more entities working together on this project?)
- Is the applicant located in a rural area? (Rural means in a community with a population of less than 10,000 or in a county in the lower one-third of the population.)

Contract/Reimbursement

- 75% paid up-front
- 25% paid upon close-out/audit
- Grantee must provide documentation of expenses and payment (Invoices and proof of payment)
- Iowa Tourism Office will provide reimbursement form
- Info due 60 days from project completion date
- Contract expires August 31, 2014

Need help? Want to volunteer?

- In-person assistance
 - EITA – September 4
 - WITR – September 18
- [Shawna Lode](#) (Program specifics, reviewers)
- [Lonie Mezera](#) (Online application)
- [Documents online](#)
 - Program overviews
 - Link to application
 - Timeline
 - Grant Guidelines Committee roster
 - Presentation
 - Webinar
 - Contract



Western Iowa Tourism Region

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