Iowa Tourism Grant Webinar

FY 2021

TOPICS TO BE COVERED

- What is the Iowa Tourism Grant program?
- IEDA’s marketing plan overview
- Rules and requirements
- Application process
- Eligible and ineligible expenses
- Scoring criteria
- Saving the application

travel IOWA®

The Iowa Tourism Grant Program promotes tourism in Iowa by funding:

- Tourism-related marketing initiatives
- Meetings and events

travel IOWA®

Focus on how the project supports IEDA's overall marketing plan in terms of its target audiences and messaging.

travel IOWA®

IOWA®
economic development

Market Research and Campaign Overview

Research Process

SECONDARY RESEARCH

- Analysis of existing research, including surveys, partner agency analysis, economic and tourism data, etc.
- Review of publicly available research about migration and generational trends

QUALITATIVE RESEARCH

GEN Z AND MILLENNIAL ADULTS

- Two-day bulletin board discussion
- Adults ages 22-39
- Currently live in a variety of states
- Willing to move for the right opportunity
- 28 participants
- Conducted Nov. 5-6, 2018

GEN X AND BOOMER ADULTS

- Two-day bulletin board discussion
- Adults ages 40-55
- Currently live in a variety states
- Willing to move for the right opportunity
- 29 participants
- Conducted Nov. 7-8, 2018

HUMAN RESOURCE MANAGERS

- Six, 30-minute interviews
- HR professionals from Iowa Business Council (IBC) companies
- Active in talent recruiting
- Conducted Oct./Nov. 2018

VETERANS

- Five, 30-minute interviews
- Home Base Iowa participants
- Military members transitioning to civilian life
- Mix of those who moved to Iowa or other states
- Conducted Oct./Nov. 2018

NEW IOWA RESIDENTS

- Eight, 30-minute interviews
- Adults ages 22-39 or 40-55
- Moved to Iowa within the past two years
- Conducted Oct./Nov. 2018

QUANTITATIVE RESEARCH

U.S. ADULTS

- Online surveys
- Adults ages 22-55
- Currently live across the U.S., except in Iowa
- Willing to move for the right opportunity
- 3,010 participants
- Conducted Nov. 2018 and Jan. 2019

Perceptions of Iowa are Outdated, but Neutral

MIDWEST VALUES

ROLLING HILLS

BORING

COUNTRY

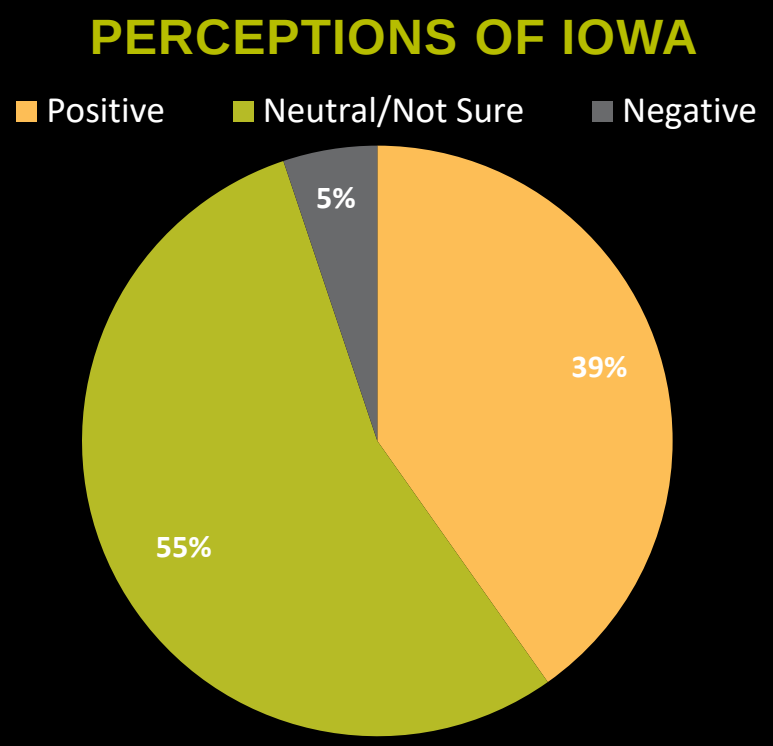
CORN

NOTHING TO DO

LACK OF DIVERSITY

FLYOVER STATE

SLOW PACE OF LIFE



Perceptions of Iowa Shift Significantly after Learning More

	PRE-IOWA FACTS AND MESSAGES	↑	POST-IOWA FACTS AND MESSAGES
Consider moving to Iowa	45%	18%	53%
Consider **visiting** Iowa	35%	91%	67%
Has a **positive view** of Iowa	40%	93%	77%

FY21 COMMUNICATION GOALS

- Increase awareness and consideration of Iowa's benefits as a place to visit, live and work
- Increase visits and associated tourism expenditures within the state
- Instill confidence in Iowa as a safe place to travel, being mindful of current situations

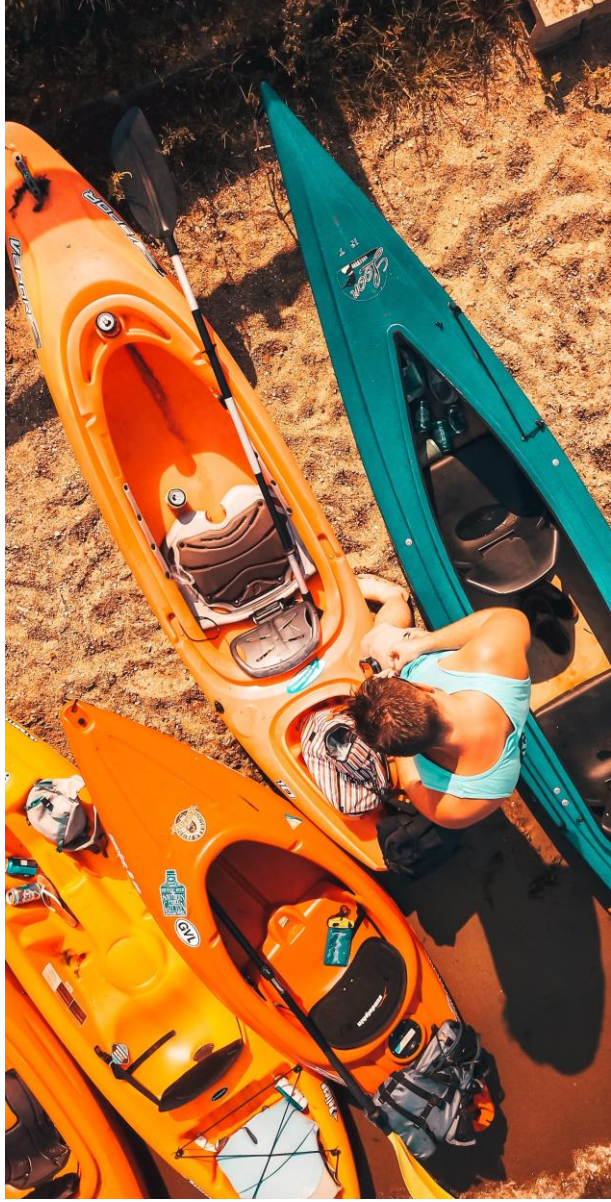
KEY MESSAGE PILLARS

NATURAL BEAUTY	CULTURE & LIFESTYLE	ECONOMIC VIABILITY	AFFORDABILITY
Exploration and adventure including state and county parks	Art, music, restaurants, breweries, festivals, shows and nightlife	Energetic, thriving communities and downtowns	Family friendly weekend getaways

travel IOWA®

Target Audiences

- Segment #1: Young adults looking to experience new adventures
  - Gen Z and Millennials ages 22 to 29
    - Tech savvy, communicate with text and images, short videos are primary form for receiving information
- Segment #2: Young families looking to make memories without breaking the bank
  - Millennials and Gen X ages 30 to 39
    - Enjoy traditional media accessed differently (e.g., podcasts, Hulu); Video is also a primary form for receiving information
- Segment #3: Middle-age adults with disposable income for travel
  - Gen X and Boomers ages 40 to 55
    - Most likely to use traditional media; Facebook is go-to social media outlet. This group is more likely to recommend Iowa to younger generations



travel IOWA®

Iowa Tourism Grant Rules & Requirements

ELIGIBILITY

- Applicants must be a tourism-related entity based in Iowa
  - Includes nonprofits, for-profits, cities, counties and regional government and planning entities
  - Organizations are not required to be members of their respective region to apply *(Central Iowa Tourism Region, Eastern Iowa Tourism Association or Western Iowa Tourism Region)*

- Projects that received funding from the program in FY20 will not be eligible to receive a grant this fiscal year

- Applicants can only apply once per funding cycle
  - If the project has multiple elements, make sure to strategically include them into one application or select the project with the highest need and apply for one element only

travel IOWA®

FUNDING

- Grants will not be awarded for less than $2,500
- $5,000 will be the max amount awarded
- When applying, all funds must be whole numbers and in increments of $100
  - i.e. $2,500; $2,600; $2,700; etc.
- The minimum of a 25% cash match is required
- Higher, long-term impact projects will be scored more favorably

travel IOWA®

EXAMPLES OF ELIGIBLE EXPENSES

- Costs associated with executing marketing tactics and strategies, including planning, design and production of advertising, print materials, digital tools and exhibits for consumer-focused tradeshows

- Payments to speakers or entertainers, venue rental and equipment rental for tourism-related educational meetings or events

- All project expenses (grant request plus cash match) must directly relate to the implementation of a tourism-related marketing initiative, meeting, or event **and be incurred within the calendar year (January 2021 – December 2021)**

travel IOWA®

EXAMPLES OF INELIGIBLE EXPENSES

Any expense that doesn't directly relate to the project is ineligible:

- Staff salaries and wages
- Vertical infrastructure
- Equipment and software
- Postage
- Marketing programs already subsidized by the Iowa Tourism Office or a tourism region
  - i.e. funds from the grant cannot be used towards co-op advertising, travel guide ads, or any other subsidized program
- All travel, meal and lodging costs of staff and contractors
- Alcoholic beverages
- Solicitation efforts
- Lobbying fees
- Projects that receive funding from the Regional Sports Authority District program
- Prizes given to participants or attendees

travel IOWA®

REQUIREMENTS

- Applicants must select one primary focus
  - Advertising (i.e., purchasing spots for radio, TV, billboard, newspaper, social media, etc.)
  - Print production (i.e., signage, postcards, print advertisements, etc.)
  - Multimedia production (i.e., video, podcasts, animation graphics, etc.)
  - Meeting or Event

- Applicants must select an IEDA target audience(s) that your project connects with
  - Gen Z and Millennials ages 22 to 29
  - Millennials and Gen X ages 30 to 39
  - Gen X and Boomers ages 40 to 55

- Applicants must select an IEDA message pillar(s) that your project aligns with

NATURAL BEAUTY

CULTURE & LIFESTYLE

ECONOMIC VIABILITY

AFFORDABILITY

travel IOWA®

REQUIREMENTS

- Budget

Budget Table

Vendor	Description	Request	Match	Total
ABC VIdeo Producti	Creation of 15 secor	$4,000	$1,000	$5,000
Facebook Advertisin	Paid social advertisi	$1,000	$300	$1,300

  - Your totals must match the amount you are requesting + the minimum 25% cash match
    - i.e. asking for $5,000 grant, the match would need to be at least $1,250 (25% of $5,000)
  - Make sure you upload all the applicable quotes received for the elements you have listed in your budget

- The cash match letter must explain where the matching funds are coming from
    - i.e. sponsorships sold for an event, general fund, etc.
    - Reminder that funds provided by the Regional Sports Authority District program or project already subsidized by the Iowa Tourism Office or a tourism region are not eligible and will disqualify the application

travel IOWA®

REQUIREMENTS

- Complete and answer all questions. Incomplete applications are ineligible for funding.
  - Questions do not have the required field marked in order to allow applicants to look through the full application. Double check to make sure all questions and uploads have been provided before the application deadline.

- All applicants must fully complete and upload the Minority Impact Statement Form and W9
  - Both forms can be found on the ITG website

travel IOWA®

SCORING CRITERIA

- **Project Information – 20 Points**
- **Economic Impact and Ability to Promote Tourism Industry Growth – 20 Points**
- **Innovation – 20 Points**
- **Need – 15 Points**
- **Sustainability – 10 Points**
- **Budget – 10 Points**
- **Collaboration – 5 Points**

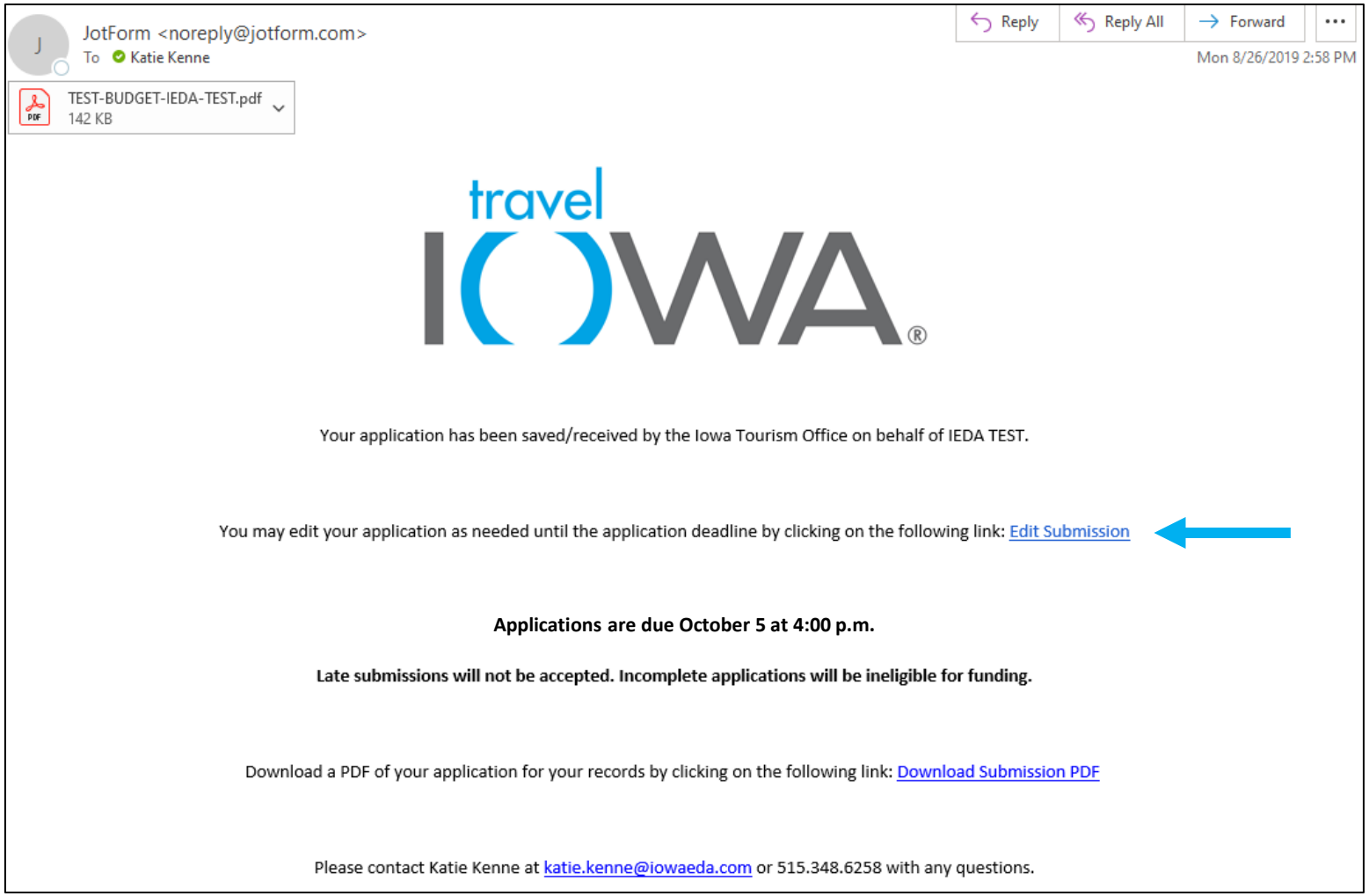
Find full descriptions of scoring criteria at https://www.traveliowa.com/industry-partners/grants/iowa-tourism-grants/

Remember to include how the project aligns with IEDA's marketing campaign as you fill out the narratives

travel IOWA®

SAVING THE APPLICATION

- Applications may be saved as they are filled out
- After clicking Save/Submit you will receive an email of your submission of the application
- Don't worry if you didn't fully complete the application as the email will provide a link for you to be able to come back to your application to make edits
- You have until 4 p.m. on October 5 to finalize and submit your application



JotForm <noreply@jotform.com>
To Katie Kenne

Reply | Reply All | Forward

Mon 8/26/2019 2:58 PM

TEST-BUDGET-IEDA-TEST.pdf
142 KB

travel IOWA

Your application has been saved/received by the Iowa Tourism Office on behalf of IEDA TEST.

You may edit your application as needed until the application deadline by clicking on the following link: Edit Submission

Applications are due October 5 at 4:00 p.m.

Late submissions will not be accepted. Incomplete applications will be ineligible for funding.

Download a PDF of your application for your records by clicking on the following link: Download Submission PDF

Please contact Katie Kenne at katie.kenne@iowaeda.com or 515.348.6258 with any questions.

travel IOWA

Questions?

Katie Kenne
Outreach and Engagement Coordinator
Iowa Tourism Office - Iowa Economic Development Authority
515.348.6258
katie.kenne@iowaeda.com