



**Welcome to the Regional
Sports Authority District
Grant (RSAD)
Webinar
FY 2021**

TOPICS TO BE COVERED

- Rules and requirements
- Updates to the application process
- Eligible and ineligible expenses
- Scoring criteria
- Saving the application



Iowa Tourism Grant Rules & Requirements

ELIGIBILITY

- Applicants must be a convention and visitors bureau (CVB).
 - Per Admin Rules 261.38
 - “*Convention and visitors bureau*” or “*CVB*” means an organization engaged primarily in the marketing and promotion of a local community or communities to businesses and to leisure travelers interested in the area’s facilities. Such organizations are typically engaged in a wide range of activities including but not limited to assisting businesses and leisure travelers in identifying meeting locations and convention sites; providing maps and other travel information; providing information on local attractions, lodging, and restaurants; and organizing tours of local historical, recreational, and cultural attractions.
- Applicants must operate a regional sports authority district that is governed by a board of seven members, of whom at least three members shall be city council members of any cities located in the proposed district.

ELIGIBILITY

- Applicant name, address, email, phone number, contact person, and federal identification number
- Written documentation establishing the amount and source of the required minimum 50% cash match
- The name and contact information for each district board member

FUNDING

- RSAD awards are \$50,000 and require a 50% cash match.
- Up to ten districts can be certified per grant cycle.

ELIGIBLE EXPENSES

All project expenses (grant request + cash match) must directly relate to the promotion of a nonprofessional sporting event and be incurred within the fiscal year in which grant funding is being requested (July 1 – June 30). Examples of eligible expenses include:

- Bid and rights fees
- Sponsorships
- Payments to vendors
- Advertising and marketing
- Venue rental
- Equipment rental
- Promotional materials
- Production costs
- Fees and expenses for officials

INELIGIBLE EXPENSES

Any expense that doesn't directly relate to the active promotion of a nonprofessional sporting event is ineligible for funding. This includes the following:

- Staff salaries, wages, and travel costs
- Alcoholic beverages
- Meals and dining on occasions other than the dates of an event described in the application
- Solicitation efforts
- Lobbying fees
- Items purchased for resale
- Prizes given to participants

UPDATES

NEW this year:

- Economic Impact Table Updated
 - You will need to download the Economic Impact Table from the RSAD Grant page on traveliowa.com/industrypartners
 - Column A - List each proposed sporting event for FY21
 - Column B - List the number of hotel nights generated from the previous year's event
 - For new events, provide an estimated number of hotel nights to be generated).
 - Column C - Explain your hotel number
 - For new events show the rationale behind the number, i.e. Event B is similar to Event A from the previous year in size and scope and therefore we would expect the same number of rooms to be used.
- The sheet will automatically apply the Average Daily Rate of \$95.62*

UPDATES

NEW this year:

- Provide totals for both the RSAD Funds and Matching Funds columns
 - Add a final row after completing the table to include the total of each column
 - The RSAD Funds column must total \$50,000
 - A minimum 50% cash match is required
- The cash match letter must explain where the matching funds are coming from
 - i.e. the CVB, from the multiple event organizers, etc.
 - Applicants can upload more than one cash match letter if they have multiple parties contributing.

Leveraged Funds

20 Points

In the table below, please allocate RSAD funding to each proposed sporting event and explain how RSAD funds will support the event. Also include the amount of matching funds that will be used to execute the RSAD eligible expenses. Only include RSAD eligible expenses in your calculations. The matching funds column may total over the minimum 50 percent matching funds requirement.

Explain how RSAD funds will be used to support each proposed sporting event.

Event	RSAD Funds	Matching Funds	Explanation
Example A	10000	5000	Be detailed
Example B	20000	10000	Be detailed
Example C	10000	10000	Be detailed
Example D	10000	5000	Be detailed
TOTALS	50000	30000	Not needed for total line.

+



UPDATES

Event Size & Scope

15 Points

Please complete the "Event Size Report" found on the [RSAD Webpage](#) and then upload below. Information provided in the previous descriptions of each sporting event along with the Leveraged Funds section will contribute to scoring for this section.

Event Size Report

Browse Files

Table found on RSAD webpage. Excel document only.

NEW this year:

- Please download and complete the Event Size Report.
 - This report is replacing the table that was embedded in the Jotform
 - Estimated number of participants, spectators and officials for each sporting event.

SCORING CRITERIA

- **Economic Impact– 30 Points**
- **Leveraged Funds Ratio – 20 Points**
- **Novelty & Quality – 20 Points**
- **Event Size & Scope – 15 Points**
- **Need – 10 Points**
- **Geographic Diversity – 5 Points**

The full descriptions of each scoring criteria can be found on the RSAD Webpage

<https://www.traveliowa.com/industry-partners/grants/regional-sports-authority/>

SAVING THE APPLICATION

- Applications should be saved as they are filled out as your internet browser can timeout and your progress could be lost
 - It would be a good idea to have all required documents prepared prior to the application process.
- 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 July 31 to finalize and submit your application



Your application has been saved/received

You may edit your application until 4:00 p.m. on July 31st by clicking on the following link: [Edit Submission](#). Incomplete applications will be ineligible for funding.



You may download a PDF of your application for your files by clicking on the following link: [Download Submission PDF](#).

If you have questions, please contact Katie Kenne at katie.kenne@iowaeda.com or 515.348.6258

FINAL CHECKLIST

- ✓ Provide accurate numbers/estimates on hotel room usage
- ✓ Provide accurate estimates on attendance
- ✓ Describe clearly new events or enhancements and/or enlargements to returning events
- ✓ Include all matching funds in the Leveraged Funds to show total financial participation from entities other than the state of Iowa



Questions?