

Iowa Tourism Office
FY14 Iowa Tourism Grant Program
Summary

August 14, 2013

Program Overview

The Iowa Tourism Office Grant Program includes \$185,000 in FY14. Staff at the Iowa Tourism Office is administering the program, but a team of industry representatives created the program's components and eligibility requirements. Tourism industry peers will review and score each application and determine grant recipients.

Grant Components

The program is divided into three parts: Marketing, Meetings & Events Development and Professional Development.

Timeline

- Applications available: August 28, 2013
- Applications Due: September 25, 2013
- Awards announced: October 16 – 18 (Iowa Tourism Conference)

Eligible Applicants

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.

Award Amounts

Maximum awards range from \$2,000 to \$5,000 per applicant, depending on the program. Minimum amounts range from \$100 to \$500. The committee(s) that reviews the applications may choose to make a smaller award than the applicant requested.

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

Cash Match

In the application, applicants must upload a letter confirming that the applicant or another partner is providing 25% of the project's cost in cash match. In-kind match is not an eligible match. Cash match from any other state government-funded grant program is not eligible.

Project eligibility

Projects must occur in the state's current fiscal year, between July 1, 2013, and June 30, 2014. OR expenses for the project must be incurred in FY14. For example: A professional development training may take place in August 2014 (FY15), but a deposit on the venue rental was due and paid for in June 2014 (FY14).

Additional eligibility requirements are outlined on each program's summary sheet.

Reimbursements

At application, applicants must agree to terms of the IEDA's standard grant contract that seeks to ensure that the applicant follows through on its project as it's outlined in the application. Successful applicants will receive 75% of their

award amount shortly after their application is approved. The applicant will receive the remaining reimbursement after the Iowa Tourism Office reviews and approves the applicant's project summary report and supporting documents that verify the cost of the project and that payment of those costs occurred. The Iowa Tourism Office will provide a simple template for this report.

Iowa Tourism Office Credit

The Iowa Tourism Office must receive credit for its financial support of each project. The Iowa Tourism Office will not dictate the kind of recognition it must receive. Instead, the applicant must explain in the application how it will feature the Iowa Tourism Office's logo or name.

Backward Funding

In FY14 only, the Iowa Tourism office will waive the "Iowa Tourism Office Credit" requirement for successful projects that occurred between July 1, 2013 and December 31, 2013. We plan to have FY15 grant applications available in advance of the start of the new fiscal year.

Number of Applications

An applicant may make no more than one application in each of the three programs.

Scoring Criteria

A team of tourism peers will review and score each application and will determine the successful applicants. Scoring criteria that the review committee(s) will use include but is not limited to the following:

- The bulleted items listed below.
- The ratio of state funds to private funds that support the project.
- The project's impact on the state and local economy.
- The applicant's commitment to creating a quality, professional project.
- The project is a strategic part of the applicant's broader marketing or development plans

Additional points

Additional points will be awarded to applications that meet certain criteria. These may include but are not limited to the following:

- Applications for projects that are new/innovative.
- Applications from organizations that are active in the programming of the Iowa Tourism Office and the Iowa Tourism Regions.
- Application for projects that will not proceed without the support of grant funds.
- Applicants for projects which are collaborative with more than one entity working together.
- Applicants from rural areas.