

**Iowa Tourism Office
2014 Iowa Tourism Grant Program
Marketing Grant Program
Summary**

August 23, 2014

Grant Program:

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.

Eligible expenses:

Eligible expenses include but are not limited to,

- 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

Applications may include one or multiple tactics listed above. Eligible costs include design, placement and production. This grant program includes promotional expenses for events, destinations, attractions, trainings, meeting and conferences. Tourism must be the focus of all projects.

Ineligible expenses: Ineligible expenses include but are not limited to marketing tactics that support events that will receive funding in FY14 from the Regional Sports Authority District 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.

Maximum award:

\$5,000 per applicant

Minimum award:

\$500 per applicant

Cash match requirement:

25%

Eligibility requirements:

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.

Supporting documents:

1. Letter confirming cash match.
2. 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.