



Destination Iowa

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DREAM BIG...

Destination Iowa

Destination Iowa has been created to assist with funding new quality of life and expanded tourism opportunities throughout Iowa. This application form will serve three grant funds. Applicants must select one fund.

- 1. Economically Significant Development Fund - \$30 million
- 2. Outdoor Recreation Fund - \$40 million
- 3. Tourism Attraction Fund - \$10 million
- 4. Pilot Creative Placemaking Fund - \$20 million

Pilot Creative Placemaking

- **This fund will serve as a pilot program and assist in the development of regionally significant quality of life projects that leverage community assets. Across the state, individual communities can enhance their unique characteristics to appeal to the current or future workforce.**
- **Placemaking is about creating attractive and memorable places for people to live and work by developing transformational projects that leverage local community assets to improve the experience for visitors and residents of the area.**

Placemaking Qualifications

- **Cities or counties will develop a “*Cumulative Proposal*” consisting of public and private development projects in an emerging, compact area. This series of development must include a substantial regional or statewide economic impact and include at least one “*signature project*”. Total investment of Cumulative Proposal will be considered when determining whether the proposal meets the “*minimum aggregate cost*”.**
 - a. Cumulative Proposal – series of public and private development projects that leverage local community assets to improve quality of life.
 - b. Signature Project(s) – development of a community asset that is primarily vertical infrastructure and available for public use.
 - c. Minimum Aggregate Cost – minimum investment required for Cumulative Proposal determined by population of city based on tiered chart below. Larger cities are required to propose a larger series of developments than smaller population areas to qualify under this fund.

Pilot Creative Placemaking Fund

- **Maximum Award per project – 40% of signature component(s)**
- **Eligible Applicants – Cities or counties**
- **Required match – 60% of project cost for signature component**
- **Application deadline – Summer 2022**

Minimum Aggregate Cost

City population size *	Minimum aggregate cost of applicant's projects
60,000 or more	\$35M
20,000 to 60,000	\$10M
5,000 to 20,000	\$5M
5,000 or fewer	\$2.5M

* If more than one city is involved with a proposal, the largest city population will be used to determine the minimum aggregate cost.

Economically Significant Development Fund

This fund is designed to provide grant assistance for projects that are primarily “vertical infrastructure” with a purpose of increasing tourism opportunities in Iowa. Vertical infrastructure means land acquisition and construction, major renovation and major repair of buildings, all appurtenant structures, utilities, site development, and recreational trails.

- Applicants will be required to demonstrate how the project will be a draw to people from outside of the local community and/or out of state.
- Applicants will be required to demonstrate that at least 60% of the necessary funding to complete the project is secured at the time of application.
- Eligible projects can receive grant funds up to 25% of eligible project costs.
- Eligible applicants include cities, counties, not-for-profit organizations.
- There is no minimum or maximum total project cost.

Outdoor Recreation Fund

This fund is designed to encourage development and enhancements to outdoor recreation opportunities in Iowa, such as regional trail connectors and major outdoor attractions. Proposals must articulate how the funding will be used to enhance tourism to the region and/or state.

- **Applicants will be required to demonstrate how the project will be a draw to people from outside of the local community and/or out of state.**
- **Applicants will be required to demonstrate that at least 60% of the necessary funding is secured to complete the project at the time of application.**
- **Eligible projects can receive grant funds up to 40% of eligible project costs.**
- **Eligible applicants include cities, counties, not-for-profit organizations.**
- **There is no minimum or maximum total project cost.**

Tourism Attraction Fund

This fund is designed to provide grant assistance for projects that create additional tourism opportunities, but that do not qualify for either the Economically Significant Development Fund or the Outdoor Recreation Fund. This program will provide grant funds as a reimbursement to specific eligible expenses.

- Eligible expenses include construction or remodeling, acquisition (lease, rent or purchase) of property and equipment, and related professional services such as electrical, architectural, and engineering.
- Ineligible expenses for grant reimbursement include ongoing operational costs, non-development costs, and other employee wages and benefits.
- Total grant awards will be determined based on the comprehensive proposal. A comprehensive proposal may include both eligible and ineligible expenses to convey the depth and breadth of the planned investment.
- Grant award can be up to 100% of eligible expenses for awards under \$500,000. For awards larger than \$500,000, the grant will be limited to the lesser of 25% of the comprehensive proposal or 100% of eligible expenditures. Proposals that commit to a larger overall investment will be eligible for a larger grant award.

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DESTINATION IOWA APPLICATION

Section 1 – Project Information and Eligibility

- **Properly select the fund that best fits your project**
 - Ensure that you meet all eligibility criteria

- **Complete and thorough responses. This section will tell the scoring committee what your project is, use the space wisely**
 - Give a clear and concise understanding of your plan.
 - Don't assume the reader is familiar with your community

Section 2 – Project Costs and Financing

- **Represent expected costs and secured project financing**
 - Budget will be used in contract with IEDA
- **Do not include ineligible costs:**
 - Costs incurred prior to an award approval by IEDA
 - Maintenance or operational costs
 - Programming or fundraising costs
 - Costs that cannot be placed under contract before 2024
- **Eligible funding sources**
 - Public funds allocated from city, county, state or federal sources
 - Private fundraising
 - American Rescue Plan (ARP) funds – locally controlled

Section 3 – Project Planning & Timeline

- **Project timeline is critical to meeting federal guidelines**
 - Costs “incurred” by December 31, 2024.
 - Incurred means orders placed for property and services, under contract

- **Other project facts and planning principles**

Section 4 – Economic Impact & Leverage

Section 5 – Operation & Maintenance

- **These sections are directly related to scoring criteria**
 - Ensure that projects will be a draw to your community and generate a new economic impact
 - Ensure that projects can operate successfully into the future
- **Use concise and clear language**
- **Scores will be considered relative to the size of your community and resources available.**
 - This section can be used to help shape that understanding

Section 6 – Attachments

- **All listed attachments are required**
- **Failure to provide complete attachments will delay review of the application or cause it to be deemed ineligible**
 - For example, we need to see that you have 60% of your project secured
 - Cost estimates for the project should align with the proposed application budget

Section 7 – Certifications and Acknowledgments

- Make sure you sign updated page (v4.12 in lower left corner)
- Review closely and fully execute prior to submittal
- SUBMIT full application to destinationiowa@iowaeda.com

Application process and scoring

- **Applications will be reviewed on a rolling basis starting May 9th**
 - Economically Significant Development Fund
 - Outdoor Recreation Fund
 - Tourism Attraction Fund
- **Scoring Criteria:**
 - Ability to attract tourists to the community (0 – 20)
 - Project Financing (0 – 30)
 - Feasibility/Operational plans (0 – 15)
 - Economic Impact (0 – 20)
 - Strategic planning and other state priorities (0 – 15)
 - Tourism Attraction Fund applicants must also demonstrate the ability to positively project the state's image on a national scale (0 – 10)
- **A minimum average score of 70 is required to receive funding (75+ for Tourism Attraction Fund applicants)**

Disbursement of funds

- **Disbursed on a reimbursement basis**
- **Funds will be released after contract is signed and conditions of disbursement are provided**
- **Copies of invoices will be required**

Federal funding requirements

- **David-Bacon wages do not apply**
- **Quarterly reporting required starting on award date through 2027**
 - Failure to submit a quarterly report could result in default and grant repayment
- **Audit requirements – Chapter II, Part 200**



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