

ENHANCE IOWA PROGRAM UPDATE

June 2, 2022

COMMUNITY ATTRACTION & TOURISM (CAT)

Applications Received: 117

Next Application Deadline: July 15th

Funded Projects: 99

CAT Amount Awarded: \$31,508,183

Total CAT Project Costs: \$405,609,393

CAT Funds Currently Available

\$0 (FY23 Allocation - \$10 million effective 7/1/2022)

Small Population Area Applications

Legislation requires that one-third of each annual CAT allocation be reserved for small population area applications each year. The chart below summarizes the status of this requirement:

Year	1/3 CAT Allocation	Awards to Small Population Areas	Amount Above or (Below) Requirement
FY2017	\$1,666,666	\$3,122,498	\$1,455,832
FY2018	\$1,666,666	\$3,452,505	\$1,785,839
FY2019	\$1,666,666	\$2,701,200	\$1,034,534
FY2020	\$1,666,666	\$1,864,804	\$198,138
FY2021	\$1,666,666	\$2,389,877	\$723,211
FY2022	\$1,666,666	\$2,618,458	\$951,792

Pending CAT Applications

There are currently no pending applications.

SPORTS TOURISM GRANTS

2021 Iowa Acts, House File 862 amended Iowa Code sections 15F.401 and 15F.403 relating to the Sports Tourism Program. The purpose of program is to provide financial assistance for projects that promote sporting events.

The legislation updates the program to allow assistance for projects that promote professional sporting events and excludes infrastructure as an eligible expenditure. The amended statute also limits assistance to fifty percent of the total cost of the project with a maximum award amount of \$500,000.

The Enhance Iowa Board approved amended administrative rules on December 2, 2021 and appointed the Sports Tourism Grant Review Committee on September 23, 2021.

Applications Received: 10

Next Application Deadline: July 1st

Funded Projects: 4

Sports Tourism Amount Awarded: \$194,175

Total Project Costs: \$416,350

Sports Tourism Funds Currently Available

\$1,305,825

Pending CAT Applications

There are currently 3 pending applications requesting \$53,000.

Applicant	Request	Status
Iowa State Pedal Pull Association	\$3,000	Staff Review
YMCA of Greater Des Moines	\$5,000	Staff Review
Quad Cities Sports Commission	\$45,000	Staff Review

CAT MARKETING FUNDS

Starting in FY2009, legislation requires that \$100,000 of each annual CAT allocation be used to market Vision Iowa and CAT projects.

- FY2009-2012, previous recipients could apply for funds to assist them in marketing their facilities. In total, 105 applications were received, 55 projects were funded, and \$451,678.91 was awarded.
- FY2013, previous Vision Iowa, CAT, or RECAT recipients could buy into a cooperative advertising opportunity with the Iowa Tourism Office. Eight entities participated, placing ads in *Midwest Living*, *Iowa Outdoors*, and *The Nature Conservancy*. The ads ran in fall 2013 and spring 2014. Funds were also used to purchase a two-page spread featuring 10 projects in the 2014 Iowa Travel Guide.
- FY2014 funds were unspent.
- FY2015 funds were rolled into the Iowa Tourism Grant program's FY2015 grant cycle. Nineteen marketing projects were funded. Funds were also used to purchase a two-page spread featuring Vision Iowa projects in the 2015 Iowa Travel Guide.
- FY2016 funds were rolled into the Iowa Tourism Grant program's FY2016 grant cycle. Nine marketing projects were funded.
- FY2017 funds were rolled into the Iowa Tourism Grant program's FY2018 grant cycle. Seventeen marketing projects were funded for a total of \$63,114.
- FY2018 funds were unspent.
- FY 2019 funds were unspent. The Iowa legislature eliminated this fund during the 2019 legislative session. FY20 CAT allocation includes the unspent marketing allocation from FY18 and FY19.

BASEBALL & SOFTBALL COMPLEX SALES TAX REBATE

Pending Application: n/a

Rebate Funds Available: \$0

Rebate Awards

Project	Award
The BettPlex (Bettendorf)	\$2,500,000
Prospect Meadows Ball Fields (Marion)	\$2,500,000