**ENHANCE IOWA**

**Sports Tourism Infrastructure**



FY2023

# **PROGRAM OVERVIEW**

The Sports Tourism Infrastructure program provides financial assistance for infrastructure investments that actively and directly supports sporting events.

This document contains instructions and guidelines for preparing a complete application. Applications are received by the Iowa Economic Development Authority (IEDA) and reviewed by the Enhance Iowa Board. Please contact Alaina Santizo or Maicie Pohlman at [enhanceiowa@iowaeda.com](mailto:enhanceiowa@iowaeda.com) with questions.

## **Applicants**

Eligible applicants include cities and counties in the state and public entities that are a convention and visitors bureau or a regional sports authority district. The applicant should be the intended entity to contract with the Enhance Iowa Board to receive Sports Tourism Infrastructure funds and undertake the funded activity.

## **Projects**

Eligible Sports Tourism Infrastructure projects must be primarily infrastructure and completed projects must have a national or international intended audience and draw visitors from out of state. “Infrastructure" means land acquisition and construction; major renovations of buildings; and all appurtenant structures, utilities, and site development that are related to the operation of a sporting event.

Work that has been started prior to the potential Sports Tourism Infrastructure Award date is ineligible for grant funding and must be disclosed in the application or excluded. This includes architectural fees, engineering fees, site preparation, etc. If construction has started on your project, please contact the Program Manager before applying.

## **Fundraising Match**

An eligible applicant shall demonstrate the availability of matching funds for financing the sports tourism infrastructure project in the form of a private and public partnership with financing from city, county, and private sources to receive financial assistance. Applicants must have at least 50 percent of project financing in place at time of application. An applicant under the program shall not receive financial assistance in an amount exceeding 50 percent of the total cost of the project.

## **Security and Contracts**

The Enhance Iowa Board reserves the right to negotiate the amount, terms, and other conditions of a grant prior to making a Sports Tourism Infrastructure award. Following notification of an award, a grant agreement specifying further terms and conditions will be executed.

The Enhance Iowa Board will not make a Sports Tourism Infrastructure award if it is determined any representation, warranty, or statement made in connection with this application is incorrect, false, misleading, or erroneous in any material respect. If the Enhance Iowa Board provided an award prior to discovery of the incorrect, false, or misleading representation, the Enhance Iowa Board may initiate legal action to recover the Sports Tourism Infrastructure funds.

## **Deadlines for Application Submission**

Applications are due electronically on February 15, 2023. If funds are available for subsequent applications, IEDA will announce future application deadlines. In order to be considered for funding, submit an electronic version of the application to [enhanceiowa@iowaeda.com](mailto:enhanceiowa@iowaeda.com) on or before the stated deadline.

## **Evaluation of Sports Tourism Infrastructure Applications**

Applications to the Sports Tourism Infrastructure program are evaluated in two stages:

**Stage 1 – Eligibility**

Threshold eligibility requirements are evaluated by staff and include:

* Eligible Applicant
* Infrastructure
* Matching Funds

**Stage 2 – Evaluation**

Applications that clear staff review will be invited to present to the Enhance Iowa Board. The Enhance Iowa Board will use the following factors to determine the level of assistance once the eligibility guidelines have been met:

* Impact of the project on the local, regional, and state economies.
* Amount of positive advertising or media coverage the project generates in national and

international markets.

* Quality, size, and scope of the project.
* The extent to which the project would generate additional recreational and cultural attractions

or tourism opportunities.

* The extent to which the sporting event to be supported by the infrastructure project is unique,

innovative, or diverse.

# **GENERAL APPLICATION INSTRUCTIONS**

Read these instructions carefully before completing the application. Refer to the Sports Tourism Infrastructure Administrative Rules (Chapter 261.216) as necessary to ensure compliance with Sports Tourism Infrastructure program requirements. Inaccurate information may disqualify the application from consideration.

1. Submit one electronic version of the application. This can be provided by emailing the document to [enhanceiowa@iowaeda.com](mailto:enhanceiowa@iowaeda.com). IEDA staff will make every effort to accept other forms of electronic application delivery, as necessary. A tabbed PDF document is preferred.
2. Each application must document contributions from the city and the county where the project will be located as well as private sources. Use the FY23 Donor & Fundraising Spreadsheet Template – failure to use template could result in disqualification of application.
3. If you have questions about the application, please contact the Program Manager at [enhanceiowa@iowaeda.com](mailto:enhanceiowa@iowaeda.com).

SECTION 1 – PROJECT INFORMATION AND ELIGIBILITY

Name of Project: ­­­­­­­­­­­­­­­­­­­­­ Date Submitted:

Organization:

Organization Type:  City  County  Convention & Visitor Bureau (CVB)

Address:

City: State: Zip Code:

Contact Person: Title:

Telephone: Email:

County:

Anticipated Construction Start Date:

Anticipated Opening Date:

Sports Tourism Infrastructure Request $

Total Project Budget $

Project Address (if different from above):

**Co-applicant** (if applicable)

Organization:

Address:

City: State: Zip Code:

Contact Person: Title:

Telephone: Email:

**Project Description**

The proposed project must be primarily infrastructure defined as land acquisition and construction; major renovations of buildings; and all appurtenant structures, utilities, and site development that are related to the operation of a sporting event. It does NOT include routine, recurring maintenance, or operational expenses or leasing of a building, appurtenant structure, or utility without a lease-purchase agreement.

**Describe the project**: Focus on the infrastructure components and anticipated uses. Note: required attachments including renderings and/or photos illustrating the proposed project – 3B

**Construction Cost Estimates**

Use the following chart to summarize the project budget. Subtract any work that has already been completed (except land acquisition). ***Failure to disclose work done may result in the return of all Sports Tourism Infrastructure funds.***

|  |  |
| --- | --- |
| **Budget Items** | **Cost** |
| Real Estate Acquisition | $ |
| Site Preparation | $ |
| Construction/Remodeling | $ |
| Fixtures/Furniture/Equipment | $ |
| Public Art & Landscaping | $ |
| Architectural/Engineering Design | $ |
| Construction Administration/Permits | $ |
| Contingencies | $ |
| WORK COMPLETED (PLEASE SUBTRACT) | ($ ) |
| **TOTAL PROJECT COSTS** | **$** |

**SECTION 1- ATTACHMENTS, IF APPLICABLE:**

1A - If applying as a CVB, provide copies of the organization’s IRS Determination Letter, Articles of Incorporation, Bylaws, and a statement of how the organization sponsors or supports community or tourism attractions and activities.

**SECTION 2 - MATCHING FUNDS**

Applicants must demonstrate the financial need for Sports Tourism Infrastructure funds after other sources are exhausted. Sports Tourism Infrastructure funding is the “last dollar” needed for the project to proceed. Contributions from the city, county, and private sources—both businesses and individuals—must be documented. Funds already spent do not count as local match.

**Sources of Funding -** *Transferred from FY23 Donor & Fundraising Spreadsheet Excel*

|  |  |  |
| --- | --- | --- |
| **Sources of Fundraising Match** | | |
| **Source** | | **Amount** | **Section 2 Attachments** |
| City | | $ | 2B - Resolution |
| County | | $ | 2B - Resolution |
| Private | | $ | 2A – Excel Donor Spreadsheet |
| Grants | | $ | 2B – Letter(s) |
| In-Kind | | $ | 2A – Excel Donor Spreadsheet |
| Other State Funds | | $ | 2B – Letter/Contract |
| Funds Spent | | ($ ) |  |
| **Subtotal** | |  |  |
| **Sports Tourism Infrastructure Request** | | $ |  |
| Fundraising Gap | | $ |  |
| **TOTAL PROJECT COST** | | **$** |  |

1. Describe the extent of citizen input and involvement:
2. Describe the fundraising efforts to date, and planned activities:
3. Has your project applied for or received funding through Destination Iowa?

**SECTION 2 – REQUIRED ATTACHMENTS:**

2A – **FY23 Donor & Fundraising Spreadsheet Excel:** Donor spreadsheet that lists each donor name and the amount of the contribution. **Template Required – failure to use template will result in disqualification of application.**

2B - Where applicable, provide copies of signed documentation (letters, resolutions, etc.) for city and county contributions, all grant funds, and all in-kind donations.

**SECTION 3 – PROJECT PLANNING & TIMELINE**

1. What is the timeline for the project? Include project start date, estimated completion date and dates for completing major milestones.
2. If work on the project is already underway, please indicate-
   1. What has been completed at time of application:
   2. What will be complete by 5/1/2023?
3. Describe the specific site for the project, noting any required acquisition of property for the project. Note: see required attachments 3B and 3C renderings, photos, and maps.
4. Summarize any formal studies by outside agencies that support the project.

**SECTION 3 - REQUIRED ATTACHMENTS:**

3A - Detailed cost estimates from an engineer and/or architect. The cost opinion for the proposed project must be dated within the last three years of the application date.

3B - Project renderings and/or photos illustrating the proposed project

3C - Applicable maps of area and project

3D - If land acquisition is part of the project, attach documentation of the appraised value of the real estate.

**SECTION 4 – ECONOMIC IMPACT & LEVERAGE**

The Sports Tourism Infrastructure program is designed to create tourism opportunities through nationally attended sporting events. Applicants must demonstrate how the proposed project will stimulate the development of other private development, recreational and cultural attractions, or tourism opportunities, and enhance economic growth and job opportunities.

1. Describe how this project will draw visitors to the community. Identify target audience and how the facility will be promoted to them.
2. Describe how this project will draw national and international attention through events at the facility.
3. Describe how the proposed project will stimulate the development of other private development, recreational and cultural attractions, or tourism opportunities.
4. Describe how this project fits with the community’s overall economic development plans and quality of life, including workforce recruitment and retention plan.
5. Describe the long term tax-generating impact of this project. For your response, consider the development of this project, along with development that may be stimulated as a result of the project. Local and state taxes can be included in the analysis.

**SECTION 5 – OPERATION & MAINTENANCE**

Applicants must demonstrate that the proposed project will remain viable and sustainable after completion.

1. Who will be responsible for the operation and maintenance of the project following construction? Are formal agreements in place?
2. Include a chart detailing the expected income for the first five years of operations (add rows as needed):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

*Explanation of assumptions:*

1. Include a chart detailing the expected expenses associated with the ongoing operations and maintenance of this facility for the first five years (add rows as needed):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

*Explanation of assumptions:*

1. Describe the research or studies that were completed to generate the revenue and expense projections.

**APPLICATION CHECKLIST**

Questions in Sections 1 – 5 of the application completed

Section 1 – Attachments (if applicable)

FY23 Donor & Fundraising Spreadsheet Excel – Template (2A)

Copies of signed documentation for financial support (2B)

Detailed cost estimates from an engineer and/or architect (3A)

Project renderings and/or photos (3B)

Applicable maps of area and project (3C)

Documentation of the appraised value of the real estate (3D)

Minority Impact Statement

Signed electronic version of the application submitted to IEDA

**Acknowledgment, Release of Information, & Certification**

1. In the last five years, have there been any judgments or court actions completed or are any judgments or court actions currently pending against the applicant entity?

Yes  No   If yes, please explain.

2. In the last five years, has any current director or principal officer(s) been accused or convicted of any wrongdoing or crime in their capacity as director/principal officer?  Yes  No   If yes, please explain

3. Have there been any current or past bankruptcies on the part of the applicant entity?

Yes  No  If yes, please explain

4. In the last five years, have there been, or are there currently any investigations of potential violations of public health, safety or environmental laws by the applicant entity?  Yes  No   If yes, please explain

I acknowledge that I have read and understand the application materials and administrative rules including the provisions relating to security and contracts as noted above. Further, I give permission to the Enhance Iowa Board or the Iowa Economic Development Authority (IEDA) to perform due diligence, perform credit checks, contact the organization’s financial institutions, and perform other related activities necessary for reasonable evaluation of this proposal. I understand that all information submitted relating to this application is a public record. I certify that all representations, warranties, or statements made or furnished in connection with this application are true and correct in all material respects. I understand that it is a criminal violation under Iowa law to engage in deception and knowingly make, or cause to be made, directly or indirectly, a false statement in writing for procuring economic development assistance from a state agency or subdivision.

Signature of applicant certifying officer or individual:

Date:

Signature of co-applicant certifying officer or individual:

Date:

# **MINORITY IMPACT STATEMENT**

**Please choose the statement(s) that pertains to this grant application. Complete all the information requested for the chosen statement(s).**

The proposed grant project programs or policies could have a disproportionate or unique **positive** impact on minority persons.

* Describe the positive impact expected from this project.
* Indicate which group is impacted:

\_\_\_ Women

\_\_\_ Persons with a Disability

\_\_\_ Blacks

\_\_\_ Latinos

\_\_\_ Asians

\_\_\_ Pacific Islanders

\_\_\_ American Indians

\_\_\_ Alaskan Native Americans

\_\_\_ Other

The proposed grant project programs or policies could have a disproportionate or unique **negative** impact on minority persons.

* Describe the negative impact expected from this project.
* Present the rationale for the existence of the proposed program or policy.
* Provide evidence of consultation of representatives of the minority groups impacted.
* Indicate which group is impacted:

\_\_\_ Women

\_\_\_ Persons with a Disability

\_\_\_ Blacks

\_\_\_ Latinos

\_\_\_ Asians

\_\_\_ Pacific Islanders

\_\_\_ American Indians

\_\_\_ Alaskan Native Americans

\_\_\_ Other

The proposed grant project programs or policies are **not expected to have** a disproportionate or unique impact on minority persons.

* Present the rationale for determining no impact.

I hereby certify that the information on this form is complete and accurate, to the best of my knowledge:

Name**:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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