



\$12,164,639

*Funding Received
FY23 & FY24*

Tourism experienced record appropriations the last few years from Iowa’s legislature. iTIP has pledged to ensure those dollars are deployed appropriately and maintained in the FY25 tourism budgets.

Communities / Projects in Loess Hills & Beyond receiving support:

- **Destination Iowa**
 - City of Council Bluffs & SW IA Nonprofit for Collaborative Impact: Iowa Riverfront Development project
 - City of Denison: Crawford Co Wellness & Recreation Center
 - City of Treynor: park and recreation project
 - Jefferson County: Jefferson Co Prairie Ridge Campground
 - Stanton Community Foundation & Montgomery County: Stanton Area Trail Project
- **Regional Sports Authority District**
 - Council Bluffs Convention & Visitors Bureau
- **Sports Tourism Fund**
 - City of Carroll: youth soccer tournament
- **Community Attraction & Tourism**
 - Audubon: Audubon Recreation Foundation Gymnasium Expansion
 - Atlantic: aquatic feature
 - Denison: Crawford Co Recreation & Wellness Center
 - Mt. Ayr: pool replacement
- **Meet In Iowa**
 - Council Bluffs
 - Denison
 - Mount Ayr
 - Panama
- **Tourism Marketing Grant**
 - Clarinda
 - Council Bluffs
 - Elk Horn
 - Manning
 - Oakland
 - Shenandoah

iTIP's Additional 2024 Legislative Priorities:

- Enforce Iowa’s **current earliest school start date of August 23**. In 2022, tourism generated \$1.1 billion in state & local tax revenues which support the state’s education system. Visitors spend \$22.36 million per day in Iowa in August.
- Maintain funding & continued enhancements of Regional Sports Authority Districts.
- Support alternative funding sources of tourism: including the enactment of IWILL & water quality initiatives that include funding for tourism and quality of life components.