



\$8,520,331

*Funding Received
FY24 & FY25*

Tourism is a powerful economic engine for Iowa, generating over **\$1.1 billion in state and local tax revenue in 2023** alone. To sustain and build on this momentum, continued investment by the Iowa Legislature in key tourism programs is essential.

Communities / Projects in Capital Country receiving support:

- **Destination Iowa**
 - Living History Farms Foundation
 - Iowa Soccer Development Foundation
- **Regional Sports Authority District**
 - Discover Ames
 - Greater Des Moines Convention & Visitors Bureau
- **Tourism Marketing Grant**
 - Ames
 - Boone
 - Des Moines
 - Indianola
 - Knoxville
 - Marshalltown
 - Pella
 - Winterset
- **Elevate Iowa**
 - Discover Ames
 - Historic Valley Junction Foundation
 - Meet in Marshalltown
- **Sports Tourism Fund**
 - Des Moines: National Junior Finals Rodeo
 - Polk County: UFC Fight Night
 - Newton: INDYCAR Race Weekend
 - Newton: NASCAR Cup Series
- **Meet In Iowa**
 - Altoona
 - Ames
 - Ankeny
 - Des Moines
 - Pella
 - West Des Moines
- **Iowa Community Cultural Grant Program**
 - Ames
 - Des Moines
 - Pella
 - West Des Moines
- **Community Attraction & Tourism**
 - Ames: Fitch Family Indoor Aquatic Center
 - Des Moines Community Playhouse: Kate Goldman's Children's Theatre
 - Grinnell: Historical Museum Society
 - Huxley: splash pad
 - City of LeGrand: park improvements
- **Art Project Grant**
 - Ames
 - Ankeny
 - Cedar Rapids
 - Des Moines
 - Earlham
 - Indianola
 - Johnston
 - Marshalltown
 - Urbandale
 - West Des Moines
 - Windsor Heights
- **Inspire Iowa**
 - Des Moines

2025 Legislative Priorities for Iowa's tourism industry:

- **Promote Tourism Through User-Funded Enhancements:** Tourism Improvement Districts (TIDs) allow for a local mechanism for funding tourism initiatives
- **Maintain Consistent Tourism Funding:** funding for projects such as Regional Sports Authority Districts, Destination Iowa, CAT, Meet in Iowa, Iowa Tourism Office (IEDA)
- **Maintain Iowa's Summer Tourism Season:** protect August 23 as the earliest school start date
- **Fund the Major Tourism Attraction Fund**

IowaTravelIndustry.org

