



\$2,033,454

*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 Lakes & Lands receiving support:

- **Art Project Grant**
 - Cedar Falls
 - Charles City
 - Decorah
 - Dubuque
 - Ridgeway
 - Saint Ansgar
 - Strawberry Point
 - Waterloo
 - Waverly
- **Regional Sports Authority District**
 - Cedar Valley Sports Commission
 - Travel Dubuque
- **Iowa Community Cultural Grant Program**
 - Waterloo
- **Community Attraction & Tourism**
 - Cedar Falls: Community Natatorium
 - Clayton County Conservation: trail extension
 - Waverly: public library expansion
- **Elevate Iowa**
 - Buchanan County Tourism
 - Cedar Falls Tourism
 - Charles City Chamber & Tourism
 - Delaware County Tourism
 - Dubuque County Historical Society
 - Travel Dubuque
 - Waterloo Main Street
- **Meet In Iowa**
 - Cedar Falls
 - Dubuque
 - Waterloo
- **Tourism Marketing Grant**
 - Allamakee Co
 - Cedar Falls
 - Charles City
 - Decatur
 - Decorah
 - Dubuque
 - Independence
 - Manchester
 - Marquette
 - Osage
 - Postville
 - Waterloo
 - Waukon
- **Great Places**
 - Turkey River Recreational Corridor

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

