



## FUND THE IOWA MAJOR EVENTS & TOURISM FUND

*Secure strategic investment in Iowa's tourism economy to boost large-scale tourism projects that enhance Iowa's appeal through the Major Tourism Attraction Fund.*

Iowa has an opportunity to drive economic growth, elevate its national visibility, and strengthen community development by investing in large-scale tourism events. The proposed Major Tourism Attraction Fund would provide Iowa destinations with the financial resources needed to attract high-profile sporting and non-sporting events that deliver significant returns.

Today, destinations are expected to contribute financially to secure event bids. With surrounding states already offering incentive programs, Iowa must act to stay competitive. This fund would give local destinations the financial tools they need to bring in events that generate millions in visitor spending and statewide economic impact.

### What This Fund Could Support:

- **PGA Championships**  
This multi-day national golf tournament draws international media attention, elite athletes, and tens of thousands of spectators. Hosting a PGA event could generate over \$50 million in economic impact. The event also provides long-term brand value through national broadcasts.
- **Pan-Am Olympic Wrestling Championships**  
As a leading international wrestling competition, this event would attract athletes and fans from across the Americas. Iowa's long-standing wrestling legacy makes it a natural host, but financial incentives are key to winning the bid. Hosting would not only generate millions in tourism revenue - it would also strengthen Iowa's global reputation as a center for wrestling excellence.
- **Odyssey of the Mind World Finals**  
This global competition for youth has previously been held in Iowa and could return with the right support. The event brings together thousands of students for multiple days of activities, producing significant economic impact. Without competitive funding, the event risks relocating to states offering more support.
- **National Speech & Debate Tournament**  
This is the largest academic competition in the country, bringing more than 10,000 students and coaches for a full week of competition. Iowa has successfully hosted this event in the past. With the fund's backing, communities would be positioned to retain and repeat events of this scale while delivering sustained benefit.
- **National Senior Games**  
Held every two years, this event draws over 10,000 athletes from around the country. It lasts several days, with attendees often staying longer to explore the region. This event has proven to drive substantial off-season economic activity and would help expand Iowa's appeal to another travel market.

### The Ask

Please include the Major Tourism Attraction Fund in the final state budget. This fund is essential to Iowa's ability to attract and retain high-profile events that drive tourism, create jobs, and boost statewide economic development.

Iowa has the facilities, talent, and experience - now it needs the financial capacity to compete.