



**\$4,564,814**

*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:**

- **Destination Iowa**
  - Hardin County Conservation Board
  - Ridge Golf Association & City of Sioux Center
  - Manly Junction Railroad Museum
- **Art Project Grant**
  - Algona
  - Dakota City
  - Emmetsburg
  - Forest City
  - Hampton
  - Hubbard
  - Le Mars
  - Mason City
  - Okoboji
  - Orange City
  - Sioux City
- **Iowa Community Cultural Grant Program**
  - Clear Lake
- **Community Attraction & Tourism**
  - Cherokee County: trap shooting complex
  - Clear Lake / North Iowa Cultural Center & Museum: Surf District Music Enrichment & Immersive Center
  - Doon: Community Center
  - Fort Dodge / Webster Co Conservation: park improvements
  - Lake Park and Spirit Lake: Tatanka Ska Trace
  - Mason City: North Iowa Events Center
  - Rock Valley: park improvements
  - Webster City: splash pad
- **Elevate Iowa**
  - Calhoun County Economic Development
  - Explore Siouxland
  - Jewell Main Street
  - Spencer Chamber
  - Visit Fort Dodge
- **Regional Sports Authority District**
  - Explore Siouxland
  - Visit Fort Dodge
- **Tourism Marketing Grant**
  - Clear Lake
  - Esterville
  - Fort Dodge
  - LeMars
  - Mason City
  - Primghar
  - Sioux Center
  - Sioux City
  - Spencer
  - Webster City
- **Inspire Iowa**
  - Sioux City

**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**

