



**\$1,835,485**

*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 Loess Hills & Beyond receiving support:

- **Art Project Grant**

- Council Bluffs
- Creston
- Elk Horn

- **Regional Sports Authority District**

- Council Bluffs Convention & Visitors Bureau

- **Tourism Marketing Grant**

- Clarinda
- Council Bluffs
- Elk Horn
- Manning

- **Community Attraction & Tourism**

- Atlantic: aquatic feature
- Denison: Crawford Co Recreation & Wellness Center
- Mt. Ayr: pool replacement

- **Meet In Iowa**

- Council Bluffs
- Osceola

- **Inspire Iowa**

- Elk Horn

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**

