



\$4,629,398

*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 Storied & Scenic receiving support:

• **Art Project Grant**

- Amana
- Bettendorf
- Cedar Rapids
- Chariton
- Coralville
- Corydon
- Davenport
- Fairfield
- Iowa City
- Maquoketa
- Marshalltown
- Moline
- Mount Pleasant
- Mount Vernon
- Muscatine
- Oskaloosa
- Toledo
- Washington
- West Liberty

• **Meet In Iowa**

- Anamosa
- Bettendorf
- Burlington
- Coralville
- Davenport
- Iowa City
- Le Claire
- Riverside

• **Iowa Community Cultural Grant Program**

- Grinnell

• **Regional Sports Authority District**

- Cedar Rapids Tourism
- Greater Burlington CVB
- Think Iowa City
- Visit Quad Cities

• **Community Attraction & Tourism**

- Community Theatre of Cedar Rapids: Dream Here, Do Here
- Hoover Presidential Foundation: museum redesign & expansion
- Kalona: splash pad
- Midwest Old Settlers & Threshers Association: campsites
- NewBo City Market: Next Level Local
- North Liberty: Centennial Center

• **Sports Tourism Fund**

- Washington County

• **Tourism Marketing Grant**

- Burlington
- Cedar Rapids
- Centerville
- Clinton
- Coralville
- Fairfield
- Grinnell
- Iowa City
- Island City
- Keosauqua
- LeClaire
- Maquoketa
- Oskaloosa
- Ottumwa
- Quad Cities

• **Elevate Iowa**

- Cedar Rapids Tourism
- Downtown Partners Inc
- Indian Creek Nature Center
- Iowa City Sports Commission
- PACT
- Think Iowa City
- Villages of Van Buren
- Visit Quad Cities

• **Inspire Iowa**

- Cedar Rapids

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

