

Eligible Hard Costs

Approved meetings, events, and group travel can receive a cash reimbursement of up to \$25,000 toward the eligible hard costs incurred by the applicant associated with hosting the gathering. Eligible costs include:

- **Ancillary Pre-/Post-Event Leisure Activity (35% Reimbursement):** Entry fees for tourism activities that are paid for by the Event Organizer and are scheduled so that meeting participants check-in or check-out a day before the opening or a day after the conclusion of the meeting or event. Examples include, but are not limited to, tours, live performances, festivals, private dining experiences, sporting events, water sports, golf, and other organized group activities.

In order to qualify for the incentive program on an existing event, the added tourism activity must have a projected 33% addition in hotel nights using the following formula:

$$\text{(Total room nights associated with event} \div \text{Total days of event)} \times .33 =$$

Example: (25 total room nights associated with the event \div 2 total days of event) \times .33 = 4 additional room nights (round to the nearest whole number)

- **Event Space/Venue Rental (35% Reimbursement):** Including, but not limited to, room rental, event staging, setup, trussing, lighting, pipe and drape, power and sound, security, traffic control, as well as fields, courts, and arenas.
- **Event Rentals (35% Reimbursement):** Including, but not limited to, tables, seating, decor, tents, dinnerware, flatware, glassware, linens, as well as portable seating, lights, badging equipment and supplies, scoreboards, and group transportation (Shuttle Service from hotel to event space, Charter Bus, or Motorcoach only).
- **Entertainment (25% Reimbursement):** Entertainment as part of an otherwise planned event including, but not limited to, speakers, DJs, and live performing acts.
- **Food/Beverage (20% Reimbursement):** Meals, snacks and beverages (*excluding alcoholic beverages*). Service labor fees may be included.
- **Audiovisual Support (20% Reimbursement):** Including, but not limited to, microphones, screens/projectors, other specialized equipment, and internet access. Service labor fees may be included.
- **Event-Specific Printing and Merchandising (20% Reimbursement):** Merchandising that is available for people to take with them, even if there is some additional cost assumed

by the participant. Including, but not limited to, coffee cups, t-shirts, tote bags, koozies, and lanyards. ***Only printing and merchandising done by Iowa companies qualify.***

- **Temporary Help (20% Reimbursement):** Hired directly by the Event Organizer to assist onsite. Including, but are not limited to photographers/videographers, security, event day staff, referees, judges, and cleaning services.

Non-Eligible Hard Costs

- Alcoholic beverages
- Lodging and resort fees
- Event planner and management fees or costs
- Gratuity
- Sales Tax
- Print and web design work that cannot be taken home by individual participants including, but not limited to, logo, event website, invitations, and event collateral such as signage.
- Limousine/luxury vehicle rental, party bus rental, taxi or rideshare service fees, and school bus rentals are not considered eligible group transportation and therefore are not eligible for incentive.

The program administrators and Iowa Economic Development Authority have final discretion to determine the eligibility of costs and the applicable reimbursement rate.