

## Iowa's Meeting and Event Incentive Program APPLICATION QUESTIONS

### Overview

The Meet in Iowa Meeting and Event Incentive Reimbursement Program was created to attract, retain, and expand in-person overnight events, as well as incentivize groups to experience local tourism attractions.

Eligible events include business meetings, conventions, exhibitions, trade shows, sporting events, community festivals, music festivals and more. Events must generate overnight stays, meet population-based budget minimums and take place in Iowa between May 1, 2022 and December 31, 2022. New and currently booked events may qualify for pre-approved reimbursement amounts up to \$25,000.

All applicants must complete an online application on [www.meetinia.com](http://www.meetinia.com) through the [Application Portal](#). Instructions for how to navigate the platform are also available under the [Application Resources](#) tab.

To aid in the application process, this document includes all application questions.

### APPLICATION QUESTIONS

#### Section One: Event Host Information

*Complete the following questions about the event host. The event host is the company, business, or organization hosting the event. This is the primary account holder.*

1. Applicant Name
2. Applicant Company
3. Applicant Mailing Address
4. Applicant Email Address
5. Applicant Phone Number
6. Are you the event host or an event/meeting planner?
  - a. Event Host
  - b. Event/Meeting Planner
7. Who is requesting to receive the reimbursement?
  - a. Event Host/Client Name (should match answer in Question 1)
  - b. Meeting Planner Company (should match answer in Question 7)
8. Reimbursement Recipient Mailing Address

#### Section Two: Event Information

Please complete the following information regarding your meeting or event. Budget and overnight room stay requirements vary based on event city population.

All applicants must include a detailed budget outlining the TOTAL overall costs for the meeting. Use the provided Event Budget Template and upload below. Label budget file in this format: Applicant Name\_Overall Budget.

BUDGET NOTE: Your budget can include line items that DO and DO NOT qualify for reimbursement to ensure you meet budget qualification minimums.

HOTEL NOTE: After your event, you will be required to upload documentation confirming your final hotel room count. If a post-event pickup report is not provided by the hotel(s), you will be required to have the hotel(s) complete a Post-Event Room Night Written Verification (template available after pre-approval).

1. Event Name
2. Event Location Name
3. Event Venue City
4. Event Venue County
5. Event City Population (please choose one)
  - Rural (less than 10,000 population based on the 2020 US Census)
  - Urban (greater than 10,000 population based on the 2020 US Census)
6. Type of Event or Meeting
  - Business Meeting
  - Concert Series
  - Conference
  - Exhibition/Trade Show
  - Festival
  - Sporting Event
  - Other (group tour, community event, etc. Please specify in field below)
7. Please indicate which of the following statements best describes your meeting or event (choose one option).
  - OPTION A: The meeting or event is a **new** event contracted on or after May 1, 2022.
  - OPTION B: Your meeting is an **existing** meeting or event that is adding an ancillary tourism activity. The activity must take place one day prior or one day after the open and/or close of the formal agenda.
8. \*REQUIRED RESPONSE FOR OPTION B PART 1\* Please give a brief description of your ancillary tourism activity and when it will take place in relation to your event.
9. \*REQUIRED RESPONSE FOR OPTION B PART 2\* Number of room nights added in conjunction with your pre- or post-event tourism activity. In order to qualify for the incentive program on an existing event, the added ancillary tourism activity must have a projected 33% addition in hotel nights using the following formula:  
 (Total room nights associated with event ÷ Total days of event) x .33 =

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

10. Event Start Date
11. Event End Date
12. Host Hotel(s)
13. Anticipated Attendance – Onsite
14. Overall Estimated Event Budget: \$
  - *Budget may include line items that do and do not qualify for incentive to insure you meet qualification minimums. (i.e. hotel room rentals, alcohol, etc.)*
15. Overall Estimated Event Budget (Upload) – Use the [Event Budget Template](#).

### Section Three: Meeting and Event Eligible Hard Costs

Approved applicants can receive a 20-35% cash reimbursement **only** for eligible hard costs associated with hosting their event that are incurred by the applicant. All event eligibility criteria must be met to ensure qualification.

All applications must include a detailed budget outlining the eligible hard costs for the meeting using the [Eligible Hard Costs Incentive Calculator](#). Save and label calculator worksheet for upload in this format: Applicant Name\_Eligible Hard Costs Calculator.

**NOTE: Budget may include line items that do and do not qualify for incentive to ensure you meet qualification minimums. (i.e. hotel room rentals, alcohol, etc.)**

Use the completed eligible hard cost incentive calculator to answer the following questions

1. Eligible Hard Costs Incentive Calculator (upload) – Must use the provided [Eligible Hard Costs Incentive Calculator](#)

### Section Four: Required Supporting Documents

All applications must include documentation to support the eligible hard costs, event booking date, and anticipated hotel nights. Include proposals or final contracts for all line items listed in the Eligible Hard Costs Incentive Calculator as well as a hotel room night contract or proposal.

1. Request for Proposal (RFP): Upload an RFP for the event or meeting requesting the incentive. ***If you do not have an RFP, please upload event details, schedule, budget and/or needs.***
2. Backup Documentation (upload): All applications must include documentation to support the eligible hard costs, event booking date, and anticipated number of hotel room nights. Include proposals or final contracts for ALL items, including:
  - a. Event venue proposal or a final contract
  - b. Host hotel(s) proposal or final contract (if different than above)
  - c. Host hotel(s) room block agreement with anticipated total number of room nights reserved (If not listed on above documentation. Total number must meet the minimum required for the Incentive program or the event will not qualify for incentive)

- d. Proposals or final contracts for ALL other line items listed in the Eligible Hard Cost Incentive Calculator is required
3. Permit (upload): If an event is on public property, please include a permit (or letter of support from host community)

### **Section Five: Minority Impact Statement**

Please complete the Minority Impact Statement below. [CLICK HERE](#) for the full Minority Impact Statement explanation and details.

### **Section Six: Applicant Information and Certification**

The below information will capture the event host or meeting/planner information. The applicant must be the primary organizer (event host or the meeting/event planner company) responsible for organizing the event and incurring the eligible expenses.

1. First Name
2. Last Name
3. Title
4. Legal Name of Business
5. Email
6. Phone
7. Program Guidelines and Eligibility Requirements
8. Certification of Meeting and Event Incentive Eligibility
9. Single Application for Event Certification
10. Notification of Meeting and Event Incentive Program Certification (for meeting/event planners only)
11. Final Attestation

### **Application Review**

A checklist of items will appear under the Application Review page. All items must have a green check mark next to them (indicating the item is uploaded or complete) before a “Submit” button will appear at the bottom of the page. Once the “Submit” button is visible, and you have no further edits or additions, you may submit the application for pre-approval. By clicking “Submit” you understand and agree that no further changes can be made to this application. You will receive notification of your application status within 14 days of submission.

### **Final Reporting**

Once your event is complete, you have 30 days to upload the required documentation to confirm the amount and receipt of your final reimbursement. Those who do not complete the final report steps within 30 days of the final day of your event risk receiving none, or only partial payment of the pre-approved reimbursement amount.

Log in to your meetinia.com application portal account. Your submitted, pre-approved application will be listed under the “Applications: Submitted” section. Click the “Upload Final Reports” button to continue.

1. **Upload Final Eligible Hard Costs Incentive Calculator.** Input your actual final costs into the Eligible Hard Costs Incentive Calculator and upload.
2. **Upload Final Expenditure Receipts.** Upload all applicable receipts. A single pdf with all receipts is preferable but not required.
3. **Upload Hotel Pickup Report or Post-Event Room Night Written Verification.** Upload documentation confirming your final hotel room count. If a post-event report is not provided by the hotel(s) please have the hotel(s) confirm the room count using this [Post-Event Room Night Written Verification](#) template.

Checks are issued to qualified applicants as a reimbursement post-event, after proof of payment and room night verification have been submitted. The Iowa Economic Development Authority and Iowa Tourism Office have final discretion to determine the eligibility of costs and the applicable reimbursement amount.

### Questions

If you have any questions, please contact the program administrator at the Iowa Restaurant Association/Iowa Hotel & Lodging Association at 515-276-1454 or [info@meetinia.com](mailto:info@meetinia.com).