

Iowa's Meeting and Event Incentive Program  
OVERNIGHT STAY WRITTEN VERIFICATION

The Meeting and Event Incentive Program eligibility requirements include that all eligible meetings and events must generate at least:

- Ten overnight room nights which collect state hotel/motel tax in a lodging establishment with at least 10 guest rooms.
- Twenty-five overnight room nights which collect state hotel/motel tax in a lodging establishment with at least 25 guest rooms.
- Overnight stays connected to eligible events must take place in a property that has achieved certification with Iowa's Human Trafficking Prevention training.

In order for an existing event to qualify for the incentive program, a pre- or post-event tourism opportunity must be added on the master account (one account that pays all event-related expenses). The tourism opportunity 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)

If attendees stay at more than one lodging property, the property or properties must agree to report the room nights booked for the qualified meeting. Upon completion of the specified meeting, the lodging property must verify in writing the total room pick-up associated with the specified meeting. If a pick-up report is unavailable, then documentation from the property on business letterhead, signed by the property general manager or another officer with the authority to make such a statement on the business's behalf, will be sufficient.

Such documentation must:

1. Originate from the property on business letterhead
2. Provide the titles and functions of the property general manager or officer signing the report
3. Include the statement, "I attest that (Meeting or Event title) resulted in (identify the total number of paid room nights) paid room nights at {include property name} between {include days, month and year}. I attest that (identify number of additional room nights added in conjunction with the ancillary tourism activity) of the (identify the total



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number of paid room nights) paid room nights were added in conjunction with the ancillary tourism activity on {include day, month and year}.”

4. Include officer signature and date