



MEET (IN) IOWA



Dear Event Planner,

Welcome back to in-person travel and leisure!

We're excited that Iowa is your planned destination and want to support your 2022 plans.

Meet in Iowa is an incentive program created specifically to help businesses and groups hosting in-person overnight gatherings in one of Iowa's beautiful communities. Whether it's a business gathering, sports competition, or local festival, these incentives encourage visitors to try the local food scene, experience Iowa's attractions, and take advantage of the local amenities.

Your event can qualify for up to \$25,000 in reimbursement as long as predefined budget and hotel night minimums are met. Incentives range from 20 to 35 percent of eligible hard costs, which includes everything from venue space and event rentals, to food and entertainment costs. The **Meet in Iowa** program will provide hundreds of thousands of dollars in reimbursement for 2022 events and is funded through an appropriation approved last year by the Iowa Legislature for tourism efforts.

Incentives are available for new and already scheduled events that meet the specific application criteria and take place between May 1, 2022, and December 31, 2022. Applicants receive pre-approval for a maximum potential cash incentive. Final incentives are determined and reimbursement is issued after actual expense and payment verification are complete.

Complete details and an application for the **Meet in Iowa** program is at meetinia.com.

Direct questions about the program to the Iowa Restaurant Association/Iowa Hotel & Lodging Association, which was selected as the Iowa Tourism Office's program partner. Contact info@meetinia.com or 515-276-1454.

We can't wait to welcome you to Iowa!

Amy Zeigler
State Tourism Manager
Iowa Tourism Office, Iowa Economic Development Authority