

Eligible Hard Costs

Approved meetings and events 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 Tourism Opportunity (25% 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, 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 (25% Reimbursement):** Including, but not limited to, room rental, event staging, setup, trussing, lighting, pipe and drape, power and sound, security, and traffic control.
- **Event Rentals (25% Reimbursement):** Including, but not limited to, tables, seating, decor, tents, dinnerware, flatware, glassware, linens, as well as portable seating, lights, badging equipment and supplies, and group transportation (Shuttle Service from hotel to event space, Charter Bus, or Motorcoach only).
- **Entertainment/Speakers/Program Content (25% Reimbursement):** Entertainment as part of an otherwise planned event including, but not limited to, speakers, DJs, and live performing acts. Program content in the form of any required program curriculum or other supplemental materials (i.e. books, e-books, workbooks, video series, assessments, etc.)
- **Food/Beverage (25% Reimbursement):** Meals, snacks and beverages (*excluding alcoholic beverages, tax and gratuity*). Service labor fees may be included.
- **Audiovisual Support (25% Reimbursement):** Including, but not limited to, microphones, screens/projectors, other specialized equipment, and internet access. Service labor fees may be included.

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 reimbursement.
- Print and merchandise items including, but not limited to, programs, handouts, lanyards, and event swag.
- Temporary help including, but not limited to, photographers/videographers, security, event day staff, cleaning services, and event planner/organizer.

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