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## BUDGET UNIT BRIEF – FY 2025

Fiscal Services Division

July 1, 2024



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Ground Floor, State Capitol Building

Des Moines, Iowa 50319

515.281.3566

# Community Advertising and Strategic Plan

### Purpose and History

The Community Advertising and Strategic Plan appropriation to the Iowa Economic Development Authority (IEDA) is used for advertising, promoting, placement, and implementation of the IEDA's strategic plan for tourism and travel. The Community Advertising and Strategic Plan is coordinated with the Tourism Marketing Program, which is currently funded through wagering tax receipts as specified in Iowa Code section [99F.11\(4\)\(d\)\(2\)](#).

The IEDA is required to submit an annual report to the General Assembly on or before January 15 regarding activities funded through Community Advertising and Strategic Plan outreach.

### Funding

Funding for the Community Advertising and Strategic Plan began in FY 2023 in 2022 Iowa Acts, [House File 2564](#) (FY 2023 Economic Development Appropriations Act) with a General Fund appropriation of \$1.1 million.

### Related Statutes and Administrative Rules

Iowa Code chapter [15](#)

### Budget Unit Number

2690F260001

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### More Information

Economic Development Authority: [iowaeda.com](http://iowaeda.com)  
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