

---

## BUDGET UNIT BRIEF – FY 2024

Fiscal Services Division

July 1, 2023



---

Ground Floor, State Capitol Building

Des Moines, Iowa 50319

515.281.3566

## Sports Tourism Marketing Program Fund — SWRF

### Purpose

This program was established in the 2016 Legislative Session but was not funded for several years. Funding was first appropriated to this fund for FY 2022 during the 2021 Legislative Session. In the 2022 Legislative Session, the name of the fund was changed from the Sports Tourism Fund to the Sports Tourism Marketing Program Fund. A city, county, or public entity may use financial assistance received under the program for marketing and promotions.

### Funding

This appropriation is funded by the Sports Wagering Receipts Fund (SWRF).

### Related Statutes and Administrative Rules

Iowa Code section [15F.401](#)

### Budget Unit Number

2690E090216

1367128

---

### More Information

Iowa Economic Development Authority: [www.iowaeda.com](http://www.iowaeda.com)  
LSA Staff Contact: Maria Wagenhofer (515.281.5270) [maria.wagenhofer@legis.iowa.gov](mailto:maria.wagenhofer@legis.iowa.gov)