

**261—201.4(15G) Application.**

**201.4(1)** Entities that are invited to apply for the program based on their preapplication and staff review conducted pursuant to rule 261—201.3(15G) shall submit an application to the authority in the form and content prescribed by the authority. The application shall contain the following:

- a.* An economic analysis that meets the requirements in Iowa Code section 15G.103(2) “a”(2).
- b.* A marketing plan for the event that demonstrates to the satisfaction of the authority that the entity has the capacity and expertise to market the event appropriately.
- c.* Documentation of the entity’s nonprofit status and documentation that the entity is established to promote economic development and tourism in an area.
- d.* The request for proposals or other comparable documents that the entity has responded to or will respond to in order to secure the event.
- e.* Documentation of the entity’s ability to provide matching funds as required by Iowa Code section 15G.103(4) “b.”
- f.* Documentation of the expenditures required as part of the entity’s bid for the event.

**201.4(2)** An application must be for a minimum request of \$200,000.

**201.4(3)** An entity shall submit only one application for the program per bid process.

**201.4(4)** Authority staff will evaluate each application based on the criteria identified in Iowa Code section 15G.103 and the following criteria:

- a.* Whether the event would be new to Iowa or has been held in Iowa within the previous three years.
- b.* Whether receipt of financial assistance will be necessary for a successful bid or selection.

**201.4(5)** Following staff evaluation, eligible applications will be forwarded to the board for its final funding decision.

[ARC 0136D, IAB 3/18/26, effective 4/22/26]