

**261—42.1 (15) Definitions.** For purposes of this chapter unless the context otherwise requires:

*“Authority”* means the economic development authority created in Iowa Code section 15.105.

*“Collaborative application”* means an application in which multiple partners are providing monetary support for the project.

*“Head applicant”* means the applicant on a collaborative application that is both the recipient of the funds and the administrator of the project.

*“Marketing”* means planning for or implementing efforts to publicize a community, event or destination using a range of strategies, tools and tactics.

*“Meetings and events”* means the acquisition of regional or national tourism-related meetings and conventions or execution of local festivals or similar tourism events that positively impact local and state economies.

*“Project”* means a tourism-related marketing initiative, meeting or event that benefits both state and local economies.

*“Tourism”* means a site or event that attracts people from beyond a 50-mile radius or people who spend the night away from home to visit a site or event.

[ **ARC 1493C** , IAB 6/11/14, effective 5/19/14; **ARC 3023C** , IAB 4/12/17, effective 5/17/17]