

261—42.1(15) Definitions. For the purposes of this chapter, unless the context otherwise requires, the following definitions apply:

“*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 regional or national tourism-related meetings and conventions or 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 attracting people from beyond a 50-mile radius or people who spend the night away from home to visit a site or event.

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