

261—35.2(82GA,SF302) Definitions.

“*Cooperative advertising*” means advertising placement that will appear in an out-of-state market targeted by the office of tourism of the Iowa department of economic development.

“*Department*” means the Iowa department of economic development.

“*Eligible applicant*” means a public or private member in a county in good standing in one of the three tourism regions.

“*Match*” means the local cash provided by the eligible applicant for advertising placement.

“*Out-of-state market*” means Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, or Wisconsin.

“*Review committee*” means a panel of members appointed by each tourism region (two per region) and a member of the department’s advertising agency of record to read and score submitted applications.

“*Tourism regions*” means the following three tourism regions: Western Iowa Tourism Region (WITR), Central Iowa Tourism Region (CITR), and Eastern Iowa Tourism Association (EITA).