

**261—35.5(82GA,SF302) Application procedures and content.**

**35.5(1)** Applications must be completed and submitted to the department.

**35.5(2)** Application materials may be obtained from the western ([www.traveliowa.org](http://www.traveliowa.org)), central ([www.iowatourism.com](http://www.iowatourism.com)), or eastern ([www.easterniowatourism.org](http://www.easterniowatourism.org)) Iowa tourism regions.

**35.5(3)** The source of funding for this grant program is a portion of gaming revenues that is allotted to the department quarterly. The grant application materials will indicate how much funding is available for the fiscal year and the maximum grant amount available.

**35.5(4)** An application shall include, at a minimum, the following:

*a.* The applicant's name, mailing address, E-mail address, telephone number, contact person and federal employer identification number.

*b.* A description of the advertising to be placed including the market targeted, the date or dates on which the advertising will appear, and the size or length of the advertising.

*c.* An advertising plan and budget for the advertising including source of match dollars.

*d.* A timetable for the advertising.

*e.* The advertising goals.

*f.* The proposed method for tracking and measuring the effectiveness of the advertising and the return on investment.