

261—35.7(82GA,SF302) Funding of grants; contracting.

35.7(1) *Funding amount.* For fiscal year 2008, \$100,000 is available to the department for regional tourism marketing. The amount of funding available in subsequent years is contingent upon the amount allotted to the department pursuant to 2007 Iowa Acts, Senate File 302.

35.7(2) *Contracts with tourism regions.* The department will enter into a contract with a tourism region to provide funding for those applicants located in that tourism region that were approved by the department to receive grant funds.

35.7(3) *Notice of approval.* Successful applicants will be notified by their tourism region in writing of the approval of a grant, including any conditions and terms of the approval.

35.7(4) *Contracts.* Each successful applicant shall contract with its respective tourism region (WITR, CITR, EITA) for cooperative advertising funding approved by the department. The tourism region shall prepare an agreement that includes, but is not limited to, a description of the advertising placement, terms and conditions to receipt of grant funds, and the repayment requirements or other penalties imposed in the event the grant recipient does not fulfill its obligations in the agreement.

35.7(5) *Evaluation.* Each successful applicant shall submit to its tourism region within 60 days of the placement of advertising a written evaluation summarizing the results of the out-of-state marketing grant.

35.7(6) *Records.* Each tourism region shall maintain adequate records to document and verify that grant funds were spent in accordance with the terms of the agreement.