

261—201.2(15G) Eligibility.

201.2(1) In addition to the eligibility criteria in Iowa Code section 15G.103(2), an event must meet the following criteria to be eligible for financial assistance under the program:

- a.* The event must be an event that has not previously been held in Iowa or has a quality or qualities that substantially distinguish the event from other events that have been held or could be held in the state.
- b.* The event must be a ticketed event or require registration.
- c.* The event will generate significant attendance from an out-of-state audience.
- d.* The event is or will be held no more frequently than one time annually in Iowa.
- e.* The hosting rights for the event were not secured by the entity applying for financial assistance before July 1, 2025.

201.2(2) To determine whether an event is a tourism-oriented athletic contest, convention, music festival, or art festival for the purposes of the program, the authority will consider the following factors:

- a.* Whether the event encourages overnight stays.
- b.* Whether the event contributes to the vitality of the host region's tourism and economic development activity.
- c.* Whether the marketing plan for the event targets an audience from more than 50 miles away from the event location.
- d.* Whether the event elevates the profile of the state as a destination and encourages other events to seek Iowa communities as a host.

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