
FISCAL UPDATE Article

Fiscal Services Division

December 11, 2023



Ground Floor, State Capitol Building

Des Moines, Iowa 50319

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ENHANCE IOWA BOARD AWARDS — DECEMBER 2023

Board Meeting. The Iowa Economic Development Authority (IEDA) [Enhance Iowa Board](#) met on December 7, 2023.

Enhance Iowa Program. The Enhance Iowa program provides financial incentives to communities for the construction of recreational, cultural, educational, or entertainment facilities that enhance the quality of life in Iowa. To date, 132 Community Attraction and Tourism (CAT) grants have been awarded by the Board, totaling \$44.7 million.

Contract Amendments. The Board approved a six-month extension to the completion date for a CAT grant to the Camp Foster YMCA. The project received a \$325,000 grant and represents an investment of \$5.8 million.

Committee Awards. The Board awarded the following grants:

- The city of North Liberty was awarded a \$900,000 CAT grant toward an \$8.4 million, 13,000 square-foot event center. The outdoor stage area is designed to accommodate crowds of up to 5,000 people, and the interior of the facility is designed to accommodate crowds of up to 500 people.
- The city of Ames was awarded a \$500,000 CAT grant toward a \$31.4 million, 39,000 square-foot recreational, wellness, and aquatic center.
- Catch Des Moines was awarded a \$3,600 Sports Tourism Marketing grant for the National Junior High Finals Rodeo. The funds will go toward social media marketing and digital billboards.
- Newton Community Events was awarded a \$500,000 Sports Tourism Marketing grant for the Hy-Vee INDYCAR Race. The funds will go toward a national television ad buy, radio campaigns throughout the midwest, and digital media ad buys.

Reports. Jessica O'Riley, IEDA Tourism Communications Manager, provided a tourism report for the Board.

Next Meeting. The next meeting is scheduled for January 4, 2024.

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Doc ID 1387520