



**Statewide Tourism Marketing Services & Efforts  
FY2025 Annual Report**

Section 5.275 mandates that funds transferred to the Iowa Economic Development Authority from the beer and liquor control fund be used to award contracts to entities that conduct professional-quality, statewide tourism marketing services. These efforts must align with existing programs, support tourism marketing, be accessible to tourism-focused organizations, and promote Iowa as a travel destination through public-private partnerships.

Total Appropriation Available: \$2,000,000

Total Amount Awarded: \$1,968,130

Category	Program	Partner / Vendor / Awardee	Expense Amount	Contract Description
Grants & Co-op	Iowa Tourism Marketing Co-op	FleishmanHillard	\$418,375	Program to buy down digital advertising costs for tourism partners, directing visitor traffic to partner websites and assets.
Grants & Co-op	Meet in Iowa Grants	National Federation of Music Clubs	\$12,005.03	Competitive grant award to host conference/convention in Iowa, bringing at least 50% of attendees from out of state.
Grants & Co-op	Meet in Iowa Grants	Shield Life Promotions	\$2,733.23	Competitive grant award to host conference/convention in Iowa, bringing at least 50% of attendees from out of state.
Grants & Co-op	Meet in Iowa Grants	Alpha Delta Kappa Organization	\$15,498.01	Competitive grant award to host conference/convention in Iowa, bringing at least 50% of attendees from out of state.



Grants & Co-op	Meet in Iowa Grants	Valkyrie Riders	\$2,370.42	Competitive grant award to host conference/convention in Iowa, bringing at least 50% of attendees from out of state.
Grants & Co-op	Meet in Iowa Grants	Midwest Growth Advisors, LLC	\$7,093.49	Competitive grant award to host conference/convention in Iowa, bringing at least 50% of attendees from out of state.
Grants & Co-op	Meet in Iowa Grants	International Flying Farmers	\$3,798.88	Competitive grant award to host conference/convention in Iowa, bringing at least 50% of attendees from out of state.
Grants & Co-op	Meet in Iowa Grants	Surveyors Historical Society	\$7,749.66	Competitive grant award to host conference/convention in Iowa, bringing at least 50% of attendees from out of state.
Grants & Co-op	Meet in Iowa Grants	National Association of FSA County Office Employees	\$16,440.86	Competitive grant award to host conference/convention in Iowa, bringing at least 50% of attendees from out of state.
Grants & Co-op	Meet in Iowa Grants	Shivvers Manufacturing	\$8,653.93	Competitive grant award to host conference/convention in Iowa, bringing at least 50% of attendees from out of state.
Grants & Co-op	Meet in Iowa Grants	Outstanding Farmers of America	\$25,000	Competitive grant award to host conference/convention in Iowa, bringing at least 50% of attendees from out of state.
Grants & Co-op	Meet in Iowa Administrative Fees	Iowa Restaurant Association	\$12,430	Contract fees to administer Meet in Iowa grant program.

Grants & Co-op	Inspire Iowa Grants	Art Center Association of Sioux City	\$40,000	Execution and marketing of Razzle Dazzle event and installation at Sioux City Art Center.
Grants & Co-op	Inspire Iowa Grants	National Czech & Slovak Museum	\$30,000	Execution and marketing of Alphonse Mucha exhibit.
Grants & Co-op	Inspire Iowa Grants	Figge Art Museum	\$35,000	Execution and marketing of Walter Wick: Hidden Wonders exhibit.
Grants & Co-op	Inspire Iowa Grants	Edmundson Art Foundation, Inc. / Des Moines Art Center	\$40,000	Execution and marketing of Firelei Baez exhibit.
Partnerships, Sponsorships & Tradeshows	Partnership / Tradeshows	Iowa Travel Industry Partners (ITIP)	\$213,630	Iowa presence at TEAMS sports tradeshow, ABA group travel tradeshow and marketing to other niche travel audiences
	Sponsorship	Iowa State Fair	\$60,392	Champion sponsor, Varied Industries building space and marketing/branding in Thrillville area.
	Tradeshows	Xtreme Exhibits	\$81,993	Travel Iowa exhibit booth shipping, setup, storage and maintenance fees for four tradeshows (TEAMS, ABA, IPW and Iowa State Fair)
	Partnership	Iowa Restaurant Association	\$60,000	Development, execution, and marketing of Farm to Table dining series (MOU with Choose Iowa to be reimbursed for \$20,000)
	Partnership	Iowa Museum Association	\$25,000	Development of museum visitor readiness program
	Sponsorship	Emerge Marketing Solutions LLC	\$25,000	Sponsorship of Evolution of the Heartland agritourism event

	Sponsorship	Iowa Association of County Conservation Boards	\$5,000	Sponsorship of County Park Conservation conferences and networking events
	Tradeshows	Dubuque Area Convention & Visitors Bureau	\$10,000	Sponsorship of Midwest Marketplace (meetings/convention tradeshow)
	Sponsorship	Travel & Tourism Research Association	\$3,500	Sponsorship of CenStates TTRA, Midwest region tourism data conference held in Iowa.
	Tradeshow	Explore Siouxland	\$7,500	Sponsorship of Heritage Clubs International group tour tradeshow event
	Sponsorship	Iowa PBS	\$3,000	Sponsorship of Road Trip Iowa show
Research		Tourism Economics	\$57,750	State and county tourism visitor spending and economic impact data
		Arrivalist	\$145,000	State, county and city geolocation visitation data – platform and data co-op licenses.
		Rategain Adara, Inc	\$90,000	Hotel and flight booking data on marketing exposures, providing ROI data
		Iowa Bicycle Coalition	\$5,000	Sponsorship of Iowa bicycling and trails economic impact report.
International Marketing	IPW	US Travel Association	\$19,500	IPW – International Sales & Marketing Tradeshow
		International Inbound Travel Association	\$28,000	Steps to Success International Sales Training Program
	FAM	Greater Des Moines CVB	\$1,108.80	Brand USA Latin America MegaFAM Tour Stops in Iowa

	FAM	Amana Colonies	\$3,059.42	Brand USA Latin America MegaFAM Tour Stops in Iowa
	FAM	International Marketing Communications, Inc.	\$2,800	Translation and support of Brand USA Latin America MegaFAM Tour stop in Iowa
Marketing Tools		Crowdriff	\$174,256	Localhood content creation platform for industry and UGC (user generated content) listening platform for gallery creation, etc.
		Bandwango, Inc.	\$28,460	Digital passport platform for state parks, state byways, wineries, breweries, and distilleries.
		Naomi Friend	\$470	State park passport prize fulfillment
		Preferred Marketing, Inc. (Broken Arrow Wear)	\$1,985.10	State park passport prize fulfillment
		Laura Formanek Creative LLC	\$17,148	Farm to Table Videography & Photography
		Matador Ventures, Inc.	\$57,500	Guidegeek AI Chatbot License
Industry Education		Iowa State University Extension	\$109,003	First Impressions Tourism Readiness Program
		Iowa Travel Industry Partners	\$50,000	Elevate Iowa professional development scholarship program.
Miscellaneous		King Delivery Service, Inc.	\$392.72	Delivery of Travel Iowa guides to Iowa State Fair
		Dubuque Area CVB	\$2,910.34	Travel Iowa Apparel for IPW Partners
		Integrity Printing, LLC	\$802.90	Miscellaneous printing
		Bindery 1 Inc.	\$1,412.71	Miscellaneous printing