

---

## BUDGET UNIT BRIEF – FY 2027

Fiscal Services Division

July 1, 2026



---

Ground Floor, State Capitol Building

Des Moines, Iowa 50319

515.281.3566

## Iowa Major Events and Tourism Fund — SWRF

### Purpose

This funding is used for the Iowa Major Events and Tourism Program established in 2025 Iowa Acts, [Senate File 660](#) (Sports Wagering Receipts Act). The Iowa Major Events and Tourism Program is a program under the Iowa Economic Development Authority (IEDA) that provides financial assistance to eligible entities that support events involving the State of Iowa that generate large attendance and significant publicity and have a measurable economic impact to the State. Financial assistance is awarded for costs incurred by an entity to apply or bid for selection as a site for an event or to plan or conduct the event. An entity must meet at least one of the following criteria to be eligible for the Program:

- A location in Iowa has been selected for an entity's event after a highly competitive bidding and selection process involving sites not located in Iowa.
- The State of Iowa serves as the sole site for the entity's event.
- The sole site for the entity's event is a geographic region that includes the State of Iowa and one or more contiguous states.

### Funding

The General Assembly appropriated \$4.0 million from the Sports Wagering Receipts Fund (SWRF) in FY 2026 for this purpose.

### Related Statutes and Administrative Rules

Iowa Code sections [15G.101](#) through [15G.104](#)

### Budget Unit Number

2690F470216

Doc ID 1596025

---

### More Information

LSA Staff Contact: Maria Wagenhofer (515.281.5270) [maria.wagenhofer@legis.iowa.gov](mailto:maria.wagenhofer@legis.iowa.gov)