

GENERAL INFORMATION

Name of Agency/Program

Economic Development Authority - Tourism Marketing - AGR's

Year Created

2006 Acts Ch 1151 Sec 6 (effective 7-1-07)

Statutory Authority

99F.11.3.e.(2) (enactment) now 99F.11.3.d.(2) Code 2015

***Why was this agency/
program started?***

This program enables the IEDA to place advertising that communicates the state's travel opportunities to an out-of-state audience, inspiring them to visit Iowa and grow our economy through travel expenditures. A portion of the funds also support the Iowa Tourism Grant Program.

***Why is this agency/
program necessary today?***

Travelers to Iowa annually spend more than \$8 billion and generate more than \$370 million in state tax revenue. For that to continue and grow, the IEDA must remain competitive with other states that advertise their own travel destinations in the same markets.

***Has the Agency/Program's
Mission Been Accomplished?***

Yes X No

BUDGET INFORMATION

Program funding by source

FY 2015

FY 2016

General Fund

\$1,124,000

\$1,124,000

Federal Funds

\$

\$

Other Funds

\$

\$

***How many funded FTE's does y
our agency/program have?***

FY 2015

FY 2016

 0 FTE's

 0 FTE's

How are these positions allocated by funding:

General Fund

 0 FTE's

 0 FTE's

Federal Funds

 FTE's

 FTE's

Other Funds

 FTE's

 FTE's

PROGRAM PERFORMANCE

***Does the Agency/Program
Have Outcome Measures?***

Yes X No

Where can these Outcome Measures be found?

http://www.traveliowa.com/asp/mediaindustry_partners.aspx?research=y

What data is available to show Iowans that your program/agency is an effective investment of taxpayer dollars? Where can Iowans find these?

The Iowa Tourism Office administers three major research projects annually and commissions a major economic impact study annually. In addition, the Iowa Tourism Office continually measures the results of advertising placements via several digital platforms, including Google Analytics, etc.

PROGRAM EFFICIENCY

Are there any laws or administrative rules that could be changed to make your agency or program more effective or more efficient?

No.

Are there any laws or administrative rules that limit your ability to work with others?

No.

ADDITIONAL INFORMATION

What new programs or initiatives have been created since 2007 that are funded from state sources?

N/A - Appropriation specifically for Tourism Marketing

Can you provide us with a one-page summary of all expenditures and revenue sources your agency or program received in FY 2015? Please attach to this document.

Report ID: FMR331C
Source: I/3 Finance
Budget FY: 2014
Fiscal Month: 15 (SEPTEMBER H/O)
Department: 269

STATE OF IOWA
FINANCIAL STATUS REPORT

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FINAL
FY14

Fund: 0001 General Fund
Unit: 8220 Endow Iowa admin - County Endowment Fund

Obj/Rev Class	Obj/Rev Class Name	Prior Months (A)	Current Month (B)	Total Year To Date (C=A+B)	Annual Budget (D)	Percent of Budget (E=C/D)
Expenditures						
408	Advertising & Publicity	1,009,528.18	0.00	1,009,528.18	1,074,000.00	94.00
801	State Aid	79,207.00	0.00	79,207.00	90,000.00	88.01
Total Expenditures:		1,088,735.18	0.00	1,088,735.18	1,164,000.00	93.53
Total Obligations (Exp+Enc):		1,088,735.18	0.00	1,088,735.18	1,164,000.00	93.53
Total Commitments (Exp+Enc+Pre):		1,088,735.18	0.00	1,088,735.18		
Remaining Authority (Rev-Obl):		(1,088,735.18)	0.00	(1,088,735.18)	(1,164,000.00)	93.53

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STATE OF IOWA
FINANCIAL STATUS REPORT

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FINAL
FY 15

Fund: 0001 General Fund
Unit: 8220 Endow Iowa admin - County Endowment Fund

Obj/Rev Class	Obj/Rev Class Name	Prior Months (A)	Current Month (B)	Total Year To Date (C=A+B)	Annual Budget (D)	Percent of Budget (E=C/D)
Expenditures						
408	Advertising & Publicity	1,011,445.92	0.00	1,011,445.92	1,034,000.00	97.82
801	State Aid	95,422.13	0.00	95,422.13	90,000.00	106.02
Total Expenditures:		1,106,868.05	0.00	1,106,868.05	1,124,000.00	98.48
Total Obligations (Exp+Enc):		1,106,868.05	0.00	1,106,868.05	1,124,000.00	98.48
Total Commitments (Exp+Enc+Pre):		1,106,868.05	0.00	1,106,868.05		
Remaining Authority (Rev-Obl):		(1,106,868.05)	0.00	(1,106,868.05)	(1,124,000.00)	98.48