

Regional Sports Authority District Guidelines

The Regional Sports Authority District (RSAD) program funds districts that actively promote nonprofessional sporting events in Iowa. Applications are available once a year.

Program Description

The Iowa Economic Development Authority will certify up to ten districts each fiscal year. A seven-member board governs each district; at least three board members must be a city council member of a city located in the proposed district.

Eligibility

Applicants must be a convention and visitors bureau (CVB). Events that received funding through the Meet in Iowa Program administered by IEDA and the Iowa Restaurant Association/Iowa Hotel and Lodging Association are not eligible to receive RSAD funding. Recipients of Sports Tourism Program grants are also ineligible.

Funding

Each district will receive \$50,000.

Application Requirements

Each application must contain the following information:

- Applicant name, address, email, phone number, contact person, and federal identification number
- Written documentation establishing the amount and source of the required 50% cash match
- The name and contact information for each district board member

Eligible Expenses

All project expenses (grant request + cash match) must directly relate to the promotion of a nonprofessional sporting event and be incurred within the fiscal year in which grant funding is being requested (July 1 – June 30).

Examples of eligible expenses include:

- Bid and rights fees
- Sponsorships
- Payments to vendors
- Advertising and marketing
- Venue rental
- Equipment rental
- Promotional materials
- Production costs
- Fees and expenses for officials

Any expense that does not directly relate to the active promotion of a nonprofessional sporting event is ineligible for funding. This includes the following:

- Staff salaries, wages, and travel costs
- Alcoholic beverages
- Meals and dining on occasions other than the dates of an event described in the application

- Solicitation efforts
- Lobbying fees
- Items purchased for resale
- Prizes given to participants

Scoring Criteria

RSAD applications receive a score between zero and 100 points. Successful applications must receive at least fifty points.

Economic Impact – 30 Points

Economic impact will be determined by using the following calculation:

Applicants will provide the previous year's or estimate the number of hotel room nights generated by each proposed event and multiply the number of hotel room nights by the average 2019 STR daily room rate for Iowa hotels. The average daily room rate will be provided by the Iowa tourism office based on the data provided by STR, Inc. Intentionally inflated estimates of attendance or a history of providing inaccurate estimates will negatively affect the scoring of an application and may result in noncertification of a district.

Leveraged Funds Ratio – 20 Points

Applications with a greater rate of financial participation from entities other than the state will receive a higher score.

Novelty & Quality – 20 Points

Applications with events new to Iowa or events that have been improved, enhanced, or enlarged will receive a higher score.

Event Size & Scope – 15 Points

Applications with large events and a larger total budget will receive more points.

Need – 10 Points

Events that will not occur without state funds and new events to the RSAD program will receive more points.

Geographic Diversity – 5 Points

The geographic diversity represented by the pool of applicants will be considered.

Required Records

For grant closeout, districts must submit invoices for eligible project expenses and proof of payment that total at least \$75,000 (grant award of \$50,000 + cash match of \$25,000). If a district is unable to provide eligible invoices that total \$75,000, part of the grant award must be returned to the Iowa Economic Development Authority.

Disbursement of Grant Funds

Awarded districts will receive grant funds in two payments. The first payment of \$37,500 will be made upon the execution of a grant agreement with the Iowa Economic Development Authority. The final payment will be made after completion of the funded events and successful close out of the grant.