

RE IMAGINE  
RE ENGAGE  
RE CONNECT

IOWA ARTS & CULTURE RETURN.

RENEW YOUR LOVE OF  
MUSIC, PERFORMANCES  
AND ALL THE ARTS THAT  
MAKE OUR COMMUNITIES  
CULTURALLY VIBRANT.

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## Iowa Arts and Culture Leaders,

This summer we heard from many of you about a need for positive and unifying messaging about the essential role that arts and culture play in Iowa communities. We also heard about the need for additional marketing resources.

Today, I am excited to announce that **Governor Kim Reynolds is designating \$1 million of remaining state CARES Act funds for Iowa arts and culture marketing through the Iowa Department of Cultural Affairs.** This statewide effort focuses on re-connecting Iowans to arts and cultural experiences and to one another.

The new [Iowa Arts & Culture Marketing Grants](#) support creative marketing and advertising strategies that can help Iowa's arts, cultural and tourism organizations and venues publicize activities as our industry returns to full capacity. Ranging from \$1,500 to \$20,000, these grants can be transformative for organizations that want to increase their visibility, welcome back visitors and attract new audiences.

I invite you to contact our team before the Oct. 11 deadline to apply for these funds, which must be spent by Dec. 31.

Also, based on your input, **we're pleased to share a [campaign toolkit](#) to encourage Iowans to "RE-IMAGINE, RE-ENAGE and RECONNECT" with local arts and culture.** With this toolkit, which we developed with RBI Marketing, we encourage Iowa arts and culture leaders and organizations to:

- Integrate the campaign graphics in your print, social and digital advertisements.
- Share the campaign on social media, using the sample posts & tweets.
- Update your offerings and open hours with Travel Iowa, arts agencies & CVBs.
- Publicize your participation, using the media release template.
- Incorporate the key messages into upcoming event announcements.

The Iowa Arts & Culture Marketing campaign encourages in-person participation in arts, culture, history, film and media experiences. We look forward to working with you to re-imagine our creative and culturally vibrant state.

Regards,

*Chris Kramer*

Chris Kramer  
Director



[Iowa Arts Council](#) | [Iowa Department of Cultural Affairs](#) | 515-281-5111 | [iowaculture.gov/arts](#)

## IOWA DEPARTMENT OF **CULTURAL AFFAIRS**

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