

# IOWA DEPARTMENT OF CULTURAL AFFAIRS

IOWA ARTS COUNCIL    PRODUCE IOWA    STATE HISTORICAL SOCIETY OF IOWA



## Gov. Reynolds announces \$100M investment in Iowa's quality of life and tourism

Today Governor Reynolds announced a bold investment of \$100 million for placemaking projects through a new grant program called [Destination Iowa](#). The funding will support economic development, outdoor recreation, tourism and creative placemaking.

This transformational announcement accelerates ongoing momentum for placemaking across the entire state. In recent years, leaders from across business, government, education, and culture have endorsed placemaking as a strategy for building Iowa's future. This includes collaboration from the Governor's Economic Recovery Task Force, Iowa Economic Development Authority, Iowa Department of Cultural Affairs, Iowa Business Council, Iowa Chamber Alliance, Iowa Cultural Coalition and many others.

This investment also recognizes the key role that you and others play in creating places where people want to visit, live and work – from our smallest towns to biggest cities. Across Iowa, we see communities investing in their unique sense of place by showcasing their local art, culture, history, film and media through major infrastructure projects. Each has exciting potential to attract tourism, new businesses, private investment and positive attention for our state.

Now is the time to think big. What could help your community create an even stronger sense of authentic place? What could transform your destination on the Iowa map?

I encourage you to review the [Destination Iowa guidelines](#) on the Iowa Economic Development Authority website. The application window opens May 9 for projects that must be completed by June 30, 2026. Funding is made available through the federal American Rescue Plan Act.

To learn more, tune in to a [webinar](#) at 10 a.m. Friday, April 15, for details about the program and application process.

Let's go, Iowa!

**Chris Kramer**  
Director  
Iowa Department of Cultural Affairs

*Pictured: The Hoff Family Arts & Culture Center in Council Bluffs*

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