

The Designee Handbook provides an overview of program requirements related to your Iowa Cultural & Entertainment District designation. Find information on acknowledgement, reporting requirements, legislative correspondence, sample press releases and how to keep in touch with the program. The Iowa Cultural & Entertainment Districts Program is administered by the Iowa Arts Council, a division of the Iowa Department of Cultural Affairs.

Acknowledgement

Acknowledging the Iowa Cultural & Entertainment Districts Program, Iowa Arts Council or the Iowa Department of Cultural Affairs' support in materials and announcements, audio and visual is at your discretion. If you have specific questions about publicizing your activity, please [contact program staff](#).

Designation Expectations

Once designated, the State, through the efforts of the Iowa Department of Cultural Affairs, shall endeavor to promote projects and initiatives implemented by Cultural & Entertainment Districts through established networks. Designated Cultural & Entertainment Districts are provided an "Iowa Cultural & Entertainment District" sign. These signs serve to market and promote the district. Designated Cultural & Entertainment Districts are encouraged to use the "Iowa Cultural & Entertainment District" logo in marketing efforts. Additionally, Iowa Department of Cultural Affairs staff will provide technical assistance to Cultural & Entertainment Districts, including communication on grant opportunities, professional development workshops and best practices from other Cultural & Entertainment Districts.

Reporting

Reporting for Iowa Cultural & Entertainment District Designation

Completion of a report at the end of each annual year is a requirement of the MOU agreement. Reports are due January 1. Designees who submit a late annual report or do not submit a report may lose designation status.

Annual Report Forms

Annual reports must be submitted [online](#). Annual Reports will not be accepted in any other format.

Legislative Correspondence

You can help communicate the value of the Iowa Cultural & Entertainment Districts Program and tell the story of its impact in Iowa. Your elected officials are responsible for state appropriations to the Iowa Department of Cultural Affairs and it's important they hear from Iowans like you who are working in and passionate about their community. Learn how to contact your elected officials and communicate the value and impact of the designation you have received using the resources below.

- Find your [State Senators and Representatives](#)
- Find your Federal [Senators](#) and [Representatives](#)

Sample Letter to Your Legislators

(Letterhead)

(Date)

(Organization Name)

(Organization Address)

(Organization City, State ZIP)

The Honorable (Name of your State Senator or Representative)

(Iowa House of Representatives OR Iowa Senate)

(Home Address of State Senator or Representative)

(City, State Zip)

Dear (Senator _____ or Representative _____),

I am pleased to inform you that (Name of Designee) has been designated an Iowa Cultural & Entertainment District by the Iowa Department of Cultural Affairs.

This Iowa Cultural & Entertainment District designation will support (Brief summary of District). (Describe the positive impact on the quality of life or cultural vitality of Iowa, public value and number of people who will be served by your district.)

On behalf of (Name of Organization), I would like to invite you to experience (Name of Iowa Cultural & Entertainment Districts Designee). For more information, please contact (Organization Contact Name) at (Phone, Fax, Email Address, and/or Website).

Sincerely,

(Signature)

(Typed Name)

(Title within Organization)

Sample Press Releases

The Iowa Department of Cultural Affairs sends out press releases to announce new Iowa Cultural & Entertainment District designees. You can do your part to bring awareness to your designation by sending press releases to the media. You may use the following sample press releases for guidance in publicizing the designation and any related activity.

Sample Press Release to Publicize Designation

(Letterhead)

(Organization Name)

(Organization Contact Address)

(Organization City, State Zip)

FOR IMMEDIATE RELEASE

(Date)

Contact: (Contact Name, Phone, Fax, and E-mail Address)

(Press Release Headline)

(CITY NAME) - The (Name of Designee is pleased to announce that it has been designated an Iowa Cultural & Entertainment Districts by the Iowa Department of Cultural Affairs. The designation recognizes (Name of Organization) for (district summary).

The Iowa Cultural & Entertainment Districts Program seeks to recognize well-identified, walkable, mixed-use, compact areas of a city or county in which a high concentration of cultural facilities serves as the anchor. This designation enables (Name of Organization) to become eligible for marketing opportunities, promotional programming and technical assistance from the Department of Cultural Affairs and program staff. (Describe the positive impact on the quality of life or cultural vitality of Iowa, public value and number of people who will be served by your district.)

(Quote from district leader, board member or legislator to express thanks for the designation, value of public recognition, encourage people to participate, or elaborate on the significance of efforts, etc.)

The Iowa Cultural & Entertainment Districts Program was established in 2003 and to date has recognized 35 Iowa Cultural & Entertainment Districts. More information on the Iowa Cultural & Entertainment Districts Program is available by visiting iowaculture.gov.

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(Insert your organization's boilerplate information. See example below.)

The Iowa Department of Cultural Affairs and its three divisions – the Iowa Arts Council, Produce Iowa-State Office of Media Production and the State Historical Society of Iowa – empower Iowa to build and sustain culturally vibrant communities by connecting Iowans to the people, places and points of pride that define our state. The department's work enables Iowa to be recognized as a state that fosters creativity and serves as a catalyst for innovation where the stories of Iowa are preserved and communicated to connect past, present and future generations. iowaculture.gov.

Keep In Touch

Designee Promotional Information

Let us know when Iowa Cultural & Entertainment District activity is happening by [sending us updates, images and event details](#). If an arts activity, [complete our online form](#). The Iowa Department of Cultural Affairs is dedicated to communicating the impact and value of designee activity through department platforms and networks. To have your event or activity considered for inclusion on department social media platforms, send the following and we will highlight activity in our event [calendar](#), [blog](#), newsletter and social media.

- Title
- Description (150 words or less)
- Date or Deadline of Activity
- Link to more information
- Image (400 pixels W x240 pixels H)

Newsletter

[Sign up](#) for Iowa Department of Cultural Affairs newsletters.

Social Media

Use the hashtag **#iowaculture** to promote your funded activity.

- **Facebook** Like the Iowa Arts Council on Facebook at facebook.com/IowaCulture.
- **Twitter** Follow the Iowa Arts Council on Twitter at [@iowaculture](https://twitter.com/iowaculture).
- **Instagram** Follow the Iowa Arts Council on Instagram at [@iowaculture](https://www.instagram.com/iowaculture)

District Visits

Invite department staff, board members, and legislators to your Iowa Cultural & Entertainment Districts activities. You can find your legislators' contact information on the [Find Your Legislator](#) webpage.