

## **What is the North Central Iowa Regional Sports Authority District?**

The North Central Iowa Regional Sports Authority of Hamilton, Humboldt, and Webster Counties (NCI-RSAD) was chosen by the State of Iowa to be one of ten regional sports authority districts in Iowa.

*This program was established in 2007 and is made possible through grant funds provided by the:*

Iowa Department of Economic Development's  
Tourism Department

## **Contact Us!**

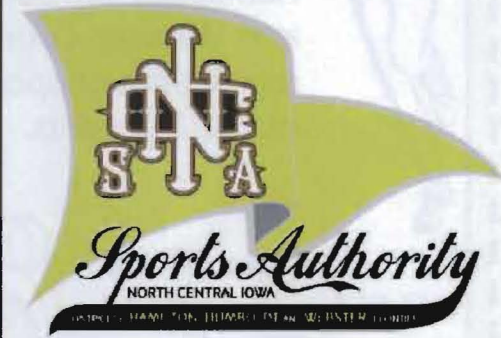


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## **The North Central Iowa Regional Sports Authority District**



**A Joint Venture Of  
Hamilton, Humboldt,  
and Webster Counties**

## **What is the purpose of the NCI-RSAD?**



The NCI-RSAD promotes youth sports, high school athletics, the Special Olympics, and non-professional sports within the Hamilton, Humboldt, and Webster County region through sports marketing grants.

The purpose of the NCI-RSAD is to expand the economic impact of amateur and youth sporting events through increased motel/hotel usage, hospitality, and retail business by helping to support and promote our regional sporting events.



## **How does the NCI-RSAD Function?**

Along with the distinction of being a regional sports authority district, a \$50,000 marketing grant was given to each district. The Fort Dodge CVB has provided the \$25,000 match and administrative services that the grant requires.



The Fort Dodge CVB is partnering with organizations in Webster, Hamilton, and Humboldt Counties to distribute these funds to organizations that run amateur sporting events.

Realizing that the business brought into our area by sporting events can impact all of our communities, the new board of directors is eager to work together to develop new event partnerships, expand existing events, and bring in new events to our region!



## **How does the NCI-RSAD help regional organizations to promote events?**

Typically, the Board of the NCI-RSAD will set aside \$75,000 for the grants and sports marketing program. Application forms are available for groups in Hamilton, Humboldt, or Webster Counties to apply for funds to help market and promote their events.

Preference will be given to events that are multi-property in nature, attract more than 50% of the attendance from outside our three county region, have not been held in these counties before, have other resources for financial contributions, occur in the off-season, are currently in the bidding process, and reflect the long range goals of the NCI-RSAD.

*For a complete listing of application ranking criteria, please refer to the NCI-RSAD's Grant Program Application, which is available by contacting the Fort Dodge CVB (contact information listed on the back of this pamphlet).*