

2023 #IowansUnite Community Contest Rules

CONTEST SPONSOR:

Iowa Economic Development Authority
1963 Bell Avenue, Suite 200
Des Moines, IA 50315

ENTRANT ELIGIBILITY

1. To be eligible, the entrant must be a city as defined at Iowa Code section 362.2 located in Iowa or a nonprofit entity, the primary function of which is to encourage economic development in a city or region within the state of Iowa.
2. The entrant must apply on behalf of a city. Applications submitted on behalf of regions will not be eligible.
3. Past winners of the #IowansUnite Community Contest are not eligible to enter and/or win.

HOW TO ENTER:

1. Visit: <https://woobox.com/oqhd3r>
2. Complete an official entry form. The entrant must complete the entry form on the contest entry website to be eligible for the contest.

CONTEST SUBMISSION:

1. Must submit a video.
2. Include a link to your video submission within the entry form. If the video is posted to YouTube or Vimeo, the entrant must enable viewing during the voting period by using the “public” setting.
3. The entrant may submit a video that was created or executed by an individual if the entrant has the individual’s express written permission.
4. Only one video per entrant will be accepted.
5. Video must be no longer than one minute.
6. Video content must be appropriate for viewers of all ages.
7. Required elements that must be shown in the video:
 - a. Residents of or visitors to the city
 - b. Hometown spirit
 - c. Local Businesses
 - d. Support for city residents, initiatives and local businesses

EXAMPLES OF REQUIRED ELEMENTS: Storefronts, local main street districts and people shopping and eating locally to support small businesses.

CONTEST PERIOD:

1. Submissions accepted: May 15, 2023 at 8:00 a.m. CDT – June 23, 2023 at 5:00 p.m. CDT.
2. Voting period to determine finalists: June 26, 2023 at 9:00 a.m. CDT – June 29, 2023 at 5:00 p.m. CDT.

3. Two thresholds will be used to determine finalists. Entrants located in cities with a population of 15,000 or less must meet the small community threshold, which is 500 votes as of June 29, 2023 at 5:00 p.m. CDT. Entrants located in cities with a population of 15,001 or more must meet the large community threshold, which is 1,000 votes as of June 29, 2023 at 5:00 p.m. CDT. Population size based on 2020 census.
4. Each entrant that meets the vote threshold for their city size will be named a finalist.
5. The Iowa Economic Development Authority (“IEDA”) will email an assignment and submission instructions to each finalist. The email will be sent on July 6, 2023 at 9:00 a.m. CDT to the email address set out on the finalist’s entry forms submitted by the finalists.
6. The purpose of the assignment is to showcase community spirit. Assignments will be due July 14, 2023 CDT at 5:00 p.m.
7. To determine the winner, an independent panel of judges will review and score all the assignments submitted and the videos submitted with the finalists’ official entry forms. Factors that will be taken into consideration include, but are not limited to:
 - A. Creativity
 - B. Use of required elements
 - C. Partnerships
 - D. How well businesses are showcased
8. The Woobox platform is the official time keeping device for the submission and voting period.
9. One vote per Facebook account per 24-hour period will be counted during the voting period.
10. Purchase of votes is **prohibited**. Any votes that were purchased or fraudulently obtained, in the sole discretion of IEDA will not be counted.
11. By entering the contest, the entrant consents to promotion of the contest results and publication on the IEDA website, social media or other marketing media of the contest results and all or any portion of its entry except for Personally Identifiable Information, which includes personal contact information, such as phone number and email address.

SELECTION OF WINNER:

1. The winner of the grand prize is the entrant whose assignment and video received the highest combined score from the independent panel of judges.
2. The winner will be notified by email or phone after the conclusion of the contest.

GRAND PRIZE:

A custom mural installed in the entrant’s local shopping district or downtown area. The mural will be designed and installed by Iowa-based artist Ben Schuh. The mural will be no larger than 1,500 ft².

TERMS OF ACCEPTANCE FOR GRAND PRIZE:

1. The Grand Prize Winner must:
 - a. Identify a mural site;
 - b. If the Grand Prize Winner is not the owner of the property which serves as the mural site, it must obtain the written consent of the property owner for the installation of the mural and a plaque or marker describing IEDA’s investment in the mural. The written consent shall include an agreement by the building owner that the mural will remain at the mural site for a minimum of three years.

- c. Ensure that the surface is in proper condition for a mural painting or take any action necessary to prepare the surface of the mural site for the mural painting.
2. The mural will be completed at a cost set at the discretion of IEDA. The mural must remain at the mural site for a minimum of three years and be accompanied by a plaque or marker, the cost of which will be paid by IEDA describing IEDA's investment in the mural.
3. IEDA staff will meet with designees from the Grand Prize Winner to determine the mural specifics, size, and other elements that would provide the most benefit to the city.
4. Ben Schuh will meet with designees from the Grand Prize Winner and IEDA staff to determine the custom elements of the art.
5. Both meetings must be held within 15 days of prize notification.
6. The mural will not be painted until IEDA, the property owner, and the Grand Prize Winner's designee have approved the mural design in writing.
7. Whether design revisions will be permitted is in the discretion of IEDA and the artist.
8. Any material edits or changes by the Grand Prize Winner after the design has received final approval will result in additional material and installation costs, which will be the responsibility of the Grand Prize Winner. Material edits shall include, without limitation, change in color, imagery, or scale.
9. The art design and installation timeline will be in the sole discretion of IEDA.
10. IEDA is not responsible for costs in addition to the cost of the plaque and painting the mural or for work performed after the mural has been completed, including maintenance of the mural and maintenance costs.
11. The Grand Prize Winner shall ensure that it is insured in the event the artist is injured while installing the art or the mural is damaged within the three-year period following installation.
12. IEDA is not responsible if the Grand Prize Winner fails to obtain the consent of the property owner to installation of the mural.

GENERAL RULES

1. By participating, the entrant agrees to abide by and be bound to these Official Rules and the decisions of IEDA, which are final and binding in all respects.
2. Participation in the contest constitutes permission (except where prohibited by law) to use the Grand Prize Winner's name, images, video, hometown, likeness, prize won and photograph at the discretion of IEDA
3. No purchase necessary. Void where prohibited.
4. IEDA is not responsible for problems related to technical malfunctions of electronic equipment, computer online systems, servers, internet service providers, computer hardware or software failures, phone lines, failure of any entry to be received on account of technical problems, traffic, congestion on the internet or the website or for any other technical problems including telecommunication, miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit an entrant's ability to participate in the contest.
5. IEDA reserves the right, in its sole discretion, to refuse, disqualify or withdraw any entry and/or entrants at any time during the contest period.
6. If IEDA disqualifies the Grand Prize Winner, it may, but is not required to, award the prize to eligible entry with the next highest score from the independent panel of judges.

7. The entrant is responsible for ensuring compliance with copyright laws if music is used in the video and obtaining consents from persons shown in the video or any photographs.
8. The prize award is subject to eligibility determination and final verification by IEDA.
9. No transfer, assignment, or substitution of prizes (in whole or in part) shall be permitted, except IEDA reserves the right to substitute a prize of equal or greater value.
10. Prize is not redeemable for cash in whole or in part.
11. Entrants may request a copy of the official contest rules by emailing ifafyi@iowafinance.com by December 31, 2023.
12. This contest is governed by the laws of the United States and the State of Iowa without regard to choice of law or conflict of law principles.