

#IowansUnite Community Contest Rules

ENTRANT ELIGIBILITY

1. To be eligible, the entrant must be a city, municipality or economic development organization within the state of Iowa.
2. The entrant must apply on behalf of a community. 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/zkt84y>
2. Complete an official entry form. Every 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. Videos can be posted to YouTube or Vimeo but must be set to public so the video can be viewed during the voting period.
3. The eligible entrant may submit a video that was created or executed by an individual if the individual creating the video had the express written permission of the eligible entrant.
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. People in the city, municipality, or organization
 - b. Hometown spirit
 - c. Local Businesses
 - d. Support for community members, 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 16, 2022 at 8:00 a.m. CDT – June 21, 2022 at 5:00 p.m. CDT.
2. Voting period to determine finalists: June 22, 2022 at 8:00 a.m. CDT – June 29, 2022 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, 2022 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, 2022 at 5:00 p.m. CT. Population size based on 2020 census.
4. IEDA | IFA will email an assignment and submission instructions to the email addresses set out on the contest entry forms submitted by the finalists on July 6, 2022 at 8:00 a.m. CT.

5. The purpose of the assignment is to showcase community spirit. Assignments will be due July 12, 2022 CT at 5:00 p.m.
6. To determine the winner, an independent panel of judges will review and score all the assignments submitted and the video submitted with the official entry form. 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
7. The Woobox platform is the official time keeping device for the submission and voting period.
8. One vote per Facebook account per video per 24-hour period will be counted during the voting period.
9. Purchase of votes is **prohibited**. Any votes that appear to be purchased or fraudulent, in the sole discretion of IEDA | IFA, will not be counted.
10. By entering the contest, entrants consent to publication and promotion of the contest results and any portion of the participants' entry on the website, social media or other marketing media, except for Personally Identifiable Information, including 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 an 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. Obtain the consent of the property owner for the installation of the mural, if the Grand Prize Winner is not the owner of the property which serves as the mural site. If the consent of the property owner is required, the city must provide the Iowa Economic Development Authority | Iowa Finance Authority (IEDA | IFA) a written consent from the property owner for installation of 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 site must be suitable for a mural painting and be capable of being painted within the budget set at the discretion of IEDA | IFA. The mural must remain at the mural site for a minimum of three years.
3. IEDA | IFA 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 for the city.

4. Ben Schuh will meet with designees from the Grand Prize Winner and IEDA | IFA staff to determine the custom elements of the art.
5. The initial design meeting must be held within 15 days of prize notification.
6. Work will not be commenced until IEDA, IFA, the property owner, and the Grand Prize Winner's designee have approved the mural design in writing.
7. The number of design revisions will be at the discretion of the IEDA | IFA 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 at the discretion of IEDA | IFA.
10. IEDA | IFA is not responsible for requirements moving forward, including maintenance of the mural.
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 | IFA is not responsible if the Grand Prize Winner fails to obtain the consent of the property owner prior to installing the mural.

CONTEST SPONSOR:

Iowa Economic Development Authority | Iowa Finance Authority (IEDA | IFA)
1963 Bell Avenue, Suite 200
Des Moines, IA 50315

GENERAL RULES

1. By participating, entrants agree to abide by and be bound to these Official Rules and the decisions of IEDA | IFA, which are final and binding in all respects.
2. Participation in the contest constitutes permission (except where prohibited by law) to use winner's name, images, video, hometown, likeness, prize won and photograph at the discretion of IEDA and IFA.
3. No purchase necessary. Void where prohibited.
4. IEDA | IFA 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 a contestant's ability to participate in the content.
5. IEDA | IFA reserves the right, at their reasonable discretion, to refuse, disqualify or withdraw any entry and/or entrants at any time during the contest period.
6. 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.
7. The prize award is subject to eligibility determination and final verification by IEDA | IFA.

8. If IEDA | IFA disqualifies an award winner, the prize may then be awarded to an eligible entry with the next highest score from the independent panel of judges.
9. No transfer, assignment, or substitution of prizes (in whole or in part) shall be permitted, except IEDA | IFA reserves the right to substitute a prize of equal or greater value. Prize is not redeemable for cash in whole or in part.
10. Entrants may request a copy of the official contest rules by emailing ifafyi@iowafinance.com by December 31, 2022.
11. This contest is governed by the laws of the United States and the State of Iowa without respect to conflict of law doctrines.