

CONTEST RULES



ENTRANT ELIGIBILITY

An eligible entrant must be a city, municipality or economic development organization within the state of Iowa. The eligible entrant may submit a video that was created or executed by an individual if the individual creating the video had the express permission of the eligible entrant.

HOW TO ENTER:

1. Visit: <https://woobox.com/hhacqg>
2. Entrants must use a verified Facebook profile to submit video.
3. Post your video submission.
4. Every entrant must complete an official entry form on the contest entry website to be considered eligible for the contest.

CONTEST SUBMISSION:

1. Must submit a video.
2. Only one video per city jurisdiction will be accepted.
3. Video must be no longer than one minute.
4. Video content must be appropriate for all viewers.
5. Required elements that must be shown in the video:
 - a. People in the city
 - b. Hometown pride
 - c. Local Businesses
 - d. Showing 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 17, 2021 at 8:00 a.m. CT – June 22, 2021 at 5:00 p.m. CT.
2. Voting period to determine top video: June 23, 2021 at 8:00 a.m. CT – June 30, 2021 at 5:00 p.m. CT.
3. The video with the most votes on June 30, 2021 at 5:00 p.m. CT will win.
4. The Woobox platform is the official time keeping device for the promotion.
5. One vote per verified Facebook account per 24-hour period.
6. Purchased votes are **prohibited**. Any votes that appear to be purchased or fraudulent will be removed at the sole discretion of IEDA and IFA.
7. Persons entering the contest consent to publication and promotion of the contest results and any portion of the participants' entry on the website, social media or other marketing mediums, with the exclusion of personal contact information, such as phone number and email address.

SELECTION OF WINNER:

1. The winner of the grand prize will be selected by popular vote at the conclusion of the voting period.
2. The winner will be notified by email or phone after the conclusion of the voting period.

GRAND PRIZE:

The winning city will receive the installation of a custom mural in the community's local shopping district or downtown area. The mural will be designed and installed by Iowa-based artist Ben Schuh and cannot exceed 1000-1500 ft².

TERMS OF ACCEPTANCE FOR GRAND PRIZE:

1. The winning city must:
 - Identify a mural site;
 - Obtain the consent of the property owner for the installation of the mural, if the winning city 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 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 three years.
 - 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 the Iowa Economic Development Authority (IEDA) and the Iowa Finance Authority (IFA). The mural must remain at the mural site for a minimum of three years.
3. IEDA and IFA officials will meet with designees from the winning community 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 winning community and IEDA/IFA officials to determine the custom elements of the art.
5. The initial design meeting must be held within 15 days of prize notification.
6. Final art approval must be given by IEDA, IFA, the property owner and the city's designee.
7. The number of art revisions will be at the discretion of the IEDA, IFA and the artist.

8. The art design and installation timeline will be at the discretion of IEDA and IFA.
9. IEDA and IFA are not responsible for requirements moving forward including maintenance of the mural or for insurance for the installation of the art. IEDA and IFA are not responsible if the winning city 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 and 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 and IFA are 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 and IFA reserve 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 prize award is subject to eligibility determination and final verification by IEDA and IFA.
7. If IEDA and IFA disqualifies an award winner, the prize may then be awarded to an eligible entry with the next highest vote count.
8. All taxes, if any, are the sole responsibility of the winners. No transfer, assignment, or substitution of prizes (in whole or in part), except IEDA and IFA reserve the right to substitute a prize of equal or greater value. Prize is not redeemable for cash in whole or in part.
9. Entrants may request the final number of votes for the winning video and a copy of the official contest rules by emailing ifafyi@iowafinance.com by December 31, 2021.
10. This contest is governed by the laws of the United States and the State of Iowa without respect to conflict of law doctrines.