

GREENLIGHT GRANT PROGRAM GUIDELINES



GREENLIGHT GRANT PROGRAM

Fiscal Year 2026

BACKGROUND

The Greenlight Grant program (Program) is administered by the Iowa Arts Council (IAC) and Produce Iowa-State Office of Film and Media, both of which exist within the Iowa Economic Development Authority (IEDA). Through the Program, the IEDA provides financial incentives to Iowa filmmakers who are ready to produce films and media projects that can take them to the next level in their careers and contribute to a more robust film and media industry and creative economy in Iowa.

Greenlight Grants are intended to provide entrepreneurial and collaborative Iowa filmmakers with a financial boost to launch a well-written script to screen and the opportunity to stretch creatively, think big and tell an important story that needs to be told to a larger audience. A goal of the Program is for Iowans to become job creators that grow our film and media industry. Priority is given to projects that advance the goals of the [Iowa Arts Council 2022-2026 Strategic Plan](#).

Funding is made possible by an annual appropriation by the Iowa Legislature. Applicants must adhere to the operating and grant policies and definitions set out at 261 Iowa Administrative Code Chapter [305](#) and rules pertaining to organization and operation of the Iowa Arts Council found at 261 Iowa Administrative Code Chapter [304](#) apply to the program. Additional eligibility requirements and priorities are set out in these guidelines published by IEDA.

QUESTIONS

Potential applicants, especially first time applicants, are encouraged to review all published material, including the administrative rules and published guidelines, and contact Produce Iowa Program Manager EJ Philby Burton at ej.philbyburton@iowaeda.com well in advance of application deadlines if they have any questions regarding the Program.

ACCESSIBILITY

The IEDA is committed to providing reasonable accommodations to eligible applicants. For technical support submitting the online application, please contact the Accessibility Coordinator, Elizabeth Ferreira, at 515-348-6325 or elizabeth.ferreira@iowaeda.com, at least two weeks in advance of the application deadline.

TIMELINE

April 22, 2025 | Fiscal Year 2026 Application Deadline

The deadline to submit an online application is 11:59 PM on April 22, 2025 for the funding period July 1, 2025-June 30, 2027.

June 2025 | Funding Notification

Typically, applicants are notified of funding decisions within eight weeks after the application deadline.

July 1, 2025 – June 30, 2027| Eligible Funding Period

The Eligible Funding Period is July 1, 2025 – June 30, 2027. All expenses must be incurred and project activities must be completed within the Eligible Funding Period.

August 1, 2027 | Final Report Deadline

Grant recipients are required to complete a final report by August 1, 2027.

GRANT AMOUNTS AND DISBURSEMENTS

One-Time Project Expenses

Applicants may request funding for eligible one-time project expenses incurred and expended within the Eligible Funding Period.

- Minimum Grant Request: \$10,000
- Maximum Grant Request: \$50,000

In fiscal year 2025, grant awards ranged from \$39,900 - \$50,000 with an average grant award of \$43,300.

The IEDA reserves the right to adjust funding levels based on the quality of submitted applications and available funding.

Grant Payment and Reimbursement

Grant recipients will receive 50% of the grant amount in a lump sum after execution of the grant agreement. The remaining 50% of the grant award funds will be disbursed on a reimbursement basis after the grant recipient demonstrates the grant funds and required matching funds have been spent by providing documentation of expenditures and proof of purchase on forms provided by the IEDA. Reimbursement requests may be made on a monthly basis or may be submitted alongside the final report. Recipients will need to complete a final report at the end of the eligible funding period. The IEDA will require repayment of disbursed grant funds no later than 30 days after the end of the Eligible Funding Period if the recipient fails to demonstrate to the satisfaction of the IEDA that it has completed the grant project.

APPLICATION REQUIREMENTS

Eligible Applicants

Eligible applicants must meet the following criteria:

- Individual [filmmaker](#) who will be legally and financially responsible for project-related expenses, the grant award and meeting contract requirements.
- 18 years of age or older.
- Maintain current registration in the [Produce Iowa Production Directory](#).

- U.S. citizen or possessing a Permanent Resident Card (i.e. “Green Card”) or in the process of obtaining a Permanent Resident Card, who is a full-time Iowa resident domiciled in Iowa or maintaining a permanent place of abode in Iowa. For purposes of these Guidelines, the terms “domiciled” and “permanent place of abode” are defined in [701 Iowa Administrative Code 38.17](#).
- In full compliance with all federal, state and local laws at the time of application.
- An application must support a project that is initiated, produced and/or managed by the applicant individual, not another person, entity or organization.

Ineligible Applicants

Ineligible applicants include the following:

- Artist groups, collaboratives and collectives.
- Organizations and entities, including but not limited to for-profit and nonprofit business entities such as corporations, limited liability partnerships, and sole proprietorships; political parties; and service/professional organizations.
- Units of state or federal government.
- Individuals that have received a fiscal year 2026 Iowa Artist Fellowship or have an active Greenlight Grant contract.
- Individuals that have received grants, loans or other incentives through the Iowa Arts Council or other program administered by the IEDA that are not in compliance with reporting or other requirements or that are listed on the IEDA’s funding moratorium list.

PROJECT REQUIREMENTS

Eligible Projects

Eligible projects must include the production and post-production of an original film or digital media project within the state of Iowa. Applicants may request funding to support a specific phase of a larger project within the Eligible Funding Period. However, an applicant may receive support from the IEDA only once in the lifetime of the project. Therefore, applicants are encouraged to apply at a point in the project when state funding will be most impactful.

The following types of film or digital media productions are eligible:

- Episodic or Series, including pilot episodes or new seasons
- Feature, including sequels
- Proof-of-Concept
- Short

The types of film or digital media productions must be in one of the following genres:

- Animation
- Documentary
- Narrative
- Reality

Ineligible Projects

Projects that fall outside of the identified types of eligible projects will not receive funding through this Program. Ineligible projects include, but are not limited to, the following:

- Advertisements
- Award Shows
- Commercials
- Productions with news, talk shows, religious, political, instructional, corporate or obscene content
- Projects-for-hire
- Project submitted by an individual that is initiated, managed by, or that benefits an entity or organization with which the individual applicant has a formal affiliation, such as employment or volunteer service
- Separate phases of a project that have already been funded through an Iowa Arts Council grant
- Sizzle Reels
- Trailers, unless included within a larger project

BUDGET REQUIREMENTS

Eligible Grant Request Expenses

Greenlight Grants support one-time, direct project expenses that are essential to the completion of the proposed project. Only expenses to be incurred and expended within the Eligible Funding Period may be included in the grant request. Expenses identified in the grant budget should be based on competitive, current market pricing.

Eligible grant request expenses include direct project costs such as:

- Access accommodations (e.g. audio description, sign-language interpretation, closed or open captioning).
- Applicant time dedicated to the project (e.g. planning, execution, evaluation time).
- Crew/labor (e.g. director, cinematographer, grip, talent, production assistant).
- Domestic travel (e.g. mileage, accommodation, per diem).
 - Travel outside of the State of Iowa only if the recipient clearly demonstrates how such travel benefits Iowans and the arts community in Iowa.
- Marketing (e.g. graphic design, ad buys, web design, publicist).
- Materials (e.g. paint, costumes, props).
- Post-Production expenses (e.g. dubbing, editing, sound/visual effects)
- Production expenses (e.g. actors, animation, casting, set construction, location scouting)
- Production rentals (e.g. camera, lighting, sound, props, tents, scissor lift, trucks, portable restrooms, generators).
- Professional services (e.g. insurance, legal, accounting, payroll).
- Support services (e.g. sanitation, construction, security, dry cleaning, florist, craft services, shipping).

Ineligible Project Activities

Grant funds cannot be used to pay expenses related to activities that fall outside of identified types of eligible project activities. Examples of ineligible project activities include, but are not limited to, the following activities:

- Travel that primarily benefits the recipient.
- Pre-production activities that are not specified above.
- Activities that result in receipt by the recipient of course credit, degree or certification.
- Activities that occur before or after the Eligible Funding Period.

Ineligible grant request and match expenses include, but are not limited to:

- Budget shortfalls.
- Capital expenditures, including the purchase of fixed assets or tangible personal property, including information technology systems, having a useful life of more than one year and a per-unit cost that is equal to or greater than \$10,000
- Collection, maintenance or restoration expenses.
- Costs of goods for resale, including concessions or promotional merchandise such as clothing or items purchased for sale
- Costs for the creation of new organizations
- Deficit or debt reduction.
- Donations or contributions to other individuals or organizations.
- Equipment purchases.
- Expenses incurred prior to or after the Eligible Funding Period.
- Food, beverage and alcohol. Food and beverage may be included if they have a clear programmatic purpose.
- Foreign travel.
- Funding cash reserves.
- Fundraising or benefit activities.
- General miscellaneous or contingency costs.
- Goods or services acquired through vendors located outside of Iowa not approved by the IEDA (grant request expenses only).
- Home studio/office costs or expenses, including utilities and mortgage payments.
- Lobbying activities.
- Membership/dues.
- Personnel time that is not specifically dedicated to the project.
- Personnel benefits.
- Pre-production expenses.
- Prizes and awards.
- Property maintenance, restoration or renovation.
- Purchase and/or use of gift cards and gift certificates to support project costs
- Tuition, fees or project activity that results in an applicant's undergraduate or graduate course credit, degree or certification
- Visa costs paid to the federal government

Match Requirement

Applicants are required to demonstrate investment in the project by providing one to one matching funds to the total grant amount requested from the IEDA. For example, an applicant that requests \$25,000 in grant funds needs at least \$25,000 in matching funds for a minimum total grant project budget of \$50,000.

The required matching funds must be dedicated to one-time project expenses that are legitimate parts of the proposed project. Matching funds may be all cash or a combination of cash and in-kind contributions. Applicants will need to include any in-kind contributions as direct costs in the project budget to balance the budget. The applicant is not required to secure the matching funds at the time of application.

- Cash match is actual cash, like cash donations, grants, and revenues that are received for the project.
- The applicant's own goods or services (i.e. time, materials) dedicated to the project can be included as part of the cash match.
- In-kind match is non-cash goods or services provided at no charge to the project by a third party. The use and value of third-party contributions must be properly documented. All third-party contributions must be necessary and reasonable for the project.
- Expenses used for matching funds must adhere to the same expense eligibility requirements as detailed in the budget requirements section of these guidelines.
- State or federal funds cannot be used to meet the match requirement.
- Funds provided by units of county or local government may be used to meet the match requirement.

In-State Expense Requirement

Applicants are required to spend a minimum of 50% of the grant project expenses on Iowa vendors in the state of Iowa. This may be a combination of grant request expenses and match expenses. If an applicant wishes to use beyond the allotted 50% of the grant project expenses outside of Iowa or on non-Iowan vendors, they may submit an [expense exemption form](#). The expense exemption form should only be utilized to request goods or services that are not available through Iowa vendors. Approval or denial of such requests will be in the sole discretion of the IEDA. Supplemental expenses beyond the grant project are not beholden to the grant project expense requirements.

FUNDING PRIORITIES

Applicants that can demonstrate an important story that needs to be told to a larger audience and show a significant return on investment with public funds will receive priority for funding. Priority is also given to projects that advance the goals of the [Iowa Arts Council Strategic Plan 2022-2026](#).

REVIEW PROCESS

Eligibility Review

Submitted applications are reviewed by staff for completion, eligibility, and adherence to published guidelines. Applications are reviewed as submitted, provided that the IEDA may contact applicants if any additional information is required. New application information or subsequent application clarification submitted after a program deadline may not be considered unless requested by an IEDA program manager. Staff will also review an applicant's record of compliance and good standing with the IAC, IEDA, other state agencies, including but not limited to the Iowa Department of Revenue, and federal government agencies or departments. Applications or applicants determined by staff to be ineligible or incomplete will not move forward to panel review. A determination as to eligibility or completeness is final agency action.

Competitive Panel Review

Applications by eligible applicants that are complete and adhere to Program requirements will be referred for a competitive review by a panel of professionals with expertise related to the purpose of the Program. Applications will be scored and ranked based on the published scoring rubric. Recommendations for consideration and approval are submitted to the Director of the IEDA.

Decision Notification

Applicants are typically notified of funding decisions, including decisions to decline to fund applications, within eight weeks after the application deadline. Applicants are encouraged to refrain from contacting staff for application status updates during the funding decision process.

If awarded funding, Program award recipients will be asked to provide a professional headshot for the IEDA to use for publicity purposes.

APPLICATION SUBMISSION

Applicants must submit applications via the Iowa Arts Council's SlideRoom, an online application portal. Applications will not be accepted in any other format. Late, incomplete or ineligible applications will not be accepted. Applicants can access the current online application requirements at iowaartscouncil.slideroom.com. Applicants must create a login to view the full application requirements for the Program. Applicants can visit help.liaisonedu.com for assistance related to the online submission.

APPLICATION QUESTIONS AND SCORING RUBRIC

The Greenlight Grant Scoring Rubric will be used by the review panel to evaluate applications. The following application questions are for reference only. Applicants must review and complete application requirements in the SlideRoom portal. Each section has criteria and corresponding point values to ensure an unbiased review process. The rubric is on a scale of 60 points.

Applicant Film Credentials

Upload a 1-2 page document that details the applicant's film career and experience, such as a production resume, curriculum vitae (CV), or list of career achievements with dates.

Describe the applicant's film career, including:

- The type and quality of productions the applicant creates.
- Notable achievements and dates in the applicant's film career, both inside and outside of Iowa.
- Engagement by the applicant in the film industry, such as relevant continuing education or training and participation in film festivals or other film events.
- How the proposed production will advance the film career of the applicant.

APPLICANT FILM CREDENTIALS: 5 points possible		
5	3	1

Applicant demonstrates and supports an active filmmaking career with exceptional capabilities in production quality. Applicant demonstrates a strong record of progress in their film career through relevant notable achievements as well as active participation in film industry events.	Applicant demonstrates and supports an average experience in the industry. Applicant has identified relevant notable achievements and some participation in film industry events.	Applicant demonstrates and supports little to no experience in the industry. Career and type of productions made is unclear or inadequate. The applicant has little to no education or training in the craft of filmmaking and/or does not participate in any film industry events.
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Production Details

Production Attachment

Attach one production attachment which may include a pitch package, lookbook, electronic script and/or storyboard to convey your vision. All components of the production attachment should be submitted as one combined file attachment. If production attachment exceeds 10 MB, please attach in the Media section at the end of the application.

Story/Content

List relevant slides or pages of production attachment related to Story/Content. Describe the proposed production, including:

- Type and genre.
- Length of the finished project.
- Logline.
- Outline.
- Why the production should be filmed right now, as opposed to in the future.
- What audience(s) would be interested in viewing the finished project.

STORY/CONTENT: 5 points possible		
5	3	1
The story description is clear. Content is exemplary and relevant to multiple modern audience types. The production is timely and there is a demonstrated need for it to be filmed right now.	Story description is average. Content is identified and somewhat relevant to modern audiences. The production is somewhat timely and there is a need for it to be filmed sometime soon.	Content and/or story description is unclear or inadequate. Content is irrelevant to modern audiences. The production is not timely and/or has no demonstrated need to be filmed right now.

Production Partners & Key Individuals

Complete the table below outlining up to ten production partners & key individuals (such as other artists, collaborators, crew members, filmmakers) and/or partner organizations involved in the project. Because all projects require matching resources from non-federal or state sources, individuals or organizations that only provide money are not considered partners. Funders are

not excluded from being partners, but they must also supply human resources or information capital or actively participate in another way to be considered partners. Include the individual or partner organization's name and if they are tentative or committed to partnering on the project.

Production Partners & Key Individuals Description

Describe why the applicant has chosen the identified partners for this project, including:

- Credentials demonstrating the ability to create high-quality cinema.
- Roles within the project.
- Which team members or partners are lowans.
- How this team and these partners will enable the applicant to successfully pull off the proposed production.
- A list of relevant slides or pages in the Production Attachment related to Production Partners and Key Individuals.

PRODUCTION PARTNERS AND KEY INDIVIDUALS: 5 points possible		
5	3	1
Key artistic and logistical production team members and their responsibilities are well-defined, and their professionalism will enhance the project. The project is likely to succeed and be of high cinematic quality with this team behind it.	Key artistic and logistical production team members and their responsibilities are identified. The project might succeed and/or will be of average cinematic quality with this team behind it.	Artistic or logistical production team members and their responsibilities are unclear or not identified. The project is unlikely to succeed and/or will be of poor cinematic quality with this team behind it.

Schedule of Key Project Dates

List relevant slides or pages of production attachment related to key project dates. Provide a production timeline and any shoot schedules, detailing when project activities will occur. Be sure to include all phases of pre-production, production, post-production and distribution. Consider also including when key artistic decisions will be made and events will occur, as applicable.

If, for context, you describe activities that occur outside of the eligible funding period, indicate by adding an asterisk (*). Deadlines can be listed as the month it is set to be complete, such as "September 2026," rather than a specific date.

SCHEDULE OF KEY PROJECT DATES: 5 points possible		
5	3	1
Confident project will be successfully realized due to extensive planning and a clear, realistic timeline for pre-production, production, post-	Applicant demonstrates average planning and identifies a timeline for pre-production, production, post-production and distribution.	The timeline and planning for pre-production, production, post-production and distribution are unclear, inadequate or unrealistic.

production and distribution. Project is clearly achievable through the identified timeline.	Project appears achievable through the identified timeline.	Multiple concerns about project achievability.
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Project Marketing and Distribution

List relevant slides or pages in the Production Attachment related to Project Marketing and Distribution. Describe any marketing and distribution plans for the finished project, including:

- Methods of distribution, including festival names, locations, and dates; streaming platforms; self-distribution; and other methods.
- Scale of distribution, including plans for outside of Iowa (local, national, international).
- Plans for marketing, including industry contacts and relationships that will be utilized.
- How the marketing and distribution plans will be implemented.
- How the marketing and distribution plans will benefit Iowa's film industry.

PROJECT MARKETING AND DISTRIBUTION: 5 points possible		
5	3	1
Project will be successfully distributed and viewed by a larger audience, based upon the strategies and platform for distribution. The applicant has an impressive distribution plan that has strong potential to benefit Iowa's film industry.	Project might be successfully distributed and viewed by a mid-size audience, based upon the strategies and platform for distribution. The applicant has an average distribution plan that might benefit Iowa's film industry.	Project is unlikely to be successfully distributed, nor seen by a larger audience, based upon the strategies and platform for distribution. The applicant has an inadequate distribution plan that is unlikely to benefit Iowa's film industry.

Community Involvement

Describe the intended communities, participants, and/or audiences involved in the project activities, including:

- Key Demographics of Audience(s).
- Key Filming Location(s) and intended duration of filming there.
- Specific plans to engage the identified groups in the project activities, including distribution plans.
- How the identified groups will benefit from the project activities.

COMMUNITY INVOLVEMENT: 5 points possible		
5	3	1
Target population(s) for the project is well-defined. Exemplary plans are in place to engage the public. Community members will clearly benefit from project activities.	Target population(s) for the project is identified. Plans are in place to engage the public. Community members will benefit from project activities.	Target population(s) for the project is not clearly identified. Plans to engage the public are unclear or inadequate. Community members may not benefit from project activities.

Impact on Iowa's Film Industry

Describe the public and economic value of the production, which is how the project will contribute to building a more robust and sustainable film industry in Iowa through job creation and support of small businesses, including:

- Number of job positions that will be created for Iowans.
- Plans for job shadowing or professional development of Iowa students.
- Economic impact to rural or economically challenged areas of Iowa
- Plans for leveraging Greenlight Grant funds to secure more outside funding and future investors, therefore bringing more funding into Iowa's film industry.

IMPACT ON IOWA'S FILM INDUSTRY: 5 points possible		
5	3	1
Production will significantly impact and benefit the film industry in Iowa. Project will create many job opportunities and need for special services in Iowa. The applicant has outlined well-defined plans to grow outside financial support for the project.	Production will adequately benefit the film and media industry in Iowa. An average number of job opportunities will be created. Applicant has outlined average plans to grow outside financial support for the project.	Production will not have a significant impact on the film industry in Iowa. Few job opportunities will be created. Applicant has outlined inadequate plans to grow outside financial support for project or has not outlined plans at all.

Project Budget

Production Budget

[Download](#) and re-attach a completed copy of the Production Budget Template document. This document should include a full, itemized list of all anticipated production budget expenses. Applicants must fill out this template **and** the remaining components of the project budget section of this application. The template must be re-attached in a spreadsheet format (csv or xlsx). Budget templates other than the one provided in this section will not be accepted in this spot.

If there are slides or pages of the production attachment related to the production budget, they may be listed here. This may be used as a supplement but not a replacement for the required Production Budget Template document.

Total Grant Project Costs/Expenses

Enter the total direct costs outlined in the Production Budget spreadsheet attached above. Round to the nearest dollar. Do not include dollar signs, decimals or commas.

Total Film Production Costs/Expenses Amount

Enter the estimated total expense budget for the entire film production, including the grant request, cash match, and any supplemental funds. Round to the nearest dollar. Do not include dollar signs, decimals or commas.

Total Amount Requested from the Iowa Arts Council

Enter the total amount of grant funding being requested from the Iowa Arts Council to support the project. This amount cannot exceed \$50,000. Round to the nearest dollar. Do not include dollar signs, commas or decimals.

Matching Funds - Cash

Itemize each source of funding for the cash match, the amount from each source, and whether the funds have been secured. The funding source is where the cash match is coming from. This may include sources like private foundations; corporate or individual donors; ticket sales; or the organization's operating budget. Be as specific as possible in listing the source.

Matching Funds – In-Kind

Itemize third-party contributions to the project. These are non-cash goods and services that are necessary and reasonable for the project. Do not include goods, facilities, or services contributed by you as these are considered part of your own cash cost share/match. The in-kind contributions must also be included as direct costs in the Direct Costs form above to balance the budget.

Total Grant Project Revenue

Enter the total of the amount requested from the Iowa Arts Council and the matching funding outlined above. This amount should be equal to the Total Project Costs/Expenses. Round to the nearest dollar. Do not include dollar signs, decimals or commas.

Additional Project Budget Notes (Optional)

Use this space to provide information to clarify any line item included in the project budget, or to provide further details on the scope of your project budget.

Budget: 5 points possible		
5	3	1
Budget and intended use of requested funds and cash match are clear, appropriate and will help the applicant to achieve intended project goal. Evidence of direct compensation to Iowa filmmakers and investment in the Iowa economy is clear. Funds listed for expenses are reasonable amounts.	Budget and the intended use of requested funds and cash match are identified. It is unclear if they will help the applicant to achieve the intended project goal. Some evidence of direct compensation to Iowa filmmakers and investment in the Iowa economy. Funds listed for expenses are reasonable amounts.	Budget and the intended use of requested funds and cash match are unclear or inadequate. Evidence of direct compensation to Iowa filmmakers and investment in the Iowa economy is unclear. Funds listed for some or all expenses are not reasonable amounts.

Work Samples

Submit 3-5 work samples of past productions that relate to the proposed film, TV or digital media project. Work samples may not be bios, testimonials, news articles or marketing material such as brochures, fliers or posters.

- Video and audio files should not exceed 3 minutes each.
- PDF files should not exceed 2 pages each.
- Panelists will not view more than 2 pages of a document or more than 3 minutes of an audio or video file.

Include a description with each sample, including:

- Title of the sample
- Date of the work or activity
- Names of artist(s) featured if applicable
- Relevance of the work sample to the proposed project
- If an audio or video sample is longer than three minutes, indicate the three-minute segment the panel should view.

Work Samples: 5 points possible		
5	3	1
Work samples are of high quality and clearly demonstrate exceptional capabilities in concept and form.	Work samples are of average quality and demonstrate capabilities in concept and form.	Work samples are of poor quality or demonstrate inadequate capabilities in concept and form.

Overall Application

Support Narrative (Optional)

Use this additional space to communicate to the panelists anything essential to the project that was not already covered in this grant application. Do not use this space to continue an answer from earlier questions. The support narrative should include new information only. This space allows a maximum of 1,000 characters and is entirely optional.

The following scoring criteria reference the quality of the proposal and application as a whole and not any specific question.

OVERALL ARTISTIC EXCELLENCE: 5 points possible		
5	3	1
Project will provide an exceptional beneficial impact to Iowa's film industry. Project will clearly elevate the Iowa filmmaking community, substantially impact future production and the vitality of the media industry in Iowa, and position Iowa as a filmmaking destination.	Project will provide an average impact to Iowa's film industry. Project may elevate the Iowa filmmaking community, will reasonably impact future production and the vitality of the media industry in Iowa, and may position Iowa as a filmmaking destination.	Project will provide an inadequate or no beneficial impact to Iowa's film industry. Project does not appear to elevate the Iowa filmmaking community, does not adequately impact future production and the vitality of the media industry in Iowa, and does not position Iowa as a filmmaking destination.

OVERALL ARTISTIC MERIT: 5 points possible		
5	3	1
Value of the project to lowans is clear. The project is relevant to the audience(s) the applicant aims to serve. Project tells a story that is highly important and needs to be told to a larger audience.	The project may be of value to lowans. The project may be relevant to the audience(s) the applicant aims to serve. Project tells a story that is somewhat important. The project may benefit from being told to a larger audience.	Value of the project to lowans is unclear. It is unclear if the project will be relevant to the audience(s) the applicant aims to serve. Project does not tell a story that is important. The necessity of reaching a larger audience is unclear or poorly defined.

CASE FOR SUPPORT: 5 points possible		
5	3	1
Case for support is exemplary and merits investment from the state.	Case for support is average.	Case for support is below average or does not merit state investment.

Glossary of Terms and Definitions

Applicants should refer to the [glossary](#) for clarification of Program terms and definitions.