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**GREATER DES MOINES  
BOTANICAL GARDEN**

## **Botanical Garden Receives 2026 Iowa Tourism Grant**

*Funding Supports “Come & Glow with Us” digital campaign to drive statewide visitation.*

DES MOINES, Iowa, Jan. 8, 2026 — The [Greater Des Moines Botanical Garden](#) has been awarded a \$6,000 Iowa Tourism Grant from the [Iowa Economic Development Authority](#) (IEDA) to support a new digital marketing initiative designed to attract visitors from beyond the state.

The funding will go toward the “Come & Glow with Us” digital ad campaign on Meta platforms. The campaign focuses on promoting the Botanical Garden and its 2026 Dome for the Holidays seasonal event as a must-visit holiday destination in Des Moines. Its primary goal is to build awareness that drives early ticket purchases, as well as positions the visit as a festive mini vacation for out of state visitors to enjoy the many seasonal joys only in Iowa.

The campaign will leverage paid digital advertising through Meta platforms which offer the most effective way to reach the intended out-of-state demographic.

The total project investment is \$7,500, which includes a \$1,500 local cash match from the Greater Des Moines Botanical Garden, demonstrating the organization’s commitment to growing tourism and enhancing Des Moines’ cultural and recreational offerings.

“This investment allows us to reach new audiences and invite more visitors to experience the beauty, education and inspiration found at the Botanical Garden,” said Kim Perez, President and CEO of the Greater Des Moines Botanical Garden. “Tourism support like this helps us highlight Des Moines as a vibrant destination, while strengthening our impact on the local economy.”

The Iowa Tourism Grant Program is funded through an annual appropriation from the Iowa General Assembly and administered by the Iowa Economic Development Authority to support projects that drive travel, visitation and economic activity throughout the state.

For more information about the Greater Des Moines Botanical Garden and upcoming events, visit [www.dmbotanicalgarden.com](http://www.dmbotanicalgarden.com).

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### **About the Greater Des Moines Botanical Garden**

The Greater Des Moines Botanical Garden is more than a dome — it's a connection point between plants, people and the natural world. It's a place where anyone can explore, create, connect and find their true nature. Located in downtown Des Moines, this 12-acre urban oasis features thousands of native and exotic plants, one of the nation's most extensive bonsai collections, a stunning orchid display, seasonal blooms and 18 outdoor gardens. Open year round, the Botanical Garden has welcomed visitors since 1979 and is supported by members, volunteers and the broader community.

### **About Travel Iowa**

The Iowa Tourism Office, part of the Iowa Economic Development Authority, works closely with community partners, attractions and events, to promote the state's beautifully vast scenery and unique history. Tourism in Iowa generated \$7.5 billion in expenditures in 2024, with more than \$1.2 billion supporting state and local government, while employing a total of 71,918 people statewide. For more information on everything Iowa has to offer tourists, visit [traveliowa.com](http://traveliowa.com).