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[www.cityofdyersville.com](http://www.cityofdyersville.com)

August 16, 2023

Dear Rural Innovation Scale-Up Grant Review Committee:

The City of Dyersville is supportive of Prosperity Eastern Iowa's (PEI's) application to the Rural Innovation Scale-Up Grant Program to fund the "Field of Opportunities Implementation" Initiative. In this past year we worked with PEI to develop a database of assets in our rural communities; developed an interactive map of the assets; and determined short- and long-term goals for the region, all responding to the \$80 million Field of Dreams Development in Dyersville to encourage tourism opportunities in the rural communities.

The Field of Dreams development will have a ripple impact on our small rural communities. This is a tremendous opportunity for the rural communities to support the Field of Dreams but to also benefit and grow as a result of this tremendous investment. In the discussions and meetings we held over this past year, it was determined a uniform consistent marketing message is necessary for our rural communities and a vehicle for visitors to find the hidden "treasures" and assets in the smaller communities in the region. It was determined to partner with the larger conventions and visitor's bureau in the region, Travel Dubuque, made the most sense as they have a relationship with the Field of Dreams and work regionally in Wisconsin and Illinois. Travel Dubuque hosts a database on their website that can be integrated with the regional assets database developed this past year and they have experience and can lead and guide the rural communities in developing regional tours and regional marketing materials. Funding from the Scale-Up grant program will enable us to develop a robust marketing campaign and an integrated web site to attract visitors from the Field of Dreams to our rural communities.

We encourage the Rural Innovation Scale-Up Grant Program to support PEI's application for the "Field of Opportunities Implementation" project as it aligns with the priorities of growing and investing in rural Iowa. Thank you for your consideration.

Sincerely,

Jeff Jacque  
Mayor