

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

# State Tourism Grant Supports 2026 Campaign Highlighting the Reimagined Hoover Presidential Library and Museum

**WEST BRANCH, IOWA** — The Hoover Presidential Foundation has been awarded a \$10,000 FY 2026 Iowa Tourism Marketing Grant from the Iowa Tourism Office, a division of the Iowa Economic Development Authority (IEDA). The Iowa Tourism Marketing Grant program provides funding for tourism partners around the state to market Iowa's places, attractions and events to out-of-state audiences. This grant will be used to showcase the newly reimagined Herbert Hoover Presidential Library and Museum, the Hoover National Historic Site, and the historic Main Street West Branch.

In 2026, visitors will be invited to experience the story of Herbert Hoover in a renewed and immersive setting that reflects his global impact, humanitarian legacy, and Iowa roots. The renovated Library and Museum serve as the centerpiece of a broader heritage experience that includes the Herbert Hoover National Historical Site and the walkable historic downtown of West Branch.

“This grant allows us to share the Hoover story in a bigger way,” said Mundi McCarty, President and CEO of the Hoover Presidential Foundation. “The renovated Library and Museum offer visitors a fresh, engaging experience, and this campaign helps us invite new audiences to discover not only the site, but the community that surrounds it.”

The innovative 2026 marketing campaign will highlight West Branch as a welcoming destination where nationally significant history is paired with small-town character, local dining, independent shops, and seasonal events. Efforts will focus on reaching travelers in nearby states who are seeking meaningful cultural experiences and memorable places to explore at a relaxed pace.

By elevating the Hoover Presidential Library and Museum as a cornerstone attraction, the campaign also encourages visitors to spend time at the National Historic Site and throughout West Branch, exploring Main Street and nearby heritage and outdoor destinations that reflect Iowa’s history and hospitality.

FY 2026 Iowa Tourism Marketing Grant awards were announced following a competitive statewide application process. Funded projects support initiatives that strengthen Iowa’s visibility as a travel destination while celebrating the state’s unique communities and cultural assets.

### About the Hoover Presidential Foundation

*The Hoover Presidential Foundation promotes and supports the Herbert Hoover Presidential Library and Museum, the Herbert Hoover National Historic Site, and educational outreach initiatives such as Hoover on the Road. Through exhibits, programs, and public engagement, the Foundation advances understanding of Herbert Hoover’s enduring legacy as a humanitarian, leader, and global citizen.*