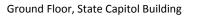
# **BUDGET UNIT BRIEF – FY 2019**

Fiscal Services Division September 24, 2018



Des Moines, Iowa 50319



515.281.3566

# **Tourism Marketing — Adjusted Gross Receipts**

# **Purpose and History**

The Tourism Marketing Adjusted Gross Receipts appropriation was created in 2006 in <u>HF 2791</u> (Endow lowa Tax Credit and County Endowment Fund Change Act) to fund regional tourism marketing. The appropriation goes to the lowa Economic Development Authority (IEDA) and is used to pay for the spring advertising campaign that the Travel lowa Office conducts. Funds are also used for other advertising not associated with the spring campaign and for providing out-of-state marketing grants to groups in lowa to promote their venues or events. The appropriation first occurred in FY 2008. The standing appropriation is prohibited from being used for administrative purposes.

# Funding

The appropriation is funded from the 0.2% tax on the adjusted gross receipts of all gambling in Iowa. This amount is placed in the State General Fund. Of that percentage, \$520,000 (or an amount specified by the General Assembly through legislative action) goes to the Department of Cultural Affairs for the Community Cultural Grants Program. The remainder is divided in half, with one half deposited in the Rebuild Iowa Infrastructure Fund and the other half allocated to the appropriation. The appropriation has periodically been limited by the General Assembly.

# Funding — State General Fund

The IEDA also utilizes its Economic Development Appropriation from the General Fund for Travel Iowa operations. Expenditures include advertising for media planning, development, and placement; public relations; Iowa Welcome Centers and State Fair advertising; and Iowa Travel Guide photography and production.

# **Related Statutes and Administrative Rules**

Iowa Code sections <u>15.108</u> and <u>99F.11</u> Iowa Administrative Code <u>261—35</u>

# **Budget Unit Number**

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# **More Information**

Iowa Economic Development Authority: www.iowaeconomicdevelopment.com Department of Cultural Affairs: https://iowaculture.gov/ Community Cultural Grants Program: www.legis.iowa.gov/docs/publications/FT/15575.pdf Travel Iowa: traveliowa.com Economic Development Appropriation: www.legis.iowa.gov/docs/publications/FT/15628.pdf Issue Review, Tourism Advertising and Travel: www.legis.iowa.gov/docs/publications/IR/15794.pdf Iowa Economic Development Authority Travel Iowa Research: traveliowa.com/aspx/media/industry\_partners.aspx?research=y LSA Staff Contact: Ron Robinson (515.281.6256) ron.robinson@legis.iowa.gov