

FILED FEB 19 1988

SENATE FILE 2185  
BY FUERMAN

Passed Senate, Date \_\_\_\_\_ Passed House, Date \_\_\_\_\_  
Vote: Ayes \_\_\_\_\_ Nays \_\_\_\_\_ Vote: Ayes \_\_\_\_\_ Nays \_\_\_\_\_  
Approved \_\_\_\_\_

A BILL FOR

1 An Act to promote Iowa tourism.  
2 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:  
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SF 2185

1 Section 1. IOWA TOURISM PROMOTION. The tourism bureau of  
2 the Iowa department of economic development shall plan and  
3 develop Iowa characters which may be illustrated in a cartoon  
4 or related format promoting Iowa as a tourism and vacationing  
5 destination and to dispel misconceptions or stereotypical  
6 images of Iowa with appropriate humor and wit. The Iowa  
7 character and Iowa responses may be developed or generated  
8 through a statewide competition sponsored by the department  
9 and other state agencies interested in tourism and the  
10 promotion of Iowa and Iowa products.

11 The overall purpose of the Iowa character and the Iowa  
12 responses is to promote Iowa regionally and nationally and to  
13 assist traveling Iowans to become ambassadors for Iowa.

14 EXPLANATION

15 This bill directs the tourism bureau of the Iowa department  
16 of economic development to plan and develop an Iowa character  
17 which may be illustrated in cartoon or related format  
18 promoting Iowa or responding to misconceptions and put-downs  
19 of Iowa with a quick retort. The department and state  
20 agencies may sponsor a statewide competition to develop the  
21 Iowa character and Iowa responses.

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STATE OF IOWA

FILED MAR 9 1988

FISCAL NOTE

LSB No 7884S.2  
SIB# 10 CEN

REQ. BY SENATOR FUHRMAN

SENATE FILE 2185

In compliance with a written request received February 16, 1988, a fiscal note for S.P. 2185 is hereby submitted pursuant to Joint Rule 17. Data used in developing this fiscal note are available from the Legislative Fiscal Bureau to members of the Legislature upon request.

Senate File 2185 requires the Department of Economic Development to plan and develop an Iowa character which may be illustrated in a cartoon or related format, promoting Iowa as a tourism and vacationing destination.

The character may be developed through a statewide competition sponsored by the Department and other state agencies interested in tourism and promotion of the Iowa.

The overall purpose of the Iowa character is to promote Iowa regionally and nationally and to assist traveling Iowans to become ambassadors for the state.

ASSUMPTIONS:

- 1) The Department of Economic Development would develop the character through statewide competition utilizing in-state advertising and promotion.
- 2) The Department would trademark the character.
- 3) To effectively promote the character regional and nationally, the Department of Economic Development would require additional advertising funds for FY 1989 and 1990.

FISCAL EFFECTS

	Fiscal Year 1989			Fiscal Year 1990		
	Current Law	Proposed Law	Increase (Decrease)	Current Law	Proposed Law	Increase (Decrease)
<u>EXPENDITURES</u>						
Developing and trademarking character	0	50,000	50,000	0	50,000	50,000
Advertising	0	250,000	250,000	0	250,000	250,000
Total	\$ 0	\$ 300,000	\$ 300,000	\$ 0	\$ 300,000	\$ 300,000
<b>NET EFFECT</b>	<b>\$ 0</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>	<b>\$ 0</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>

Source: Department of Economic Development

(LSB 7884S.2, CEN)

*James A. Prouty*  
Fiscal Director

Legislative Fiscal Bureau

Date: 3/8/88