

3/15/99 Small Business

3/15/99 Econ. Dev. & Tourism

STATE GOVERNMENT

Do Pass

FILED MAR 8 1999

3/25/99 Amend/Do  
w/S3151

328

SENATE FILE

BY McLAREN, FREEMAN, JENSEN,  
CONNOLLY, KIBBIE, VEENSTRA,  
KING, BOETTGER, and JOHNSON

Passed Senate, Date \_\_\_\_\_ Passed House, Date \_\_\_\_\_

Vote: Ayes \_\_\_\_\_ Nays \_\_\_\_\_ Vote: Ayes \_\_\_\_\_ Nays \_\_\_\_\_

Approved \_\_\_\_\_

**A BILL FOR**

1 An Act establishing a tourism 2000 fund and providing for  
2 activities related to a tourism 2000 congress.

3 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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SF 328  
STATE GOVERNMENT

1 Section 1. NEW SECTION. 15E.1 TOURISM 2000 FUND.

2 1. A tourism 2000 fund is created in the office of the  
3 treasurer of state under the control of the department of  
4 economic development. The fund shall consist of any moneys  
5 appropriated by the general assembly for that purpose and any  
6 other moneys available and obtained for placement in the fund.

7 2. By July 1 of each year, a regional tourism council may  
8 apply to the department for financial assistance to stimulate  
9 tourism and economic growth within the region. The  
10 application shall state any project the applicant intends to  
11 fund with financial assistance received from the department.  
12 A joint project between two or more regional tourism councils  
13 may be included in the application if the governing bodies of  
14 each regional tourism council included in the joint project  
15 approve the joint project and if each regional tourism council  
16 included in the joint project applies for financial assistance  
17 under this subsection. In determining which projects to  
18 include in the application, the applicant shall, at a minimum,  
19 consider the following:

20 a. The economic impact a project would have on the entire  
21 region.

22 b. The financial need and availability of other funding  
23 sources.

24 c. The importance of a project to the entire region.

25 3. On July 1 of each year, the department shall divide the  
26 moneys in the tourism 2000 fund by the number of applications  
27 received by the department and provide each applicant with an  
28 equal amount of financial assistance. Financial assistance  
29 received by a regional tourism council shall be used to fund  
30 projects listed in the application.

31 Sec. 2. NEW SECTION. 15E.2 TOURISM 2000 CONGRESS.

32 1. Biennially, during even-numbered years, the director of  
33 the department of economic development shall schedule and make  
34 the necessary arrangements for a tourism 2000 congress. The  
35 congress shall be held in Des Moines during the fall months.

1 2. Prior to each meeting of the congress, the governing  
2 body of each regional tourism council shall select four  
3 members from geographically distributed areas of the region to  
4 represent the council at the meeting of the congress and shall  
5 forward the names of the delegates to the director. A county  
6 shall not be represented at the meeting of the congress by  
7 more than one person.

8 3. The delegates to the tourism 2000 congress shall  
9 evaluate and prioritize tourism projects that impact the  
10 entire state. The congress shall organize, discuss, and make  
11 recommendations to the governor, the general assembly, and the  
12 department of economic development regarding issues concerning  
13 the funding of large-scale tourism projects and activities  
14 which exceed the resources of the tourism 2000 fund. The  
15 director shall call the congress and serve as temporary  
16 chairperson.

17 EXPLANATION

18 This bill establishes a tourism 2000 fund in the office of  
19 the treasurer of state and under the control of the department  
20 of economic development. The bill provides that a regional  
21 tourism council may apply to the department for financial  
22 assistance. The bill provides that the application shall  
23 state any project the applicant intends to fund with financial  
24 assistance received from the department. The bill provides  
25 that a joint project between two or more regional tourism  
26 councils may be included in the application if certain  
27 conditions are met. The bill provides that on July 1 of each  
28 year, the department shall divide the moneys in the tourism  
29 2000 fund by the number of applications received by the  
30 department and provide each applicant with an equal amount of  
31 financial assistance. The bill provides that financial  
32 assistance received by a regional tourism council shall be  
33 used to fund projects listed in the application.

34 The bill provides for a tourism 2000 congress to meet  
35 biennially to evaluate and prioritize tourism projects that

1 impact the entire state. The bill provides that each regional  
2 tourism council shall select four members from geographically  
3 distributed areas of the region to attend the meeting of the  
4 congress. A county shall not be represented at a meeting of  
5 the congress by more than one person. The director of the  
6 department of economic development shall arrange and  
7 coordinate the meetings of the congress and call the congress  
8 and serve as the temporary chairperson. The congress shall  
9 make recommendations to the governor, the general assembly,  
10 and the department of economic development regarding issues  
11 concerning the funding of large-scale tourism projects and  
12 activities which exceed the resources of the tourism 2000  
13 fund.

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## SENATE FILE 328

S-3151

1 Amend Senate File 328 as follows:

2 1. Page 1, by inserting after line 6 the  
3 following:

4 "1A. Each year, moneys in the tourism 2000 fund  
5 shall be used to provide for tourism advertising and  
6 tourism 2000 fund marketing and administrative costs.  
7 In order to determine the marketing allocation, at the  
8 beginning of each fiscal year, the department shall  
9 determine the current average regional tourism  
10 advertising budget of contiguous states. The  
11 allocation of marketing expenditures under this  
12 subsection shall be equivalent to the average regional  
13 state tourism advertising budget minus the current  
14 tourism advertising placement budget of the  
15 department."

16 2. Page 1, line 25, by inserting after the word  
17 "year," the following: "after allocating moneys for  
18 expenditure under subsection 1A,".

19 3. Page 1, line 26, by striking the word "moneys"  
20 and inserting the following: "remaining moneys".

By COMMITTEE ON SMALL BUSINESS,  
ECONOMIC DEVELOPMENT AND TOURISM  
MARY A. LUNDBY, CHAIRPERSON

S-3151 FILED MARCH 25, 1999