

15G.109 Marketing strategies.

The department of economic development shall accept proposals for marketing strategies for purposes of selecting a strategy for the department to administer. The marketing strategies shall be designed to market Iowa as a lifestyle, increase the population of the state, increase the wealth of Iowans, and expand and stimulate the state economy. The department shall select and approve a proposal that meets the requirements of this section.

The department shall implement and administer the approved marketing strategy.

2003 Acts, 1st Ex, ch 1, §85, 133

[2003 enactment of this section rescinded pursuant to *Rants v. Vilsack*, 684 N.W.2d 193]

2004 Acts, 1st Ex, ch 1001, §3336

Validation of establishment of board and board membership for fiscal year beginning July 1, 2004, and ending June 30, 2005; board to serve only in advisory capacity to department of economic development; 2004 Acts, 1st Ex, ch 1001, § 43, 44