

CHAPTER 15F

COMMUNITY ATTRACTION AND TOURISM DEVELOPMENT

	SUBCHAPTER I	15F.206	River enhancement community attraction and tourism projects — application review.
	ENHANCE IOWA BOARD		
15F.101	Definitions.	15F.207	Baseball and softball complex sales tax rebate.
15F.102	Enhance Iowa board.	15F.208	through 15F.300 Reserved.
15F.103	Board duties.		
15F.104	Authority duties.		
15F.105	Compensation and expenses.		
15F.106	Benefits.		
15F.107	Enhance Iowa fund.		
15F.108	through 15F.200 Reserved.		
			SUBCHAPTER III
			VISION IOWA PROGRAM
		15F.301	Definitions.
		15F.302	Vision Iowa program.
		15F.303	Eligibility.
		15F.304	Vision Iowa program application review.
		15F.305	through 15F.400 Reserved.
			SUBCHAPTER IV
			SPORTS TOURISM PROGRAM
15F.201	Definitions.	15F.401	Sports tourism program.
15F.202	Community attraction and tourism program.	15F.402	Sports tourism program application review.
15F.203	Community attraction and tourism program application review.	15F.403	Sports tourism program fund.
15F.204	Community attraction and tourism fund.		
15F.205	River enhancement community attraction and tourism fund.		

SUBCHAPTER I

ENHANCE IOWA BOARD

15F.101 Definitions.

As used in this chapter, unless the context otherwise requires:

1. "Authority" means the economic development authority created in section 15.105.
2. "Board" means the enhance Iowa board as created in section 15F.102. 2000 Acts, ch 1174, §1; 2011 Acts, ch 118, §68, 69, 89; 2016 Acts, ch 1115, §2

15F.102 Enhance Iowa board.

1. An enhance Iowa board is established consisting of the members described in subsection 2. The board is located within the authority for administrative purposes. The director of the authority shall provide office space, staff assistance, and necessary supplies and equipment for the board. The director shall budget moneys to cover the compensation and expenses of the board. In performing its functions, the board is performing a public function on behalf of the state and is a public instrumentality of the state.

2. The board shall consist of the following voting members appointed by the governor:

a. Two members from each United States congressional district in the state as established in section 40.1.

b. Three members from the state at large.

3. a. Of the voting members appointed pursuant to subsection 2, the governor shall appoint the following:

- (1) One person selected by the board of the Iowa natural heritage foundation.
- (2) One person with professional experience in finance or investment banking.
- (3) One person with professional experience in the tourism industry.
- (4) One person with professional experience in architecture, landscape architecture, or historic preservation.
- (5) One person with professional experience in cultural attractions and programming.

(6) Six persons actively employed in the private, for-profit sector of the economy who have substantial expertise in economic development.

b. The governor shall appoint the voting members pursuant to [subsection 2](#), subject to sections [69.16](#), [69.16A](#), and [69.16C](#), and subject to confirmation by the senate.

c. The members appointed pursuant to [subsection 2](#) shall be appointed to three-year staggered terms and the terms shall commence and end as provided by [section 69.19](#). If a vacancy occurs, a successor shall be appointed to serve the unexpired term. A successor shall be appointed in the same manner and subject to the same qualifications as the original appointment to serve the unexpired term.

4. In addition to the voting members, the membership of the board shall include four members of the general assembly with one member designated by each of the following: the majority leader of the senate, the minority leader of the senate, the speaker of the house of representatives, and the minority leader of the house of representatives. A legislative member serves for a term as provided in [section 69.16B](#) in an ex officio, nonvoting capacity.

5. The governor shall designate the chairperson and vice chairperson of the board from the members appointed pursuant to [subsection 2](#). In the case of absence or disability of the chairperson and vice chairperson, the members of the board shall elect a temporary chairperson by a majority vote of those members who are present and voting.

6. Each voting member of the board shall serve on at least one of the three review committees referred to in sections [15F.203](#), [15F.304](#), and [15F.402](#).

7. A majority of the total voting membership of the board constitutes a quorum.

[2000 Acts, ch 1174, §2](#); [2008 Acts, ch 1122, §1](#); [2011 Acts, ch 118, §85, 89](#); [2016 Acts, ch 1115, §3](#); [2019 Acts, ch 144, §1](#)

Referred to in [§15F.101](#), [15F.203](#), [15F.304](#), [15F.402](#)

Confirmation, see [§2.32](#)

2019 amendment shall not affect the appointment or term of a member serving on the board immediately prior to July 1, 2019; for transition provisions relating to appointments to terms beginning May 1, 2019, May 1, 2020, and May 1, 2021, see [2019 Acts, ch 144, §5](#)

15F.103 Board duties.

The board shall do all of the following:

1. Organize.
2. Establish the vision Iowa program and the community attraction and tourism program.
3. Oversee and provide approval of the administration of the vision Iowa program and the community attraction and tourism program by the authority.

4. Oversee the administration by the authority of the sports tourism program pursuant to [this chapter](#).

5. Oversee the administration of the river enhancement community attraction and tourism program pursuant to [this chapter](#).

[2000 Acts, ch 1174, §3](#); [2011 Acts, ch 118, §87, 89](#); [2016 Acts, ch 1115, §4](#); [2017 Acts, ch 29, §16](#)

15F.104 Authority duties.

The board shall adopt administrative rules pursuant to [chapter 17A](#) necessary to administer the programs established pursuant to [this chapter](#). The authority shall provide the board with assistance in implementing administrative functions, marketing the programs, providing technical assistance and application assistance to applicants under the programs, negotiating contracts, and providing project follow-up. The authority may conduct negotiations on behalf of the board with applicants regarding terms and conditions applicable to awards under the programs.

[2000 Acts, ch 1174, §4](#); [2011 Acts, ch 118, §87, 89](#); [2016 Acts, ch 1115, §5](#); [2019 Acts, ch 144, §2](#)

15F.105 Compensation and expenses.

The members of the board are entitled to receive reimbursement for actual expenses incurred while engaged in the performance of official duties. A member of the board may also be eligible to receive compensation as provided in [section 7E.6](#).

[2000 Acts, ch 1174, §5](#)

15F.106 Benefits.

Any applicant awarded financial assistance by the board under both the vision Iowa program established in [section 15F.302](#) and the community attraction and tourism program established in [section 15F.202](#) shall provide and pay at least fifty percent of the cost of a standard medical insurance plan for all full-time employees working at the project after the completion of the project for which financial assistance was received.

[2000 Acts, ch 1174, §6](#)

15F.107 Enhance Iowa fund.

1. *a.* The authority shall establish a fund pursuant to [section 15.106A, subsection 1, paragraph “o”](#), for purposes of allocating moneys to programs specified in an appropriation made to the enhance Iowa fund. A fund established for purposes of [this section](#) may be administered as a revolving fund and may consist of any moneys appropriated by the general assembly for purposes of [this section](#).

b. Notwithstanding [section 8.33](#), at the end of each fiscal year moneys in a fund established for purposes of [this section](#) shall not revert to any other fund but shall remain in the fund for expenditure for subsequent fiscal years.

c. Notwithstanding [section 12C.7, subsection 2](#), interest or earnings on moneys in the fund shall be credited to the fund. Repayments and recaptures of program moneys shall be credited to the fund.

2. The authority shall submit a report to the general assembly and the governor’s office each year that moneys are appropriated to the fund established in [this section](#) describing the use of moneys and the results achieved under each of the programs receiving fund moneys.

[2016 Acts, ch 1115, §6](#)

15F.108 through 15F.200 Reserved.

SUBCHAPTER II

COMMUNITY ATTRACTION AND TOURISM
PROGRAM AND FUNDS

Referred to in [§423.4](#)

15F.201 Definitions.

As used in [this subchapter](#), unless the context otherwise requires:

1. “Fund” means the community attraction and tourism fund created in [section 15F.204](#).

2. “Program” means the community attraction and tourism program established in [section 15F.202](#).

3. “River enhancement community attraction and tourism project” means a project that creates or enhances recreational opportunities and community attractions on and near lakes or rivers or river corridors within cities across the state under the purview of the program.

[2000 Acts, ch 1174, §7](#); [2009 Acts, ch 184, §33](#)

15F.202 Community attraction and tourism program.

1. The board shall establish and the authority, subject to direction and approval by the board, shall administer a community attraction and tourism program to assist communities in the development, creation, and regional marketing of multiple-purpose attraction or tourism facilities. Any moneys appropriated to the river enhancement community attraction and tourism fund created pursuant to [section 15F.205](#) shall be used exclusively for the creation and enhancement of community attractions and tourism opportunities along lakes, rivers, and river corridors in cities across the state, but a recipient of moneys from the river enhancement community attraction and tourism fund shall not be precluded from receiving funds from the community attraction and tourism fund created pursuant to [section 15F.204](#).

2. A city or county in the state or public organization may submit an application to the board for financial assistance for a project under the program. The assistance shall be

provided only from funds, rights, and assets legally available to the board and shall be in the form of grants, loans, forgivable loans, and credit enhancement and financing instruments. The application shall include, but not be limited to, the following information:

- a. The total capital investment of the project, including but not limited to costs for construction, site acquisition, and infrastructure improvement.
 - b. The amount or percentage of local and private matching moneys which will be or have been provided for the project.
 - c. The total number of jobs to be created or retained by the project.
 - d. The need of the community for the project and for the financial assistance.
 - e. The long-term tax-generating impact of the project.
3. A school district, in cooperation with a city or county, may submit a joint application for financial assistance for a project under the program. The assistance shall be provided only from funds, rights, and assets legally available to the board and shall be in the form of grants, loans, forgivable loans, and credit enhancement and financing instruments. In addition to the information required in [subsection 2](#), the application shall include a demonstration that the intended future use of the project shall be by both joint applicants.

[2000 Acts, ch 1174, §8](#); [2001 Acts, ch 185, §37, 38, 49](#); [2003 Acts, ch 160, §1](#); [2008 Acts, ch 1178, §5](#); [2011 Acts, ch 118, §87, 89](#)

Referred to in [§15F.106](#), [15F.201](#), [15F.204](#), [15F.205](#)

15F.203 Community attraction and tourism program application review.

1. Applications for assistance under the program shall be submitted to the authority. For those applications that meet the eligibility criteria, the authority shall forward the applications to the board and provide a staff review analysis and evaluation to the community attraction and tourism program review committee referred to in [subsection 2](#) and to the board.

2. A review committee composed of five members of the board shall review community attraction and tourism program applications forwarded to the board and make recommendations regarding the applications to the board. The review committee shall consist of members of the board, with one member from each congressional district under [section 15F.102, subsection 2](#), paragraph “a”, and one member from the state at large under [section 15F.102, subsection 2](#), paragraph “b”.

3. When reviewing the applications, the review committee and the authority shall consider, at a minimum, all of the following:

- a. Whether the wages, benefits, including health benefits, safety, and other attributes of the project would improve the quality of life or the quality of attraction or tourism employment in the community.
- b. The extent to which such a project would generate additional recreational and cultural attractions or tourism opportunities.
- c. The ability of the project to produce a long-term, tax-generating economic impact.
- d. The location of the projects and geographic diversity of the applications.
- e. The project is primarily a vertical infrastructure project with demonstrated substantial regional or statewide economic impact. For purposes of the program, “*vertical infrastructure*” means land acquisition and construction, major renovation and major repair of buildings, all appurtenant structures, utilities, site development, and recreational trails and water trails. “*Vertical infrastructure*” does not include routine, recurring maintenance or operational expenses or leasing of a building, appurtenant structure, or utility without a lease-purchase agreement.
- f. Whether the applicant has received financial assistance under the program for the same project.
- g. The extent to which the project has taken the following planning principles into consideration:
 - (1) Efficient and effective use of land resources and existing infrastructure by encouraging development in areas with existing infrastructure or capacity to avoid costly duplication of services and costly use of land.
 - (2) Provision for a variety of transportation choices, including pedestrian traffic.

(3) Maintenance of a unique sense of place by respecting local cultural and natural environmental features.

(4) Conservation of open space and farmland and preservation of critical environmental areas.

(5) Promotion of the safety, livability, and revitalization of existing urban and rural communities.

4. Upon review of the recommendations of the review committee, the board shall approve, defer, or deny the applications.

5. Upon approval of an application for financial assistance under the program, the board shall notify the treasurer of state regarding the amount of moneys needed to satisfy the award of financial assistance and the terms of the award. The treasurer of state shall notify the authority any time moneys are disbursed to a recipient of financial assistance under the program.

2000 Acts, ch 1174, §9; 2007 Acts, ch 215, §58; 2011 Acts, ch 118, §87, 89; 2016 Acts, ch 1115, §7

Referred to in §15F.102

15F.204 Community attraction and tourism fund.

1. A community attraction and tourism fund is created as a separate fund in the state treasury under the control of the board, consisting of any moneys appropriated by the general assembly and any other moneys available to and obtained or accepted by the board for placement in the fund.

2. Payments of interest, repayments of moneys loaned pursuant to [this subchapter](#), and recaptures of grants or loans shall be deposited in the fund.

3. The fund shall be used to provide assistance only from funds, rights, and assets legally available to the board in the form of grants, loans, forgivable loans, and credit enhancements and financing instruments under the community attraction and tourism program established in [section 15F.202](#). A project with a total cost exceeding twenty million dollars may receive financial assistance under the program. An applicant under the community attraction and tourism program shall not receive financial assistance from the fund in an amount exceeding fifty percent of the total cost of the project.

4. Moneys in the fund are not subject to [section 8.33](#). Notwithstanding [section 12C.7, subsection 2](#), interest or earnings on moneys in the fund shall be credited to the fund.

5. The board shall allocate all moneys in the fund in the following manner:

a. One-third of the moneys shall be allocated to provide assistance to cities and counties which meet the following criteria:

(1) A city which has a population of ten thousand or less according to the most recently published census.

(2) A county which has a population that ranks in the bottom thirty-three counties according to the most recently published census.

b. Two-thirds of the moneys shall be allocated to provide assistance to any city and county in the state, which may include a city or county included under paragraph "a".

6. If two or more cities or counties submit a joint project application for financial assistance under the program, all joint applicants must meet the criteria of [subsection 5, paragraph "a"](#), in order to receive any moneys allocated under that paragraph.

7. If any portion of the allocated moneys under [subsection 5, paragraph "a"](#), has not been awarded by April 1 of the fiscal year for which the allocation is made, the portion which has not been awarded may be utilized by the board to provide financial assistance under the program to any city or county in the state.

8. Notwithstanding the allocation requirements in [subsection 5](#), the board may make a multiyear commitment to an applicant of up to four million dollars in any one fiscal year.

2000 Acts, ch 1174, §10; 2001 Acts, ch 185, §39, 49; 2004 Acts, ch 1175, §401, 402; 2008 Acts, ch 1032, §127; 2008 Acts, ch 1178, §6; 2008 Acts, ch 1179, §50, 51; 2008 Acts, ch 1191, §31; 2009 Acts, ch 170, §2, 11; 2009 Acts, ch 173, §27, 36; 2010 Acts, ch 1184, §82, 83; 2011

Acts, ch 133, §26, 27, 50; 2012 Acts, ch 1140, §23; 2013 Acts, ch 142, §32, 33; 2014 Acts, ch 1080, §82, 98; 2016 Acts, ch 1115, §8; 2019 Acts, ch 144, §3

Referred to in §15F.201, 15F.202

15F.205 River enhancement community attraction and tourism fund.

1. For purposes of [this section](#), “lake” means a lake of which the state or a political subdivision owns the lake bed up to the ordinary high water line and which is open to the use of the general public.

2. A river enhancement community attraction and tourism fund is created as a separate fund in the state treasury under the control of the board, consisting of any moneys appropriated by the general assembly and any other moneys available to and obtained or accepted by the board for placement in the fund.

3. Payments of interest, repayments of moneys loaned pursuant to [this subchapter](#), and recaptures of grants or loans shall be deposited in the fund.

4. The fund shall be used to provide assistance only from funds, rights, and assets legally available to the board, and the assistance shall be in the form of grants, loans, forgivable loans, and credit enhancements and financing instruments as described in the community attraction and tourism program established in [section 15F.202](#).

5. An applicant for financial assistance from moneys in the river enhancement community attraction and tourism fund for a river or lake enhancement project under the community attraction and tourism program shall receive financial assistance from the fund in an amount not to exceed one third of the total cost of the project.

6. Moneys in the fund are not subject to [section 8.33](#). Notwithstanding [section 12C.7, subsection 2](#), interest or earnings on moneys in the fund shall be credited to the fund.

7. At the beginning of each fiscal year, the board shall allocate moneys in the fund for financial assistance to projects that promote and enhance recreational opportunities and community attractions on and near rivers or lakes within cities across the state. Such recreational opportunities and community attractions shall be closely connected to a river or lake and may include but is not limited to pedestrian trails and walkways, amphitheaters, bike trails, water trails or whitewater courses for watercraft, and any modifications necessary for the safe mitigation of dams.

8. The board may make a multiyear commitment to an applicant or may award assistance for multiple projects to the same applicant provided the fund contains sufficient moneys. Any moneys remaining in the fund at the end of a fiscal year may be carried over to a subsequent fiscal year, or may be obligated in advance for a subsequent fiscal year.

9. The board is not required to award financial assistance pursuant to [this section](#) unless moneys are appropriated to and available from the fund.

[2008 Acts, ch 1178, §7](#)

Referred to in §15F.202

15F.206 River enhancement community attraction and tourism projects — application review.

1. Applications for assistance for river enhancement community attraction and tourism projects shall be submitted to the authority. For those applications that meet the eligibility criteria, the authority shall provide a staff review analysis and evaluation to the vision Iowa program review committee referred to in [section 15F.304, subsection 2](#), and the board.

2. When reviewing the applications, the vision Iowa program review committee and the authority shall consider, at a minimum, all of the following:

a. Whether the wages, benefits, including health benefits, safety, and other attributes of the project would improve the quality of life or the quality of attraction or tourism employment in the community.

b. The extent to which such a project would generate additional recreational and cultural attractions or tourism opportunities.

c. The ability of the project to produce a long-term, tax-generating economic impact.

d. The location of the projects and geographic diversity of the applications.

e. The project is primarily a vertical infrastructure project with demonstrated substantial

regional or statewide economic impact. For purposes of the program, “*vertical infrastructure*” means land acquisition and construction, major renovation and major repair of buildings, all appurtenant structures, utilities, site development, and recreational trails and water trails. “*Vertical infrastructure*” does not include routine, recurring maintenance, or operational expenses or leasing of a building, appurtenant structure, or utility without a lease-purchase agreement.

f. Whether the applicant has received financial assistance under the program for the same project.

g. The extent to which the project has taken the following planning principles into consideration:

(1) Efficient and effective use of land resources and existing infrastructure by encouraging development in areas with existing infrastructure or capacity to avoid costly duplication of services and costly use of land.

(2) Provision for a variety of transportation choices, including pedestrian traffic.

(3) Maintenance of a unique sense of place by respecting local cultural and natural environmental features.

(4) Conservation of open space and farmland and preservation of critical environmental areas.

(5) Promotion of the safety, livability, and revitalization of existing urban and rural communities.

3. Upon review of the recommendations of the review committee, the board shall approve, defer, or deny the applications.

4. Upon approval of an application for financial assistance under the program, the board shall notify the treasurer of state regarding the amount of moneys needed to satisfy the award of financial assistance and the terms of the award. The treasurer of state shall notify the authority anytime moneys are disbursed to a recipient of financial assistance under the program.

[2009 Acts, ch 184, §34](#); [2011 Acts, ch 118, §87, 89](#)

Referred to in [§15F.304](#)

15F.207 Baseball and softball complex sales tax rebate.

Repealed by its own terms; [2016 Acts, ch 1117, §1](#).

2020 repeal takes effect 30 days following the date on which five million dollars in total rebates have been awarded; Code editor notified by economic development authority that the economic development authority board made its second sales tax rebate award, for a total of five million dollars in total rebates awarded, on December 12, 2018; [2016 Acts, ch 1117, §1](#)

15F.208 through 15F.300 Reserved.

SUBCHAPTER III

VISION IOWA PROGRAM

Referred to in [§423.4](#)

15F.301 Definitions.

As used in [this subchapter](#), unless the context otherwise requires:

1. “*Fund*” means the vision Iowa fund created in [section 12.72](#).
2. “*Program*” means the vision Iowa program established in [section 15F.302](#).

[2000 Acts, ch 1174, §11](#)

15F.302 Vision Iowa program.

1. The board shall establish and the authority, subject to direction and approval by the board, shall administer a vision Iowa program to assist communities in the development of major tourism facilities.

2. A city or county or a public organization in the state may submit an application to the board for financial assistance for a project under the program. For purposes of [this subsection](#), “*public organization*” means a nonprofit economic development organization or other nonprofit organization that sponsors or supports community or tourism attractions and

activities. The financial assistance from the fund shall be provided only from funds, rights, and assets legally available to the board and shall be in the form of grants, loans, forgivable loans, pledges, and credit enhancements and financing instruments. The application shall include, but not be limited to, the following information:

- a. The total capital investment of the project, including but not limited to costs for construction, site acquisition, and infrastructure improvement.
 - b. A description of the proposed financing including the amount or percentage of local and private matching moneys to be provided for the project.
 - c. The total number of jobs to be created or retained by the project.
 - d. The need of the community for the project and for financial assistance.
 - e. The long-term, tax-generating impact of the project.
 - f. A discussion of how the project meets other criteria established in [this subchapter](#).
 - g. The projected long-term economic viability of the project, including projected revenues and expenses.
3. A school district, in cooperation with a city or county, may submit a joint application for financial assistance for a project under the program. The financial assistance shall be provided only from funds, rights, and assets legally available to the board and shall be in the form of grants, loans, forgivable loans, and credit enhancements and financing instruments. In addition to the information required in [subsection 2](#), the application shall include a demonstration that the intended future use of the project shall be by both joint applicants.

[2000 Acts, ch 1174, §12; 2001 Acts, ch 185, §40, 41, 49; 2011 Acts, ch 118, §87, 89](#)

Referred to in [§12.72, 12.73, 12.75, 15F.106, 15F.301, 15F.304, 292.2](#)

15F.303 Eligibility.

1. The total cost for a project must be at least twenty million dollars in order for an applicant to receive financial assistance under the program. An applicant or the board may divide a proposed project into component parts. The board may choose to provide financial assistance under the program to one or more component parts instead of providing financial assistance under the program for the entire project.

2. An applicant must demonstrate financial and nonfinancial support for the project which may be from a public or private source. Nonfinancial support may include, but is not limited to, the value of labor and services, real and personal property donated for purposes of the project, and the use of real and personal property for purposes of the project. The financial and nonfinancial support for the project described under [this subsection](#) shall equal at least fifty percent of the total cost of the project.

3. In order for a project to be eligible to receive financial assistance, the project must satisfy all of the following criteria:

a. The project is primarily a vertical infrastructure project with demonstrated substantial regional or statewide economic impact. For purposes of the program, “*vertical infrastructure*” means land acquisition and construction, major renovation and major repair of buildings, all appurtenant structures, utilities, site development, and recreational trails. “*Vertical infrastructure*” does not include routine, recurring maintenance or operational expenses or leasing of a building, appurtenant structure, or utility without a lease-purchase agreement.

b. The project supports or is strategically aligned with other existing regional or statewide cultural, recreational, entertainment, or educational activities or with communities adjacent to cultural and entertainment districts whose existing or planned amenity base will augment or complement the cultural and entertainment venues of such districts.

c. The project provides benefits to persons living outside the county in which the project is located or to persons living outside the state.

d. The project will increase the diversity of activities available to citizens, workers, families, and tourists, and enhance recruitment and retention of young people as residents.

e. The project has economic or other obstacles impeding local financing of the project.

4. The board shall not approve an application for assistance for any of the following purposes:

a. To refinance a loan existing prior to the initial application date.

b. For a project that has previously received assistance under the program, unless the

applicant demonstrates that the assistance would be used for a significant expansion of a project.

2000 Acts, ch 1174, §13; 2007 Acts, ch 215, §81

15F.304 Vision Iowa program application review.

1. Applications for assistance under the program shall be submitted to the authority. For those applications that meet the eligibility criteria, the authority shall forward the applications to the board and provide a staff review and evaluation to the vision Iowa program review committee referred to in [subsection 2](#) and to the board.

2. A review committee composed of six members of the board shall review vision Iowa program applications and river enhancement community attraction and tourism project applications forwarded to the board and make recommendations regarding the applications to the board. The review committee shall consist of members of the board, with one member from each congressional district under [section 15F.102, subsection 2](#), paragraph “a”, and two members from the state at large under [section 15F.102, subsection 2](#), paragraph “b”.

3. When reviewing the applications, the review committee and the authority shall consider, in addition to other criteria established in [this subchapter](#), all of the following:

a. Whether wages, benefits, including health benefits, safety, and other attributes of the project would improve the quality of other existing regional or statewide cultural, recreational, entertainment, and educational activities or employment in the community.

b. The extent to which the project would generate additional attraction and tourism opportunities.

c. The ability of the project to produce a long-term, tax-generating economic impact in excess of the proposed financial assistance from the vision Iowa fund.

d. The geographic diversity of the project in combination with other proposed projects.

e. The investment of the city, county, or region in the overall project.

f. Other funding mechanisms.

g. The long-term economic viability of the project.

h. The extent to which the project has taken the following planning principles into consideration:

(1) Efficient and effective use of land resources and existing infrastructure by encouraging development in areas with existing infrastructure or capacity to avoid costly duplication of services and costly use of land.

(2) Provision for a variety of transportation choices, including pedestrian traffic.

(3) Maintenance of a unique sense of place by respecting local cultural and natural environmental features.

(4) Conservation of open space and farmland and preservation of critical environmental areas.

(5) Promotion of the safety, livability, and revitalization of existing urban and rural communities.

4. Upon review of the recommendations of the review committee, the board shall approve, defer, or deny the applications. If an application is approved, the board may enter into an agreement with the applicant to provide financial assistance authorized under [section 15F.302](#).

5. The review committee shall consider, review, and make recommendations regarding applications for assistance for river enhancement community attractions and tourism projects as provided in [section 15F.206](#).

2000 Acts, ch 1174, §14; 2000 Acts, ch 1232, §44; 2001 Acts, ch 185, §43, 49; 2009 Acts, ch 184, §35, 36; 2011 Acts, ch 118, §87, 89; 2016 Acts, ch 1115, §9

Referred to in [§15F.102](#), [15F.206](#)

15F.305 through 15F.400 Reserved.

SUBCHAPTER IV
SPORTS TOURISM PROGRAM

15F.401 Sports tourism program.

1. *a.* The authority shall establish, and, at the direction of the board, shall administer a sports tourism program to provide financial assistance for projects that promote sporting events for organizations of accredited colleges and universities, professional sporting events, and other sporting events in the state.

b. For purposes of [this section](#):

(1) “*District*” means a regional sports authority district certified under [section 15E.321](#).

(2) “*Financial assistance*” means assistance provided only from the funds available to the authority or the board and includes assistance in the form of grants, loans, and forgivable loans.

(3) “*Organization*” means a corporation, conference, association, or other organization which has as one of its primary purposes the sponsoring or administration of extracurricular intercollegiate athletic contests or competitions, or professional sporting events.

(4) “*Professional sporting events*” means any sporting events for which the competing athletes receive payment for their participation in such sporting event.

c. The authority, by rule, shall define “*accredited colleges and universities*”, in consultation with the college student aid commission.

2. *a.* A city or county in the state or a public entity, including a convention and visitors bureau or a district, may apply to the authority for financial assistance for a project that actively and directly promotes sporting events for accredited colleges and universities, professional sporting events, and other sporting events in the area served by the city, county, or public entity.

b. A city, county, or public entity may apply for and receive financial assistance for more than one project. The board may require additional information to substantiate the financial need for awarding more than one project in any fiscal year.

c. A city, county, or public entity may apply for financial assistance for a project that spans two fiscal years if all applicable contractual requirements are met. The board may adopt by rule certain metrics and return on investment estimates for purposes of this paragraph. The authority may include such metrics and estimates in a program agreement executed pursuant to [this section](#).

d. A convention and visitors bureau may apply to the authority for financial assistance pursuant to [this section](#) and a district may apply to the authority for district financial assistance, but a convention and visitors bureau shall not in the same year receive financial assistance under the program created in [this section](#) and financial assistance as part of a district.

3. The authority shall process applications under [this section](#) in accordance with [this section](#) and [section 15F.402](#).

4. An applicant shall demonstrate matching funds in order to receive financial assistance pursuant to [this section](#). The amount of matching funds that may be required shall be at the board’s discretion. An applicant under the program shall not receive financial assistance from the sports tourism program fund created in [section 15F.403](#) in an amount exceeding fifty percent of the total cost of the project.

5. The board shall make final funding decisions on each application and may approve, deny, defer, or modify applications for financial assistance under the program, in its discretion, in order to fund as many projects with the moneys available as possible. The board and the authority may negotiate with applicants regarding the details of projects and the amount and terms of any award. The total amount of financial assistance provided to an applicant in any one fiscal year shall not exceed five hundred thousand dollars. In making final funding decisions pursuant to [this subsection](#), the board and the authority are exempt from [chapter 17A](#).

6. *a.* A city, county, or public entity may use financial assistance received under the

program for marketing and promotions. Whether an activity or individual cost item is directly related to the promotion of the sporting event shall be within the discretion of the authority.

b. All applications to the authority for financial assistance shall be made at least ninety days prior to an event's scheduled date. A city, county, or public entity shall not use financial assistance received under the program as reimbursement for completed projects.

7. An applicant receiving financial assistance shall provide an annual report to the authority for years in which it receives financial assistance under [this section](#). The report shall include the information the authority deems relevant.

8. Each applicant receiving an award of financial assistance from the board shall enter into an agreement with the authority. The agreement shall contain such terms and conditions as the board may place on the award or the authority may deem necessary for the efficient administration of the program established in [this subchapter](#).

9. The board shall adopt rules for the administration of [this subchapter](#).

[2016 Acts, ch 1115, §10; 2017 Acts, ch 160, §1; 2019 Acts, ch 144, §4; 2021 Acts, ch 167, §14 – 18](#)

Referred to in [§15E.321, 15F.402](#)
Section amended

15F.402 Sports tourism program application review.

1. Applications for assistance under the sports tourism program shall be submitted to the authority. For those applications that meet the eligibility criteria, the authority shall forward the applications to the board and provide a staff review analysis and evaluation to the sports tourism program review committee referred to in [subsection 2](#) and to the board.

2. A review committee composed of five members of the board shall review sports tourism program applications forwarded to the board and make recommendations regarding the applications to the authority. The review committee shall consist of members of the board, with one member from each congressional district under [section 15F.102, subsection 2, paragraph "a"](#), and one member from the state at large under [section 15F.102, subsection 2, paragraph "b"](#).

3. When reviewing the applications, the review committee and the authority shall consider, at a minimum, all of the following:

- a. Impact of the project on the local, regional, and state economies.
- b. Potential to attract Iowans and out-of-state visitors.
- c. Amount of positive advertising or media coverage the project generates.
- d. Quality, size, and scope of the project.
- e. Ratio of public-to-private investment.

4. Upon review of the recommendations of the review committee, the board shall approve, defer, or deny the applications in accordance with [section 15F.401](#).

[2016 Acts, ch 1115, §11](#)

Referred to in [§15F.102, 15F.401](#)

15F.403 Sports tourism program fund.

1. a. The authority shall establish a fund pursuant to [section 15.106A, subsection 1, paragraph "o"](#), for purposes of financing sports tourism projects as described in [this subchapter](#). The fund established for purposes of [this section](#) may be administered as a revolving fund and may consist of any moneys appropriated by the general assembly for purposes of [this section](#).

b. Notwithstanding [section 8.33](#), moneys in a fund established for purposes of [this section](#) at the end of each fiscal year shall not revert to any other fund but shall remain in the fund for expenditure for subsequent fiscal years.

c. Notwithstanding [section 12C.7, subsection 2](#), interest or earnings on moneys in the fund shall be credited to the fund.

2. a. Moneys in the fund are appropriated to the authority for purposes of providing financial assistance to cities, counties, and public entities under the sports tourism program established and administered pursuant to [this subchapter](#).

b. The board in its discretion shall allocate the available moneys in the fund among the programs described in paragraph "a" in the amounts determined by the board.

c. The authority may use not more than five percent of the money in the fund at the beginning of each fiscal year for purposes of administrative costs, technical assistance, and other program support.

[2016 Acts, ch 1115, §12](#); [2017 Acts, ch 160, §2](#); [2021 Acts, ch 167, §19](#)

Referred to in [§15F.401](#)

Subsection 2, NEW paragraph c