

15F.401 Sports tourism marketing and infrastructure program.

1. a. The authority shall establish, and, at the direction of the board, shall administer a sports tourism marketing and infrastructure program to provide financial assistance for projects that promote sporting events or for infrastructure projects supporting 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. (1) 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 from the sports tourism marketing program fund created in [section 15F.403](#) 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.

(2) A city or county in the state or a public entity that is a convention and visitors bureau or a district may apply to the authority for financial assistance from the sports tourism infrastructure program fund created in [section 15F.404](#) for an infrastructure project that actively and directly supports 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. However, financial assistance shall not be provided to an applicant from the sports tourism infrastructure program fund created in [section 15F.404](#) for infrastructure projects located in a reinvestment district as defined and approved by the authority pursuant to [section 15J.4](#) or to applicants that have received a rebate of sales tax imposed and collected by retailers pursuant to [section 423.4, subsection 5](#).

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. a. 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 subject to the requirements of [this subsection](#).

b. An applicant under the program shall not receive financial assistance from the sports tourism marketing program fund created in [section 15F.403](#) or the sports tourism

infrastructure program fund created in [section 15F.404](#) in an amount exceeding fifty percent of the total cost of the project.

c. An applicant under the program shall not receive financial assistance from the sports tourism infrastructure program fund created in [section 15F.404](#) until all financing for the sports tourism infrastructure project is secured and documented and the applicant can demonstrate the availability of matching moneys for financing the sports tourism infrastructure project in the form of a private and public partnership with financing from city, county, and private sources.

5. The board shall make final funding decisions on each application and may approve, deny, defer, or modify applications for financial assistance under the sports tourism marketing and infrastructure 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 from the sports tourism marketing program fund created in [section 15F.403](#) 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 from the sports tourism marketing fund created in [section 15F.403](#) 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 from the sports tourism marketing fund created in [section 15F.403](#) shall be made at least ninety days prior to an event's scheduled date.

c. A city, county, or public entity shall not use financial assistance received under the program from the sports tourism marketing fund created in [section 15F.403](#) or the sports tourism infrastructure fund created in [section 15F.404](#) 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; 2022 Acts, ch 1150, §22 – 24](#)

Referred to in [§15E.321, 15F.402](#)