

CHAPTER 38
REGIONAL SPORTS AUTHORITY DISTRICTS

261—38.1(82GA,HF911) Purpose. The purpose of this chapter is to describe the procedures the department will follow to review applications and certify regional sports authority districts for promotion of nonprofessional sporting events.

261—38.2(82GA,HF911) Definitions.

“*Act*” means the regional sports authority districts Act established by 2007 Iowa Acts, House File 911, section 32.

“*Board*” means the seven-member board that governs a regional sports authority district.

“*Certified*” means that the department has reviewed and approved an application from a CVB to be designated as a regional sports authority district.

“*Convention and visitors bureau*” or “*CVB*” means an establishment primarily engaged in marketing and promoting communities and facilities to businesses and leisure travelers through a range of activities, such as assisting organizations in locating meeting and convention sites; providing travel information on area attractions, lodging accommodations, and restaurants; providing maps; and organizing group tours of local historical, recreational, and cultural attractions.

“*Department*” means the Iowa department of economic development.

“*District*” means a regional sports authority district certified by the department.

“*Eligible applicant*” means a CVB that applies to the department for certification of a regional sports authority district, which may include more than one city and more than one CVB within the district.

“*Match*” means the local cash provided by the eligible applicant for promotion of the district.

261—38.3(82GA,HF911) Regional sports authority district board. The board shall consist of seven members appointed by the CVB that files an application with the department requesting certification as a regional sports authority district. At least three members of the board shall consist of city council members of the cities located in the district. Each board shall be responsible for administering programs designed to promote nonprofessional sporting events.

261—38.4(82GA,HF911) Use of funds.

38.4(1) A certified district shall actively promote youth sports, high school athletic activities, the special olympics, and other nonprofessional sporting events in the local area.

38.4(2) A certified district shall match the state funds with at least a 50 percent local cash match.

261—38.5(82GA,HF911) Application review.

38.5(1) An eligible applicant may submit an application to the department. The department will establish application deadlines and post the due dates on its Web site at www.traveliowa.com. Applications will be reviewed by the department at least quarterly until all available funding has been committed. All applications that are received by the established due dates and that meet the threshold eligibility requirements will be reviewed by the department.

38.5(2) An application shall include, at a minimum, the following:

a. Applicant’s name, mailing address, E-mail address, telephone number, contact person and federal employer identification number.

b. A description of the promotion the district plans for youth sports, high school athletic activities, the special olympics, and other nonprofessional sporting events in the local area.

c. A timetable for the promotion.

d. Documentation of the local cash match of at least 50 percent.

e. Names of the proposed seven-member governing board, including at least three members of the city council(s) located in the district.

f. The promotional goals and methods the district will employ to measure the success of the promotion.

261—38.6(82GA, HF911) Certification determination.

38.6(1) The department shall not certify more than ten districts. If more than ten applications are received, the department shall consider regional and geographic distribution of funds when it makes certification determinations.

38.6(2) The department shall review all applications to ensure that the following threshold eligibility requirements are met:

- a.* The application is from a CVB.
- b.* The proposed district involves a CVB and may include more than one city and more than one CVB.
- c.* The application includes a plan for the district to promote youth sports, high school athletic activities, the special olympics, and other nonprofessional sporting events in the local area.
- d.* The proposed district has a seven-member governing board consisting of at least three members of the city council(s) located in the district.
- e.* The proposed district has provided documentation of a local cash match of at least 50 percent.

261—38.7(82GA, HF911) Funding of grants.

38.7(1) The Act authorizes the department to certify up to ten districts and requires that the department disburse an equal amount of funding to each certified district.

38.7(2) For fiscal year 2008, the Act appropriates \$500,000 to the department for certified districts. Each certified district will receive \$50,000.

38.7(3) If by April 1, 2008, the department has certified fewer than ten districts, the department will accept applications from those certified districts for additional promotional activities for youth sports, high school athletic activities, the special olympics, and other nonprofessional sporting events in the local area. Any unobligated funds will then be divided equally among the certified districts whose applications have been approved by the department.

261—38.8(82GA, HF911) Contract administration.

38.8(1) *Notice of approval.* Successful applicants will be notified in writing of the approval of the request for certification, including any conditions and terms of the approval.

38.8(2) *Contract required.* The department shall prepare a contract which includes but is not limited to a description of the promotion to be completed by the certified district; terms and conditions for receipt of grant funds; and the repayment requirements or other penalties imposed in the event the certified district does not fulfill its obligations as described in the contract.

38.8(3) *Contract amendments.* All requests by a certified district to amend the contract will require approval from the department. The department will review the request and approve or deny it. If a request to amend a contract is approved, the certified district and the department shall execute a written contract amendment.

38.8(4) *Reporting.* Each certified district shall submit to the department a written evaluation of the promotional effort within 90 days of completion of the promotion.

38.8(5) *Record keeping.* Each certified district shall maintain adequate records to document and verify that grant funds were spent in accordance with the terms of the contract.

These rules are intended to implement 2007 Iowa Acts, House File 911, section 32.

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