

261—21.2 (15) Division responsibilities. The division's primary responsibilities are tourism, investment management, community assistance, and infrastructure (project initiative and technical assistance).

21.2(1) *Tourism office.* The tourism office assists in diversifying Iowa's economy by supporting and promoting the Iowa hospitality industry and by enhancing the image of Iowa as a place to travel and live. To carry out its purpose, the office provides the following services and functions: advertising, fulfillments, group travel, Iowa film office, promotions and partnerships, publications, public relations and communications, tourism regions, welcome centers, and research.

21.2(2) *Investment management.* Investment management staff provide compliance and monitoring activities for programs including, but not limited to, the community development block grant (CDBG) program, community development fund (CDF) program, emergency shelter grants program (ESGP), homeless shelter operation grants (HSOG) program, and revitalization assistance for community improvement (RACI).

21.2(3) *Community assistance.* Activities in the area of community assistance include, but are not limited to, staff support to the city development board; administration of the CDF program; community volunteerism and leadership, and downtown resource center—main street Iowa program; community assistance services provided by IDED consultants; and staff support to the rural development council.

21.2(4) *Infrastructure (project initiative and technical assistance).* Functions performed in this category include, but are not limited to, administration of the following programs: CDBG, community facilities and services, ESGP, and HSOG.

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