

**Fiscal Services Division**  
**Legislative Services Agency**  
**Fiscal Note**

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HF 797 - National Historic Landmark Promotion (LSB 1110 HV)

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Fiscal Note Version - New

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**Description**

House File 797 directs the Department of Economic Development, in cooperation with the Departments of Transportation and Cultural Affairs, to establish and administer a program to promote National Historic Landmarks in Iowa. The program shall include highway signage, tourism literature, and maps of the State and cities.

**Assumptions**

1. Eight of Iowa's twenty-three National Historic Landmarks would require new highway signage. Six of the remaining sites already have highway signage. Signage cannot be provided for six sites due to federal laws/standards regarding spacing of signs along roadways and the maximum numbers of signs allowable at an interchange. Another three sites are likely to be protected by confidential records law and, therefore, exempt from the provisions of the Bill.
2. Signing costs per site will range between \$300 (Primary Highway System) and \$6,000 (Interstate System). Total cost for eight sites will be between \$2,000 and \$48,000. Actual cost will be near the midrange or \$25,000.
3. A promotional campaign will cost \$80,000 the first year, which includes:
  - a. Development and placement of an advertising campaign at a cost of \$35,000.
  - b. Professional photography at a cost of \$15,000.
  - c. Brochure design and printing (50,000 copies) at a cost of \$20,000.
  - d. Design and development of a web site at a cost of \$10,000.
4. Advertising and certain other costs will be ongoing, but the total cost will be less than \$70,000 per year in subsequent years.

**Fiscal Impact**

The estimated State General Fund impact of House File 797 in the first year of implementation is \$105,000. The impact in subsequent years will be less than \$70,000 per year.

**Sources**

Department of Cultural Affairs  
Department of Economic Development  
Department of Transportation

/s/ Holly M. Lyons

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March 21, 2005

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The fiscal note and correctional impact statement for this bill was prepared pursuant to Joint Rule 17 and pursuant to Section 2.56, Code of Iowa. Data used in developing this fiscal note and correctional impact statement are available from the Fiscal Services Division, Legislative Services Agency to members of the Legislature upon request.

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