

Fiscal Services Division
Legislative Services Agency
Fiscal Note

HF 797 - National Historic Landmark Promotion (LSB 1110 HV.2)

Analyst: Robin Madison (Phone: (515) 281-5270) (robin.madison@legis.state.ia.us)

Fiscal Note Version – As Amended and Passed by the House

Description

House File 797, as amended and passed by the House, directs the Department of Economic Development, in cooperation with the Departments of Transportation and Cultural Affairs, to establish and administer a program to promote Iowa's National Historic Landmarks and certified Cultural and Entertainment Districts, as established in 2005 Iowa Acts, if enacted. Methods of promoting sites may include tourism literature, signage on highways, maps of the state and cities, and Internet web sites. The Bill no longer mandates that any of these methods be implemented.

Assumptions

1. There are 23 National Historic Landmark sites in Iowa. Eight cities have already designated Cultural and Entertainment Districts through the Department of Cultural Affairs.
2. Costs for highway signage would range between \$300 (Primary Highway System) and \$6,000 (Interstate System) per site. The number of sites that may receive signage is not known. Some of the sites already have highway signage. Signage would probably not be possible at several other sites due to federal laws/standards regarding spacing of signs along roadways and the maximum numbers of signs allowable at an interchange. At least three of the State's 23 National Historic Landmarks are archeological in nature and likely to be protected by confidential records law prohibiting their identification to the public.
3. A promotional campaign would 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 would be ongoing, but the total cost would be less than \$70,000 per year in subsequent years.

Fiscal Impact

The State General Fund impact of HF 797 cannot be estimated, as it is not known what methods will be used to promote the sites. However, the cost of a promotional campaign including tourism literature and web site development is estimated to be \$80,000 in the first year of implementation and less than \$70,000 per year in subsequent years.

The impact of HF 797 on the Primary Road Fund for highway signage cannot be estimated because the number of sites to be signed, if any, is unknown.

Sources

Department of Cultural Affairs
Department of Economic Development
Department of Transportation

/s/ Holly M. Lyons

April 4, 2005

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.
