

SUMMARY OF FINAL REPORT AND RECOMMENDATIONS

RECREATION, TOURISM AND LEISURE INTERIM STUDY COMMITTEE
FINAL REPORT ISSUED: SEPTEMBER 1987

FINDINGS

Early in its study period, the Recreation, Tourism and Leisure Interim Study (RTL) Committee of the Iowa Legislature recognized that recreation, tourism and culture were far more significant to Iowa's society than many had previously believed. The RTL Committee felt they offered a promising economic potential in the state's initial efforts to diversify an economy so strongly vested in agriculture. Specifically, the RTL Committee found:

- * Too many Iowans and potential state visitors held the misconception that Iowa did not offer a broad range of naturally interesting and appealing recreation, tourism and cultural attractions and that just about any other state would be a more exciting leisure time destination.
- * The significant economic returns other states have enjoyed through properly marketed and developed recreation, tourism and cultural programs and facilities had not yet been widely accepted or pursued in Iowa.
- * Even though travelers in Iowa annually spent \$1.7 billion which supported at least 47,200 private sector jobs and generated nearly \$75 million in state tax revenue alone, only a fraction of the economic potentials of recreation, tourism and culture were being realized.
- * A long range perspective and implementation strategies for realizing the many social and economic values of recreation, tourism and cultural development were seemingly absent in many state agencies. Furthermore, the many agencies delivering recreation, tourism and cultural programs were acting independently without the beneficial efficiency of multi-agency coordination or cooperation which could have created a clearly defined program focus.
- * The Legislature had not chosen to appropriate adequate funding for state recreation, tourism and cultural programs and, while emphasizing short term projects, State government had not placed strong enough emphasis on long range, multi-year development programs.
- * Many of the state's nationally important and rare natural, prehistoric and cultural resources were not being adequately protected, managed or enhanced.

These findings were a result of the presentations and testimony of many Iowans and the conclusions of special independent surveys, research and planning studies conducted jointly by the Committee and state agencies.

During the past two years the RTL Committee, individual Legislators, the Governor, state agencies and many interests in the private sector have created an increasing awareness and a growing consensus about the importance of recreation, tourism and culture. More importantly, greater emphasis has been placed on the roles state government should take in developing recreation, tourism and culture in Iowa.

The RTL Committee served as a useful public focal point in helping to develop this new interest and it has successfully gained the approval of the Legislature and the Governor for a number of new programs and projects. While some may consider these accomplishments to be significant it would be wrong to also conclude that the important work has been done. These recent legislative actions and new initiatives offered by state agencies represent noteworthy but introductory short term achievements.

The benefits of new growth in Iowa's recreation, tourism and cultural resources can be significant but they can only be realized and sustained by key actions being taken during the next two years. The opportunity to lead rather than to be reactionary has been emphasized by the RTL Committee. Investments made now in recreation, tourism and culture will provide immediate as well as sustainable returns to the state in the form of an improved quality of life, new jobs, and increased revenue for state and local governments.

RECOMMENDATIONS

The Legislature, the Governor, state agencies and the many private sector interests all share responsibilities in accomplishing the actions needed to meet new needs and opportunities for further development of recreation, tourism and culture in Iowa. Specific recommendations include the following (See indicated pages in the Final Report for additional information on each recommendation):

1. Establish new standing committees in the House and Senate to address critical short-term and long-range recreation, tourism and cultural issues; develop appropriate legislation; recommend appropriation levels; and oversee implementation of programs by state agencies. (See page 4.)
2. Implement new techniques designed to increase the quality of coordination between four state agencies for the planning and delivery of multi-agency recreation, tourism and cultural programs to Iowans and state visitors. (See page 6.)
3. Develop and emphasize at all levels of state and local government and throughout the private sector a strategic high quality and long-range plan for the development of recreation, tourism and culture. (See page 8.)
4. Develop and fund annually to a level of \$5 million, new and highly effective marketing strategies, promotion activities and information delivery techniques for recreation, tourism and culture. (See page 11.)
5. Protect and/or acquire with state funding a number of nationally significant natural and cultural resource sites in Iowa. Appropriate \$100,000 for the

preparation of a high quality, independent statewide open space plan as called for in H.F. 620. (The DNR, DOT and DED should not be expected to complete the statewide plans called for in H.F.'s 620, 575 and 623 without adequate funding or independent professional planning services. Since each of these plans require a major commitment of professional staff and/or specialized consultants as well as extensive private sector involvement and support, attempt by state agencies to undertake these plans should be considered to be initial and preliminary. The agencies should request appropriated funding to support necessary staff and professional assistance to accomplish these plans without sacrificing their quality or scope. Extensions of mandated completion schedules should be granted due to the current lack of adequate funding.) (See page 13.)

6. Wide ranging and effective provisions, similar to those recommended in the Iowa Resource Enhancement Program (IREP), should be adopted by the Legislature and state agencies to assure the sustainability of the state's soil, water, air, wildlife, vegetation and geological resources. (See page 15.)
7. The Legislature should enact and fund a program of grants and loans for municipalities and county conservation boards to enable them to acquire, develop, and replace facilities and to conduct recreation, tourism and cultural programs. (See page 16.)
8. Appropriate \$400,000 for the preparation of the statewide trails plan as called for in HF 575 as well as the acquisition and development of critical and uncompleted portions of existing trail projects and establish annual funding to achieve the goal of adding 2000 miles of new recreation trails throughout the state. (See page 17.)
9. Appropriate \$50,000 to prepare the statewide plan to identify and establish a system of scenic highways throughout the state as called for in HF 623 and to implement strategies to promote and protect the scenic qualities of these routes. (See page 18.)
10. Appropriate \$2 million per year for the next four to five years to effectively implement state- and privately-sponsored Welcome Centers and the initial pilot projects as called for in H.F. 540. (See page 19.)
11. Aid the private sector by establishing hospitality training programs for operators of recreation, tourism and cultural attractions; funding one-time arts, sporting and agricultural and many other types of events which attract national and international travel to Iowa; and creating a low interest loan program to stimulate private sector investment in recreation, tourism and cultural development. (See page 20.)
12. Establish annual appropriations for the Community Cultural Grants Program at \$1 million to meet the current and future funding needs of local communities and non-profit organizations. (See page 21.)
13. Appropriate annually \$2.55 million for all components of the Iowa Conservation Corps; make the Young Adult component a year round, full time program; and expand the intent of the Corps to include a "cultural

arts" intern program. (See page 22.)

14. Establish long term and sustainable funding for the programs listed above from a well-balanced variety of revenue sources to provide adequate and reliable public support for all aspects of recreation, tourism and cultural development in Iowa. (See page 24.)
15. Organizations, interest groups and private businesses which rely on recreation, tourism and culture for their existence need to continue their demand and support for increased levels of public awareness about this third largest industry in the state and its needs and opportunities.

CONCLUSIONS

Implementing these actions will require between \$12 million and \$17 million in new funding by the state during each of the next five years. The benefits Iowans will realize from quality implementation of these and companion support programs in the private sector are significant.

The returns for this investment will be two-fold. First, by making new opportunities for every Iowan to understand and appreciate the state's rich array of natural and cultural resources, a new and lasting sense of pride and spirit can be created for the state. Secondly, the economic return of properly marketed and developed recreation, tourism and cultural programs should be striking and substantial. For example, the travel spending of \$18 million by 200,000 newly attracted Iowa visitors would annually create and support 780 new fulltime jobs and generate \$3.5 million of new state tax revenue.

Iowans deserve now to experience the many social benefits as well as the economic return which a well planned and adequately implemented recreation, tourism and cultural development program can offer during the next few decades. Improvements in these areas will also make Iowa more attractive for other types of business and industry.

The challenge to continue the good work already started; to adequately fund previously unfunded existing programs; and to enact several new provisions needed to fill out the array of programs for recreation, tourism and cultural development now rests with the leadership in the Legislature, the Governor's office, state agencies, and the private sector.

Committee for Iowa's Recreation, Tourism and Leisure

State of Iowa

RECREATION, TOURISM AND LEISURE INTERIM STUDY COMMITTEE APPOINTED BY THE LEGISLATIVE COUNCIL

August 31, 1987

Mr. Don Avenson, Chairman
The Legislative Council
State of Iowa
State House
Des Moines, Iowa 50309

Dear Representative Avenson:

The final report of the Recreation, Tourism and Leisure (RTL) Study Committee reflects months of work and commitment. In addition to providing specific recommendations for Legislative action, the RTL Committee's evaluation of recreation, tourism and cultural issues and their service industry has created two other major benefits.

First, there has been a considerable increase in understanding, knowledge and awareness of these elements in the Legislature and throughout the state. Much of the increased emphasis the news media has placed on these issues can be credited to the work of the Committee.

Secondly, there have been many specific projects the Committee initiated including the development of the National Western Historic Trails Center in Council Bluffs and the protection of the Blood Run National Historic Landmark in Lyon County that may have otherwise gone unnoticed. Several other Committee studies have helped provide a better understanding of the significance of recreation, tourism and culture to our economy and society.

Throughout its two and a half years of work, the RTL Committee consistently emphasized that these areas required a long-range perspective. Recreation, tourism and culture can now provide one of the immediate means needed to diversify Iowa's economy. However, haphazard and poorly planned exploration could likely destroy these natural and human resources that have taken decades and centuries to mature.

Many existing public and private facilities and programs need on-going focus by the Legislature, state agencies and the private sector to insure that they are maintained, enhanced and marketed in a way that their full potential and

COMMITTEE MEMBERS: Chair: Gerry Schnepf, Executive Director, Iowa Natural Heritage Foundation
Vice-Chair: Representative Dennis Black
Senators: Don Gettings, Norman Goodwin, Hurley Hall, Alvin Miller, Forrest Schwengles, Richard Vande Hoef
Representatives: Clifford Branstad, Marvin Diemer, Andy McKean, David Osterberg, Josephine Gruhn
Natural Resource Commission: Richard Thornton
Economic Development Board: Karen Merrick
State Transportation Commission: Del Van Horn
National Park Service: Mac Berg
Governor's Office: David Roederer
PROJECT DIRECTOR: David Dahlquist, 208 Fifth Street, Box 346, Ames, Iowa 50010 515/232-3396

Mr. Don Avenson
August 31, 1987
Page Two

value will be realized for many years. Likewise , a continual search for new, viable recreation, tourism and cultural projects and programs must be supported to also insure that new opportunities are not mistakenly lost or overlooked.

Natural areas, historic sites, the arts, community festivals, and bed and breakfast houses may not seem to be closely related until one realizes that they are all part of the complex but common inventory of attractions Iowans and state visitors seek. Iowa's extensive inventory of recreation, tourism and cultural resources forms the foundation for the state's third largest industry.

Once the RTL Committee members realized how interrelated all of Iowa's recreation, tourism and cultural resources are, it became apparent that perhaps too many Legislative Committees (and state agencies) are dealing with recreation, tourism and cultural issues. Hence, one of the key recommendations presented in this report is the establishment of permanent committees in the House and Senate created to focus on the issues of recreation, tourism and culture. We believe this recommendation is consistent with efforts to consolidate Legislative committee functions in that the duplications and sometimes inefficient efforts of six standing committees now charged with responsibilities for recreation, tourism and culture would be consolidated into two committees.

Many of the other recommendations contained in this report cover topics originated by the RTL Committee. These include tourism marketing expansion, open space and natural resource protection and acquisition, development of recreation trails, improvements to the Community Cultural Grant and Iowa Conservation Corps programs and many others. We can assure you that the RTL Committee's work was as comprehensive and complete as have been the efforts of any other legislative study committee. These recommendations form a full spectrum of programs needed to meet the many recreation, tourism and cultural needs and opportunities of the next decade.

Meeting the state's recreation, tourism and cultural needs and opportunities for the next decade and beyond can provide very substantial social, economic and environmental benefits throughout all parts of the state. There is now no question in our minds about this.

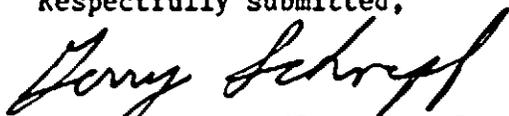
The challenge now facing the Legislature, the governor and the private sector is the equitable allocation of public and private funding towards programs and

Mr. Don Avenson
August 31, 1987
Page Three

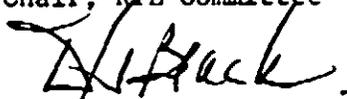
projects designed to bring about the many benefits of this diverse, dynamic and growing industry. This report offers a guide to how this can happen.

On behalf of the RTL Committee members, we wish to thank the Legislative Council for the unique opportunity to serve the citizens of Iowa in this way.

Respectfully submitted,



Gerry Schnepf (Executive Director, Iowa Natural Heritage Foundation)
Chair, RTL Committee



Representative Dennis Black
Vice-chair, RTL Committee



David Dahlquist
RTL Project Director

IOWA LEGISLATIVE COUNCIL
STATE CAPITOL BUILDING
DES MOINES, IOWA 50319
515 281-3566



SENATORS

C JOSEPH COLEMAN
DONALD V. DOYLE
LEE W. HOLT
CALVIN O. HULTMAN
EMIL J. HUSAK
GEORGE R. KINLEY
DAVID M. READINGER
DALE L. TIEDEN
JOE J. WELSH

REPRESENTATIVES

BOB ARNOULD
FLORENCE BUHR
DOROTHY F. CARPENTER
KAY CHAPMAN
JOHN H. CONNORS
WILLIAM H. HARBOR
THOMAS J. JOCHUM
DELWYN STROMER
HAROLD VAN MANNEN

SPEAKER DONALD D. AVENSON, *CHAIRPERSON*
SENATOR BILL HUTCHINS, *VICE CHAIRPERSON*
LT. GOVERNOR JO ANN ZIMMERMAN, *EX OFFICIO*
DONOVAN PEETERS, *SECRETARY TO THE COUNCIL*

September 15, 1987

Mr. Gerry Schnepf
Chair, RTL Committee

Representative Dennis Black
Vice Chair, RTL Committee

Honorable Members of the RTL Committee

Dear Mr. Schnepf, Representative Black and members of the RTL Committee:

The Iowa Legislature has long recognized the need to diversify Iowa's economy. Much progress is being made in this direction and much work remains to be done. Several years ago, legislative leadership in both parties felt that Iowa's recreation, tourism and cultural resources could hold a significant potential in our efforts to help bring new life to Iowa's economy and a new lasting spirit of pride and enthusiasm to the people of Iowa.

As we considered some of those promising possibilities it became apparent that neither the Legislature nor state agencies had given adequate or comprehensive attention to the needs and opportunities for maintaining and enhancing Iowa's recreation, tourism and cultural assets. Thus, in 1984, the Legislative Council created the Recreation, Tourism and Leisure Study Committee and charged it with the responsibility of developing significant new recommendations in many subject areas.

This report, other documents prepared by the RTL Committee, and the individual efforts of the Committee's Chair and Project Director indeed meet our challenge for needing comprehensive and far-reaching recommendations.

I'm personally grateful for the dedication and spirit of cooperation demonstrated by the Committee's legislators and federal and state agency representatives. Their high level of consensus about these topics illustrates clearly how important they are and that it is possible to realize true advancement in recreation, tourism and cultural opportunities in Iowa.

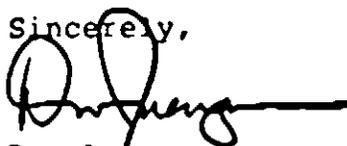
The National Park Service representative, Mr. Mac Berg, provided a national perspective we so often lose in our view of "local" considerations.

Former Representative Bill Sullivan and Representative Dennis Black, serving as Vice Chairs of the Committee, provided the legislative leadership that helped guide many of the Committee's recommendations to legislative adoption.

The Committee's thoroughness has established a new sense of awareness and understanding of the importance of recreation, tourism and culture among many legislators and state agency officials. The recommendations contained in this report and those already enacted have formed the new direction the Legislative Council sought when it established the RTL Committee -- a practical basis on which we can build and expand on our quality of life, our natural and recreational resources, our cultural amenities, and the economic return they offer.

The legislative leadership truly thanks those involved and pledges to carry on the work initiated by the RTL Committee.

Sincerely,



Don Avenson
Chair
Legislative Council

INTRODUCTION

This final report of the RTL Committee marks the completion of one of the most extensive interim studies conducted by the Iowa Legislature--a testimony to the importance of the recreation, tourism and culture in Iowa.

The purpose of this document is two-fold. It presents an overall summary of the efforts of the RTL Committee, its membership, the chronology of events and Committee meetings, accomplishments and other items. This one booklet can provide a single-source reference for the majority of the Committee's work. Additional information and reports prepared by the RTL Committee are available from the Legislative Service Bureau.

Secondly, and most importantly, this report presents fourteen major recommendations for further action by the Legislature--a new agenda for continuing the development of recreation, tourism and culture in Iowa. Each recommendation is clearly outlined and can guide the drafting of legislative bills in the next and future Legislative sessions.

TABLE OF CONTENTS

SUMMARY OF FINAL REPORT AND RECOMMENDATIONS	i
LETTER OF TRANSMITTAL TO RTL COMMITTEE BY CHAIR AND VICE CHAIR	v
LETTER OF ACCEPTANCE BY LEGISLATIVE LEADERSHIP	viii
INTRODUCTION.	x
TABLE OF CONTENTS.	xi
RECREATION, TOURISM AND LEISURE DEVELOPMENT IN IOWA--NEEDS IDENTIFIED	1
RECREATION, TOURISM AND LEISURE DEVELOPMENT IN IOWA--RECOMMENDATIONS FOR A NEW AGENDA	4
RECREATION, TOURISM AND LEISURE DEVELOPMENT IN IOWA--AN ASSESSMENT OF RECENT ACCOMPLISHMENTS.	26
INITIAL AUTHORIZATION FOR THE RTL COMMITTEE FROM THE LEGISLATIVE COUNCIL--SUMMER 1984	28
RECREATION, TOURISM AND LEISURE COMMITTEE MEMBERSHIP	29
NATIONAL RECREATION, TOURISM AND CULTURAL ISSUES OF CONCERN TO IOWA.	30
RTL GOALS AND OBJECTIVES	36
EXISTING AND POTENTIAL PUBLIC REVENUE SOURCES FOR RECREATION, TOURISM AND CULTURAL DEVELOPMENT	42
COMMENTS BY MEMBERS OF THE RTL COMMITTEE ABOUT ITS ACTIVITIES AND EFFECTIVENESS	44
RTL COMMITTEE REVENUE AND EXPENDITURES	46
CHRONOLOGY OF EVENTS.	48

RECREATION, TOURISM AND CULTURE DEVELOPMENT IN IOWA--NEEDS IDENTIFIED

In the summer of 1985, the Recreation, Tourism and Leisure Committee identified national recreation, tourism and cultural issues of concern to Iowa and adopted a set of goals and objectives designed to provide comprehensive, far-reaching and practical direction for improving the quality of the state's recreation, tourism and cultural resources. The findings of professional studies and academic research gave these guidelines a solid foundation of fact and trend. More importantly, the testimony of Iowans from all parts of the state representing many different organizations, and as many different points of view, helped give these goals and objectives a perspective unique to this state. Please refer to the full text of these issues and the adopted goals and objective starting on page 29.

In their simplest form, the goals and objectives identified and addressed a number of essential needs the RTL Committee believed required significant and immediate attention by the Legislature. The Committee believed that these needs should be resolved for state government to effectively and proactively maintain, stimulate and develop essential and high quality recreation, tourism and cultural services and facilities for Iowans and visitors to the state. These five needs are:

A. Iowa was not perceived as having interesting recreation, tourism and cultural attractions.

According to surveys, many Iowans and potential state visitors believed Iowa did not offer a broad range of interesting and appealing recreation, tourism and cultural attractions and that just about any other state would be a more exciting destination for leisure time activities.

Early on, the Davidson/Peterson Tourism Study for Iowa in 1983 identified that Iowa, for a variety of reasons, did not project an image in the minds of travelers as being a place to spend leisure time. The statewide Recreation Participation Study conducted by the RTL Committee and the Iowa Conservation Commission also found that many Iowans did not believe Iowa offered attractions which were "competitive" with other Midwest states. And testimony received by the RTL Committee confirmed that many Iowans held low appreciation for and insufficient knowledge of Iowa's attractions and did not value the psychological benefit of creatively using one's leisure time.

In reality, the need is centered somewhere between perception and fact. In the past, Iowans and potential state visitors naturally formed inaccurate conceptions about the state because they simply did not have adequate information about the state and its attractions to simulate their interests to travel in Iowa. On the other side of the picture, Iowa has not developed many of its "raw" recreation, tourism and cultural resources to the point where they can truly offer alternatives to attractions found in other Midwestern states.

Fortunately, through the work recently performed by many of the state's convention and visitor bureaus, tourism business interests, the Travel Council, and state agencies, people's understanding and acceptance of Iowa is improving.

B. The economic potential for recreation, tourism and culture in Iowa was not being fully realized.

As witnessed in other states, properly marketed and developed recreation, tourism and cultural programs and facilities do offer significant economic returns to private enterprises as well as local and state governments. This point had not yet been widely accepted or pursued in Iowa. Even though travelers in Iowa annually spent \$1.7 billion which supported at least 47,200 private sector jobs and generated nearly \$75 million in state tax revenue alone, the Committee believed that only a fraction of the economic potentials of recreation, tourism and culture were being realized.

C. Long range planning, strategy setting and inter-agency coordination were not being accomplished adequately.

The Committee believed that too much of the planning and strategy setting conducted in the past five years was narrow in its scope and vision and lacked adequate input from the private sector and users. The economic potential which major new state recreation projects can provide on a local and statewide level were often not fully accounted and explored. Furthermore, it was perceived that many agencies involved in delivering recreation, tourism and cultural programs were not taking full advantage of coordinating or cooperating with one another to produce more focussed, effective and efficient programs.

The Legislature had likewise not demonstrated an adequate commitment or leadership in creating and funding multi-year strategies for recreation, tourism and cultural issues as it has demonstrated with other major topics. Also the Legislature had not routinely demanded from state agencies high standards of accountability about possible long term social, environmental and economical effects of developing the state's recreation, tourism and cultural resources.

D. Funding for state programs is too low.

Rehabilitating an ever increasing inventory of worn out facilities, maintaining and enhancing existing levels of public service and providing newly demanded forms of public recreation, tourism and leisure will require funding at levels significantly higher than those established in the past. Fears of a potentially costly tort liability claim often prevent a soundly planned new public facility or program from receiving funding which thus deprives Iowans of public recreation facilities they need for their physical health and mental well-being. Despite Iowa's much higher ranking in the areas of population, personal income, quality of education and many others, the state ranks at the bottom of all states in the funding it has invested in tourism promotion and the acquisition of lands for recreation and conservation.

Unlike other states, Iowa has yet to dedicate what the Committee believed to be an adequate and sustainable source of public revenue to fund the maintenance and development of its recreation, tourism and cultural delivery system--an entrusted source of revenue that exists beyond the reach of the annual appropriation dynamics of the

Legislature. Historically, the Legislature had not been convinced to appropriate adequate funding for state recreation, tourism and cultural programs and, while emphasizing short term projects, State government had not placed strong enough emphasis on long range, multi-year development programs.

E. The state's natural and cultural resources are not being adequately protected or enhanced.

Many of the state's nationally and regionally important and rare resources were not adequately being protected, managed or enhanced. Soil, water, air, vegetation and wildlife; prehistoric and historic archaeological sites, period architecture and artifacts; and Iowa arts and crafts of all types lacked adequate protection and enhancement to serve the interests of current and future generations.

**RECREATION, TOURISM AND CULTURAL
DEVELOPMENT IN IOWA--RECOMMENDATIONS
FOR A NEW AGENDA.**

**I. NEW LEGISLATIVE COMMITTEES FOR RECREATION, TOURISM AND
CULTURE**

Although the Recreation, Tourism and Leisure Interim Study Committee has completed its assignment, a number of issues will continue to require legislative attention and commitment in the coming years.

Many of the needs and opportunities each of these issues involve are treated by the specific and focused recommendations proposed in this section. Assuring that proper priority is given to each of these recommendations, that continuity is maintained and duplication avoided is a primary reason for this first recommendation. But most importantly, since recreation, tourism and culture form the foundation of Iowa's third largest and fastest growing industry, new and increased legislative attention is in order.

Presently because of their breadth, interrelatedness and complexity, recreation, tourism and cultural issues are dealt with by four or more standing legislative committees. These include natural resources, economic development, education, transportation and others. Additionally, each of these committees usually has its own related but separate appropriations subcommittee counterpart to consider funding issues. Furthermore, even after reorganization of state agencies, there are still at least four state agencies and advisory commissions with responsibilities for setting policy and implementing programs in this area.

It's doubtful that any other issues in the state are handled by more committees and agencies. In large part, this cumbersome bureaucracy appears to account for the inability of the Legislature and state agencies to form the strong lasting focus and commitment to meet the challenges, needs and opportunities of recreation, tourism and leisure in this state.

To streamline and facilitate legislative action dealing with recreation, tourism and cultural issues, a standing committee should be established in each legislative chamber to provide the emphasis and oversight needed for these significant social and economic development factors. Secondly, by establishing a "Recreation, Tourism and Cultural" (RTC) Committee in the House and Senate, the operations of the other existing standing committees could be made more efficient and effective.

Specific RTC Committee responsibilities could include but not be limited to the following:

- A. Support, oversee and react to the preparation of the statewide tourism marketing and development plan authorized and funded in the last session.
- B. Participate in, review and oversee the creation of other plans as they

are funded including those for scenic highways, open space protection, recreation trails, welcome centers and others.

- C. Observe how state agencies are effectively coordinating and placing sufficient emphasis on tourism and recreation opportunities and needs.
- D. Provide a visible legislative focal where the public can present ideas, concerns and support for the development and maintenance of the state programs and policies in the area of recreation, tourism and culture.
- E. Serve as a much needed Legislative center point where state agencies can present recommendations, requests and studies regarding recreation, tourism and culture.
- F. Review state agency budget requests and explore new sources of public funding for recreation, tourism and cultural programs.
- G. Other functions assigned by legislative leadership.

In addition to giving adequate Legislative attention to recreation, tourism and cultural issues, implementing this recommendation could improve the workings of other committees of the Legislature. For example, if the RTC Committee existed as proposed here, the natural resource committees in both houses would be able to focus more attention on regulating and protecting the state soil, water, air, vegetation and wildlife resources and the new RTC Committee would focus on resolving issues dealing with recreation development needs and opportunities in Iowa at national, Midwest, statewide and local levels.

Likewise, the economic development committees of both chambers could focus more clearly on major business and industry issues and the factors that lead to jobs maintenance and creation in those areas. The RTC Committee would then address ways of encouraging Iowans and state visitors to increase their leisure time and leisure spending in Iowa--a much different marketing challenge than that of targeting selected businesses and industries to maintain, expand or move to Iowa or the marketing of Iowa's agricultural products.

Finally, the new RTC Committees could assume the legislative responsibilities currently held by education committees for preserving and interpreting the state's history and culture as well as the development of the arts in Iowa for Iowans and state visitors. Education Committees could then concentrate solely on educational issues as opposed to tourism and cultural development and awareness.

Because of the legislative expertise they have developed during the past two years, many of the original RTL Interim Study Committee members of the Legislature would be well qualified to serve on the new RTC Committees as described here. A Legislative Service Bureau staff person with interest and professional expertise in the areas of recreation, tourism and culture should be assigned to serve the RTC Committee. The annual cost of operating, servicing and supporting RTC Committees in both the House and Senate would be approximately \$40,000.

2. EFFECTIVE STATE AGENCY COORDINATION

Coordination between state agencies is essential as a means to improve the quality and effectiveness of recreation, tourism and cultural programs administered by the State. There are many agency programs and legislative initiatives requiring coordinated planning, management and maintenance between the agencies and their bureaus or divisions. Specific divisions include but are not limited to:

- A. Department of Economic Development
 - 1. Marketing and Tourism Division
- B. Department of Natural Resources
 - 1. Parks and Preserves Division
 - 2. Planning Division
- C. Cultural Affairs
 - 1. Historical Division
 - 2. Arts Division
- D. Department of Transportation
 - 1. Planning and Research
 - 2. Administrative Services

To improve and increase interagency coordination, it is specifically recommended that:

- 1. In place of a major agency reorganization or consolidation, the Governor should establish a recreation, tourism and cultural interagency task force composed of key agency staff assigned to plan, manage and implement recreation, tourism and cultural programs and projects that would require or be improved by the involvement of more than one state agency. Another responsibility of the task force would be to prepare proposals, recommendations and reports for the Legislature regarding multi-agency projects.
- 2. To further aid in increasing interagency coordination, the Economic Development Board, the Natural Resources Commission, the Cultural Affairs Advisory Council and the Transportation Commission each could appoint lay members to serve on a policy level committee to address recreation, tourism and cultural issues of common interest. Topics of interest may include funding, long range and strategic planning, regulation and others. Additionally, this policy committee could receive reports and recommendations from staff and take public testimony about current and future needs and opportunities in the area of recreation, tourism and cultural development. Recommendations or decisions about funding public and private sector recreation, tourism and cultural programs and projects could also come from this group.

3. The Legislature needs to recognize that recreation, tourism and cultural development often requires the active involvement of several state agencies and, consequently, the Legislature should expect to receive a number of recommendations originating in multi-agency settings. This is also one of the reasons that establishing the Legislature's Recreation, Tourism and Cultural Committees as recommended above would be beneficial.

The cost of making these improvements in coordination between state agencies would be approximately \$20,000 annually.

3. LONG RANGE AND STRATEGIC PLANNING

Increased emphasis should be placed on long range and strategic planning for the development of recreation, tourism and culture by state and local governments and the private sector. To a large extent, the short term objectives of gaining general and widespread public awareness of the social and economic importance of recreation, tourism and culture have been achieved through the various efforts of state agencies, the Legislature's RTL Study Committee, the Travel Council, convention and visitor bureaus, private sector organizations and local community groups. The challenge now is to develop new three- to five-year strategies for sustained growth in all recreation, tourism and cultural areas. In conducting this long range and strategic planning, a number of actions should be accomplished:

- A. Older plans which are still considered active but which have not been updated in the last two to three years by state agencies should be reassessed to determine if they are still viable and contain meaningful, effective and accountable recommendations for public and private action. Appropriate interests in the private sector should be actively involved in this reassessment. If these older plans are found to be out of date, then they should be "decommissioned" and, in some instances, replaced with entirely new plans.
- B. The technology of planning should be accomplished by a professional staff and consultants possessing proven "track records" of planning projects which have been successfully implemented. Multi-discipline and multi-agency teams should be assembled for each planning assignment.
- C. Private sector involvement and participation in the planning process may not be the most efficient, easiest or quickest way to prepare a strategic plan. However, active private sector organization and general public participation in the planning is absolutely necessary to assure that the plans and strategies accurately reflect the needs, opportunities, user interests, public and special interest priorities, and other relevant issues.
- D. Members of the Legislature should be actively involved throughout the planning process to gain the needed understanding of significant issues faced by state agencies in implementing legislative intent. Agency staffs and consultants must obtain the recommendation and reactions of legislators and provide useful information to the Legislature in its process of adopting and funding the recommendations of long range plans and strategies.
- E. A primary component of all statewide strategic plans for recreation, tourism and cultural development should be accountability measures which will predict results of implementing proposed actions and monitor actual result when actions are implemented. In the future, funding for all recreation, tourism and cultural programs should be granted with an understanding of the "costs" and "benefits" to be derived from the program. Each proposed program and project requiring public investment should show a cost analysis including initial cost, ongoing costs, replace-

ment costs, life-cycle cost analysis, and projections of revenue and tax production. A system of monitoring the actual "cost" and "benefit" performance should also be put into place. While some recreation, tourism and cultural programs may very legitimately "cost" more than they "return", on balance all programs for recreation, tourism and cultural development should represent at least a "zero sum" investment by the State.

- F. The RTL Interim Study Committee recommended that strategic and long range planning occur in a number of areas. In its 1987 session, the Legislature adopted program legislation and appropriated funds for a statewide tourism marketing and information delivery system plan and a statewide strategic plan for the development of new tourist information and welcome centers. The preparation of these plans should incorporate all of the elements described in this section.

The Governor also signed bills calling for the preparation of statewide plans for open space protection, recreation trails and the identification of scenic routes and highways throughout the state. Funding needs to be appropriated for these plans in the next session in the amounts indicated:

1. Open Space Protection Plan	\$150,000
2. Recreation Trails Plan	\$150,000
3. Scenic Routes and Highways Plan	\$50,000

State agencies given the responsibility for undertaking these plans should not be expected to complete them without adequate funding. The planning product from an under-funded, in-house effort is likely to be an inadequately conceived set of recommendations proposed without the benefit of many of the elements called for in this section. Lack of adequate professional staff time and positions will likely jeopardize the success of implementing the plan's recommendations.

Other areas which will require long range planning in the near future include that of preserving and developing the arts in Iowa, of protecting and interpreting of the state's archeological and historic resources and of determining the need and desirability of regional nature and cultural centers.

- G. State agency planning for all new programs and projects should include the premise that the State is responsible for identifying, protecting, and enhancing those natural and cultural resources, lands and events which are of national and Midwest significance. The absence of a federal program or funding for these rare areas should not be a reason for the State to not recognize these resources and take proper actions.
- H. Planning conducted by state agencies should stimulate local and private sector planning efforts. For instance, when the State conducts statewide planning for open space protection, local governments should be given the opportunity to coordinate and initiate their plans with those of the State. In the absence of local planning expertise, state agency planning staffs could "piggy back" local planning work with the

statewide efforts.

Spread over a five year period, the cost of conducting adequate long range planning in the areas mentioned above should average approximately \$100,000 per year. However, the majority of this funding should be appropriated in the next year since many opportunities and needs require immediate long range and strategic planning.

4. NEW MARKETING STRATEGIES AND PROMOTION ACTIVITIES

Recreation, tourism and cultural development in Iowa crucially needs new marketing strategies and promotion activities. Accurate research and objective accounting and reporting of the results of promotion efforts are essential. By most accounts and comparisons with other states, Iowa has yet to implement an overall, successful marketing, promotion and research program to effectively encourage and increase the use and enjoyment of the state's many attractions by Iowans and state visitors alike.

While state agency management of marketing and promotion efforts have been criticized, the principle reason why effective marketing and promotion efforts have not been put into place is lack of adequate funding appropriated for these purposes. A probable reason why the Legislature has not appropriated larger amounts of revenue for tourism marketing is the failure of state agencies to demonstrate the long-term benefits of adequate funding for an effective program guided by a long-term marketing strategy.

The overall appropriation for tourism marketing, promotion and research should be increased during the next two years to \$5,000,000 from the current effective level of approximately \$600,000. Even with recent apparent increases in appropriations for tourism promotion, Iowa still remains in the bottom 6 to 10% of all states in the amount of state revenue directed toward tourism marketing and promotion.

Appropriating this higher level of funding for tourism marketing, promotion and research should be done only after the Legislature has reviewed and accepted a new, long-term tourism marketing and development plan which the Department of Economic Development will be preparing. A principle component of that plan should be methods of predicting and monitoring the economic results of the State's investment in tourism marketing and advertising expressed in terms of how the new marketing and promotion activities have changed:

- A. The amount and type of visitations made by Iowans and state visitors in the state expressed in time units,
- B. The amount of spending caused by fluctuation of tourism and recreation activity,
- C. The number and type of jobs created, and
- D. The amount of all types of taxes collected by local and state governments.

It is recommended that the five million dollar appropriation for recreation, tourism and cultural marketing, promotion and research be allocated or assigned in the following manner:

- A. For contracted advertising, promotion and printing services and for the state's share of a cooperative advertising program-- \$2,900,000
 - B. For state aid to three tourism regions for planning and operations of regional and local tourism development programs-- \$1,000,000
 - C. For salaries of all staff including Welcome Center and main office personnel, support, maintenance and other operational purposes-- \$800,000
 - D. Operations of welcome and visitors centers-- \$200,000
 - E. Research and planning-- \$100,000
- Total annual funding level= \$5,000,000

It is also strongly urged that appropriations for recreation, tourism and cultural marketing, promotion and research not be used to fund the implementation of any other new program or site development and acquisition project as was the case in the last session of the Legislature. These capital type projects should be funded from other sources of revenue or other allocations of General Fund revenue.

5. INCREASED OPEN SPACE PROTECTION

As part of the State's Open Space planning and protection program (established in H.F. 620), priorities for the protection and/or acquisition of sites and areas throughout the state must be identified.

Those areas of national and midwest significance possessing high priority for State funding or other action include but are not limited to the following:

- A. Providing a portion of the costs as federal legislation may require, for acquiring and developing the National Western Historic Trails Center in Council Bluffs.
- B. Additional protection and/or acquisition of critical property in and near the Blood Run National Historic Landmark in Lyon County.
- C. Protection of property which will secure the visual integrity surrounding the Herbert Hoover National Historic Site in West Branch.
- D. Protection of Mississippi and Missouri River bluff landscapes.
- E. Acquisition and development which will encourage full and appropriate public use of the Loess Hills area in western Iowa.
- F. Acquisition and protection of property surrounding the Effigy Mounds National Monument site, U.S. Fish and Wildlife Service Refuges and U.S. Corps of Engineers Reservoirs.
- G. Protection of lands adjacent to the Great River Road.
- H. Others to be identified by the Open Space Protection Plan.

Those sites having significance to Iowa because they represent unique and rare resources to the state include but are not limited to the following:

- A. Des Moines River Greenbelt in central Iowa.
- B. Entryways to Iowa particularly at points where Interstate and Federal highways enter the state.
- C. Interstate and primary highway scenic improvements at locations throughout the state.
- D. Others to be identified by the Open Space Protection Plan.

Other areas of equal or greater importance are expected to be identified as

part of the process of developing the statewide Open Space Protection Plan called for in H.F. 620.

The Legislature should implement a new funding program for the protection, acquisition and development of sites of national, Midwest and state significance which will be identified in the new plan.

State funding for this new area of open space protection should be set at \$1.5 to \$2.0 million per year. The recommendations of the statewide Open Space Protection Plan may adjust this estimate.

6. PROTECTION OF IOWA'S NATURAL RESOURCES

The quality of Iowa's abundant natural resources are being threatened by a number of factors. The state's soil, air, water, vegetation and wildlife provide the foundation of much of Iowa's recreation, tourism and cultural development and the leisure experiences Iowans need and state visitors seek. Further deterioration of these basic natural resources can also lead to the deterioration of our social and economic well being.

A program, such as that proposed in the Iowa Resource Enhancement Program (IREP), for long term protection and enhancement of the state's natural resources should be considered by the Legislature. Due to the scope of such a program, no annual funding estimates have been accurately projected at this time.

7. STATE ASSISTANCE FOR LOCAL GOVERNMENT RECREATION PROGRAMS AND FACILITIES

Local governments provide and operate the greatest number of local recreation programs and facilities in close proximity to centers of population throughout the state. Many Iowans use the services and recreation opportunities provided by municipal parks and recreation departments and county conservation boards more than they use state or federal parks. With recent cutbacks in federal funding for recreation and other municipal and county services and the ever-present need to replace and rehabilitate recreation sites and facilities, locally generated public funding will probably not be sufficient to meet basic needs.

The Legislature should enact a public funding program to establish grants and loans for municipalities and county conservation boards to acquire, develop, and replace facilities and to conduct programs. Repayment of loans at no or low interest should be provided. Criteria for awarding grants and loans should be based in part on how a proposed project would stimulate local economic development. The program should be established to provide a revolving "pool" of funds for grants and loans to municipalities and county conservation boards. Initial funding for the revolving program should be \$2.0 to \$2.5 million per year for each of the next five years.

8. RECREATION TRAILS ARE TOP RECREATION AND TOURISM OPPORTUNITY

Iowa is highly suited for the development of many types of medium and long distance recreation trails (several miles to over 100 miles). The state's rivers and natural greenways, extensive road and highway system, the network of railroad rights-of-way, and closely spaced towns and cities offering hospitality and support services all combine to offer a tourism and recreation potential for Iowa unparalleled in most other states.

In its next session, the Legislature should fund the preparation of the Statewide Recreation Trails Plan called for in HF 575. Priority funding should be allocated for the immediate acquisition and development of uncompleted portions of existing trail projects. Preparation of the Trails Plan should follow the guidelines outlined in Point 3 above.

Once the Legislature has accepted the Statewide Recreation Trails Plan, it should implement a sustainable funding source to achieve the goal of adding 2000 new miles of all kinds of recreation trails in Iowa by the year 2000. State funding for recreation trail acquisition and development projects should be between \$1.5 and \$2.0 million in each of the next 12 years. This funding estimate is subject to adjustment based on the findings of the Statewide Recreation Trails Plan.

9. NEW SCENIC HIGHWAYS THROUGHOUT THE STATE

The Legislature, in the 1988 session, should appropriate \$50,000 for preparing the Statewide Plan called for in H.F. 623, an act to identify and establish a system of scenic highways throughout the state. Implementing this statewide system through the use of promotional information, travel guides and limited signage is one of the next logical steps in developing a greater awareness and use of Iowa's many attractions by Iowans and state visitors. Preparation of the Scenic Highway Plan should follow the guidelines outlined in Point 3 above.

Two recent national trends suggest that this program is ideally suited to Iowa's array of recreation, tourism and cultural attractions. Most Americans report that they drive for pleasure as a recreational experience more often than they participate in any other recreation activity. Secondly, Americans have shifted their preference toward using 3- to 4-day weekend trips for vacations away from the more traditional 2-week trip to some distant major attraction such as mountains or an ocean. With Iowa's many roads, natural floodplains and greenways, and a scattering of towns, it is ideally suited to enjoy the benefits of increased travel by residents of high population, metropolitan areas of the states surrounding Iowa. A system of scenic highways throughout the state will help attract this new tourism to Iowa and provide a sense of pride and sensitivity to Iowa citizens.

An important element of the Scenic Highway Plan will be its recommendations regarding the means needed to protect, manage and enhance the beauty of the landscapes associated with scenic routes. The Scenic Highway Plan should contain alternatives and cost estimates for public protection, management and promotion of scenic highways.

10. CONTINUING THE WELCOME CENTER PROGRAM

The enactment of H.F. 540 established a program of State sponsored and sanctioned Welcome Centers to be located at strategic points near major highways and interstates. The program is to be based on the recommendations of the Statewide Welcome Center Plan (now being prepared by D.E.D.) and the experience gained by starting the program with a limited number of pilot projects.

The Legislature should appropriate \$2.0 to \$2.5 million per year for the next four to five years to effectively implement the Welcome Center program as started by the Pilot Projects and recommended by the Statewide Welcome Center Plan. Provisions should be developed wherein the State can recapture its investment in the Welcome Center program through granting Welcome Centers on a franchise basis, through sales of exclusive "Iowa Products" and by other means.

11. EXPANDED ASSISTANCE TO THE PRIVATE SECTOR

The Legislature and state agencies should give high priority to establishing at least three types of assistance to private sector interests in the area of recreation, tourism and culture.

First, raising capital in the private sector for new recreation, tourism and cultural development ventures is often difficult if not in some cases impossible. The Legislature should enact a program similar to other state-sponsored loan opportunities for high risk, high return potential projects. This program should be intended to provide no interest or low interest "seed" money on a loan basis for entrepreneurs with the ability and interest to establish new recreation, tourism or cultural attractions. The mechanism for creating the fund--appropriations, loan repayments, and other means--should be such that as much as \$1.0 million dollars could be annually loaned to the private sector. To initiate the fund, \$1.0 million should be appropriated in each of the next five years.

Secondly, the Departments of Economic Development, Natural Resources and Cultural Affairs should participate in developing a hospitality training program designed to assist both private sector personnel and state staff in better serving the needs of traveling Iowans and state visitors. Annual cost of this form of assistance should not exceed \$20,000.

Thirdly, the Legislature should establish a loan program to provide seed money for local organizers to secure the staging of nationally important recreation, tourism and cultural events in Iowa. The loans made under this program should be repaid by local organizers from gate receipts and other sources of revenue that will result from the national event being staged in the state. A one-time appropriation of \$500,000 should be made to initiate this program.

12. INCREASED EFFECTIVENESS FOR THE COMMUNITY CULTURAL GRANTS PROGRAM

The Community Cultural Grants program has proven to be one of the most successful and highly demanded state programs offering local communities funding for recreation, tourism, history recognition and arts development projects.

Unfortunately, over the past four to five years funding for Community Cultural Grants has been cut to under twenty percent of its original first-year level of nearly \$1.0 million. Furthermore, the exact amount of the annual funding is now subject to the fluctuation of Lottery revenue as opposed to the constant levels originally established by General Fund appropriations.

The Legislature should increase the annual appropriation level to \$1.0 million so that current and future demands for funding by local communities and non-profit organizations can be more adequately met.

Secondly, a source of sustainable and predictable revenue should be eventually established to support the Community Cultural Grants program.

Thirdly, options should be considered to allocate a portion of the annual appropriations on a loan basis to communities and non-profit sponsors wherein the State could recapture a portion of its grant investment in the program.

13. IMPROVING THE SUCCESS OF THE IOWA CONSERVATION CORPS

In addition to its primary purpose of providing meaningful experiences for youth, young adults and older Iowans in the area of conservation, parks, recreation and tourism, the five programs of the Iowa Conservation Corps provide a very cost effective means of improving and rehabilitating recreation and conservation areas. These programs will also continue to help retain some young Iowans in the state by giving them employment opportunities that might not otherwise have existed here.

However, several actions can make this program even more successful. First, the enabling legislation for the Corps encourages private sector sponsorship of the Young Adult Program, yet this provision is not widely known particularly among providers of cultural and tourist attractions. The Department of Economic Development should create greater public awareness of this opportunity.

Secondly, it was evident during the 1987 legislative session that considerable confusion and misunderstanding exists in the Department of Economic Development, the Governors Office, the Legislative Fiscal Bureau and among Legislators about the five programs and other provisions of the Iowa Conservation Corps law (Chapter 15, Code 1987). This lack of awareness of the legal provisions as well as the intent resulted in, for instance, appropriation language for the full time, year round, Young Adult Program which restricted it to being a summer program only. This destroyed a real opportunity for participants and sponsors alike. The staff of the Department of Economic Development, the Governors Office, the Legislative Fiscal Bureau and Legislators all need to understand Chapter 15 of the Code (the only portion of the Code dealing with the Corps) to eliminate the confusion that has limited the effectiveness of the Young Adult Program in the past two years.

Thirdly, a new program, the Cultural Arts Program, should be added to the Corps to offer a limited summer intern program to Iowa college students to meet the special needs in many parks, cultural sites and tourist attractions for interpreters, historians, archaeologists, artists, performers and designers. Reimbursement to student participants could be in the form of college tuition or credits for the intern work, study and services provided.

Finally, as the success of the Corps programs increases, a single dedicated and sustainable source of funding for all the Corps programs should be established to provide a continuous and mostly reliable source of revenue. Regardless of what funding source(s) the Legislature dedicates to for the Iowa Conservation Corps Account, during the next three to five years, appropriations should be established at the following levels:

A.	Young adult, full time, year round Program	\$1,000,000
B.	In-school Program	\$500,000
C.	Summer Youth Program	\$500,000
D.	Volunteer Program	\$75,000
E.	Green Thumb (older Iowans) Program	\$350,000
F.	DED Administration of all programs	\$75,000
G.	Cultural Arts Program (new)	<u>\$50,000</u>
	TOTAL ANNUAL APPROPRIATION	\$2,550,000

14. NEW FUNDING LEVELS FOR RECREATION, TOURISM AND CULTURAL DEVELOPMENT

The success of the recommendations outlined above will rest largely on the Legislature's ability (and willingness) to provide adequate, sustainable and long term funding for these needed programs and projects. Annual funding for these programs is projected at the following levels:

1. LEGISLATIVE COMMITTEES FOR RECREATION, TOURISM AND CULTURE	\$ 40,000
2. EFFECTIVE STATE AGENCY COORDINATION	\$ 20,000
3. LONG RANGE AND STRATEGIC PLANNING	\$ 100,000
4. NEW MARKETING STRATEGIES AND PROMOTION ACTIVITIES	\$5,000,000
5. INCREASED OPEN SPACE PROTECTION	\$1,500,000 to \$2,000,000
6. PROTECTION OF IOWA'S NATURAL RESOURCES	N/A
7. ASSISTANCE TO LOCAL GOVERNMENTS	\$2,000,000 to \$2,500,000
8. RECREATION TRAILS	\$1,500,000 to \$2,000,000
9. SCENIC HIGHWAYS	\$50,000
10. WELCOME CENTER PROGRAM	\$2,000,000 to \$2,500,000
11. PRIVATE SECTOR ASSISTANCE	\$1,520,000
12. COMMUNITY CULTURAL GRANTS	\$1,000,000
13. IOWA CONSERVATION CORPS	\$2,550,000
TOTAL	\$17,280,000 to \$19,280,000

Some of these recommendations are for maintenance or expansion of existing programs and projects. Other are new and previously unfunded proposals. Legislative funding for these types of programs ranged from \$5,000,000 to \$6,700,000 annually in the last three years. Clearly new funding sources must be identified if the successes of these programs are to be realized.

The section of this report entitled EXISTING AND POTENTIAL PUBLIC REVENUE SOURCES FOR RECREATION, TOURISM AND CULTURAL DEVELOPMENT, presents a number of revenue sources developed, researched and reviewed by the Funding Sub-committee of the RTL Interim Study Committee that presently provide revenue for recreation, tourism and cultural

development programs. Many other sources are also listed which have the potential of providing new or additional sources of revenue for Iowa's programs.

Taken as a total package, all of these programs, projects and recommendations for recreation, tourism and cultural development should have a cost/benefit ratio that results in a "zero sum" balance to Iowa taxpayers. In other words, appropriations and allocations of State revenue of one kind or another should not, on the whole, exceed the revenue the State receives in turn as a benefit from investing in these programs. With that as a premise for the State's investment in recreation, tourism and cultural development, it can be somewhat easier for the Legislature to identify and allocate existing and new sources of revenue for this important social responsibility and promising economic endeavor.

**RECREATION, TOURISM AND CULTURAL
DEVELOPMENT IN IOWA--AN ASSESSMENT
OF RECENT ACCOMPLISHMENTS.**

A primary responsibility given to the RTL Committee by the Legislative Council was to prepare recommendations for the Legislative consideration and possible action. In the 1986 session and again in the 1987 session, the RTL Committee introduced a number of new bills and many of these were enacted by the Legislature and supported by the Governor. Programs originating in the RTL Committee which have been signed in law into law by the governor include the following:

1. Authorization for the State Archaeologist to declare confidential certain types of archaeological information.
2. Creation of the Iowa Conservation Corps.
3. Authorization and funding for the acquisition of property associated with the Blood Run National Historic Landmark site in Lyon County.
4. Creation of a statewide trails program and plan for adding 2000 new miles of recreation trails throughout the state.
5. Creation of a program to plan and develop new tourism information and welcome centers around the state.
6. Creation of a statewide program to acquire and protect by other means up to 10% of the state's natural open spaces.
7. Preparation of a new tourism development and information delivery plan.
8. A resolution encouraging Congress to establish the Mississippi River Heritage Corridor.
9. A resolution encouraging Congress to establish and continue federal funding programs for public recreation programs and facilities.
10. A resolution encouraging Congress to establish the National Western Historic Trails Center in Council Bluffs.
11. Creation of a statewide plan for identifying and promoting scenic highways.

Legislative passage of these topics in the last two sessions represented a significant and comprehensive creation of new programs for the development of recreation, tourism and culture in Iowa. With the exception of legislation designed for the protection of the state's natural resources, many of the major program needs identified by the RTL Committee have been addressed by this legislation.

Unfortunately, the lack of adequate appropriations for all but a few of these programs have kept their true potential from being realized even to a minor extent. The issue of primary importance for recreation, tourism and culture

development in the next few sessions of the Legislature should be finding the means to fund the planning and implementation of these existing programs, not the passage of more new programs.

In addition to initiating new legislation, the RTL Committee sponsored some and co-sponsored with state agencies these new statewide research studies:

1. Iowa Tourism Growth Model--Davidson/Peterson
2. Recreation Participation Survey
3. Profile of state and county Park user survey
4. US Travel Data Center--1984 impact
5. Private Sector input survey

The useful data and information generated by these studies is available to any interested party and may be obtained from the Legislative Service Bureau.

Finally the RTL accomplished planning, feasibility studies and public support for these two nationally significant Iowa projects:

1. Feasibility study for the protection and development of the Blood Run National Historic Landmark Site in Lyon County.
2. Feasibility and development study of the National Western Historic Trails Center in Council Bluffs.

Prior to the work of the Committee, these projects were virtually unknown in the state and throughout the country. Copies of these studies may be obtained from the Legislative Service Bureau.

**INITIAL AUTHORIZATION FOR THE
RECREATION, TOURISM AND LEISURE COMMITTEE
FROM THE LEGISLATIVE COUNCIL--SUMMER 1984**

REPORT TITLE: Recreation/Tourism/Leisure in Iowa - An Assessment

REPORT SUBTITLE: A Socio/Economic Evaluation With Recommendations
for Action

STUDY OBJECTIVE: Undertake a R/T/L analysis of Iowa in relation to the
needs of our citizens, visitors to the state, and the state's
comparable position in the region and the nation and to
identify specific needs and opportunities.

MEMBERSHIP: **Non-Legislative:**
Iowa Natural Heritage Foundation (to Serve as Chair)
Iowa Conservation Commission
Iowa Development Commission
Governor's Office

Legislative:
4-6 To Be Selected by Leadership

SCOPE OF STUDY:

1. Analyze the current delivery system and the relative
roles of the private sector, and the federal, state, county
and local governments (Supply Side)
2. Statewide analysis of participation by Iowans and
visitors to the State (Demand Side)
3. Evaluation of studies and programs, nationally, regional-
ly of other states, leading to a definition of Iowa's
balance of trade.
4. Utilize the data obtained in items 1, 2, & 3 above to
define and identify areas of special needs and oppor-
tunities.
5. Recommendations:
 - (a) Legislative
 - (b) Policy/Programs
 - (c) Financial

**TIME FRAME FOR
STUDY COMPLETION:** 12-18 months

RECREATION, TOURISM AND LEISURE COMMITTEE MEMBERSHIP

Gerald Schnepf, RTL Committee Chair and Executive Director of the Iowa Natural Heritage Foundation

Repr. William Sullivan, RTL Committee Vice-Chair (1984, 1985 and part of 1986)
Repr. Dennis Black, RTL Committee Vice-Chair (1986 to conclusion)

Sen. Donald Gettings
Sen. Norman Goodwin
Sen. Hurley W. Hall
Sen. Alvin Miller
Sen. Forrest Schwengels
Sen. Richard Vande Hoef

Repr. Dennis Black
Repr. Clifford Branstad
Repr. Marvin Diemer
Repr. David Osterberg
Repr. Don Paulin (1984 only)
Repr. Semor Tofte (1984 only)
Repr. Andy McKean (1985 to conclusion)
Repr. Josephine Gruhn (1986 to conclusion)

Mr. David Roederer, Governor's Office
Ms. Karen Merrick, Commissioner, Department of Economic Development
Mr. Richard Thornton, Commissioner, Iowa Conservation Commission
Mr. Del Van Horn, Commissioner, Iowa Department of Transportation
Mr. Mac Berg, National Park Service

Mr. David Dahlquist, RTL Committee Project Director

Mr. Thane Johnson, Legislative Service Bureau

1986 AND 1987 MEMBERSHIP REPLACEMENTS, CHANGES AND ADDITIONS

Rep. Josephine Gruhn replaced Repr. Bill Sullivan who retired from the Legislature.
Mr. Mac Berg joined the RTL Committee to represent the National Park Service.
Mr. Del Van Horn, IDOT Commissioner, joined the RTL Committee to represent the Department of Transportation.

AGENCY REPRESENTATIVES TO THE RTL COMMITTEE

Staff members from the Department of Natural Resources, the Department of Economic Development, the Department of Transportation and the Department of Cultural Affairs participated in the activities of the RTL Committee and provided assistance on Committee projects.

PRIVATE SECTOR REPRESENTATIVES TO THE RTL COMMITTEE

Representatives of the Iowa Travel Council, its member organizations and a variety of statewide recreation, conservation, cultural and economic development organizations provided many types of helpful assistance.

**NATIONAL RECREATION, TOURISM
AND CULTURAL ISSUES
OF CONCERN TO IOWA**

In the summer of 1985, the RTL Committee identified these issues as having high significance for recreation, tourism and culture in Iowa. They are significant because these topics not only require action by the State to protect and enhance some of Iowa's nationally important resources but also will require actions by Congress and various federal agencies.

ISSUE A:

1. **TOPIC/AREA:** Siltation of Major Reservoirs & Lakes
2. **AREA:** Statewide
3. **CONCERN TO IOWA:**

The dramatic siltation levels witnessed in many of Iowa's Corps of Engineers impoundments and other manmade lakes are negatively impacting the recreation and tourism potential as well as other purposes for these water bodies. No targeted programs exist to lower siltation rates on the Corps of Engineer impoundments. A number of other impoundments and water bodies in Iowa have targeted programs but they are currently short of funding. Extension, or even maintenance, of the life of these projects may be cost effective depending on the measures required for watershed treatment. In addition to traditional soil conservation practices, new concepts such as easement acquisition on marginal lands may have a high potential.

4. **POSSIBLE CONGRESSIONAL ROLE:**

Review current and projected siltation rates and explore the potential of new authorization and/or funding for programs designed to extend the longevity of Corps of Engineers impoundments and other water bodies.

ISSUE B:

1. **TOPIC/AREA:** Mormon Pioneer Trail/Lewis and Clark Trail Crossroads Interpretive Center
2. **AREA:** Council Bluffs
3. **CONCERN TO IOWA:**

Increased interest in history and our cultural heritage will continue to be a primary motivator for travel, tourism, and recreation. Two of the nation's most significant historical treks--The Mormon Pioneer Trail and The Lewis and Clark Trail cross near Council Bluffs. No facility exists to interpret the important history of these two trails. The potential in Iowa for such a major national facility, near the crossroads of two of the nation's major interstates, is extremely high.

A feasibility study of the project shows extremely high potential for a facility of national scale that will not only provide for the interpretation and study of these two major trails but for the movement of our nation's people on all of the pathways to the west.

4. **POSSIBLE CONGRESSIONAL ROLE:**

Review potential funding sources and possible national designations. Build congressional coalitions for required support.

ISSUE C:

1. **TOPIC/AREA:** "Hawkeye National Forest"
2. **AREA:** Southern and Southeastern Iowa
3. **CONCERN TO IOWA:**

In the 1930's, the Agricultural Research Service and the U.S. Forest Service proposed the establishment of an 800,000 acre "Hawkeye National Forest" in southern Iowa. Conditions at that time were very similar to present economic and soil erosion problems of this area.

Proposals for national forests in Ohio, Indiana and Illinois proceeded while Iowa's failed. A similar concept, developed for the 1980's and beyond, could still provide high returns to Iowa and the nation through conversion of troubled marginal farmland, reduction of soil erosion, enhancement of wildlife and recreational opportunities, and support of lowered land values.

4. **POSSIBLE CONGRESSIONAL ROLE:**

Encourage the re-evaluation of the potential for a national forest or other alternative such as a special pilot project in the acquisition of marginal lands as a "Demonstration National Resource Conversion" project. A detailed nationally led study with state involvement could set the stage for reduction of marginal agricultural lands and their conversion to more permanent, productive and higher value use.

ISSUE D:

1. **TOPIC/AREA:** Loess Hills
2. **AREA:** Woodbury, Monona, Harrison, Pottawattamie, Mills and Fremont Counties
3. **CONCERN TO IOWA:**

The Loess Hills remain as one of the world's unique natural resource features, a majority of which are located in Iowa. These lands are highly susceptible to poor management and development.

Protection of this nationally significant feature can provide

high recreational and tourism returns to Iowans and visitors to the state. Current state and private protection efforts are underway but are relatively limited. These efforts need to be accelerated to assure the long-term protection and enhancement of this significant resource.

4. **POSSIBLE CONGRESSIONAL ROLE:**

Maintain a high level of interest in activities within the Loess Hills region regarding land use and/or development work with state and local officials and encourage federal agency involvement in determining a long term protection/management plan in support of recent national landmark designations.

ISSUE E:

1. **TOPIC/AREA:** Mines-of-Spain
2. **AREA:** Dubuque County
3. **CONCERN TO IOWA:**

The 1260-acre area acquired by the Iowa National Heritage Foundation in behalf of the Iowa Conservation Commission is currently being nominated as a "National Landmark" under the National Park Services program. If it receives that designation, it will next be nominated as "World Heritage Site" under a United Nations program.

4. **POSSIBLE CONGRESSIONAL ROLE:**

Support potential designations and assist in securing federal involvement or aid as may be outlined in the master plan for the site.

ISSUE F:

1. **TOPIC/AREA:** Blood Run National Landmark Historic Site
2. **AREA:** Lyon County, Iowa and Lincoln County, South Dakota
3. **CONCERN TO IOWA:**

One of the most significant archaeological sites in the midwest and the nation is facing destruction and conversion. This Iowa/South Dakota site is rich in the history and ceremonial culture of several tribes of native Americans. Recent archaeological salvage operations clearly illustrate the need for an intensive and detailed archaeological investigation. Protection measures for the site need to be initiated immediately or the site will be lost. Ultimate acquisition, development and interpretation of the site can have significant economic value to Iowa, South Dakota, Nebraska and Minnesota and even greater cultural value to visitors from throughout the country.

4. **POSSIBLE CONGRESSIONAL ROLE:**

Encourage and support federal agency involvement, specifi-

cally the National Park Service. The site may have National Park Service potential as a "National Monument." Obtain the cooperation of congressmen of other states, specifically South Dakota and Minnesota to support the investigation, acquisition, development and interpretation of the area.

ISSUE G:

1. TOPIC/AREA: Effigy Mounds National Monument
2. AREA: Allamakee County
3. CONCERN TO IOWA:
Effigy Mounds National Monument is currently limited to a single and relatively small site. Traditional expansion efforts through acquisition of adjacent lands may not add significantly to the integrity of this cultural resource. The State Archaeologist reports that a number of these sites, many scattered throughout Wisconsin, Illinois, and Minnesota are nationally significant and need to be brought under an umbrella of national protection and interpretation. The development of satellite areas under an "Upper Mississippi River Effigy Mounds National Monument Region" concept could offer significant value to Iowa and the region.
4. POSSIBLE CONGRESSIONAL ROLE:
Monitor state and federal activities that may lead to protection of additional effigy mounds and offer the opportunity for an expanded national role.

ISSUE H:

1. TOPIC/AREA: Upper Mississippi River Recreational Corridor
2. AREA: Eastern Iowa
3. CONCERN TO IOWA:
Past efforts for National Park status, Wilderness Area Designation, National Recreation Area Designation, Great River Environmental Action Team work, and Master Planning Efforts are clear testimony to the national significance and value of the Upper Mississippi River.

National recognition of this unique river corridor beyond current Fish and Wildlife Service and Corps of Engineers efforts can ensure that development and management efforts (public and private) maximize public values and minimize conflicts.
4. POSSIBLE CONGRESSIONAL ROLE:
Provide a congressional review of current federal efforts on the Upper Mississippi River, evaluate the potential for positive future changes to those efforts leading to a new national designation.

ISSUE I:

1. TOPIC/AREA: Des Moines River Corridor
2. AREA: Polk, Boone, & Webster Counties
3. CONCERN TO IOWA:
Recent congressional efforts have identified the Des Moines River corridor as a potential demonstration project for the protection of a unique regional asset. Federal leadership and financial aid to state, county and local governments and private organizations can assure the protection and ultimate development of the area for the maximum benefit of Iowans and visitors to the state.
4. POSSIBLE CONGRESSIONAL ROLE:
Monitor congressional progress of the project and alert leaders in Iowa and the RTL Committee to any special assistance they can provide.

ISSUE J:

1. TOPIC/AREA: Missouri River Fish and Wildlife and Recreational Mitigation
2. AREA: Western Iowa
3. CONCERN TO IOWA:
Channelization of the Missouri River provided many public benefits but not without significant losses to the natural resources in and adjacent to the river. Mitigation of these losses has been authorized and justified, however congressional funding has not been provided to date.

Mitigation settlements to all the states involved, specifically, Iowa, could allow the states to initiate acquisition, development, enhancement, and recreational opportunities beneficial to the state and citizens of the region.
4. POSSIBLE CONGRESSIONAL ROLE:
Concentrated and coordinated congressional effort is required to obtain funding for fish, wildlife and recreational mitigation.

ISSUE K:

1. **TOPIC/AREA:** Railroad Right-of-Way Abandonment Procedures
2. **AREA:** Statewide
3. **CONCERN TO IOWA:**
A significant percent of railroad rights of way have been abandoned and lost to public use. Many of Iowa's remaining railroad rights-of-way will undoubtedly be proposed for abandonment in the next 3 to 5 years. There are many creative reuse opportunities for these corridors in terms of recreation trail development, commercial utility purposes and others. Funds for public acquisition of rights-of-way is extremely limited and the short time periods available during abandonment procedures limits the ability of public agencies to react in a timely way.
4. **POSSIBLE CONGRESSIONAL ROLE:**
Evaluate applicable federal abandonment procedures to determine if longer review periods are possible before final action is allowed on the part of the railroad company.

ISSUE L:

1. **TOPIC/AREA:** Federal Cost Sharing for Recreation, Tourism and Leisure
2. **AREA:** Statewide
3. **CONCERN TO IOWA:**
Federal cost sharing programs for recreation, tourism and leisure have provided funds for much needed projects in Iowa in the past. In recent years, the availability of funds has declined but the needs have not. Some of the projects which received initial cost sharing have now reached their effective usefulness and will require replacement within the next 4 to 8 years.
4. **POSSIBLE CONGRESSIONAL ROLE:**
Evaluate current status of existing programs and provide RTL Committee with summary of future anticipated changes in cost sharing programs available to Iowa. Support efforts to reinstate previous levels of cost sharing and/or new programs designed to meet recreation, tourism and leisure needs.

**RECREATION, TOURISM AND LEISURE
GOALS AND OBJECTIVES
ADOPTED--AUGUST 19, 1985**

GOAL A:

BUILD STATEWIDE CONSENSUS AND SUPPORT FOR IOWA'S RECREATION, TOURISM, AND LEISURE SYSTEM.

OBJECTIVE 1:

Involve as many public agencies, private organizations, and people as possible to implement the Recreation, Tourism and Leisure (RTL) recommendations.

OBJECTIVE 2:

Present public awareness programs around the state about Iowa's RTL Components, existing conditions, potential opportunities, and RTL Study recommendations. Seek public input and support.

GOAL B:

IMPROVE THE AVAILABILITY, QUALITY AND OPERATIONS OF LOCAL, REGIONAL AND STATEWIDE OPPORTUNITIES WHICH MEET THE DESIRES AND NEEDS OF ALL IOWANS.

OBJECTIVE 3:

Reassess the need and priority to continue with current improvement plans for undeveloped publicly owned sites in Iowa at the municipal, county, state and federal levels.

OBJECTIVE 4:

Consolidate public delivery system services which duplicate each other as long as users receive services at the same or improved quality.

OBJECTIVE 5:

Redistribute public service responsibilities among state, county and municipal levels to reflect actual use and historic or natural significance of existing opportunities and resources.

OBJECTIVE 6:

Offer private enterprise the opportunity to profitably operate certain public services in a way that users can receive the same or improved quality of service at a fair market cost close to existing costs.

OBJECTIVE 7:

Publicly acquire new sites only if they clearly meet one of the following criteria:

- a. Acquisition must provide development and use opportunities needed to satisfy existing and future demands which cannot be met by other existing public or private facilities. Demonstrate that public use can be made of the site in the early stages of the project and, if necessary, that all development can occur on a phased basis. Ability to operate and manage the site during all phases

- should be demonstrated.
- b. Acquisition must protect a significant local, regional, statewide or national **ARCHEOLOGICAL, HISTORIC, NATURAL or CULTURAL RESOURCE.**

OBJECTIVE 8:

Expand existing Conservation Corps employment programs to complete labor-intensive rehabilitation and new improvements for local, regional and statewide opportunities. Include all age groups from teenagers to the elderly with some age groups having fulltime, full-year opportunities.

OBJECTIVE 9:

Establish high quality site management standards for all public and private opportunities and provide long-term funding commitments for site and resource management.

OBJECTIVE 10:

Provide a variety of interpretation programs to actively encourage Iowans to participate in new recreation and leisure activities available in Iowa.

GOAL C:

MAKE IOWA AS ATTRACTIVE FOR OUT-OF-STATE VISITORS AS ANY OF ITS SURROUNDING STATES.

OBJECTIVE 11:

Starting in 1987, annually increase the spending by out-of-state visitors in Iowa by 10% over that of the previous year.

OBJECTIVE 12:

Designate and market a select number of "National Hospitality Centers and Regions" in Iowa which offer the greatest potential for immediate tourism appeal and attraction.

OBJECTIVE 13:

Begin work of improving or correcting deficiencies in other areas of the state which offer future potential for becoming "National Hospitality Centers or Regions".

GOAL D:

PROTECT AND MAINTAIN THE SIGNIFICANT LOCAL, STATE AND NATIONAL ARCHEOLOGICAL AND HISTORICAL; NATURAL; AND ARTS, ENTERTAINMENT, AND CULTURAL RESOURCES OF IOWA.

OBJECTIVE 14:

Continue and/or expand public ownership and management of existing **ARCHEOLOGICAL AND HISTORICAL; NATURAL; AND ARTS, ENTERTAINMENT, AND CULTURAL** sites of local, regional, statewide and national significance.

OBJECTIVE 15:

Redistribute public ownership and management responsibilities among state, county

and municipal levels to reflect actual significance of ARCHEOLOGICAL AND HISTORICAL; NATURAL; AND ARTS, ENTERTAINMENT, AND CULTURAL resources.

OBJECTIVE 16:

Publicly acquire or secure by private means the protection of significant sites.

OBJECTIVE 17:

Provide a variety of interpretative programs to actively encourage Iowans and state visitors to understand and appreciate the significance of ARCHEOLOGICAL AND HISTORICAL; NATURAL; AND ARTS, ENTERTAINMENT, AND CULTURAL resources.

OBJECTIVE 18:

Develop incentives and regulations for privately owned sites to secure acceptable levels of management, protection and public accessibility.

OBJECTIVE 19:

Obtain national recognition and appropriate registration of significant ARCHEOLOGICAL, HISTORICAL and NATURAL sites.

OBJECTIVE 20:

Increase statewide and national exposure and recognition of Iowa based art, artists and culture.

OBJECTIVE 21:

Once a month identify and promote at least one Iowa festival or event as a "National Cultural Festival".

OBJECTIVE 22:

Assure the sustenance and quality of air and water resources of the state which are associated with all recreation, tourism and leisure opportunities.

GOAL E:

INCREASE THE ACTUAL INFLUENCE WHICH RECREATION, TOURISM AND LEISURE HAS ON THE IOWA ECONOMY.

OBJECTIVE 23:

Starting in 1987, increase annually the number of jobs in the recreation, tourism and leisure public and private service industry by 10% over the previous year.

OBJECTIVE 24:

Maintain and enhance existing recreation product industries and attract a minimum of one new firm per year.

OBJECTIVE 25:

Require that new publicly funded acquisition and development projects include examination of initial and long term opportunities for stimulating private enterprise development and expansion.

GOAL F:
DEVELOP AND IMPROVE THE POSITIVE IMAGES OF IOWA ON A NATIONAL LEVEL.

OBJECTIVE 26:

Add Iowa's recreation, tourism and leisure resources to the agricultural and other images which characterize the state on a national level.

OBJECTIVE 27:

Host new major conventions, sporting events and other functions which will receive positive national media coverage and use the opportunities to market Iowa's recreation, tourism and leisure resources and other quality of life assets.

OBJECTIVE 28:

Secure annually the publication of feature stories about Iowa's quality of life assets in a minimum of 5 major general interest, business and leisure related national magazines.

GOAL G:

ESTABLISH AN EFFECTIVE STATEWIDE ORGANIZATION FOR THE RECREATION, TOURISM AND LEISURE DELIVERY SYSTEM.

OBJECTIVE 29:

Examine and provide recommendations for the coordination and/or consolidation of the functions listed below:

- a. Consolidate and/or coordinate the many existing sources of information about local, regional, statewide and national opportunities into a comprehensive, state-of-the-art information delivery system for Iowans and out-of-state visitors.
- b. Formulate and direct a well planned vigorous "rifle approach" marketing program to specific out-of-state market populations exhibiting the highest potential for consuming Iowa's existing and future tourism products.
- c. Provide centralized coordination of statewide public and private efforts for improving the recreation, tourism and leisure delivery system.
- d. Provide ongoing long-range planning on a statewide basis for the recreation, tourism and leisure delivery system.
- e. Provide private sector and local communities advisory services including analysis of existing resources and deficiencies, general development and financial planning, marketing guidance, hospitality training and others.
- f. Measure the change in public opinion regarding the importance of recreation, tourism and leisure.
- g. Provide annual monitoring of user participation indicators at the local, regional, statewide and national level and report predictable trends in recreation and leisure activities.
- h. Provide annual monitoring of existing out-of-state visitation indicators and report predictable changes in future tourism activity at national, statewide and local levels.
- i. Provide annual monitoring and reporting of public and private employment and other economic indicators for the recreation, tourism and leisure service industries.

- j. Measure annually key quality of Iowa life indicators; compare with similar indicators of the Midwest and the nation; and report predictable trends.
- k. Use key quality of Iowa life indicators for tourism marketing and efforts to maintain and attract new Iowa businesses and industries.
- l. Conduct environmental impact assessments of proposed major improvements or changes to recreation, tourism and leisure opportunities.
- m. Prepare studies and recommendations regarding major issues effecting the RTL delivery system for legislative consideration and action.
- n. Identify new business investment opportunities for private enterprise in the RTL delivery system.

GOAL H:

INCREASE THE EMPHASIS ON RECREATION, TOURISM AND LEISURE IN EDUCATION, CAREER DEVELOPMENT AND RETIREMENT.

OBJECTIVE 30:

Expand where needed and improve existing occupational and professional programs at area community colleges and state universities to train students seeking career in recreation, tourism and leisure services. Establish special incentives to encourage high school, college and university graduates to pursue career opportunities in Iowa.

OBJECTIVE 31:

Encourage businesses and industries to establish in-house recreation and leisure services and provide technical support.

OBJECTIVE 32:

Establish new community wellness centers and outreach programs.

OBJECTIVE 33:

Establish centers and programs offering pre-retirement planning services.

OBJECTIVE 34:

Reduce the number of Iowans moving from the state for retirement.

OBJECTIVE 35:

Increase the number of non-Iowans moving to the state for retirement.

OBJECTIVE 36:

Ensure that special populations have equal access to the entire RTL delivery system.

GOAL I:

DEVELOP IOWA'S PUBLIC WORKS INFRASTRUCTURE TO SUPPORT THE RECREATION, TOURISM AND LEISURE DELIVERY SYSTEM.

OBJECTIVE 37:

Add recreation, tourism and leisure criteria as justification for all state and local public works projects in areas of existing or potential recreation and tourism use.

OBJECTIVE 38:

Establish short and long term priorities which emphasize recreation, tourism and leisure needs and opportunities in the improvement program for the state's airport, railroad, river, public transit and highway networks.

OBJECTIVE 39:

Place high priority on creative infrastructure planning and project implementation which will protect and enhance archaeological, historic, cultural, natural, air and water resources.

GOAL J:

PROVIDE ADEQUATE FUNDING THROUGH A VARIETY OF PUBLIC AND PRIVATE SOURCES TO SUPPORT THE OVERALL RECREATION, TOURISM AND LEISURE DELIVERY SYSTEM.

OBJECTIVE 40:

Identify and implement new sources of RTL revenue such as from a portion of total sales tax and fuel tax; specific taxes from the RTL segment of the economy; and license and user fees to supplement existing General Fund, fee and license, federal and other sources.

OBJECTIVE 41:

Establish adequate, long term sources of public funds for the acquisition, development, protection, management and maintenance of all types of RTL sites and programs of regional, statewide and national significance.

OBJECTIVE 42:

Provide adequate funding to regions of the state for packaged tourism promotion of the region's private and public tourism opportunities.

OBJECTIVE 43:

Obtain federal financial commitment for the acquisition and/or development of several nationally significant recreation opportunities and resources in Iowa.

OBJECTIVE 44:

Emphasize the need and encourage the continuation and expansion of federal cost-sharing programs for local and statewide improvements to the RTL delivery system.

OBJECTIVE 45:

By 1989, enable cities and counties to acquire and develop local and regional opportunities with state funded cost-sharing programs. Federal cost-sharing programs should be considered to supply "emergency" or "last source" supply of funds for cities and counties for RTL projects. During the next 5 years, allocate a major portion of available federal cost-sharing funds to acquire and/or develop one or several major statewide opportunities.

OBJECTIVE 46:

Establish low-interest financing specifically for new and existing recreation, tourism and leisure businesses to foster economic development and expansion.

**EXISTING AND POTENTIAL PUBLIC REVENUE
SOURCES FOR RECREATION, TOURISM
AND CULTURAL DEVELOPMENT**

The RTL Interim Study Committee identified a variety of existing and potential public revenue sources for recreation, tourism and cultural development programs and projects.

The RTL Interim Study Committee is recommending only that these are potential sources of new revenue and the Committee does endorse any one specific source of revenue for recreation, tourism and cultural development. The following is presented as information for legislative consideration.

1. EXISTING SOURCES OF STATE AND LOCAL REVENUE ALLOCATED SPECIFICALLY AND SOLELY FOR RECREATION, TOURISM AND CULTURAL DEVELOPMENT PROGRAMS.

- A. General Fund Appropriation
- B. Hotel/Motel Tax
- C. Game and Non-game Stamps
- D. Hunter/Fisher/Use Education Fees
- E. Snowmobile Fees and Licenses
- F. Park User Fees
- G. Lottery Revenue
- H. Hunting Fees and Licenses
- I. Fishing Fees and Licenses
- J. Trapping Fees and Licenses
- K. Marine Fuel Tax
- L. Income Tax Checkoffs

2. EXISTING SOURCES OF REVENUE ALLOCATED SPECIFICALLY AND SOLELY FOR RECREATION, TOURISM AND CULTURAL DEVELOPMENT PROGRAMS WHICH COULD BE INCREASED, REDIRECTED OR ALLOCATED FOR A SPECIFIC PROGRAM.

- A. General Fund Appropriation
 - a. Gauged to a particular activity ie. sales tax generated by tourism related expenditures
- B. Hotel/Motel Tax
- C. Game and Non-game stamps
- D. Hunter/Fisher/Use Education Fees
- E. Marine Fuel Tax
- F. Recreation Vehicle Tax
- G. Boat and Boat Trailer Tax
- H. Fire Arms Tax
- I. Lottery Revenue
- J. Parimutuel Betting
- K. Boat Fees and Licenses
- L. Snowmobile Fees and Licenses
- M. Park User Fees

- N. Hunting Fees and Licenses
- O. Fishing Fees and Licenses
- P. Trapping Fees and Licenses
- Q. Income Tax Checkoffs

3. **EXISTING SOURCES OF REVENUE WHICH HAVE NOT PREVIOUSLY BEEN ALLOCATED, WHOLE OR IN PART, TO RECREATION, TOURISM AND CULTURAL DEVELOPMENT PROGRAMS IN IOWA. SOME OTHER STATES HAVE USED THESE SOURCES SPECIFICALLY FOR RECREATION, TOURISM AND CULTURAL DEVELOPMENT PROGRAMS.**

- A. Real Estate Transfer Tax
- B. Cigarette/Tobacco Tax
- C. General Sales Tax
- D. Gasoline Tax
- E. Marine Fuel Tax
- F. Alcohol Tax
- G. Soft Drink Tax
- H. Motorcycle Tax
- I. Vehicle Use Tax
- J. Property Tax
- K. Income Tax
- L. Inheritance Tax
- M. Charitable Gambling
- N. Special Use Licenses
- O. Commercial Fees and Licenses
- P. Bonding
- Q. Depository Interest on Funds
- R. Fines and Confiscations
- S. Oil overcharge funds

4. **POTENTIAL SOURCES OF NEW REVENUE FOR RECREATION, TOURISM AND CULTURAL DEVELOPMENT.**

- A. Severance Tax
 - a. Mineral, oil/gas, fur, timber, gravel, limestone, coal, water, etc.
- B. Amusement Tax
- C. Restaurant Tax
- D. Gasoline Tax
 - a. Travel Season increase/allocation of a portion of the Gasoline Tax
- E. Soft Drink Tax
 - a. Unclaimed beverage container deposits
- F. Ammunition Tax
- G. Mortgage Tax
- H. Riverboat Gambling Revenue
- I. Off Road Vehicle Fees and Licenses
- J. Excursion Bus Fees

**COMMENTS BY MEMBERS OF THE
RTL COMMITTEE ABOUT ITS
ACTIVITIES AND EFFECTIVENESS.**

"I did not have the opportunity to serve on the Committee in the early planning, I served only the final year. It was a most worthwhile and satisfactory year. I was privileged to participate in the final stages and see many of the goals reached, goals that had been set during the initial portion of the interim meetings.

We realized and made known to the legislature the importance of tourism: (1) economics, (2) historical, (3) cultural.

We realized that the state of Iowa does not appropriate sufficient funds to reach the goals established by our Committee.

We realized and stressed the need that monies need to be appropriated each year and increased to allow for the continued growth of proposed projects.

We accomplished: a better understanding, cooperation and coordination between State departments and agencies (state and local).

We accomplished: commitments from local and state (hopeful of federal) to work with the state to coordinate services, activities and planned developments.

We accomplished: local cooperation and stressed the economic value to communities involved in proposed projects.

We accomplished: development of long range programs for future projects that would enhance tourism and recreation in Iowa.

Goals reached in 1987 session:

1. Blood Run Historic Site
2. Open Spaces program
3. Tourist Welcome Centers
4. Promotion, identification and planning of Scenic Highways
5. Recreational Trails
6. Expanded Bed & Breakfast

Goals of 1988:

1. River Boat Gambling
2. Increased cultural grants
3. Increased Welcome Centers
4. National Park - Trails West
5. Increased funding - all projects

Future:

1. Urge legislature each year to appropriate more monies to tourism and recreation.

I feel the directors did an excellent job in addressing the issues and they ac-

completed their assigned task. The members of the committee provide insight and on a whole I feel goals were met."

...Representative Josephine Gruhn

"Serving on the RTL Committee the entire time of its existence has been a worthwhile and enjoyable experience. It is, without a doubt, the most productive committee in which I have been active.

It is probably the part of wisdom to discontinue the committee for the time being. I would recommend that we evaluate the effectiveness of the committee's work and in another year, if it is warranted, re-activate the committee.

Had it not been for the work of this committee on projects such as the Western Historic Trails and Council Bluffs (Mormon Trail) and Blood Run in Lyon County (just to mention a couple), they would not have advanced to the state they are today.

Unfortunately, the legislature was not as enthusiastic pertaining to the RTL Committee projects, which was evident in lack of funding. However, given the many and varied demands for money, this is somewhat understandable.

I do believe the committee's work and accomplishments justified its existence."

...Richard Vande Hoef

"I feel the Committee for Iowa's Recreation, Tourism and Leisure accomplished many things of great value to the future of the state. It was a privilege to have served on a group providing such foresighted leadership.

During my time on the Committee representing the Department of Transportation I was always pleased with the quality of presentations given us. In addition, I believe every effort was made to thoroughly research every issue. This allowed us to make factual and solid recommendations to the Legislature and various state agencies. My only concern with any actions resulting from our recommendations is that in several cases projects were assigned to the DOT but no funding to accomplish the work was provided. I realize the financial limitations of the state. However, I don't believe we should ask state agencies to take on major studies or tasks without giving them the means to do it."

...Del Van Horn

**RTL COMMITTEE
REVENUE AND EXPENDITURES**

1. 1984/85 BUDGET

A. Revenue

1.	Legislative Appropriation	\$85,000
2.	Other sources of revenue	
a.	National Park Service--Land and Water Conservation Fund (LAWCON)	\$19,000
b.	State Agencies	
(1)	Development Commission	\$18,000
(2)	Office of Planning and Prog.	\$1,000
c.	Council Bluffs Community	\$4,000
	TOTAL	<hr/> \$127,000

B. Expenditures

1.	RTL Committee member per diem	\$10,470
2.	RTL Studies and projects	
a.	Statewide Recreation Participation Study of Iowans	\$23,000
b.	U.S. Travel Data Center- 1984 Economic Impact Report	\$17,600
c.	National Western Historic Trails Center Feasibility Study	\$12,000
d.	Blood Run National Historic Landmark Archeo- logical Property Appraisal and Feasibility Study	\$6,500
3.	Services of Project Director	\$30,000
4.	Services of Committee Chair	\$ -0-
5.	Expenses	\$27,430
	TOTAL	<hr/> \$127,000

2. 1986 BUDGET

A. Revenue

1.	Legislative Appropriation	\$75,000
----	---------------------------	----------

2. Other sources of revenue	
a. State Agencies	
(1) Economic Development Department	\$3,000

TOTAL	<hr/> \$78,000
-------	----------------

B. Expenditures

1. RTL Studies and projects	
a. Davidson/Peterson Tourism Growth Potential Study for Iowa	\$5,000
b. Regional Cultural Center Feasibility Study	\$2,000
2. Services of Project Director	\$25,000
3. Services of Committee Chair	\$10,000
4. Services of Communications Specialist	\$9,300
5. Expenses	\$17,380

C. Reserve	\$9,320
------------	---------

TOTAL	<hr/> \$78,000
-------	----------------

3. 1987 BUDGET

A. Revenue

1. Legislative Allotment	\$25,000
--------------------------	----------

TOTAL	<hr/> \$25,000
-------	----------------

B. Expenditures

1. Services of Project Director	\$15,000
---------------------------------	----------

2. Services of Committee Chair	\$5,000
--------------------------------	---------

3. Expenses	\$4,200
-------------	---------

TOTAL	<hr/> \$24,200
-------	----------------

CHRONOLOGY OF RTL COMMITTEE EVENTS

A. SUMMARY OF FULL MEETINGS OF THE RTL COMMITTEE. OFFICIAL MINUTES OF THESE MEETINGS ARE AVAILABLE FROM THE LEGISLATIVE SERVICE BUREAU.

DATE: Sept. 18, 1984
LOCATION: State House, Des Moines
GENERAL PURPOSE/
MAJOR COMMITTEE

ACTION: Introductions of Committee members, election of Representative Sullivan as Vice-Chairperson, orientation to Committee procedures, opening comments by Committee members, decision to retain a non-partisan project director, setting of public hearings and appointment of Project Director Selection Sub-committee and Finance Sub-committee.

DATE: Oct. 16, 1984
LOCATION: Spencer
GENERAL PURPOSE/
MAJOR COMMITTEE

ACTION: Received Conservation Commission proposal to include 6 work elements in RTL study and Development Commission proposal to include 5 work elements in RTL study.

Conducted a public hearing with presentations regarding the following topics:

Mr. Tom Kuhlman, Iowa Great Lakes Chamber of Commerce / Tourism development needs and opportunities in the Iowa Great lakes Region.

Mr. Paul Hagen, Executive Director of the Lyon County Conservation Board / Undeveloped recreation opportunities on the Big Sioux River.

Mr. Larry DeFries, Director of the Spencer Area Association of Business and Industry / Need for Iowa to take a more aggressive role in developing its tourism industry and related transportation needs.

Mr. Ron Spengler, Osceola County Conservation Board / Iowa's nationally low ranking in the amount of publicly owned recreation lands.

Ms. Maxine Wicker, Storm Lake Chamber of Commerce / Support for uniform school opening and closing dates.

DATE: Nov. 15, 1984

LOCATION: Cedar Rapids

GENERAL PURPOSE/

MAJOR COMMITTEE

ACTION: Received presentations regarding the following topics:

Mr. Mac Berg, Superintendent of the Herbert Hoover National Historic Site in West Branch / The National Park Service, tourism in Iowa and the need to focus on the subtle assets of the state and to increase a well planned tourism marketing effort in Iowa.

Mr. Ian MacGillivray, Director of Research and Planning for IDOT / Need to incorporate tourism in the development of long range transportation planning in the state.

Mr. Nick DiGrino, Coordinator of Leisure Studies Curriculum, ISU / Community-based leisure time opportunities.

Mr. Joseph Seaborn, President, Magic Door / Proposed futuristic educational theme park along Interstate 80..

Ms. Alexandra Tomes, Cedar Rapids-Marion Council / Economic importance of the arts in tourism.

Mr. Richard K. Alman / Problems of developing and operating a private camp ground.

Mr. Daniel McLean, President, Iowa Park and Recreation Association / Needs and trends in local recreation facilities.

Mr. R. C. Eichacker, Executive Director, Amana Colonies Travel Council / Importance of tourism in the Amana Colonies.

Mr. Tom Neenan, Executive Director, Iowa Trails Council / Importance of developing new recreation trails in Iowa.

Mr. George Hamilton, Linn County Conservation Board / Physical deterioration of public parks and infrastructure in Iowa.

Mr. George Koenigsaecker, Great River Road Association and the Mississippi River Parkway Commission / Improvements to the Great River Road system in the midwest and Iowa.

Ms. Helen Mollman, Cedar Rapids Area Convention and Visitors Bureau / Need to expand state tourism marketing efforts.

Mr. Don Hess, Chairman, Dubuque Area Convention and Visitor's Council / Importance of regional tourism development and expanded tourism marketing for the state.

Mr. Jeff Shirley, Waterloo Convention and Visitors Bureau / Numerous tourism opportunities in Iowa and the need to increase promotion.

Mr. Thomas Filer, Dubuque Convention and Visitors Bureau / Eastern Iowa being a destination area for travel.

Mr. George Ross, Cedar Rapids School District / Opposition to the uniform school opening date legislation.

Mr. Michael Richards, Northeast Iowa Explorer Land / Need to reduce the number of travel regions from 7 to 3.

DATE: Nov. 27, 1984

LOCATION: State House

GENERAL PURPOSE/

MAJOR COMMITTEE

ACTION: Received presentations regarding the following topics:

Ms. Barbara Wilhite, Assistant Professor, Leisure Studies Curriculum, ISU / Recreation and leisure needs of the handicapped and elderly.

Mr. Mac Berg, National Park Service / River areas of Iowa offering potential as national wild and scenic rivers.

Speaker of the House Donald Avenson / Potential for \$33 million of lottery funding for recreation, tourism and leisure projects over the next 5 years and the need for park user fees.

Mr. Tim Lane / Needs for improved planning, promotion and development of recreation trails.

Mr. Chet Sloan, Iowa Good Roads Association / Needs to develop and maintain good highways for tourism.

Ms. Nancy Murphy, Director of Tourism, Des Moines Convention and Visitors Bureau / Need to increase state tourism promotion.

Ms. Kathy Swift, Iowa State Fair / Support for the uniform school opening legislation.

Mr. Vince Kopacek, Iowa Hotel--Motel Association / Iowa's lack of the tourism image and the need to increase promotion.

Mr. John Klein, Clarke County Conservation Board / Need to locate camping on a regional basis near interstate highways.

Mr. Robert Anderson, Iowa Sportsmen's Federation / Need to simplify law enforcement regarding recreation and tourism, the park user fee and dove hunting season.

Mr. Jeff Shirley, Iowa Convention and Visitors Bureau Association / Need to have a strong plan for development of new facilities and tourism marketing.

Mr. J. Glassnap, Iowa Travel Council / Need to implement the Davidson/Peterson tourism marketing plan.

Mr. Don Brazelton, Iowa Association of County Conservation Board / Need to increase the amount of recreation trails, public hunting and wildlife habitat areas and fishing areas as well as the need to establish a stable public funding source.

DATE: Jan. 8, 1985

LOCATION: State House

GENERAL PURPOSE/

MAJOR COMMITTEE

ACTION: Received report from:

Mr. Duane Anderson, State Archaeologist / Potential for establishing "satellite" site to interpret and protect other effigy mound sites in northeast Iowa and surrounding states.

Mr. Mac Berg, National Park Service / NPS properties in Iowa and the functions of the NPS in other areas in the state.

Mr. George Hardison, U.S. Army Corps of Engineers / Recreation facilities of the Rock Island District.

Determined that additional information is needed about the potential for a major "Hawkeye National Forest" in southern Iowa.

Determined that the protection of the Blood Run National Historic Landmark site, while not receiving adequate attention by state agencies, should be addressed by the Committee.

Determined that potential exists for emphasizing the national Lewis and Clark and Mormon Pioneer Trails in the Council Bluffs area.

Selected Mr. David Dahlquist as Project Director for the Committee.

DATE: Feb. 7, 1985
LOCATION: State House
GENERAL PURPOSE/
MAJOR COMMITTEE
ACTION: Received preliminary schedule of RTL study events from Project Director.

Received presentation from Mr. Gene Hertel, State Forester / Lose of forest land in Iowa.

Discussed the legislative intent that \$32 million would be available from lottery revenue for recreation-tourism-leisure projects.

DATE: March 12, 1985
LOCATION: State House
GENERAL PURPOSE/
MAJOR COMMITTEE
ACTION: Reviewed Committee budget report, trails report, and progress on Committee study elements.

DATE: April 30, 1985
LOCATION: State House
GENERAL PURPOSE/
MAJOR COMMITTEE
ACTION: Received sub-committee reports on recreation trails and state policies.

Received report from Development Commission regarding current tourism promotion activities.

Alloted Committee revenue toward a preliminary feasibility study of the Blood Run National Historic Landmark Site in Lyon County.

DATE: June 14, 1985
LOCATION: State House
GENERAL PURPOSE/
MAJOR COMMITTEE
ACTION: Reviewed Interim Report No. 1 and draft Goals and Objectives for maintaining and developing recreation and tourism opportunities in Iowa as prepared by the Project Director and requested public comment be obtained on these items.

Received testimony for Mr. Lawrence Ladin regarding the importance of a quality environment to high technology companies in recruiting and retaining employees.

Received report from the RTL Committee Policy Subcommittee stating that:

- 1) regional tourism development should be emphasized to encourage state visitors to plan longer visits to the state,
- 2) adequate funding needs to be provided to state agencies charged with the responsibilities of developing and managing tourism for the state,
- 3) IDOT should direct the efforts to acquire abandoned railroad rights of way for conversion to recreation trails,
- 4) abandoned railroad rights of way should be maintained for public purposes,
- 5) there should be equal emphasis on recreation and tourism in the RTL Study,
- 6) control and planning should be established to provide orderly development of rest-stops and information stations, and
- 7) more use should be made of existing public lands for recreation activities.

DATE: August 19, 1985

LOCATION: Cedar Rapids

GENERAL PURPOSE/

MAJOR COMMITTEE

ACTION: Authorized funding for the completion of the U.S. Travel Data Center report on the economic impact of travel in Iowa's counties.

Authorized funding for the feasibility study of establishing the Western Historic Trails Center in Council Bluffs.

Received presentation from Mr. Duane Anderson, State Archaeologist, Professor Dale Henning of Luther College and Mr. Mark Ackelson of the Iowa Natural Heritage Foundation about the condition of the Blood Run National Historic Landmark Site and the urgent needs for its acquisition and protection.

Adopted the Goals and Objectives for overall development of recreation and tourism in Iowa.

Received a draft of recommended strategies for implementation of the Goals and Objectives.

DATE: November 11, 1985

LOCATION: State House

GENERAL PURPOSE/

MAJOR COMMITTEE

ACTION: Received presentation by Mr. David Crosson regarding the State Historical Department.

Received a report from the Development Commission regarding studies of

people who stopped at Iowa's Welcome Centers during the previous summer.

Received a report from Mr. Arnie Sohn, State Conservation Commission regarding the results of a survey of state and county park users during the previous summer.

Received and discussed Interim Report No. 2 prepared by the Project Director outlining partnership strategies, action plans and legislative recommendations.

Public funding and revenue sources were discussed.

DATE: December 12, 1985

LOCATION: State House

GENERAL PURPOSE/

MAJOR COMMITTEE

ACTION: Approved with amendments recommendations of the Project Director calling for the following:

- 1) continuation of the RTL Committee through 1986;
- 2) legislative actions including the acquisition of recreation trail properties by the Conservation Commission;
- 3) acquisition of the Blood Run Property;
- 4) creation of a sustainable funding source for tourism marketing and promotion;
- 5) preparation of an updated statewide tourism marketing and information delivery system plan;
- 6) a funding program for recreation and tourism projects using lottery and real estate transfer tax revenue;
- 7) creation of the Iowa Conservation Corps including a new young adult component; and
- 8) making confidential certain information about archeological sites.

DATE: March 20, 1986 and April 8, 1986

LOCATION: Des Moines

GENERAL PURPOSE/

MAJOR COMMITTEE

ACTION: Received status reports about legislation which started with the RTL Committee and to discuss other topics of interest.

DATE: May 28, 1986

LOCATION: State House

GENERAL PURPOSE/
MAJOR COMMITTEE

ACTION: Review status of the RTL Committee's current activities and to set schedule and purpose of future RTL Committee activities and meetings.

Elected Representative Dennis Black as Vice-Chairperson.

Received a presentation by Mr. Larry Mankin, Executive Director of the Council Bluffs Chamber of Commerce, regarding the status of the National Western Historic Trails Center.

Received a presentation by Ms. Jeanann Celli, Executive Director of the Iowa Arts Council regarding the activities of the Council and the importance of the arts to tourism and recreation.

Discussed the desirability of conducting a pilot project feasibility study for a regional cultural center in northeastern Iowa.

DATE: July 27, 1986

LOCATION: Dubuque

GENERAL PURPOSE/
MAJOR COMMITTEE

ACTION: Received presentations from the following on opportunities and needs of national and midwest importance in Iowa:

Mr. Larry Mankin, Executive Director, Council Bluffs Chamber of Commerce / The National Western Historic Trails Center.

Mr. Larry Wilson, Director, Department of Natural Resources / The Loess Hills National Natural Landmark and Pioneer Forest.

Mr. Larry Wilson, Director, Department of Natural Resources / The Des Moines River Greenbelt.

Mr. Tom Neenam, Executive Director, Iowa Trails Council / The importance of statewide recreation trail networks.

Mr. Jerry Enzler, Director, National Rivers Hall of Fame and the Woodard Riverboat Museum and Mr. Dan Dittmore, Vice President, Dubuque Chamber of Commerce / Plans for a national center dedicated to the men and women of the inland waters of America.

Mr. Bill Burke and Mr. Jack Whittaker, Vice-chairman, Mississippi River Parkway Commission / Economic and environmental assets of the Upper Mississippi River Valley and the importance of the Mississippi River National Heritage Corridor to Iowa.

Mr. Rick Nelson, Division of Ecological Services of the U.S. Fish and Wildlife Service / The Mississippi River.

Mr. Larry McLean, Rock Island Office, United States Corps of Engineers / Corps activities in Iowa.

Mr. David Shonk, U.S. Park Service / Federal funding for recreation projects in Iowa.

Ms. Bev Schroeder, Senator Tom Harkin's office, Ms. Jan Swanson, Senator Charles Grassley's office, and Ms. Marilyn Lagios, Congressman Berkley Bedell's office / Congressional involvement with Iowa's recreation, tourism and cultural developments.

Mr. Tom Davidson, Davidson/Peterson for an update of recent national trends in the recreation-tourism industry.

DATE: October 7, 1986

LOCATION: State House

GENERAL PURPOSE/

MAJOR COMMITTEE

ACTION: Received status reports on the progress of the Blood Run National Historic Landmark site acquisition and the organization of the Western Historic Trails Center.

Received report of the Tourism Growth Model for Iowa prepared by Davidson/Peterson.

Received testimony from the following regarding private sector needs and opportunities for tourism development in Iowa:

Representing Living History Farms, Mr. Bill Murray, Chairman of the Board, and Mr. Steve Green, Director of Operations.

Dr. Harold Henning, Curator of Vesterheim, the Norwegian-American Museum.

Ms. Barb McRoberts, Executive Director of the Des Moines Ballet.

Mr. Toche Terrones, Executive Director of the Cedar Falls Chamber of Commerce.

Ms. Lisa Riggs of the Danish Windmill.

Ms. Cyndy Hildabrand of the National Audubon Council.

Mr. Vince Kopacek and Mr Craig Walter of the Iowa Lodging Association.

DATE: Nov. 24, 1986

LOCATION: State House

GENERAL PURPOSE/
MAJOR COMMITTEE

ACTION: Received reports for the Department of Economic Development, the Department of Natural Resources, the Department of Transportation and the Department of Cultural Affairs regarding agency needs, planning activities, and interagency coordination.

Received recommendations for Project Director regarding 1987 legislative initiatives.

DATE: Dec. 17, 1986

LOCATION: State House

GENERAL PURPOSE/
MAJOR COMMITTEE

ACTION: Acted on 1987 legislative recommendations.

DATE: Feb. 5, Feb. 17, March 3, March 17, March 31, April 14, and
April 28, 1987

LOCATION: State House

GENERAL PURPOSE/
MAJOR COMMITTEE

ACTION: Reviewed of progress on legislative proposals of the RTL Committee and other items of interest.

B. RTL COMMITTEE MEMBERS, THE COMMITTEE CHAIR AND THE PROJECT DIRECTOR SPONSORED AND PARTICIPATED IN A VARIETY OF MEETINGS AND WORKSHOPS IN THESE AND OTHER COMMUNITIES AROUND THE STATE:

Cedar Rapids
Clear Lake
Clinton
Council Bluffs
Decorah
Des Moines
Dubuque
Elkader
Iowa City
Muscatine

C. THE COMMITTEE CHAIR AND THE PROJECT DIRECTOR PRESENTED INFORMATION ON BEHALF OF THE COMMITTEE AT THESE AND OTHER MEETINGS OF ORGANIZATIONS FROM AROUND THE STATE.

Iowa Association of County Conservation Boards - Annual Conference

Iowa Natural Heritage Foundation - Board of Directors Meeting

Iowa Bankers Association - Board of directors meeting

Convention/Visitor Bureau Group - Regular Meeting

Iowa Travel Council - Annual Meeting

Iowa Chapter of The Wildlife Society - Annual Meeting

Legislative Committee of the Iowa Association of Realtors - Regular Meeting

Iowa Association of Public Campground Owners - Annual Meeting

Des Moines/Iowa Chapter American Planning Association - Annual Meeting

Iowa Chapter of the American Society of Landscape Architects - Annual Meeting

D. NUMEROUS LOCAL MEETINGS WITH COMMUNITY LEADERS AND INTERESTED CITIZENS WERE CONDUCTED BY THE RTL COMMITTEE CHAIR AND THE PROJECT DIRECTOR IN CONNECTION WITH THESE DEVELOPING PROJECTS:

BLOOD RUN NATIONAL HISTORIC LANDMARK
NATIONAL WESTERN HISTORIC TRAILS CENTER
TOURISM WELCOME CENTERS
REGIONAL CULTURAL CENTERS