Update on Sesquicentennial Activities

ISSUE

Update on the activities of the Iowa Sesquicentennial Commission.

AFFECTED AGENCIES

Office of the Governor
Department of Transportation

CODE AUTHORITY

Chapter 7G, Code of Iowa
Section 321.34, Code of Iowa

BACKGROUND

The Iowa Sesquicentennial Commission, established during the 1991 Legislative Session, is a bi-partisan, nonprofit organization charged with planning, coordinating, and administering activities and programs relating to Iowa’s 150th anniversary of statehood.

The Commission consists of 25 members, five of whom were appointed by the Governor, and 20 of whom were selected by leaders of the General Assembly. Commission members are listed in Attachment A. The Commission is staffed by ten persons, led by Executive Director J. Scott Raeker.

The legislation which formed the Iowa Sesquicentennial Commission also allowed for the formation of County Sesquicentennial Commissions in each county in Iowa. The role of each Commission is to plan a locally driven Sesquicentennial celebration, which highlights the statehood anniversary as well as highlighting the local area’s contribution to the history and culture of the State.

The sale of Sesquicentennial license plates is the primary source of funds for Commission activities. Additional financial support is generated from corporate partnerships, grants, and commemorative book and merchandise sales.
CURRENT SITUATION

As of July 1995, over 115,000 Iowans had purchased Sesquicentennial license plates, raising over $3.4 million. In addition, $1.2 million has been generated from corporate partnerships. Corporate partners are listed in Attachment B.

Total projected revenues for FY 1993 through FY 1997 are as follows:

<table>
<thead>
<tr>
<th>Total Projected Revenues</th>
<th>FY 1993 - FY 1997</th>
</tr>
</thead>
<tbody>
<tr>
<td>License Plates</td>
<td>$4,930,707</td>
</tr>
<tr>
<td>Corporate Partnerships</td>
<td>1,200,000</td>
</tr>
<tr>
<td>Books &amp; Merchandise</td>
<td>1,060,207</td>
</tr>
<tr>
<td>Interest</td>
<td>245,516</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$7,436,430</strong></td>
</tr>
</tbody>
</table>

Total projected expenses for FY 1993 through FY 1997 are as follows:

<table>
<thead>
<tr>
<th>Total Projected Expenses</th>
<th>FY 1993 - FY 1997</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel &amp; Admin. Costs</td>
<td>$1,510,245</td>
</tr>
<tr>
<td>County Sesquicentennial Commissions</td>
<td>1,021,025</td>
</tr>
<tr>
<td>Statewide Projects</td>
<td>1,002,025</td>
</tr>
<tr>
<td>Commemorative Book</td>
<td>838,000</td>
</tr>
<tr>
<td>Public Relations</td>
<td>459,816</td>
</tr>
<tr>
<td>Festival of American Folklife</td>
<td>430,000</td>
</tr>
<tr>
<td>Educational Programs</td>
<td>400,000</td>
</tr>
<tr>
<td>Legacy</td>
<td>1,000,000</td>
</tr>
<tr>
<td>In-kind Corporate Expenses</td>
<td>370,000</td>
</tr>
<tr>
<td>Festival of Iowa Folklife</td>
<td>250,000</td>
</tr>
<tr>
<td>Statehood Day Celebrations</td>
<td>100,000</td>
</tr>
<tr>
<td>Contingency</td>
<td>55,319</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$7,436,430</strong></td>
</tr>
</tbody>
</table>

Primary expense areas are detailed below.

- **Personnel and Administration** - Staff, printing, postage, rental, data processing, etc.
- **County Sesquicentennial Commissions** - County projects range from a soup supper and kick-off celebration in Adair County to the Big River Rendezvous in Scott County.
- **Statewide Projects** - Projects such as the Iowa 150 Bike Ride, the Community and Farm Highway Sign Program, the State Sesquicentennial Quilt, and the School Forests Program, which were initiated by the Sesquicentennial Commission or a planning partner.
organization. Planning partner organizations may receive grants from the Commission and include entities such as the Iowa Arts Council, Trees Forever, Inc., the Iowa Heritage Foundation, the State Historical Society, and the Iowa Humanities Board.

- **Commemorative Book** - A 192 page book containing photography along with narratives portraying Iowa’s communities, citizens, history, and landscape. Books sell for $29.95. A free copy will be given to every school and library in the State.

- **Public Relations** - Efforts to generate local, statewide, and national awareness of the State of Iowa and Iowa’s Sesquicentennial celebration.

- **Festival of American Folklife** - The State of Iowa was invited by the Smithsonian Institution to be a featured program at the 30th Annual Festival of American Folklife in Washington D.C., June 26-30 and July 3-7, 1996. The Festival showcases traditional grassroots culture and is a $1.2 million project funded by the Smithsonian Institution and the Iowa Sesquicentennial Commission ($430,000 each) and corporate partners.

- **Educational Programs** - Projects directly relating to education and Iowa’s youth, including:
  - Developing and distributing a new Iowa history curriculum to every school in the State.
  - Providing a copy of “The Goldfinch,” an Iowa history magazine for children, to every fifth-grade student in the State during the 1995-1996 school year.

- **Legacy** - An endowed leadership initiative is being developed to impact the future of Iowa.

- **In-kind Corporate Expenses** - Expenses related to the effort, primarily printing and promotion, which are offset by direct contributions.

- **Festival of Iowa Folklife** - A restaging of the Iowa portion of the Festival of American Folklife. The Festival will be held on the State Capitol grounds in Des Moines August 22-25, 1996.

- **Statehood Day Celebrations** - The Iowa Sesquicentennial Debut was held December 28, 1995, in Iowa City. Statehood Day will be held December 28, 1996, in Des Moines.

- **Contingency** - Funds are set aside for contingencies due to the unpredictability of license plate sales.

Other initiatives not under the jurisdicication of the Sesquicentennial Commission include advertising efforts by the Department of Economic Development. The Department was required by HF 512 (FY 1996 Economic Development Appropriations Bill) to allocate $300,000 for Heritage Tourism and Sesquicentennial efforts. In addition, the Department has requested a $2.0 million FY 1996 supplemental appropriation for Sesquicentennial advertising.

**BUDGET IMPACT**

While no residual is anticipated, if the Sesquicentennial Fund maintains a balance on June 30, 1997, any remaining funds will revert to the General Fund. Remaining non-appropriated funds from corporate donations and merchandise sales will go to the State Historical Foundation.

STAFF CONTACT: Valerie Thacker (Ext. 15270)
Iowa Sesquicentennial Commission

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Des Moines

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Estherville

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Clare

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Keosauqua

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Milford

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Davenport

Almo Hawkins
Des Moines

Luke Roth
Des Moines

Marilyn Carter
Sioux City

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Jane Seaton
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Marilyn McDonald
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Tom Morain
Ames

Rose Vasquez
Des Moines

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Council Bluffs

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Tama

David T. Nelson
Decorah

Peggy Whitworth
Cedar Rapids

Junean G. Witham
Cedar Falls
Iowa Sesquicentennial Commission
CORPORATE PARTNERS

LANDMARK SPONSOR
$20,000 or more each year through 1996

BARR-NUNN Transportation
Blue Cross Blue Shield of Iowa
Clement Crossroads, Inc.
Featherlite Manufacturing, Inc.
HON INDUSTRIES Charitable Foundation
Hy-Vee Food Stores, Inc.
John Deere
Iowa Bankers Association
Iowa Teleproduction Center
Mid-American Energy Company
Outdoor Advertising Association of Iowa
Pella Corporation
TCI of Iowa, Inc.
The Principal Financial Group Foundation, Inc.

MILESTONE SPONSOR
$10,000 each year through 1996

Allied Group
Casey’s General Store
Coca-Cola Bottlers of Iowa
Fairtron Corporation
J & M Fireworks
Meredith Corporation
Wells’ Dairy, Inc.

TRAILBLAZER SPONSOR
$5,000 each year through 1996

Amana Refrigeration
Bandag, Inc.
Boatmen’s Bancshares of Iowa
Maytag Foundation
Vermeer Foundation