

Approved 4/87

MAR 17 1987

Place On Calendar

HOUSE FILE 540

BY COMMITTEE ON ECONOMIC DEVELOPMENT

(Formerly House Study Bill 128)

Passed House, Date 4-3-87 (p.1124) Passed Senate, Date 4-14-87 (p.1307)

Vote: Ayes 83 Nays 14 Vote: Ayes 48 Nays 0

Approved June 2, 1987

A BILL FOR

1 An Act relating to the planning, acquisition, development, and
2 operation of welcome centers on highways and at other
3 locations throughout the state.

4 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:
HOUSE FILE 540

H-3531

1 Amend House File 540 as follows:
2 1. Page 3, lines 31 and 32, by striking the words
3 "the RISE fund,".

BY METCALF of Polk
KOENIGS of Mitchell
PLATT of Muscatine
COOPER of Lucas

H-3531 FILED APRIL 1, 1987
Love 4/3/87 (p.1124)

HOUSE FILE 540

H-3555

1 Amend House File 540 as follows:
2 1. Page 4, line 2, by striking the words ", as
3 or" and inserting the following: "as state welcome
4 centers or".

H-3555 FILED APRIL 1, 1987 BY SPEAR of Lee
Adopted 4/3 (p.1124)

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1 Section 1. NEW SECTION. 15.261 STATEMENT OF PURPOSE --
2 INTENT.

3 1. The general assembly finds that:

4 a. Highway travelers have special needs for information
5 and travel services.

6 b. Highway travelers have a significant positive influence
7 on the state's economy.

8 c. A principal goal of economic development in this state
9 is to increase the influence which travel and hospitality
10 services, tourism, and recreation opportunities have on the
11 state's economic expansion.

12 d. Facilities and programs are needed where travelers can
13 obtain information about travel and hospitality services,
14 tourism attractions, parks and recreation opportunities,
15 cultural and natural resources, and the state in general.

16 e. A program shall be established to plan, acquire,
17 develop, promote, operate, and maintain a variety of welcome
18 centers at strategic locations to meet the needs of travelers
19 in the state. The program is intended to be accomplished by
20 1992.

21 2. The primary goals of a statewide program for welcome
22 centers is to provide to travelers the following:

23 a. High quality, accurate, and interesting information
24 about travel in the state; national, statewide, and local
25 attractions of all types; lodging, medical service, food
26 service, vehicle service, and other kinds of necessities; and
27 general information about the state.

28 b. Needed and convenient services, including but not
29 limited to, restrooms; lodging information and event
30 reservation services; vehicle services; and others. Services
31 may also include the distribution and sale of souvenirs,
32 crafts, arts, and food products originating in the state; food
33 and beverages; fishing, hunting, and other permits and
34 licenses needed for recreation activities; and other products
35 normally desired by travelers.

1 c. Settings that will convey a sense of being welcomed to
2 the state through hospitable attitudes of personnel; high
3 quality of site landscape architecture, architectural theme,
4 and interior design of the buildings; special events that
5 occur at the centers; and high levels of maintenance.

6 Sec. 2. NEW SECTION. 15.262 STATEWIDE WELCOME CENTER
7 PROGRAM -- OBJECTIVES AND AGENCY RESPONSIBILITIES -- PILOT
8 PROJECTS.

9 The state agencies, as indicated in this section, shall
10 undertake certain specific functions to implement the goals of
11 a statewide program, including the pilot projects, for welcome
12 centers.

13 1. The department and the state department of
14 transportation shall jointly establish a statewide long-range
15 plan for developing and operating welcome centers throughout
16 the state. The plan shall be submitted to the general
17 assembly by January 15, 1988. The plan shall address, but not
18 be limited to, the following:

19 a. Integrating state, regional, and local tourism and
20 recreation marketing and promotion plans.

21 b. Recommending a wide range of centers, including state-
22 developed and state-operated to privately managed facilities.

23 c. Establishing design, service, and maintenance quality
24 standards which all welcome centers will maintain.

25 d. Making projections of increased tourist spending,
26 indirect economic benefits, and direct revenue production
27 which are estimated to occur as a result of implementing a
28 statewide welcome center program.

29 e. Projecting estimated acquisition, construction,
30 exhibit, staffing, and maintenance costs.

31 f. Integrating electronic data telecommunications systems.

32 g. Identifying sites for maintaining existing centers as
33 well as locations for new centers.

34 In establishing the long-range plan, economically viable
35 concepts for private nonprofit or for-profit development,

1 management, and operations, in whole or in part, of existing
2 and new centers shall be given preference over those which
3 require a large measure of state involvement.

4 The departments may enter into contracts for the
5 preparation of the long-range plan. The departments shall
6 involve the department of natural resources and the department
7 of cultural affairs in the preparation of the plan. The
8 recommendations and comments of organizations representing
9 hospitality and tourism services, including but not limited
10 to, the regional tourism councils, convention and visitors
11 bureaus, and the Iowa travel council, and others with
12 interests in this program will be considered for incorporation
13 in the plan. Prior to submission of the plan to the general
14 assembly, the plan shall be submitted to the regional tourism
15 councils, the convention and visitors bureaus, and the Iowa
16 travel council for their comments and criticisms which shall
17 be submitted by the department along with the plan to the
18 general assembly.

19 2. The responsibilities of the department include the
20 following:

21 a. Seeing to the acquisition of property and the
22 construction of all new welcome centers including the pilot
23 projects selected by the department pursuant to paragraph "e".
24 In carrying out this responsibility the department may, but is
25 not limited to, the following:

26 (1) Arrange for the state department of transportation to
27 acquire title to land and buildings for use as and undertake
28 construction of state-owned welcome centers. In acquiring
29 property and constructing the welcome centers, including any
30 pilot projects, the state department of transportation may use
31 any funds available to it, including but not limited to, the
32 RISE fund, matching funds from local units of government or
33 organizations, the primary road fund, federal grants, and
34 moneys specifically appropriated for these purposes.

35 (2) Contract with other state agencies, local units of

1 government, or private groups, organizations, or entities for
2 the use of land, buildings, or facilities, as or in connection
3 with state welcome centers, whether or not the property is
4 actually owned by the state. If the local match required for
5 pilot projects or which may be required for other welcome
6 centers is met by providing land, buildings, or facilities,
7 the entity providing the local match shall enter into an
8 agreement with the department to either transfer title of the
9 property to the state or to dedicate the use of the property
10 under the conditions and period of time set by the department.

11 b. Providing for the operations, management, and
12 maintenance of the state-owned and state-operated welcome
13 centers, including the collection and distribution of tourism
14 literature, telecommunication services, and other travel-
15 related services.

16 c. Providing, at the discretion of the department,
17 financial assistance in the form of loans and grants to
18 privately operated information centers to the extent the
19 centers are consistent with the long-range plan.

20 d. Developing a common theme or graphic logo which will be
21 identified with all welcome centers which meet the standards
22 of operations established for those centers.

23 e. Selecting the sites for the pilot projects. In
24 selecting the pilot project sites, the following apply:

25 (1) Up to three sites may be located in proximity to the
26 interstates and up to three sites may be located in proximity
27 to the other primary roads. The department shall select at
28 least one site which is in proximity to a primary road which
29 is not an interstate.

30 (2) Proposals for the sites must be submitted prior to
31 September 1, 1987 and shall contain a commitment of at least a
32 one-dollar-per-dollar match of state financial assistance.
33 The local match may be in terms of land, buildings, or other
34 noncash items which are acceptable by the department.

35 (3) Priority shall be given to proposals that have the

1 best local match, that are to be located where there is a very
2 high number of travelers passing, and for which the
3 department, after consultation with the departments of
4 transportation, natural resources, and cultural affairs,
5 considers the chances of success to be nearly perfect.

6 (4) The department shall select the sites by September 15,
7 1987.

8 EXPLANATION

9 This bill establishes a program for planning, acquiring,
10 developing, promoting, and managing a system of statewide
11 welcome centers and for pilot project sites. The department
12 of transportation and department of economic development will
13 jointly prepare a plan for the development of welcome centers.
14 The plan must be submitted by January 15, 1988. The
15 department of economic development will see to the acquisition
16 of land and buildings and the construction of welcome centers,
17 and will manage and operate state-owned centers and enter into
18 contracts with private sector organizations for others.
19 Private sector involvement in the planning, development, and
20 operation of all centers is encouraged. The department of
21 economic development shall accept proposals until September 1,
22 1987 for pilot projects. Up to three may be selected for both
23 the interstates and other primary roads with at least one
24 being selected which is near a primary road. A one-to-one
25 match is required which may be fulfilled by transferring land
26 or buildings. The department must select the sites by
27 September 15, 1987.

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HOUSE FILE 540
BY COMMITTEE ON ECONOMIC DE-
VELOPMENT

(As Amended and Passed by the House April 3, 1987)

Passed House, Date 4/27/87 (p. 1683) Passed Senate, Date 4-14-87 (p. 1207)
Vote: Ayes 90 Nays 5 Vote: Ayes 48 Nays 0
Approved June 2, 1987

A BILL FOR

- 1 An Act relating to the planning, acquisition, development, and
- 2 operation of welcome centers on highways and at other
- 3 locations throughout the state.
- 4 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

SENATE AMENDMENT TO HOUSE FILE 540

H-3836

- 1 Amend House File 540 as amended, passed and
- 2 reprinted by the House as follows:
- 3 1. Page 1, line 31, by striking the word "may"
- 4 and inserting the following: "shall".
- 5 2. Page 2, line 24, by inserting after the word
- 6 "maintain." the following: "Included in the standards
- 7 shall be a provision requiring that space or
- 8 facilities be available for purposes of displaying and
- 9 offering for sale Iowa-made products, crafts, and
- 10 arts. The space or facilities may be operated by the
- 11 department or leased to and operated by other
- 12 persons."
- 13 3. Page 2, by striking line 34 through page 3,
- 14 line 3.
- 15 4. Page 4, line 16, by inserting after the word
- 16 "services" the following: ", and the display and
- 17 offering for sale of Iowa-made products, crafts, and
- 18 arts".
- 19 5. Title, line 2, by striking the word "on" and
- 20 inserting in lieu thereof the following: "in
- 21 proximity to".
- 22 6. By renumbering, relettering, or redesignating
- 23 and correcting internal references as necessary.

H-3836 FILED APRIL 16, 1987 RECEIVED FROM THE SENATE

Sen. Conrad 4/27/87 (p. 1683)

1 Section 1. NEW SECTION. 15.261 STATEMENT OF PURPOSE --
2 INTENT.

3 1. The general assembly finds that:

4 a. Highway travelers have special needs for information
5 and travel services.

6 b. Highway travelers have a significant positive influence
7 on the state's economy.

8 c. A principal goal of economic development in this state
9 is to increase the influence which travel and hospitality
10 services, tourism, and recreation opportunities have on the
11 state's economic expansion.

12 d. Facilities and programs are needed where travelers can
13 obtain information about travel and hospitality services,
14 tourism attractions, parks and recreation opportunities,
15 cultural and natural resources, and the state in general.

16 e. A program shall be established to plan, acquire,
17 develop, promote, operate, and maintain a variety of welcome
18 centers at strategic locations to meet the needs of travelers
19 in the state. The program is intended to be accomplished by
20 1992.

21 2. The primary goals of a statewide program for welcome
22 centers is to provide to travelers the following:

23 a. High quality, accurate, and interesting information
24 about travel in the state; national, statewide, and local
25 attractions of all types; lodging, medical service, food
26 service, vehicle service, and other kinds of necessities; and
27 general information about the state.

28 b. Needed and convenient services, including but not
29 limited to, restrooms; lodging information and event
30 reservation services; vehicle services; and others. Services
31 may also include the distribution and sale of souvenirs,
32 crafts, arts, and food products originating in the state; food
33 and beverages; fishing, hunting, and other permits and
34 licenses needed for recreation activities; and other products
35 normally desired by travelers.

1 c. Settings that will convey a sense of being welcomed to
2 the state through hospitable attitudes of personnel; high
3 quality of site landscape architecture, architectural theme,
4 and interior design of the buildings; special events that
5 occur at the centers; and high levels of maintenance.

6 Sec. 2. NEW SECTION. 15.262 STATEWIDE WELCOME CENTER
7 PROGRAM -- OBJECTIVES AND AGENCY RESPONSIBILITIES -- PILOT
8 PROJECTS.

9 The state agencies, as indicated in this section, shall
10 undertake certain specific functions to implement the goals of
11 a statewide program, including the pilot projects, for welcome
12 centers.

13 1. The department and the state department of
14 transportation shall jointly establish a statewide long-range
15 plan for developing and operating welcome centers throughout
16 the state. The plan shall be submitted to the general
17 assembly by January 15, 1988. The plan shall address, but not
18 be limited to, the following:

19 a. Integrating state, regional, and local tourism and
20 recreation marketing and promotion plans.

21 b. Recommending a wide range of centers, including state-
22 developed and state-operated to privately managed facilities.

23 c. Establishing design, service, and maintenance quality
24 standards which all welcome centers will maintain.

25 d. Making projections of increased tourist spending,
26 indirect economic benefits, and direct revenue production
27 which are estimated to occur as a result of implementing a
28 statewide welcome center program.

29 e. Projecting estimated acquisition, construction,
30 exhibit, staffing, and maintenance costs.

31 f. Integrating electronic data telecommunications systems.

32 g. Identifying sites for maintaining existing centers as
33 well as locations for new centers.

34 In establishing the long-range plan, economically viable
35 concepts for private nonprofit or for-profit development,

1 management, and operations, in whole or in part, of existing
2 and new centers shall be given preference over those which
3 require a large measure of state involvement.

4 The departments may enter into contracts for the
5 preparation of the long-range plan. The departments shall
6 involve the department of natural resources and the department
7 of cultural affairs in the preparation of the plan. The
8 recommendations and comments of organizations representing
9 hospitality and tourism services, including but not limited
10 to, the regional tourism councils, convention and visitors
11 bureaus, and the Iowa travel council, and others with
12 interests in this program will be considered for incorporation
13 in the plan. Prior to submission of the plan to the general
14 assembly, the plan shall be submitted to the regional tourism
15 councils, the convention and visitors bureaus, and the Iowa
16 travel council for their comments and criticisms which shall
17 be submitted by the department along with the plan to the
18 general assembly.

19 2. The responsibilities of the department include the
20 following:

21 a. Seeing to the acquisition of property and the
22 construction of all new welcome centers including the pilot
23 projects selected by the department pursuant to paragraph "e".
24 In carrying out this responsibility the department may, but is
25 not limited to, the following:

26 (1) Arrange for the state department of transportation to
27 acquire title to land and buildings for use as and undertake
28 construction of state-owned welcome centers. In acquiring
29 property and constructing the welcome centers, including any
30 pilot projects, the state department of transportation may use
31 any funds available to it, including but not limited to, the
32 RISE fund, matching funds from local units of government or
33 organizations, the primary road fund, federal grants, and
34 moneys specifically appropriated for these purposes.

35 (2) Contract with other state agencies, local units of

1 government, or private groups, organizations, or entities for
2 the use of land, buildings, or facilities as state welcome
3 centers or in connection with state welcome centers, whether
4 or not the property is actually owned by the state. If the
5 local match required for pilot projects or which may be
6 required for other welcome centers is met by providing land,
7 buildings, or facilities, the entity providing the local match
8 shall enter into an agreement with the department to either
9 transfer title of the property to the state or to dedicate the
10 use of the property under the conditions and period of time
11 set by the department.

12 b. Providing for the operations, management, and
13 maintenance of the state-owned and state-operated welcome
14 centers, including the collection and distribution of tourism
15 literature, telecommunication services, and other travel-
16 related services.

17 c. Providing, at the discretion of the department,
18 financial assistance in the form of loans and grants to
19 privately operated information centers to the extent the
20 centers are consistent with the long-range plan.

21 d. Developing a common theme or graphic logo which will be
22 identified with all welcome centers which meet the standards
23 of operations established for those centers.

24 e. Selecting the sites for the pilot projects. In
25 selecting the pilot project sites, the following apply:

26 (1) Up to three sites may be located in proximity to the
27 interstates and up to three sites may be located in proximity
28 to the other primary roads. The department shall select at
29 least one site which is in proximity to a primary road which
30 is not an interstate.

31 (2) Proposals for the sites must be submitted prior to
32 September 1, 1987 and shall contain a commitment of at least a
33 one-dollar-per-dollar match of state financial assistance.
34 The local match may be in terms of land, buildings, or other
35 noncash items which are acceptable by the department.

1 (3) Priority shall be given to proposals that have the
2 best local match, that are to be located where there is a very
3 high number of travelers passing, and for which the
4 department, after consultation with the departments of
5 transportation, natural resources, and cultural affairs,
6 considers the chances of success to be nearly perfect.

7 (4) The department shall select the sites by September 15,
8 1987.

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HOUSE FILE 540

S-3487

- 1 Amend House File 540, as amended, passed, and
- 2 reprinted by the House, as follows:
- 3 1. Page 1, line 31, by striking the word "may"
- 4 and inserting the following: "shall".
- 5 2. Page 2, line 24, by inserting after the word
- 6 "maintain." the following: "Included in the standards
- 7 shall be a provision requiring that space or
- 8 facilities be available for purposes of displaying and
- 9 offering for sale Iowa-made products, crafts, and
- 10 arts. The space or facilities may be operated by the
- 11 department or leased to and operated by other
- 12 persons."
- 13 3. Page 4, line 16, by inserting after the word
- 14 "services" the following: ", and the display and
- 15 offering for sale of Iowa-made products, crafts, and
- 16 arts".

S-3487

Filed April 9, 1987
Adopted 4/14/87 (p. 1302)

BY COMMITTEE ON SMALL BUSINESS
AND ECONOMIC DEVELOPMENT
LEONARD L. BOSWELL, Chairperson

HOUSE FILE 540

S-3542

- 1 Amend House File 540 as amended, passed and
- 2 reprinted by the House as follows:
- 3 1. Page 2, by striking line 34 through page 3,
- 4 line 3.

S-3542

Filed April 14, 1987
Adopted 4/14/87 (p. 1302)

BY JAMES R. RIORDAN
BEVERLY A. HANNON

HOUSE FILE 540

S-3562

- 1 Amend House File 540 as amended, passed and
- 2 reprinted by the House as follows:
- 3 1. Title, line 2, by striking the word "on" and
- 4 inserting in lieu thereof the following: "in
- 5 proximity to".

S-3562

Filed April 14, 1987
ADOPTED *(p. 1306)*

BY EDGAR H. HOLDEN

Jay, Chair
Patrick
Syoboda
Beaman
Pyrell

HSB 128 MWB

ECONOMIC DEVELOPMENT

HF 540

HOUSE FILE _____

BY (PROPOSED COMMITTEE ON
ECONOMIC DEVELOPMENT BILL)

Passed House, Date _____ Passed Senate, Date _____

Vote: Ayes _____ Nays _____ Vote: Ayes _____ Nays _____

Approved _____

A BILL FOR

1 An Act relating to the establishment of welcome and visitor
2 service centers in the state and making an appropriation.
3 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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SUB COMMITTEE ASSIGNMENTS

CHAIR: *Jay*

COMMITTEE: *Economic Development*
2/11/87

1 Section 1. Section 99E.32, subsection 1, paragraph a, Code
2 1987, is amended to read as follows:

3 a. In the fiscal year beginning July 1, 1986 the first
4 three million four hundred thirty-eight thousand dollars, in
5 the fiscal year beginning July 1, 1987 the first one three
6 million five hundred thousand dollars, in the fiscal year
7 beginning July 1, 1988 the first one million dollars and in
8 the fiscal year beginning July 1, 1989 the first one million
9 dollars to the jobs now capitals account.

10 Sec. 2. Section 99E.32, subsection 5, Code 1987, is
11 amended by adding the following new lettered paragraph:

12 NEW LETTERED PARAGRAPH. i. There is appropriated from the
13 allotment made to the jobs now capitals account under subsec-
14 tion 1 for the fiscal year beginning July 1, 1987 to the Iowa
15 department of economic development two million five hundred
16 thousand (2,500,000) dollars for the acquisition, development,
17 and operations of six welcome and visitor service centers.
18 The department of economic development shall coordinate
19 activities with the state department of transportation in
20 establishing the six welcome and visitor service centers at
21 strategic locations throughout the state on interstate and
22 other important highways.

23 EXPLANATION

24 This bill appropriates \$2,500,000 from the lottery revenues
25 for the fiscal year beginning July 1, 1987 to the department
26 of economic development for the establishment of six welcome
27 and visitor service centers to be strategically located
28 throughout the state on interstate and other important
29 highways.

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HOUSE FILE 540

AN ACT

RELATING TO THE PLANNING, ACQUISITION, DEVELOPMENT, AND OPERATION OF WELCOME CENTERS IN PROXIMITY TO HIGHWAYS AND AT OTHER LOCATIONS THROUGHOUT THE STATE.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

Section 1. NEW SECTION. 15.261 STATEMENT OF PURPOSE -- INTENT.

1. The general assembly finds that:
 - a. Highway travelers have special needs for information and travel services.
 - b. Highway travelers have a significant positive influence on the state's economy.
 - c. A principal goal of economic development in this state is to increase the influence which travel and hospitality services, tourism, and recreation opportunities have on the state's economic expansion.
 - d. Facilities and programs are needed where travelers can obtain information about travel and hospitality services, tourism attractions, parks and recreation opportunities, cultural and natural resources, and the state in general.
 - e. A program shall be established to plan, acquire, develop, promote, operate, and maintain a variety of welcome centers at strategic locations to meet the needs of travelers in the state. The program is intended to be accomplished by 1992.
2. The primary goals of a statewide program for welcome centers is to provide to travelers the following:
 - a. High quality, accurate, and interesting information about travel in the state; national, statewide, and local attractions of all types; lodging, medical service, food service, vehicle service, and other kinds of necessities; and general information about the state.

- b. Needed and convenient services, including but not limited to, restrooms; lodging information and event reservation services; vehicle services; and others. Services shall also include the distribution and sale of souvenirs, crafts, arts, and food products originating in the state; food and beverages; fishing, hunting, and other permits and licenses needed for recreation activities; and other products normally desired by travelers.

- c. Settings that will convey a sense of being welcomed to the state through hospitable attitudes of personnel; high quality of site landscape architecture, architectural theme, and interior design of the buildings; special events that occur at the centers; and high levels of maintenance.

Sec. 2. NEW SECTION. 15.262 STATEWIDE WELCOME CENTER PROGRAM -- OBJECTIVES AND AGENCY RESPONSIBILITIES -- PILOT PROJECTS.

The state agencies, as indicated in this section, shall undertake certain specific functions to implement the goals of a statewide program, including the pilot projects, for welcome centers.

1. The department and the state department of transportation shall jointly establish a statewide long-range plan for developing and operating welcome centers throughout the state. The plan shall be submitted to the general assembly by January 15, 1988. The plan shall address, but not be limited to, the following:

- a. Integrating state, regional, and local tourism and recreation marketing and promotion plans.
 - b. Recommending a wide range of centers, including state-developed and state-operated to privately managed facilities.
 - c. Establishing design, service, and maintenance quality standards which all welcome centers will maintain. Included in the standards shall be a provision requiring that space or facilities be available for purposes of displaying and offering for sale Iowa-made products, crafts, and arts. The space or facilities may be operated by the department or leased to and operated by other persons.

d. Making projections of increased tourist spending, indirect economic benefits, and direct revenue production which are estimated to occur as a result of implementing a statewide welcome center program.

e. Projecting estimated acquisition, construction, exhibit, staffing, and maintenance costs.

f. Integrating electronic data telecommunications systems.

g. Identifying sites for maintaining existing centers as well as locations for new centers.

The departments may enter into contracts for the preparation of the long-range plan. The departments shall involve the department of natural resources and the department of cultural affairs in the preparation of the plan. The recommendations and comments of organizations representing hospitality and tourism services, including but not limited to, the regional tourism councils, convention and visitors bureaus, and the Iowa travel council, and others with interests in this program will be considered for incorporation in the plan. Prior to submission of the plan to the general assembly, the plan shall be submitted to the regional tourism councils, the convention and visitors bureaus, and the Iowa travel council for their comments and criticisms which shall be submitted by the department along with the plan to the general assembly.

2. The responsibilities of the department include the following:

a. Seeing to the acquisition of property and the construction of all new welcome centers including the pilot projects selected by the department pursuant to paragraph "e". In carrying out this responsibility the department may, but is not limited to, the following:

(1) Arrange for the state department of transportation to acquire title to land and buildings for use as and undertake construction of state-owned welcome centers. In acquiring property and constructing the welcome centers, including any pilot projects, the state department of transportation may use any funds available to it, including but not limited to, the

RISE fund, matching funds from local units of government or organizations, the primary road fund, federal grants, and moneys specifically appropriated for these purposes.

(2) Contract with other state agencies, local units of government, or private groups, organizations, or entities for the use of land, buildings, or facilities as state welcome centers or in connection with state welcome centers, whether or not the property is actually owned by the state. If the local match required for pilot projects or which may be required for other welcome centers is met by providing land, buildings, or facilities, the entity providing the local match shall enter into an agreement with the department to either transfer title of the property to the state or to dedicate the use of the property under the conditions and period of time set by the department.

b. Providing for the operations, management, and maintenance of the state-owned and state-operated welcome centers, including the collection and distribution of tourism literature, telecommunication services, and other travel-related services, and the display and offering for sale of Iowa-made products, crafts, and arts.

c. Providing, at the discretion of the department, financial assistance in the form of loans and grants to privately operated information centers to the extent the centers are consistent with the long-range plan.

d. Developing a common theme or graphic logo which will be identified with all welcome centers which meet the standards of operations established for those centers.

e. Selecting the sites for the pilot projects. In selecting the pilot project sites, the following apply:

(1) Up to three sites may be located in proximity to the interstates and up to three sites may be located in proximity to the other primary roads. The department shall select at least one site which is in proximity to a primary road which is not an interstate.

(2) Proposals for the sites must be submitted prior to September 1, 1987 and shall contain a commitment of at least a

one-dollar-per-dollar match of state financial assistance. The local match may be in terms of land, buildings, or other noncash items which are acceptable by the department.

(3) Priority shall be given to proposals that have the best local match, that are to be located where there is a very high number of travelers passing, and for which the department, after consultation with the departments of transportation, natural resources, and cultural affairs, considers the chances of success to be nearly perfect.

(4) The department shall select the sites by September 15, 1987.

DONALD D. AVENSON
Speaker of the House

JO ANN ZIMMERMAN
President of the Senate

I hereby certify that this bill originated in the House and is known as House File 540, Seventy-second General Assembly.

Approved June 2, 1987

JOSEPH O'HERN
Chief Clerk of the House

TERRY E. BRANSTAD
Governor

H. F. 540