

# Senate Study Bill 1080

## Bill Text

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1 1 Section 1. Section 8.57, subsection 5, paragraph e, Code  
1 2 1999, is amended to read as follows:  
1 3 e. Notwithstanding provisions to the contrary in sections  
1 4 99D.17 and 99F.11, for

~~the~~

~~each~~ fiscal

~~years beginning July 1,~~

~~1995, and July 1, 1996,~~

~~year~~ not more than a total of sixty

1 6 million dollars

~~; and for each fiscal year thereafter;~~

~~shall be~~

1 7 deposited in the general fund of the state

~~in any fiscal year~~

1 8 pursuant to sections 99D.17 and 99F.11 and ten million dollars  
1 9 shall be deposited in the community attraction and tourism  
1 10 development fund established in section 15.372. The total  
1 11 moneys in excess of the moneys deposited in the general fund  
1 12 and in the community attraction and tourism development fund  
1 13 in a fiscal year shall be deposited in the infrastructure fund  
1 14 and shall be used as provided in this section, notwithstanding  
1 15 section 8.60.

1 16 Sec. 2. NEW SECTION. 15.371 COMMUNITY ATTRACTION AND  
1 17 TOURISM DEVELOPMENT PROGRAM.

1 18 1. The department shall establish and administer a  
1 19 community attraction and tourism development program to assist  
1 20 communities in the development and creation of multiple  
1 21 purpose attraction and tourism facilities and to further the  
1 22 development of marketing efforts and promotion of existing  
1 23 Iowa tourism attractions and events.

1 24 2. Only a political subdivision of the state may submit an  
1 25 application to the department for financial assistance for a  
1 26 project under the program. The assistance shall be in the  
1 27 form of grants, loans, forgivable loans, and loan guarantees.  
1 28 The application shall include, but not be limited to, the  
1 29 following information:

1 30 a. The total capital investment of the project.

1 31 b. The amount or percentage of local and private matching  
1 32 moneys which will be provided for the project.

1 33 c. The total number of jobs to be created or retained by  
1 34 the project.

1 35 d. The need of the community for the project and the  
2 1 financial assistance.

2 2 e. The long-term tax generating impact of the project.

2 3 Sec. 3. NEW SECTION. 15.372 COMMUNITY ATTRACTION AND  
2 4 TOURISM DEVELOPMENT FUND.

2 5 1. The department may establish a community attraction and  
2 6 tourism development fund consisting of any moneys appropriated

2 7 by the general assembly for that purpose and any other moneys  
2 8 available to and obtained or accepted by the department for  
2 9 placement in the fund.

2 10 2. Payments of interest, repayments of moneys loaned  
2 11 pursuant to this division, and recaptures of awards shall be  
2 12 deposited in the fund.

2 13 3. The fund may be used for any of the following purposes:

2 14 a. To provide grants, loans, forgivable loans, and loan  
2 15 guarantees under the community attraction and tourism  
2 16 development program established in section 15.371.

2 17 b. To provide for tourism advertising and community  
2 18 attraction and tourism development program marketing and  
2 19 administrative costs. In order to determine the marketing  
2 20 allocation, at the beginning of each fiscal year, the  
2 21 department shall determine the current average regional  
2 22 tourism advertising budget of contiguous states. The  
2 23 allocation of marketing expenditures under this paragraph  
2 24 shall be equivalent to the average regional state tourism  
2 25 advertising budget minus the current tourism advertising  
2 26 placement budget of the department.

2 27 Sec. 4. NEW SECTION. 15.373 COMMUNITY ATTRACTION AND  
2 28 TOURISM DEVELOPMENT PROGRAM REVIEW COMMITTEE APPLICATION  
2 29 REVIEW.

2 30 1. A community attraction and tourism development program  
2 31 review committee is established consisting of ten members.  
2 32 The director shall appoint three members from the travel  
2 33 federation of Iowa representing three tourism regions, two  
2 34 members from gaming facilities representing riverboats and  
2 35 race tracks, one member from an association with expertise in  
3 1 the vertical infrastructure industry, and one member of the  
3 2 Iowa economic development board. The remaining three members  
3 3 shall consist of one member appointed by the administrator of  
3 4 the parks and preserves division of the department of natural  
3 5 resources, one member appointed by the administrator of the  
3 6 historical division of the department of cultural affairs, and  
3 7 one member appointed by the director of transportation.

3 8 2. The community attraction and tourism development  
3 9 program review committee shall review applications for  
3 10 community attraction and tourism development fund assistance  
3 11 and make recommendations to the department regarding the  
3 12 applications. Upon review of the recommendations of the  
3 13 committee, the department shall approve, defer, or deny the  
3 14 application.

3 15 3. When reviewing the applications, the community  
3 16 attraction and tourism development program review committee  
3 17 and the department shall consider, at a minimum, all of the  
3 18 following:

3 19 a. Whether the wages, benefits, including health benefits,  
3 20 safety, and other attributes of the project would improve the  
3 21 quality of attraction and tourism employment in the community.

3 22 b. The extent to which such a project would generate  
3 23 additional attraction and tourism opportunities.

3 24 c. The ability of the project to produce a long-term tax  
3 25 generating economic impact.

3 26 Sec. 5. This Act, being deemed of immediate importance,  
3 27 takes effect upon enactment.

3 28 EXPLANATION

3 29 This bill establishes the community attraction and tourism  
3 30 development program. The bill provides that the program will  
3 31 assist communities in the development and creation of multiple  
3 32 purpose attraction and tourism facilities and to further the  
3 33 development of marketing efforts and promotion of existing  
3 34 Iowa tourism attractions and events. Only a political  
3 35 subdivision of the state may submit an application for  
4 1 financial assistance under the program. The bill provides  
4 2 that all applications are initially reviewed by the 10-member  
4 3 community attraction and tourism development program review

4 4 committee. After reviewing the recommendations by the  
4 5 committee, the department is required to approve, defer, or  
4 6 deny the application. The bill provides that criteria which  
4 7 are to be considered in reviewing the application include the  
4 8 projected employment impact of the project, the projected  
4 9 attraction and tourism opportunities generated by the project,  
4 10 and the projected economic impact of the project.

4 11 The bill also establishes the community attraction and  
4 12 tourism development fund. The bill provides that the fund is  
4 13 to be used for funding projects under the community attraction  
4 14 and tourism development program and for tourism advertising  
4 15 and community attraction and tourism development program  
4 16 marketing and administrative costs. The bill provides that  
4 17 \$10 million shall be appropriated from the rebuild Iowa  
4 18 infrastructure fund each fiscal year.

4 19 The bill takes effect upon enactment.

4 20 LSB 1320DP 78

4 21 tm/gg/8.1