

Senate File 2280 - Introduced

SENATE FILE 2280
BY COMMITTEE ON ECONOMIC
GROWTH

(SUCCESSOR TO SSB 3094)

A BILL FOR

1 An Act relating to economic development by establishing an
2 enhance Iowa board to assume the powers and duties of
3 the vision Iowa board and additional powers and duties,
4 establishing an enhance Iowa fund, establishing a sports
5 tourism program and fund, making appropriations, and
6 including transition provisions.
7 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35

DIVISION I
ENHANCE IOWA

Section 1. Section 15F.101, subsection 2, Code 2016, is amended to read as follows:

2. "*Board*" means the ~~vision~~ enhance Iowa board as created in [section 15F.102](#).

Sec. 2. Section 15F.102, Code 2016, is amended by striking the section and inserting in lieu thereof the following:

15F.102 Enhance Iowa board.

1. An enhance Iowa board is established consisting of the members described in subsection 2. The board is located within the authority for administrative purposes. The director of the authority shall provide office space, staff assistance, and necessary supplies and equipment for the board. The director shall budget moneys to cover the compensation and expenses of the board. In performing its functions, the board is performing a public function on behalf of the state and is a public instrumentality of the state.

2. The board shall consist of the following voting members appointed by the governor:

a. Two members from each United States congressional district in the state as established in section 40.1.

b. Three members from the state at large.

3. a. Of the voting members appointed pursuant to subsection 2, the governor shall appoint the following:

(1) One person selected by the board of the Iowa natural heritage foundation.

(2) One person with professional experience in finance or investment banking.

(3) One person with professional experience in the tourism industry.

(4) One person with professional experience in architecture, landscape architecture, or historic preservation.

(5) One person with professional experience in cultural attractions and programming.

1 (6) Six persons actively employed in the private,
2 for-profit sector of the economy who have substantial expertise
3 in economic development.

4 *b.* The governor shall appoint the voting members pursuant to
5 subsection 2, subject to sections 69.16, 69.16A, and 69.16C,
6 and subject to confirmation by the senate.

7 *c.* The members appointed pursuant to subsection 2 shall
8 be appointed to two-year staggered terms and the terms shall
9 commence and end as provided by section 69.19. If a vacancy
10 occurs, a successor shall be appointed to serve the unexpired
11 term. A successor shall be appointed in the same manner and
12 subject to the same qualifications as the original appointment
13 to serve the unexpired term.

14 4. In addition to the voting members, the membership of
15 the board shall include four members of the general assembly
16 with one member designated by each of the following: the
17 majority leader of the senate, the minority leader of the
18 senate, the speaker of the house of representatives, and the
19 minority leader of the house of representatives. A legislative
20 member serves for a term as provided in section 69.16B in an ex
21 officio, nonvoting capacity.

22 5. *a.* In addition to the voting members, the membership
23 of the board shall include the following ex officio, nonvoting
24 members:

25 (1) The director of the economic development authority or
26 the director's designee.

27 (2) The director of the department of transportation or the
28 director's designee.

29 (3) The director of the department of natural resources or
30 the director's designee.

31 (4) The director of the department of cultural affairs or
32 the director's designee.

33 (5) The treasurer of state or the treasurer's designee.

34 *b.* A person serving as a designee pursuant to paragraph
35 "a" shall serve a one-year term as an ex officio, nonvoting

1 member of the board. A designee whose term has expired may be
2 redesignated.

3 6. The governor shall designate the chairperson and vice
4 chairperson of the board from the members appointed pursuant
5 to subsection 2. In the case of absence or disability of the
6 chairperson and vice chairperson, the members of the board
7 shall elect a temporary chairperson by a majority vote of those
8 members who are present and voting.

9 7. Each voting member of the board shall serve on one of the
10 two review committees described in sections 15F.203, subsection
11 2, and 15F.304, subsection 2.

12 8. A majority of the total voting membership of the board
13 constitutes a quorum.

14 Sec. 3. Section 15F.103, Code 2016, is amended by adding the
15 following new subsections:

16 NEW SUBSECTION. 3A. Oversee the administration by the
17 authority of the sports tourism program pursuant to this
18 chapter.

19 NEW SUBSECTION. 3B. Oversee the administration of the river
20 enhancement community attraction and tourism program pursuant
21 to this chapter.

22 Sec. 4. Section 15F.104, Code 2016, is amended to read as
23 follows:

24 **15F.104 Authority duties.**

25 The authority, subject to approval by the board, shall
26 adopt administrative rules pursuant to [chapter 17A](#) necessary
27 to administer ~~the community attraction and tourism program~~
28 ~~and the vision Iowa program~~ the programs established pursuant
29 to this chapter. The authority shall provide the board with
30 assistance in implementing administrative functions, marketing
31 the programs, providing technical assistance and application
32 assistance to applicants under the programs, negotiating
33 contracts, and providing project follow-up. The authority,
34 in cooperation with the treasurer of state, may conduct
35 negotiations on behalf of the board with applicants regarding

1 terms and conditions applicable to awards under the programs.

2 Sec. 5. NEW SECTION. 15F.107 Enhance Iowa fund and
3 appropriation.

4 1. a. The authority shall establish a fund pursuant to
5 section 15.106A, subsection 1, paragraph "o", for purposes of
6 allocating moneys to the programs described in this section.
7 A fund established for purposes of this section may be
8 administered as a revolving fund and may consist of any moneys
9 appropriated by the general assembly for purposes of this
10 section and any other moneys that are lawfully available to the
11 authority.

12 b. Notwithstanding section 8.33, at the end of each fiscal
13 year moneys in a fund established for purposes of this section
14 shall not revert to any other fund but shall remain in the fund
15 for expenditure for subsequent fiscal years.

16 c. Notwithstanding section 12C.7, subsection 2, interest or
17 earnings on moneys in the fund shall be credited to the fund.
18 Repayments and recaptures of program moneys shall be credited
19 to the fund.

20 2. Commencing with appropriations made by this section for
21 the fiscal year beginning July 1, 2016, and for each fiscal
22 year thereafter, not to exceed a total of ten fiscal years,
23 if moneys are transferred to the general fund of the state
24 pursuant to section 8.55, subsection 2, paragraph "b", during
25 a fiscal year in an amount that exceeds one hundred million
26 dollars, there is appropriated from the general fund of the
27 state to the authority for deposit in the fund created pursuant
28 to subsection 1, for that fiscal year, twenty-five million
29 dollars to be used for the purposes designated in subsection 3.

30 3. For each fiscal year in which moneys are appropriated to
31 the fund pursuant to subsection 2, the authority shall allocate
32 the moneys in the fund for the following purposes and in the
33 following amounts:

34 a. For purposes of administration, marketing enhance Iowa
35 programs, expenses, and compensation of board members, two

1 hundred fifty thousand dollars.

2 *b.* For deposit in the sports program fund established
3 pursuant to section 15F.402, one million dollars.

4 *c.* For deposit in the community attraction and tourism fund
5 established pursuant to section 15F.204, three million dollars.

6 *d.* For deposit in the river enhancement community attraction
7 and tourism fund established pursuant to section 15F.205, two
8 million dollars.

9 *e.* For allocation as grants, at the discretion of the
10 board, to the department of natural resources, the department
11 of transportation, or the department of agriculture and land
12 stewardship as follows:

13 (1) For purposes of improving state parks infrastructure,
14 financing low head dam mitigation or removal projects, or
15 funding projects under the natural resources account created in
16 section 461.32 in the natural resources and outdoor recreation
17 trust fund, two million dollars.

18 (2) For purposes of funding projects under the watershed
19 protection account created in section 461.34 in the natural
20 resources and outdoor recreation trust fund, two million
21 dollars.

22 (3) For purposes of funding projects under the trails
23 account created in section 461.37 in the natural resources and
24 outdoor recreation trust fund, two million dollars.

25 (4) The departments of natural resources, transportation,
26 and agriculture and land stewardship shall submit applications
27 to the board for each project to be funded pursuant to this
28 paragraph "e". The board shall prioritize the projects and
29 negotiate with the departments on which projects to fund
30 pursuant to this paragraph "e".

31 *f.* For allocation to the funds, programs, and purposes
32 described in paragraphs "a" through "e", at the discretion of
33 the board, twelve million seven hundred fifty thousand dollars.

34 3A. Moneys allocated pursuant to subsection 3, paragraphs
35 "e" and "f", to the department of natural resources shall not be

1 expended by the department for the purpose of acquiring lands,
2 waters, or interests in lands and waters.

3 4. If, at any point in a fiscal year, the board determines
4 that demand for any one of the purposes described in subsection
5 3 will not meet or exceed the amounts initially allocated, the
6 board may reallocate amounts from one purpose to any of the
7 other purposes for that fiscal year or may carry the moneys
8 allocated to any one purpose over to a future fiscal year for
9 that same purpose in the next fiscal year.

10 5. The authority shall submit a report to the general
11 assembly and the governor's office each year describing the use
12 of moneys appropriated pursuant to this section and the results
13 achieved under each of the programs receiving fund moneys.

14 Sec. 6. Section 15F.203, subsection 2, Code 2016, is amended
15 to read as follows:

16 2. A review committee composed of five members of the
17 board shall review community attraction and tourism program
18 applications submitted to the board and make recommendations
19 regarding the applications to the board. The review committee
20 shall consist of members of the board ~~listed in~~, with one
21 member from each congressional district under section 15F.102,
22 subsection 2, paragraphs paragraph "a" through "c", and
23 one member from the state at large under section 15F.102,
24 subsection 2, paragraph "b".

25 Sec. 7. Section 15F.204, subsection 8, Code 2016, is amended
26 by striking the subsection.

27 Sec. 8. Section 15F.304, subsection 2, Code 2016, is amended
28 to read as follows:

29 2. A review committee composed of ~~eight~~ six members of
30 the board shall review vision Iowa program applications and
31 river enhancement community attraction and tourism project
32 applications submitted to the board and make recommendations
33 regarding the applications to the board. The review committee
34 shall consist of members of the board ~~listed in~~, with one
35 member from each congressional district under section 15F.102,

1 subsection 2, paragraphs ~~"d"~~ through ~~"h"~~ paragraph "a", and
2 two members from the state at large under section 15F.102,
3 subsection 2, paragraph "b".

4 Sec. 9. NEW SECTION. 15F.401 **Sports tourism program.**

5 1. a. The authority shall establish, and, at the direction
6 of the board, shall administer a sports tourism program to
7 provide financial assistance for projects that promote sporting
8 events for accredited colleges and universities and other
9 sporting events in the state.

10 b. For purposes of this section:

11 (1) *"District"* means a regional sports authority district
12 certified under section 15E.321.

13 (2) *"Financial assistance"* means assistance provided only
14 from the funds, rights, and assets legally available to the
15 authority or the board and includes but is not limited to
16 assistance in the form of grants, loans, and forgivable loans.

17 c. The authority, by rule, shall define *"accredited colleges*
18 *and universities"*, in consultation with the college student aid
19 commission.

20 2. a. A city or county in the state or a public
21 organization, including a convention and visitors bureau or a
22 district, may apply to the authority for financial assistance
23 for a project that actively and directly promotes sporting
24 events for accredited colleges and universities and other
25 sporting events in the area served by the city, county, or
26 public organization.

27 b. A city, county, or public organization may apply for and
28 receive financial assistance for more than one project.

29 c. A city, county, or public organization may apply for
30 financial assistance for a project that spans multiple fiscal
31 years or may apply for renewal of financial assistance awarded
32 in a prior year if all applicable contractual requirements are
33 met. The decision as to whether to renew an award shall be
34 at the discretion of the board. The board may adopt by rule
35 certain metrics and return on investment estimates for purposes

1 of this paragraph. The authority may include such metrics and
2 estimates in a program agreement executed pursuant to this
3 section.

4 *d.* A convention and visitors bureau may apply to the
5 board for financial assistance pursuant to this section and
6 a district may apply to the authority for district financial
7 assistance, but a convention and visitors bureau shall not in
8 the same year receive financial assistance under the program
9 created in this section and financial assistance as part of a
10 district.

11 3. *a.* The authority shall forward all applications received
12 pursuant to this section to the board, and the board shall
13 review the applications and award financial assistance on a
14 competitive basis.

15 *b.* The board shall consider the following when awarding
16 financial assistance:

17 (1) Impact of the project on the local, regional, and state
18 economies.

19 (2) Potential to attract Iowans and out-of-state visitors.

20 (3) Amount of positive advertising or media coverage the
21 project generates.

22 (4) Quality, size, and scope of the project.

23 (5) Ratio of public-to-private investment.

24 4. An applicant shall demonstrate matching funds in order
25 to receive financial assistance pursuant to this section. The
26 amount of matching funds that may be required shall be at the
27 board's discretion. The board may waive this requirement for
28 good cause shown.

29 5. The board shall make final funding decisions on
30 each application and may approve, deny, defer, or modify
31 applications for financial assistance under the program, in
32 its discretion, in order to fund as many projects with the
33 moneys available as possible. The board and the authority may
34 negotiate with applicants regarding the details of projects and
35 the amount and terms of any award. In making final funding

1 decisions pursuant to this subsection, the board and the
2 authority are exempt from chapter 17A.

3 6. a. A city, county, or public organization may use
4 financial assistance received under the program for marketing,
5 promotions, infrastructure, and other purposes directly related
6 to the promotion of the sporting event. Whether an activity
7 or individual cost item is directly related to the promotion
8 of the sporting event shall be within the discretion of the
9 authority.

10 b. All applications to the board for financial assistance
11 shall be made at least ninety days prior to an event's
12 scheduled date. A city, county, or public organization shall
13 not use financial assistance received under the program as
14 reimbursement for completed projects.

15 7. An applicant receiving financial assistance shall
16 provide an annual report to the authority for years in which it
17 receives financial assistance under this section. The report
18 shall include the information the authority deems relevant.

19 8. Each applicant receiving an award of financial
20 assistance from the board shall enter into an agreement with
21 the authority. The agreement shall contain such terms and
22 conditions as the board may place on the award or the authority
23 may deem necessary for the efficient administration of the
24 program established in this subchapter.

25 9. The authority, with the approval of the board, shall
26 adopt rules for the administration of this subchapter.

27 Sec. 10. NEW SECTION. 15F.402 **Sports program fund.**

28 1. a. The authority shall establish a fund pursuant to
29 section 15.106A, subsection 1, paragraph "o", for purposes
30 of financing sports tourism projects as described in this
31 subchapter. The fund established for purposes of this section
32 may be administered as a revolving fund and may consist of any
33 moneys appropriated by the general assembly for purposes of
34 this section and any other moneys that are lawfully available
35 to the authority.

1 *b.* Notwithstanding section 8.33, moneys in a fund
2 established for purposes of this section at the end of each
3 fiscal year shall not revert to any other fund but shall remain
4 in the fund for expenditure for subsequent fiscal years.

5 *c.* Notwithstanding section 12C.7, subsection 2, interest or
6 earnings on moneys in the fund shall be credited to the fund.

7 2. *a.* Moneys in the fund are appropriated to the
8 authority for purposes of providing financial assistance to
9 cities, counties, and public organizations under the sports
10 tourism program established and administered pursuant to this
11 subchapter.

12 *b.* The board in its discretion shall allocate the available
13 moneys in the fund among the programs described in paragraph "a"
14 in the amounts determined by the board.

15 DIVISION II

16 CONFORMING PROVISIONS

17 Sec. 11. Section 12.71, subsection 1, Code 2016, is amended
18 to read as follows:

19 1. The treasurer of state may issue bonds upon the request
20 of the ~~vision~~ enhance Iowa board created in [section 15F.102](#) and
21 do all things necessary with respect to the purposes of the
22 vision Iowa fund. The treasurer of state shall have all of
23 the powers which are necessary to issue and secure bonds and
24 carry out the purposes of the fund. The treasurer of state may
25 issue bonds in principal amounts which, in the opinion of the
26 board, are necessary to provide sufficient funds for the vision
27 Iowa fund created in [section 12.72](#), the payment of interest
28 on the bonds, the establishment of reserves to secure the
29 bonds, the costs of issuance of the bonds, other expenditures
30 of the treasurer of state incident to and necessary or
31 convenient to carry out the bond issue for the fund, and all
32 other expenditures of the board necessary or convenient to
33 administer the fund; provided, however, excluding the issuance
34 of refunding bonds, bonds issued pursuant to [this section](#) shall
35 not be issued in an aggregate principal amount which exceeds

1 three hundred million dollars. The bonds are investment
2 securities and negotiable instruments within the meaning of and
3 for purposes of the uniform commercial code, [chapter 554](#).

4 Sec. 12. Section 12.72, subsection 1, Code 2016, is amended
5 to read as follows:

6 1. A vision Iowa fund is created and established as a
7 separate and distinct fund in the state treasury. The moneys
8 in the fund are appropriated to the ~~vision~~ enhance Iowa
9 board for purposes of the vision Iowa program established in
10 section 15F.302. Moneys in the fund shall not be subject to
11 appropriation for any other purpose by the general assembly,
12 but shall be used only for the purposes of the vision Iowa
13 fund. The treasurer of state shall act as custodian of the
14 fund and disburse moneys contained in the fund as directed
15 by the ~~vision~~ enhance Iowa board, including automatic
16 disbursements of funds received pursuant to the terms of bond
17 indentures and documents and security provisions to trustees.
18 The fund shall be administered by the ~~vision~~ enhance Iowa
19 board which shall make expenditures from the fund consistent
20 with the purposes of the vision Iowa program without further
21 appropriation. An applicant under the vision Iowa program
22 shall not receive more than seventy-five million dollars in
23 financial assistance from the fund.

24 Sec. 13. Section 12.75, subsection 1, Code 2016, is amended
25 to read as follows:

26 1. The ~~vision~~ enhance Iowa board may undertake a project
27 for two or more applicants jointly or for any combination
28 of applicants, and may combine for financing purposes, with
29 the consent of all of the applicants which are involved, the
30 project and some or all future projects of any applicant, and
31 sections 12.71, [12.72](#), and [12.74](#), [this section](#), and sections
32 12.76 and [12.77](#) apply to and for the benefit of the ~~vision~~
33 enhance Iowa board and the joint applicants. However, the
34 money set aside in a fund or funds pledged for any series or
35 issue of bonds or notes shall be held for the sole benefit

1 of the series or issue separate and apart from money pledged
2 for another series or issue of bonds or notes of the treasurer
3 of state. To facilitate the combining of projects, bonds or
4 notes may be issued in series under one or more resolutions or
5 trust agreements and may be fully open-ended, thus providing
6 for the unlimited issuance of additional series, or partially
7 open-ended, limited as to additional series.

8 Sec. 14. Section 15.108, subsection 5, paragraph c, Code
9 2016, is amended to read as follows:

10 c. Coordinate and develop with the department of
11 transportation, the department of natural resources, the
12 department of cultural affairs, the ~~vision~~ enhance Iowa
13 board, other state agencies, and local and regional entities
14 public interpretation, marketing, and education programs that
15 encourage Iowans and out-of-state visitors to participate in
16 the recreational and leisure opportunities available in Iowa.
17 The authority shall establish and administer a program that
18 helps connect both Iowa residents and residents of other states
19 to new and existing Iowa experiences as a means to enhance the
20 economic, social, and cultural well-being of the state. The
21 program shall include a broad range of new opportunities, both
22 rural and urban, including main street destinations, green
23 space initiatives, and artistic and cultural attractions.

24 Sec. 15. Section 15E.321, Code 2016, is amended by adding
25 the following new subsection:

26 NEW SUBSECTION. 3A. Each district may apply for and
27 receive financial assistance under the sports tourism program
28 established by the authority pursuant to section 15F.401.

29 DIVISION III

30 TRANSITION PROVISIONS

31 Sec. 16. BOARD COOPERATION — TRANSITION PROVISIONS. The
32 economic development authority shall ensure the effective
33 transition of powers and duties from the vision Iowa board
34 to the enhance Iowa board in implementing this Act. The
35 initial members of the enhance Iowa board shall be appointed by

1 September 1, 2016.

2

EXPLANATION

3

The inclusion of this explanation does not constitute agreement with
4 the explanation's substance by the members of the general assembly.

4

5 This bill relates to economic development by establishing
6 an enhance Iowa board to assume the powers and duties of
7 the vision Iowa board and additional powers and duties,
8 establishing an enhance Iowa fund, establishing a sports
9 tourism program and fund, and making appropriations.

10 Under the bill, the current vision Iowa board is replaced
11 with a new enhance Iowa board (board) to direct community
12 attraction and tourism development. The board is required
13 to be located within the Iowa economic development authority
14 (authority) for administrative purposes. The board is required
15 to consist of two members from each of the state's four
16 congressional districts and three statewide members, appointed
17 by the governor and subject to confirmation by the senate. Of
18 these voting members, one person is required to be selected by
19 the board of the Iowa natural heritage foundation, one person
20 is required to have professional experience in finance or
21 investment banking, one person is required to have professional
22 experience in the tourism industry, one person is required
23 to have professional experience in architecture, landscape
24 architecture, or historic preservation, one person is required
25 to have professional experience in cultural attractions and
26 programming, and six persons are required to be actively
27 employed in the private, for-profit sector of the economy and
28 each possess substantial expertise in economic development.
29 The bill requires that each voting member of the board serve
30 on one of two review committees: the community attraction and
31 tourism program application review committee or the vision Iowa
32 program and river enhancement community attraction and tourism
33 project application review committee.

34 The board is also required to include four ex officio,
35 nonvoting legislative members and four ex officio, nonvoting

1 executive branch representatives. The ex officio executive
2 branch members are to include the director of the economic
3 development authority, the director of the department of
4 transportation, the director of the department of natural
5 resources, the director of the department of cultural
6 affairs, and the treasurer of state or the designees of those
7 individuals. The bill provides for the terms of all voting
8 and nonvoting members, for the compensation of members for
9 expenses, for the filling of vacancies on the board, and sets a
10 quorum for the operation of the board. The bill requires that
11 the governor designate a chairperson and vice chairperson of
12 the board and makes provisions for the election of a temporary
13 chairperson in case of absence or disability of the chairperson
14 and vice chairperson.

15 Under the bill, the board assumes responsibility for
16 overseeing programs previously under the vision Iowa board.
17 The bill also requires that the board oversee a sports tourism
18 program and fund and oversee the community attraction and
19 tourism program and community attraction and tourism fund and
20 the river enhancement community attraction and tourism fund.

21 The bill requires the authority to establish an enhance Iowa
22 fund and provides for a contingent fiscal year appropriation of
23 \$25 million from the general fund of the state to the enhance
24 Iowa fund. The bill provides for appropriations in that amount
25 for 10 fiscal years, beginning with the 2016-2017 fiscal year.
26 Under the bill, the \$25 million appropriation occurs only if
27 the general fund receives a transfer of over \$100 million
28 in that fiscal year from the Iowa economic emergency fund,
29 pursuant to Code section 8.55. Moneys in the fund shall not
30 revert to the general fund and interest and earnings on the
31 fund are required to be credited to the fund.

32 The bill requires that the authority allocate moneys in
33 the fund to specified funds or for specified purposes and
34 to provide an annual report to the general assembly and the
35 governor. The bill provides the board with discretion to

1 reallocate amounts from one purpose to other purposes, if it
2 determines that demand for one purpose will not meet or exceed
3 the amounts allocated for that purpose. Under the bill, the
4 department of natural resources is prohibited from using moneys
5 from the fund to acquire lands, waters, and interests in lands
6 and waters. The bill provides for the following allocations in
7 years when the fund receives an allocation:

- 8 1. \$250,000 for administration, expenses, and compensation
9 of board members, and marketing enhance Iowa programs.
- 10 2. \$1 million for deposit in the sports program fund.
- 11 3. \$3 million for deposit in the community attraction and
12 tourism fund.
- 13 4. \$2 million for deposit in the river enhancement community
14 attraction and tourism fund.
- 15 5. \$6 million for allocation as grants, at the discretion
16 of the board, to the department of natural resources, the
17 department of transportation, or the department of agriculture
18 and land stewardship. Of the \$6 million, \$2 million is
19 allocated for improving state parks infrastructure, financing
20 low head dam mitigation or removal projects, or funding
21 projects under the natural resources account in the natural
22 resources and outdoor recreation trust fund. Of the \$6
23 million, \$2 million is allocated for funding projects under
24 the watershed protection account in the natural resources and
25 outdoor recreation trust fund. Of the \$6 million, the final
26 \$2 million is allocated for funding projects under the trails
27 account in the natural resources and outdoor recreation trust
28 fund. Under the bill, the departments of natural resources,
29 transportation, and agriculture and land stewardship are
30 required to submit applications to the board for each project
31 to be funded from the \$6 million allocation and the board is
32 required to prioritize the projects and negotiate with the
33 departments on which projects to fund.
- 34 6. \$12.75 million for allocation, at the discretion of the
35 board, to the above-listed funds, programs, and purposes.

1 The bill requires the authority to establish a sports
2 tourism program, at the direction of the board. The program's
3 purpose is to provide financial assistance for projects
4 that promote sporting events for accredited colleges and
5 universities and other sporting events in the state. The
6 bill provides that the term "financial assistance" includes
7 assistance in the form of grants, loans, and forgivable loans.
8 The bill requires the authority to define the term "accredited
9 colleges and universities" by rule, in consultation with the
10 college student aid commission.

11 The bill establishes a sports tourism program. Under the
12 bill, a city, county, or public organization, including a
13 convention and visitors bureau (bureau) or a regional sports
14 authority district (district), may apply to the authority for
15 financial assistance for a project that actively and directly
16 promotes sporting events in the area served by the city,
17 county, or organization. The bill specifies that a city,
18 county, or organization may apply for and receive financial
19 assistance for more than one project, but a bureau shall not
20 receive financial assistance under the program and financial
21 assistance under the program as part of a district in the same
22 year. The bill specifies that a city, county, or organization
23 may apply for financial assistance for a project that spans
24 multiple fiscal years or may apply for renewal of financial
25 assistance awarded in a prior year. Under the bill, the board
26 has the discretion as to whether to renew an award. The bill
27 provides that the board may adopt certain metrics and return
28 on investment estimates for purposes of multiyear awards and
29 renewal decisions. Under the bill, a bureau may apply to the
30 board for financial assistance under the sports tourism program
31 and a district, under Code section 15E.321, may apply to the
32 authority for district financial assistance.

33 The bill requires the board to review the applications under
34 the sports tourism program and award financial assistance on a
35 competitive basis. The board is required to consider project

1 impacts, potential to attract Iowans and visitors, advertising
2 and media coverage, investment ratios, and the quality, size,
3 and scope of the project in awarding financial assistance
4 under the program. The bill requires that program applicants
5 demonstrate matching funds, but permits the board to waive this
6 requirement.

7 The bill requires that the board make final funding
8 decisions on each application and allows the board to approve,
9 deny, defer, or modify applications for financial assistance
10 under the program. The bill allows the board and the authority
11 to negotiate with applicants regarding the details of projects
12 and the amount and terms of any award. The bill specifies that
13 the board and the authority are exempt from Code chapter 17A in
14 making final funding decisions under the program.

15 Under the bill, a city, county, or organization receiving
16 a sports tourism program award may use financial assistance
17 received for marketing, promotions, infrastructure, and other
18 purposes directly related to the promotion of the sporting
19 event. The bill requires that all applications for financial
20 assistance under the program be made at least 90 days prior to
21 an event's scheduled date and prohibits a bureau or district
22 from using financial assistance received under the program as
23 reimbursement for completed projects. The bill requires that a
24 city, county, or organization receiving financial assistance
25 provide an annual report to the authority for years in which it
26 receives financial assistance under the program and requires
27 that each applicant receiving an award from the board enter
28 into an agreement with the authority. The bill provides that
29 such an agreement shall contain such terms and conditions
30 as the board may place on the award or as the authority may
31 deem necessary for the efficient administration of the sports
32 tourism program.

33 The bill requires the authority to establish a fund for
34 the purposes of financing sports tourism projects. The bill
35 specifies that the authority may administer the fund as a

1 revolving fund. Moneys in the fund shall not revert to the
2 general fund of the state and interest and earnings on the fund
3 are required to be credited to the fund. Moneys in the fund are
4 appropriated to the authority to provide financial assistance
5 to the city, county, or organization under the sports tourism
6 program.

7 The bill strikes Code language that provided annual fiscal
8 year appropriations from the rebuild Iowa infrastructure fund
9 to the community attraction and tourism fund for fiscal years
10 beginning on July 1, 2004, and ending on June 30, 2015.

11 The bill makes conforming changes related to transitioning
12 the powers and duties of the vision Iowa board to the enhance
13 Iowa board. The bill also requires that the authority ensure
14 the effective transition of powers and duties from the vision
15 Iowa board to the enhance Iowa board in implementing the bill,
16 and provides that initial members of the enhance Iowa board be
17 appointed by September 1, 2016.