

Senate File 2308 - Introduced

SENATE FILE 2308

BY COMMITTEE ON APPROPRIATIONS

(SUCCESSOR TO SF 2280)

(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:

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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 b. A person serving as a designee pursuant to paragraph
34 "a" shall serve a one-year term as an ex officio, nonvoting
35 member of the board. A designee whose term has expired may be

1 redesignated.

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

8 7. Each voting member of the board shall serve on two of
9 the four review committees referred to in sections 15F.108,
10 15F.203, 15F.304, and 15F.401A.

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

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

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

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

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

23 **15F.104 Authority duties.**

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

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

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

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

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

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

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

33 a. For purposes of administration, marketing enhance Iowa
34 programs, expenses, and compensation of board members, two
35 hundred fifty thousand dollars.

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

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

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

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

12 (1) For purposes of improving state parks infrastructure,
13 financing low head dam mitigation or removal projects, or
14 funding projects under the natural resources account created
15 in section 461.32 or projects under the local conservation
16 partnership account created in section 461.36, both in the
17 natural resources and outdoor recreation trust fund, two
18 million dollars.

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

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

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

32 *f.* Upon review of individual applications, for allocation
33 to the funds, programs, and purposes described in paragraphs
34 "a" through "e", at the discretion of the board, eleven million
35 seven hundred fifty thousand dollars.

1 4. Moneys allocated pursuant to subsection 3, paragraphs "e"
2 and "f", to the department of natural resources shall not be
3 expended by the department for the purpose of acquiring lands,
4 waters, or interests in lands and waters.

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

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

16 Sec. 6. NEW SECTION. 15F.108 Departmental grant application
17 review.

18 1. Applications for grants under section 15F.107,
19 subsection 3, paragraph "e", shall be submitted to the
20 authority. For those applications that meet the eligibility
21 criteria, the authority shall forward the applications to the
22 board and provide a staff review analysis and evaluation to the
23 departmental grant application review committee referred to in
24 subsection 2 and to the board.

25 2. A review committee composed of six members shall review
26 departmental grant applications forwarded to the board and
27 make recommendations regarding the applications to the board.
28 The review committee shall consist of members of the board,
29 with one member from each congressional district under section
30 15F.102, subsection 2, paragraph "a", and two members from the
31 state at large under section 15F.102, subsection 2, paragraph
32 "b".

33 3. Upon review of the recommendations of the review
34 committee, the board shall approve, defer, or deny the
35 applications.

1 4. The board may require the departmental grant application
2 review committee to review and make recommendations for the
3 allocation and awarding of moneys under this chapter, except
4 that the review committee shall not review applications
5 provided for under sections 15F.203, 15F.304, and 15F.401.

6 Sec. 7. Section 15F.203, subsections 1 and 2, Code 2016, are
7 amended to read as follows:

8 1. Applications for assistance under the program shall
9 be submitted to the authority. For those applications that
10 meet the eligibility criteria, the authority shall forward the
11 applications to the board and provide a staff review analysis
12 and evaluation to the community attraction and tourism program
13 review committee referred to in subsection 2 and to the board.

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

23 Sec. 8. Section 15F.204, subsection 8, Code 2016, is amended
24 by striking the subsection.

25 Sec. 9. Section 15F.304, subsections 1 and 2, Code 2016, are
26 amended to read as follows:

27 1. Applications for assistance under the program shall
28 be submitted to the authority. For those applications that
29 meet the eligibility criteria, the authority shall forward
30 the applications to the board and provide a staff review and
31 evaluation to the vision Iowa program review committee referred
32 to in subsection 2 and to the board.

33 2. A review committee composed of ~~eight~~ six members of
34 the board shall review vision Iowa program applications and
35 river enhancement community attraction and tourism project

1 applications ~~submitted~~ forwarded to the board and make
2 recommendations regarding the applications to the board. The
3 review committee shall consist of members of the board ~~listed~~
4 ~~in~~, with one member from each congressional district under
5 section 15F.102, subsection 2, paragraphs "d" through "h"
6 paragraph "a", and two members from the state at large under
7 section 15F.102, subsection 2, paragraph "b".

8 Sec. 10. NEW SECTION. 15F.401 **Sports tourism program.**

9 1. *a.* The authority shall establish, and, at the direction
10 of the board, shall administer a sports tourism program to
11 provide financial assistance for projects that promote sporting
12 events for accredited colleges and universities and other
13 sporting events in the state.

14 *b.* For purposes of this section:

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

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

21 *c.* The authority, by rule, shall define "*accredited colleges*
22 *and universities*", in consultation with the college student aid
23 commission.

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

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

33 *c.* A city, county, or public organization may apply for
34 financial assistance for a project that spans multiple fiscal
35 years or may apply for renewal of financial assistance awarded

1 in a prior year if all applicable contractual requirements are
2 met. The decision as to whether to renew an award shall be
3 at the discretion of the board. The board may adopt by rule
4 certain metrics and return on investment estimates for purposes
5 of this paragraph. The authority may include such metrics and
6 estimates in a program agreement executed pursuant to this
7 section.

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

15 3. The authority shall process applications under this
16 section in accordance with this section and section 15F.401A.

17 4. An applicant shall demonstrate matching funds in order
18 to receive financial assistance pursuant to this section. The
19 amount of matching funds that may be required shall be at the
20 board's discretion. The board may waive this requirement for
21 good cause shown.

22 5. The board shall make final funding decisions on
23 each application and may approve, deny, defer, or modify
24 applications for financial assistance under the program, in
25 its discretion, in order to fund as many projects with the
26 moneys available as possible. The board and the authority may
27 negotiate with applicants regarding the details of projects and
28 the amount and terms of any award. In making final funding
29 decisions pursuant to this subsection, the board and the
30 authority are exempt from chapter 17A.

31 6. *a.* A city, county, or public organization may use
32 financial assistance received under the program for marketing,
33 promotions, and infrastructure. Whether an activity or
34 individual cost item is directly related to the promotion
35 of the sporting event shall be within the discretion of the

1 authority.

2 *b.* All applications to the authority for financial
3 assistance shall be made at least ninety days prior to an
4 event's scheduled date. A city, county, or public organization
5 shall not use financial assistance received under the program
6 as reimbursement for completed projects.

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

11 8. Each applicant receiving an award of financial
12 assistance from the board shall enter into an agreement with
13 the authority. The agreement shall contain such terms and
14 conditions as the board may place on the award or the authority
15 may deem necessary for the efficient administration of the
16 program established in this subchapter.

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

19 Sec. 11. NEW SECTION. **15F.401A Sports tourism program**
20 **application review.**

21 1. Applications for assistance under the sports tourism
22 program shall be submitted to the authority. For those
23 applications that meet the eligibility criteria, the authority
24 shall forward the applications to the board and provide a staff
25 review analysis and evaluation to the sports tourism program
26 review committee referred to in subsection 2 and to the board.

27 2. A review committee composed of five members of the board
28 shall review sports tourism program applications forwarded to
29 the board and make recommendations regarding the applications
30 to the authority. The review committee shall consist of
31 members of the board, with one member from each congressional
32 district under section 15F.102, subsection 2, paragraph "a",
33 and one member from the state at large under section 15F.102,
34 subsection 2, paragraph "b".

35 3. When reviewing the applications, the review committee

1 and the authority shall consider, at a minimum, all of the
2 following:

3 *a.* Impact of the project on the local, regional, and state
4 economies.

5 *b.* Potential to attract Iowans and out-of-state visitors.

6 *c.* Amount of positive advertising or media coverage the
7 project generates.

8 *d.* Quality, size, and scope of the project.

9 *e.* Ratio of public-to-private investment.

10 4. Upon review of the recommendations of the review
11 committee, the board shall approve, defer, or deny the
12 applications in accordance with section 15F.401.

13 Sec. 12. NEW SECTION. **15F.402 Sports tourism program fund.**

14 1. *a.* The authority shall establish a fund pursuant to
15 section 15.106A, subsection 1, paragraph "o", for purposes
16 of financing sports tourism projects as described in this
17 subchapter. The fund established for purposes of this section
18 may be administered as a revolving fund and may consist of any
19 moneys appropriated by the general assembly for purposes of
20 this section and any other moneys that are lawfully available
21 to the authority.

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

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

28 2. *a.* Moneys in the fund are appropriated to the
29 authority for purposes of providing financial assistance to
30 cities, counties, and public organizations under the sports
31 tourism program established and administered pursuant to this
32 subchapter.

33 *b.* The board in its discretion shall allocate the available
34 moneys in the fund among the programs described in paragraph "a"
35 in the amounts determined by the board.

DIVISION II

CONFORMING PROVISIONS

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Sec. 13. Section 12.71, subsection 1, Code 2016, is amended to read as follows:

1. The treasurer of state may issue bonds upon the request of the ~~vision enhance~~ Iowa board created in [section 15F.102](#) and do all things necessary with respect to the purposes of the vision Iowa fund. The treasurer of state shall have all of the powers which are necessary to issue and secure bonds and carry out the purposes of the fund. The treasurer of state may issue bonds in principal amounts which, in the opinion of the board, are necessary to provide sufficient funds for the vision Iowa fund created in [section 12.72](#), the payment of interest on the bonds, the establishment of reserves to secure the bonds, the costs of issuance of the bonds, other expenditures of the treasurer of state incident to and necessary or convenient to carry out the bond issue for the fund, and all other expenditures of the board necessary or convenient to administer the fund; provided, however, excluding the issuance of refunding bonds, bonds issued pursuant to [this section](#) shall not be issued in an aggregate principal amount which exceeds three hundred million dollars. The bonds are investment securities and negotiable instruments within the meaning of and for purposes of the uniform commercial code, [chapter 554](#).

Sec. 14. Section 12.72, subsection 1, Code 2016, is amended to read as follows:

1. A vision Iowa fund is created and established as a separate and distinct fund in the state treasury. The moneys in the fund are appropriated to the ~~vision enhance~~ Iowa board for purposes of the vision Iowa program established in [section 15F.302](#). Moneys in the fund shall not be subject to appropriation for any other purpose by the general assembly, but shall be used only for the purposes of the vision Iowa fund. The treasurer of state shall act as custodian of the fund and disburse moneys contained in the fund as directed

1 by the ~~vision~~ enhance Iowa board, including automatic
2 disbursements of funds received pursuant to the terms of bond
3 indentures and documents and security provisions to trustees.
4 The fund shall be administered by the ~~vision~~ enhance Iowa
5 board which shall make expenditures from the fund consistent
6 with the purposes of the vision Iowa program without further
7 appropriation. An applicant under the vision Iowa program
8 shall not receive more than seventy-five million dollars in
9 financial assistance from the fund.

10 Sec. 15. Section 12.75, subsection 1, Code 2016, is amended
11 to read as follows:

12 1. The ~~vision~~ enhance Iowa board may undertake a project
13 for two or more applicants jointly or for any combination
14 of applicants, and may combine for financing purposes, with
15 the consent of all of the applicants which are involved, the
16 project and some or all future projects of any applicant, and
17 sections 12.71, 12.72, and 12.74, this section, and sections
18 12.76 and 12.77 apply to and for the benefit of the ~~vision~~
19 enhance Iowa board and the joint applicants. However, the
20 money set aside in a fund or funds pledged for any series or
21 issue of bonds or notes shall be held for the sole benefit
22 of the series or issue separate and apart from money pledged
23 for another series or issue of bonds or notes of the treasurer
24 of state. To facilitate the combining of projects, bonds or
25 notes may be issued in series under one or more resolutions or
26 trust agreements and may be fully open-ended, thus providing
27 for the unlimited issuance of additional series, or partially
28 open-ended, limited as to additional series.

29 Sec. 16. Section 15.108, subsection 5, paragraph c, Code
30 2016, is amended to read as follows:

31 c. Coordinate and develop with the department of
32 transportation, the department of natural resources, the
33 department of cultural affairs, the ~~vision~~ enhance Iowa
34 board, other state agencies, and local and regional entities
35 public interpretation, marketing, and education programs that

1 encourage Iowans and out-of-state visitors to participate in
2 the recreational and leisure opportunities available in Iowa.
3 The authority shall establish and administer a program that
4 helps connect both Iowa residents and residents of other states
5 to new and existing Iowa experiences as a means to enhance the
6 economic, social, and cultural well-being of the state. The
7 program shall include a broad range of new opportunities, both
8 rural and urban, including main street destinations, green
9 space initiatives, and artistic and cultural attractions.

10 Sec. 17. Section 15E.321, Code 2016, is amended by adding
11 the following new subsection:

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

15 DIVISION III

16 TRANSITION PROVISIONS

17 Sec. 18. BOARD COOPERATION — TRANSITION PROVISIONS. The
18 economic development authority shall ensure the effective
19 transition of powers and duties from the vision Iowa board
20 to the enhance Iowa board in implementing this Act. In the
21 interest of maintaining the institutional knowledge possessed
22 by members of the vision Iowa board, it is the intent of the
23 general assembly that the governor should appoint at least
24 three but not more than seven members of the vision Iowa board
25 in existence on June 30, 2016, to the enhance Iowa board. The
26 initial members of the enhance Iowa board shall be appointed by
27 September 1, 2016.

28 EXPLANATION

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

31 This bill relates to economic development by establishing
32 an enhance Iowa board to assume the powers and duties of
33 the vision Iowa board and additional powers and duties,
34 establishing an enhance Iowa fund, establishing a sports
35 tourism program and fund, and making appropriations.

1 Under the bill, the current vision Iowa board is replaced
2 with a new enhance Iowa board (board) to direct community
3 attraction and tourism development. The board is required
4 to be located within the Iowa economic development authority
5 (authority) for administrative purposes. The board is required
6 to consist of two members from each of the state's four
7 congressional districts and three statewide members, appointed
8 by the governor and subject to confirmation by the senate. Of
9 these voting members, one person is required to be selected by
10 the board of the Iowa natural heritage foundation, one person
11 is required to have professional experience in finance or
12 investment banking, one person is required to have professional
13 experience in the tourism industry, one person is required
14 to have professional experience in architecture, landscape
15 architecture, or historic preservation, one person is required
16 to have professional experience in cultural attractions and
17 programming, and six persons are required to be actively
18 employed in the private, for-profit sector of the economy and
19 each possess substantial expertise in economic development.
20 The bill requires that each voting member of the board serve
21 on two of the four following review committees: the community
22 attraction and tourism program application review committee,
23 the vision Iowa program and river enhancement community
24 attraction and tourism project application review committee,
25 the departmental grant application review committee, and the
26 sports tourism program application review committee. The
27 bill provides for the establishment of the latter two review
28 committees. Under the bill, applications are required to be
29 filed with the authority before being forwarded to the board.
30 The board is also required to include four ex officio,
31 nonvoting legislative members and four ex officio, nonvoting
32 executive branch members. The executive branch members are to
33 include the director of the economic development authority,
34 the director of the department of transportation, the director
35 of the department of natural resources, and the director of

1 the department of cultural affairs or the designees of those
2 individuals. The bill provides for the terms of all voting
3 and nonvoting members, for the compensation of members for
4 expenses, for the filling of vacancies on the board, and sets a
5 quorum for the operation of the board. The bill requires that
6 the governor designate a chairperson and vice chairperson of
7 the board and makes provisions for the election of a temporary
8 chairperson in case of absence or disability of the chairperson
9 and vice chairperson.

10 Under the bill, the board assumes responsibility for
11 overseeing programs previously under the vision Iowa board,
12 including the community attraction and tourism program. The
13 bill also requires that the board oversee a sports tourism
14 program and oversee the river enhancement community attraction
15 and tourism program.

16 The bill requires the authority to establish an enhance Iowa
17 fund and provides for a contingent fiscal year appropriation of
18 \$25 million from the general fund of the state to the enhance
19 Iowa fund. The bill provides for appropriations in that amount
20 for 10 fiscal years, beginning with the 2016-2017 fiscal year.
21 Under the bill, the \$25 million appropriation occurs only if
22 the general fund receives a transfer of over \$100 million
23 in that fiscal year from the Iowa economic emergency fund,
24 pursuant to Code section 8.55. Moneys in the fund shall not
25 revert to the general fund and interest and earnings on the
26 fund are required to be credited to the fund.

27 The bill requires that the authority allocate moneys in
28 the fund to specified funds or for specified purposes and
29 to provide an annual report to the general assembly and the
30 governor. The bill provides the board with discretion to
31 reallocate amounts from one purpose to other purposes, if it
32 determines that demand for one purpose will not meet or exceed
33 the amounts allocated for that purpose. Under the bill, the
34 department of natural resources is prohibited from using moneys
35 from the fund to acquire lands, waters, and interests in lands

1 and waters. The bill provides for the following allocations in
2 years when the fund receives an allocation:

3 1. \$250,000 for administration, expenses, and compensation
4 of board members, and marketing enhance Iowa programs.

5 2. \$1 million for deposit in the sports tourism program
6 fund.

7 3. \$3 million for deposit in the community attraction and
8 tourism fund.

9 4. \$3 million for deposit in the river enhancement community
10 attraction and tourism fund.

11 5. \$6 million for allocation as grants, at the discretion
12 of the board, to the department of natural resources, the
13 department of transportation, or the department of agriculture
14 and land stewardship. Of the \$6 million, \$2 million is
15 allocated for improving state parks infrastructure, financing
16 low head dam mitigation or removal projects, or funding
17 projects under the natural resources account or the local
18 conservation partnership account in the natural resources
19 and outdoor recreation trust fund. Of the \$6 million, \$2
20 million is allocated for funding projects under the watershed
21 protection account in the natural resources and outdoor
22 recreation trust fund. Of the \$6 million, the final \$2 million
23 is allocated for funding projects under the trails account in
24 the natural resources and outdoor recreation trust fund. Under
25 the bill, the departments of natural resources, transportation,
26 and agriculture and land stewardship are required to submit
27 applications to the authority for each project to be funded
28 from the \$6 million allocation and the board is required to
29 prioritize the projects and negotiate with the departments on
30 which projects to fund.

31 6. \$11.75 million for allocation, at the discretion of the
32 board, to the above-listed funds, programs, and purposes upon
33 review of individual applications.

34 Under the bill, the departmental grant application review
35 committee is required to review applications submitted

1 by the department of natural resources, the department of
2 transportation, and the department of agriculture and land
3 stewardship, and to review other applications if required to
4 do so by the board. The review committee is required to make
5 recommendations on applications to the board, and the board is
6 required to approve, defer, or deny the applications.

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

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

1 the sports tourism program and a district, under Code section
2 15E.321, may apply to the authority for district financial
3 assistance.

4 The bill requires the sports tourism program application
5 review committee and the board to review the applications under
6 the sports tourism program and award financial assistance on
7 a competitive basis. The review committee is required to
8 consider impact on the economy, potential to attract Iowans and
9 visitors, advertising and media coverage, public to private
10 investment ratios, and the quality, size, and scope of the
11 project. The bill requires the board to review the committee's
12 recommendations in approving, deferring on, or denying
13 applications under the program. The bill requires that program
14 applicants demonstrate matching funds, but permits the board to
15 waive this requirement.

16 The bill requires that the board make final funding
17 decisions on each application and allows the board to approve,
18 deny, defer, or modify applications for financial assistance
19 under the program. The bill allows the board and the authority
20 to negotiate with applicants regarding the details of projects
21 and the amount and terms of any award. The bill specifies that
22 the board and the authority are exempt from Code chapter 17A in
23 making final funding decisions under the program.

24 Under the bill, a city, county, or organization receiving
25 a sports tourism program award may use financial assistance
26 received for marketing, promotions, and infrastructure. The
27 bill requires that all applications for financial assistance
28 under the program be made at least 90 days prior to an
29 event's scheduled date and prohibits a bureau or district
30 from using financial assistance received under the program as
31 reimbursement for completed projects. The bill requires that a
32 city, county, or organization receiving financial assistance
33 provide an annual report to the authority for years in which it
34 receives financial assistance under the program and requires
35 that each applicant receiving an award from the board enter

1 into an agreement with the authority. The bill provides that
2 such an agreement shall contain such terms and conditions
3 as the board may place on the award or as the authority may
4 deem necessary for the efficient administration of the sports
5 tourism program.

6 The bill requires the authority to establish a fund for
7 the purposes of financing sports tourism projects. The bill
8 specifies that the authority may administer the fund as a
9 revolving fund. Moneys in the fund shall not revert to the
10 general fund of the state and interest and earnings on the fund
11 are required to be credited to the fund. Moneys in the fund are
12 appropriated to the authority to provide financial assistance
13 to a city, county, or organization under the sports tourism
14 program.

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

19 The bill makes conforming changes related to transitioning
20 the powers and duties of the vision Iowa board to the enhance
21 Iowa board. The bill also requires that the authority ensure
22 the effective transition of powers and duties from the vision
23 Iowa board to the enhance Iowa board in implementing the bill,
24 and provides that initial members of the enhance Iowa board
25 be appointed by September 1, 2016. The bill expresses the
26 intent of the general assembly that the governor should appoint
27 three to seven members of the current vision Iowa board to the
28 enhance Iowa board.