

Senate Study Bill 3094 - Introduced

SENATE FILE _____
BY (PROPOSED COMMITTEE ON
ECONOMIC GROWTH BILL BY
CHAIRPERSON HART)

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 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 one of the
9 two review committees described in sections 15F.203, subsection
10 2, and 15F.304, subsection 2.

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 program fund established
2 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, two million dollars.

5 *d.* For deposit in the river enhancement community attraction
6 and tourism fund established pursuant to section 15F.205, two
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 in
15 section 461.32 in the natural resources and outdoor recreation
16 trust fund, two million dollars.

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

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

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

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

33 4. If, at any point in a fiscal year, the board determines
34 that demand for any one of the purposes described in subsection
35 3 will not meet or exceed the amounts initially allocated, the

1 board may reallocate amounts from one purpose to any of the
2 other purposes for that fiscal year or may carry the moneys
3 allocated to any one purpose over to a future fiscal year for
4 that same purpose in the next fiscal year.

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

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

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

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

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

24 2. A review committee composed of ~~eight~~ six members of
25 the board shall review vision Iowa program applications and
26 river enhancement community attraction and tourism project
27 applications submitted to the board and make recommendations
28 regarding the applications to the board. The review committee
29 shall consist of members of the board ~~listed in,~~ with one
30 member from each congressional district under section 15F.102,
31 subsection 2, paragraphs "d" through "h" paragraph "a", and
32 two members from the state at large under section 15F.102,
33 subsection 2, paragraph "b".

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

35 1. a. The authority shall establish, and, at the direction

1 of the board, shall administer a sports tourism program
2 to provide financial assistance for projects that promote
3 sporting events for accredited colleges and universities and
4 professional sporting events in the state.

5 *b.* For purposes of this section:

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

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

12 *c.* The authority, by rule, shall define "*accredited colleges*
13 *and universities*", in consultation with the college student aid
14 commission.

15 2. *a.* A convention and visitors bureau or a district
16 may apply to the authority for financial assistance for a
17 project that actively and directly promotes sporting events for
18 accredited colleges and universities and professional sporting
19 events in the area served by the convention and visitors bureau
20 or the district.

21 *b.* A convention and visitors bureau or a district may apply
22 for and receive financial assistance for more than one project.

23 *c.* A convention and visitors bureau or a district may apply
24 for financial assistance for a project that spans multiple
25 fiscal years or may apply for renewal of financial assistance
26 awarded in a prior year if all applicable contractual
27 requirements are met. The decision as to whether to renew
28 an award shall be at the discretion of the board. The board
29 may adopt by rule certain metrics and return on investment
30 estimates for purposes of this paragraph. The authority may
31 include such metrics and estimates in a program agreement
32 executed pursuant to this section.

33 *d.* A convention and visitors bureau may apply to the
34 board for financial assistance pursuant to this section and
35 a district may apply to the authority for district financial

1 assistance, but a convention and visitors bureau shall not in
2 the same year receive financial assistance under the program
3 created in this section and financial assistance as part of a
4 district.

5 3. a. The authority shall forward all applications received
6 pursuant to this section to the board, and the board shall
7 review the applications and award financial assistance on a
8 competitive basis.

9 b. The board shall consider the following when awarding
10 financial assistance:

11 (1) Impact of the project on the local, regional, and state
12 economies.

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

14 (3) Amount of positive advertising or media coverage the
15 project generates.

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

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

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

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

32 6. a. A convention and visitors bureau or district may use
33 financial assistance received under the program for marketing,
34 promotions, infrastructure, and other purposes directly related
35 to the promotion and operation of the sporting event. Whether

1 an activity or individual cost item is directly related to the
2 promotion and operation of the sporting event shall be within
3 the discretion of the authority.

4 *b.* All applications to the board for financial assistance
5 shall be made at least ninety days prior to an event's
6 scheduled date. A convention and visitors bureau or district
7 shall not use financial assistance received under the program
8 as reimbursement for completed projects.

9 7. A convention and visitors bureau or district receiving
10 financial assistance shall provide an annual report to the
11 authority for years in which it receives financial assistance
12 under this section. The report shall include the information
13 the authority deems relevant.

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

20 9. The authority, with the approval of the board, may adopt
21 rules for the administration of this subchapter.

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

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

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

35 *c.* Notwithstanding section 12C.7, subsection 2, interest or

1 earnings on moneys in the fund shall be credited to the fund.

2 2. a. Moneys in the fund are appropriated to the authority
3 for purposes of providing financial assistance to convention
4 and visitors bureaus and districts under the sports tourism
5 program established and administered pursuant to this
6 subchapter.

7 b. The board in its discretion shall allocate the available
8 moneys in the fund among the programs described in paragraph "a"
9 in the amounts determined by the board.

10

DIVISION II

11

CONFORMING PROVISIONS

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

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

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

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

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

21 1. The ~~vision~~ enhance Iowa board may undertake a project
22 for two or more applicants jointly or for any combination
23 of applicants, and may combine for financing purposes, with
24 the consent of all of the applicants which are involved, the
25 project and some or all future projects of any applicant, and
26 sections 12.71, 12.72, and 12.74, [this section](#), and sections
27 12.76 and 12.77 apply to and for the benefit of the ~~vision~~
28 enhance Iowa board and the joint applicants. However, the
29 money set aside in a fund or funds pledged for any series or
30 issue of bonds or notes shall be held for the sole benefit
31 of the series or issue separate and apart from money pledged
32 for another series or issue of bonds or notes of the treasurer
33 of state. To facilitate the combining of projects, bonds or
34 notes may be issued in series under one or more resolutions or
35 trust agreements and may be fully open-ended, thus providing

1 for the unlimited issuance of additional series, or partially
2 open-ended, limited as to additional series.

3 Sec. 14. Section 15.108, subsection 5, paragraph c, Code
4 2016, is amended to read as follows:

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

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

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

24 DIVISION III

25 TRANSITION PROVISIONS

26 Sec. 16. BOARD COOPERATION — TRANSITION PROVISIONS. The
27 economic development authority shall ensure the effective
28 transition of powers and duties from the vision Iowa board
29 to the enhance Iowa board in implementing this Act. The
30 initial members of the enhance Iowa board shall be appointed by
31 September 1, 2016.

32 EXPLANATION

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

35 This bill relates to economic development by establishing

1 an enhance Iowa board to assume the powers and duties of
2 the vision Iowa board and additional powers and duties,
3 establishing an enhance Iowa fund, establishing a sports
4 tourism program and fund, and making appropriations.

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

29 The board is also required to include four ex officio,
30 nonvoting legislative members and four ex officio, nonvoting
31 executive branch representatives. The ex officio executive
32 branch members are to include the director of the economic
33 development authority, the director of the department of
34 transportation, the director of the department of natural
35 resources, the director of the department of cultural affairs,

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

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

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

26 The bill requires that the authority allocate moneys in
27 the fund to specified funds or for specified purposes and
28 to provide an annual report to the general assembly and the
29 governor. The bill provides the board with discretion to
30 reallocate amounts from one purpose to other purposes, if it
31 determines that demand for one purpose will not meet or exceed
32 the amounts allocated for that purpose. The bill provides for
33 the following allocations in years when the fund receives an
34 allocation:

35 1. \$250,000 for administration, expenses, and compensation

1 of board members, and marketing enhance Iowa programs.

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

3 3. \$2 million for deposit in the community attraction and
4 tourism fund.

5 4. \$2 million for deposit in the river enhancement community
6 attraction and tourism fund.

7 5. \$6 million for allocation as grants, at the discretion
8 of the board, to the department of natural resources, the
9 department of transportation, or the department of agriculture
10 and land stewardship. Of the \$6 million, \$2 million is
11 allocated for improving state parks infrastructure, financing
12 low head dam mitigation or removal projects, or funding
13 projects under the natural resources account in the natural
14 resources and outdoor recreation trust fund. Of the \$6
15 million, \$2 million is allocated for funding projects under
16 the watershed protection account in the natural resources and
17 outdoor recreation trust fund. Of the \$6 million, the final
18 \$2 million is allocated for funding projects under the trails
19 account in the natural resources and outdoor recreation trust
20 fund. Under the bill, the departments of natural resources,
21 transportation, and agriculture and land stewardship are
22 required to submit applications to the board for each project
23 to be funded from the \$6 million allocation and the board is
24 required to prioritize the projects and negotiate with the
25 departments on which projects to fund.

26 6. \$13.75 million for allocation, at the discretion of the
27 board, to the above-listed funds, programs, and purposes.

28 The bill requires the authority to establish a sports
29 tourism program, at the direction of the board. The program's
30 purpose is to provide financial assistance for projects
31 that promote sporting events for accredited colleges and
32 universities and professional sporting events in the state.
33 The bill provides that the term "financial assistance" includes
34 assistance in the form of grants, loans, and forgivable loans.
35 The bill requires the authority to define the term "accredited

1 colleges and universities" by rule, in consultation with the
2 college student aid commission.

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

24 The bill requires the board to review the applications under
25 the sports tourism program and award financial assistance on a
26 competitive basis. The board is required to consider project
27 impacts, potential to attract Iowans and visitors, advertising
28 and media coverage, investment ratios, and the quality, size,
29 and scope of the project in awarding financial assistance
30 under the program. The bill requires that program applicants
31 demonstrate matching funds, but permits the board to waive this
32 requirement.

33 The bill requires that the board make final funding
34 decisions on each application and allows the board to approve,
35 deny, defer, or modify applications for financial assistance

1 under the program. The bill allows the board and the authority
2 to negotiate with applicants regarding the details of projects
3 and the amount and terms of any award. The bill specifies that
4 the board and the authority are exempt from Code chapter 17A in
5 making final funding decisions under the program.

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

23 The bill requires the authority to establish a fund for
24 the purposes of financing sports tourism projects. The bill
25 specifies that the authority may administer the fund as a
26 revolving fund. Moneys in the fund shall not revert to the
27 general fund of the state and interest and earnings on the fund
28 are required to be credited to the fund. Moneys in the fund are
29 appropriated to the authority to provide financial assistance
30 to the bureaus and districts under the sports tourism program.

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

35 The bill makes conforming changes related to transitioning

S.F. _____

1 the powers and duties of the vision Iowa board to the enhance
2 Iowa board. The bill also requires that the authority ensure
3 the effective transition of powers and duties from the vision
4 Iowa board to the enhance Iowa board in implementing the bill,
5 and provides that initial members of the enhance Iowa board be
6 appointed by September 1, 2016.