

February 5, 2024

***Transportation.
Infrastructure.
and Capitals
Budget
Subcommittee***

Debi Durham

Director

Iowa Economic Development Authority

Iowa Finance Authority





BUSINESS

COMMUNITY

PEOPLE



Quality of Life

Destination Iowa

Community Attraction & Tourism

Regional Sports Authorities



Infrastructure

State Housing Trust Fund

Rural Nonprofit Program

USS Iowa Battleship

A person with blonde hair in a ponytail is seen from the back, paddling a kayak on a calm body of water. The scene is bathed in a warm, golden-orange light, suggesting a sunset or sunrise. The text "Quality Of Life" is written in a white, elegant serif font across the center of the image.

Quality Of Life

A wide-angle photograph of a vast sunflower field under a dramatic sunset sky. The sun is low on the horizon, casting a warm orange and yellow glow. In the distance, a white barn with a red roof and a few trees are visible against the horizon. The foreground is filled with rows of sunflowers, their bright yellow petals and dark brown centers clearly visible.

VISITOR & TALENT ATTRACTION PLAN

thisisiowa.com

Travel Is the First Step in Thinking About Moving to a New City

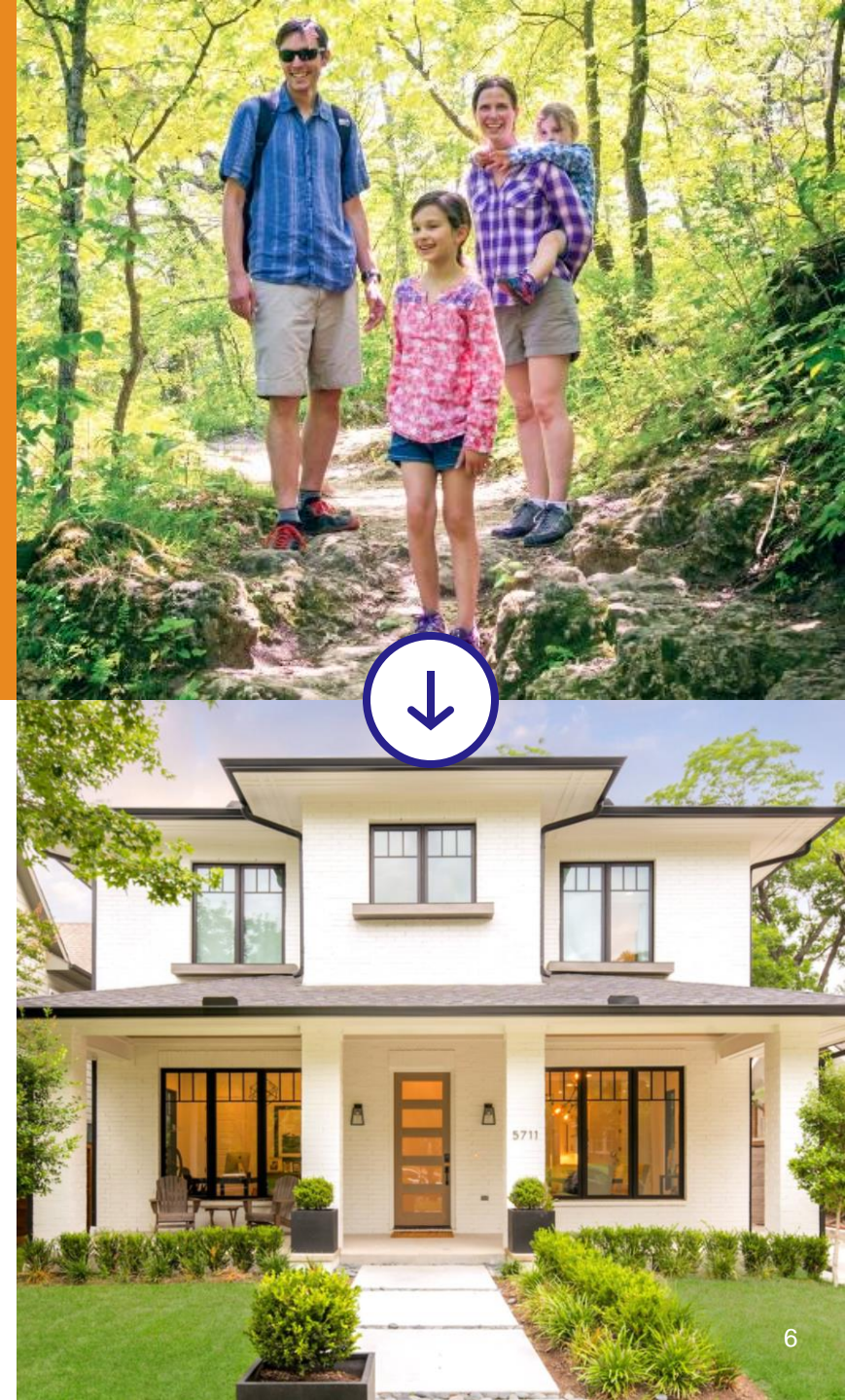
TRAVEL FEEDS WORKFORCE

64%

of U.S. adults seriously considered moving to a new place as a result of visiting.

“

If we can get them to our location, we have a much better sell. They have to see the place to be convinced.”





Northwest Iowa



Northeast Iowa



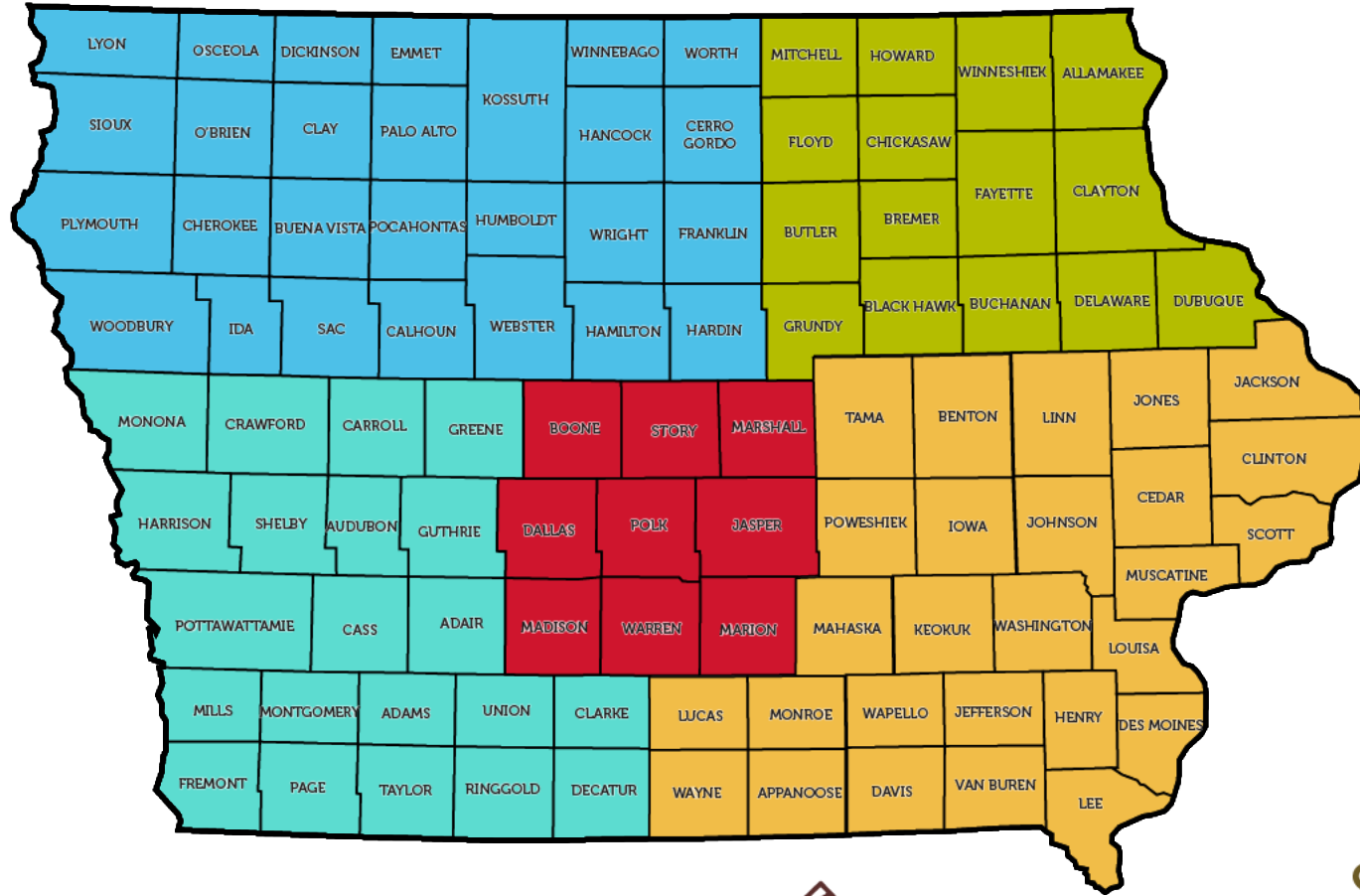
Southwest Iowa



Central Iowa



Southeast Iowa



Iowa Tourism Areas

Iowa Tourism Industry 5-Year Strategic Plan

1

UNIFY INDUSTRY
AROUND SHARED
LONG-TERM VISION

2

AMPLIFY
AWARENESS OF
IOWA'S TOURISM
BRAND

3

ENSURE IOWA'S
TOURISM
EXPERIENCE IS
WELCOMING TO ALL

4

ENSURE TOURISM
READINESS

5

DRIVE AN INCREASE
IN LONG-TERM
TOURISM
INVESTMENTS

Tourism
Strategic Plan
efforts are
working

- Since 2022, the tourism team has met individually with 808 tourism businesses and partners and presented to more than 1,500
- Industry newsletter list has grown 22%
- Tourism Insider meeting series are successfully taking place across the state
- New marketing tools and research projects are supporting tourism partners across the state (Localhood, Visitor Profile Study and more)

Tourism Economic & Visitation Impact

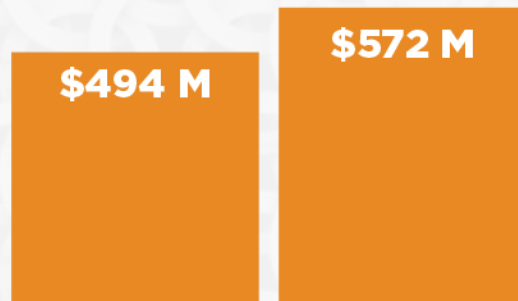
IN 2022, TOURISM IN IOWA GENERATED:

\$6.9 Billion
IN VISITOR SPENDING

\$10.4 Billion
TOTAL ECONOMIC IMPACT

+13% INCREASE OVER 2021

\$1.1 BILLION
IMPACT ON STATE AND
LOCAL TAXES



LOCAL
TAX REVENUE

STATE
TAX REVENUE

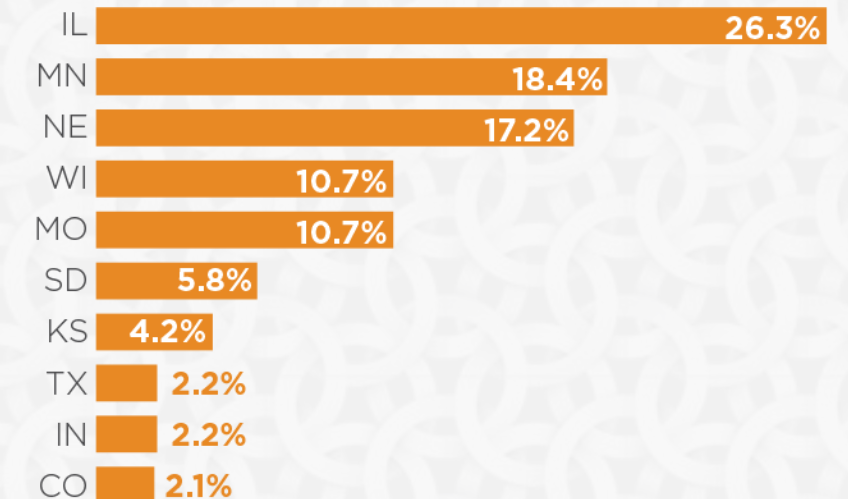
TOURISM SUPPORTS

68,607
JOBS IN IOWA
5% OF IOWA'S WORKFORCE

44.1 Million
TRACKED VISITS

TO AND WITHIN IOWA IN 2023

TRIP VOLUME BY TOP ORIGIN STATES



SOURCE: Arrivalist, FY23 Visitation Dashboard

Contact: Amy Zeigler at amy.zeigler@iowaeda.com or 515.348.6259

Tourism Marketing Campaign

- Refreshed marketing campaign begins February 2024, runs through Fall 2024
 - Continuation of eye-catching drone videos encouraging visitors to “see Iowa from a new perspective”
 - Campaign includes 36 communities and more than 100 different tourism destinations (restaurants, museums, hotels and more)



Jack Trice Stadium, Iowa State University, Ames



Boone & Scenic Valley Railroad



Hinterland, St. Charles

Consumers Are Open to Relocating



7 in 10

are likely to consider moving
for the right opportunity.

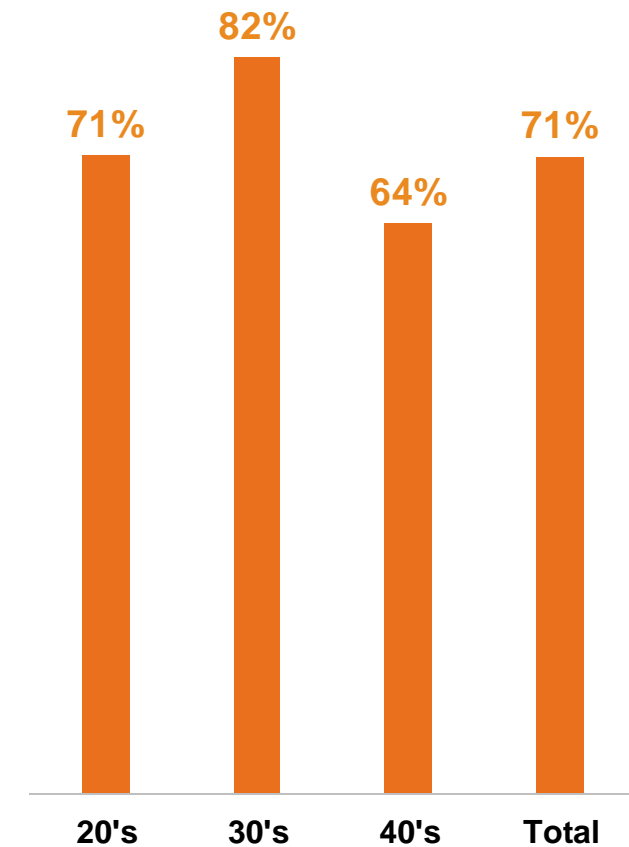
Likelihood is highest among

30-somethings.

This is up since we last tested it.

Likelihood to consider moving for the right opportunity

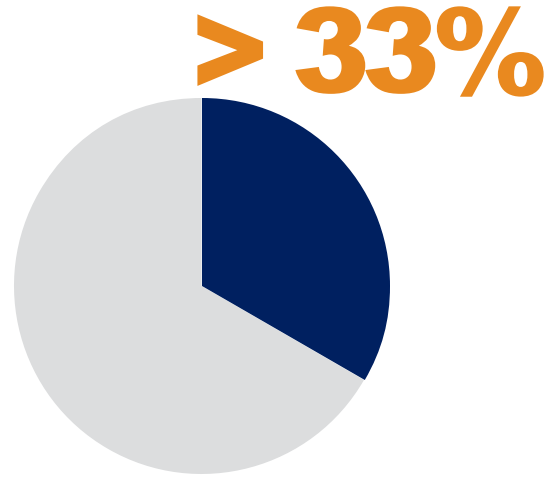
Scale of 0 (not likely at all) to 10 (very likely)



Market Research Findings

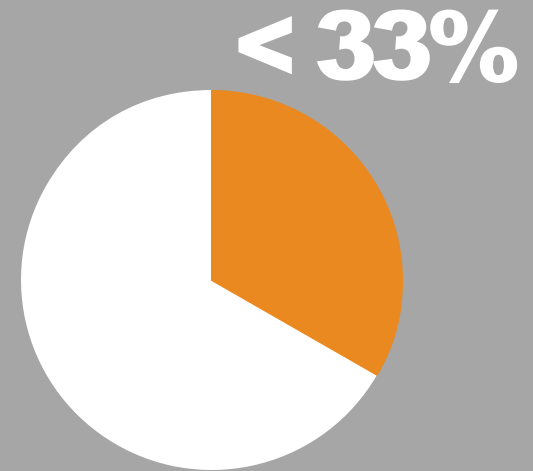
Top quality of life factors for considering a move:

- **Cost of living**
- **Safety**
- **Culture**

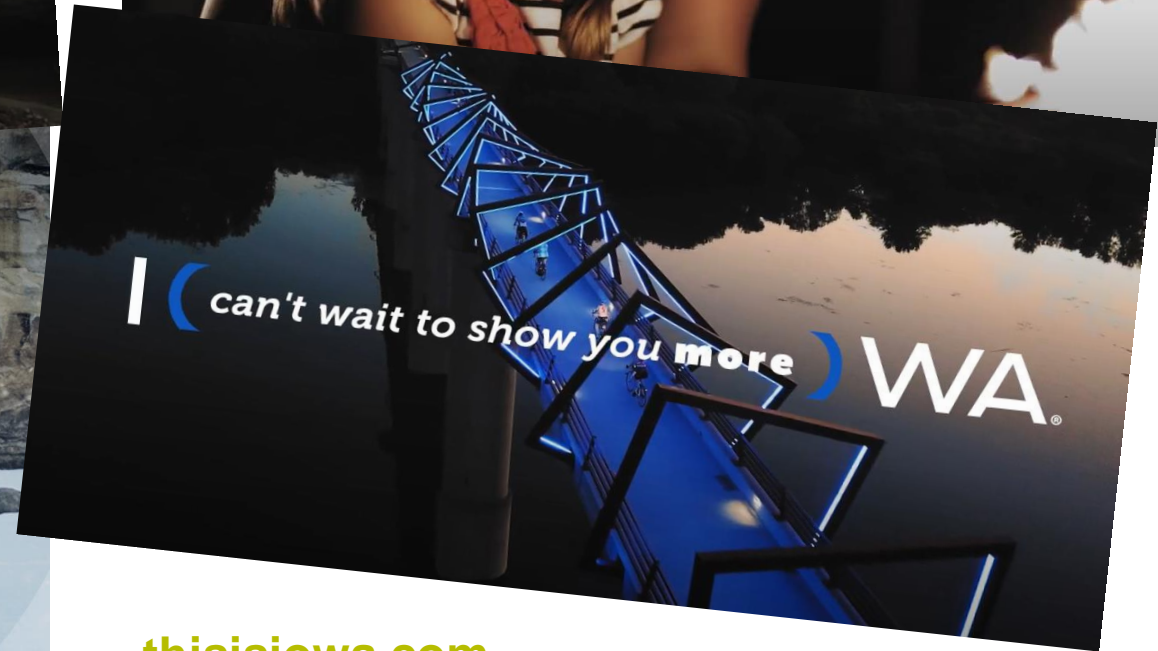


More than 1 in 3 respondents are dissatisfied with their current cost of living. Iowa is #1 in cost of living.

Nearly 1 in 3 respondents have concerns about safety where they live. Safety is rated as one of the top-performing attributes for Iowa.



This is Iowa Campaign



thisiowa.com

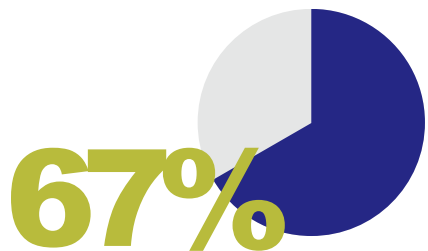
This Is Iowa

Making
An Impact

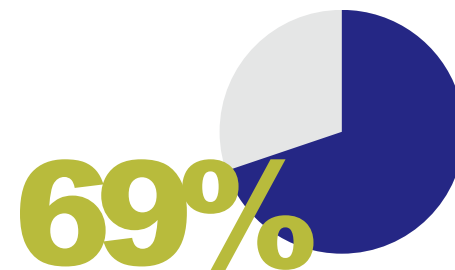


The number of
positive perceptions
has **increased by 20%**

“Iowa has fun recreational
opportunities” **jumped 20%**



“Iowa has beautiful
natural landscapes”
increased from 46%
to 67%



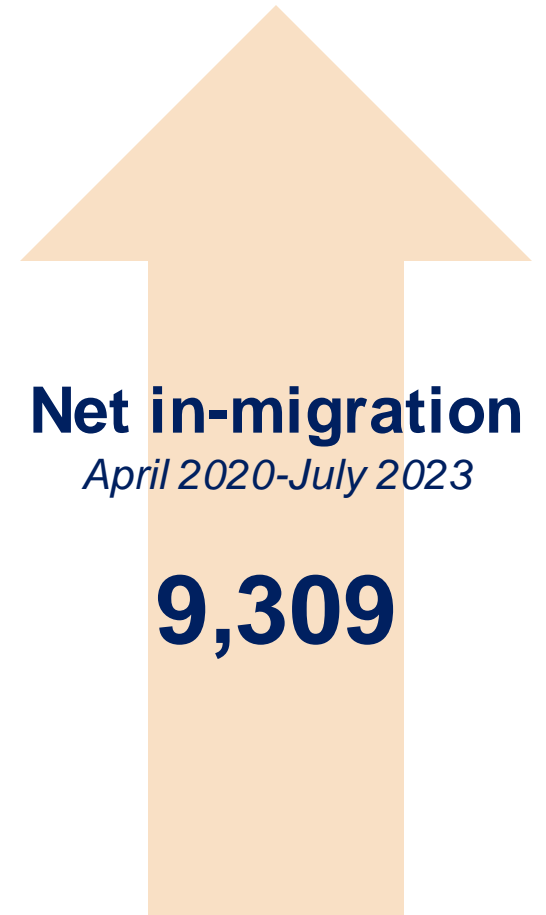
“Iowa has
friendly people”
climbed from
51% to 69%

Iowa's Population Growth

Iowa has seen growth while neighboring states have lost (IL and MN)

- November 2023 (latest data): Iowa had 88,000 job openings and 57,200 unemployed people
- Where people are moving from:
 - California
 - Hawaii
 - Illinois
 - New York
 - Nebraska

(Source: IRS)



Nurturing Leads: Talent Attraction



What

Build a lead nurturing strategy that is customized to Iowa's needs and activates the people and organizations that will help along the way

How

Launch a two-year pilot with Iowa stakeholders, alumni associations and RoleCall, a talent recruitment agency

Why

Tie into our marketing strategy to give prospective talent and communities actionable steps to make/support a move to Iowa



#1
FOR LOWEST
**HOUSING
COSTS**

WalletHub, 2023

IOWA RANKS IN THE TOP TEN
BEST STATES TO LIVE

U.S. News & World Report, 2023

#1 FOR LOWEST
COST OF LIVING

CNBC, 2023

#1
FOR LOWEST WEEKLY
CHILD CARE COSTS
FOR FAMILIES

Helpadvisor.com, 2023

Unmatched Quality of Life

IOWA HAS MORE THAN
80 STATE
PARKS

2,300
MILES OF TRAILS

18,000 MILES
OF NAVIGABLE STREAMS

2,000
COUNTY PARKS, CITY PARKS
NATURAL AREAS AND TRAILS

NEARLY
53,000
ACRES OF IOWA'S LAND ARE FOR
RECREATIONAL ACTIVITIES



Iowa Arts Council

Cultivating creativity, learning and participation in the arts for Iowa's communities.

- Art Project Grants: Projects that positively impact the vitality of arts and demonstrate public value.
- Creative Catalyst Grants: Projects that accelerate momentum in an applicant's artistic career or practice, arts and cultural organization or community through a high-quality arts project or learning experience.
- Certified Local Government Grants: Open to entities that have signed a certification with the State of Iowa and National Park Service.

For a full list of grants and resources for arts and culture, visit culture.iowaeda.com.

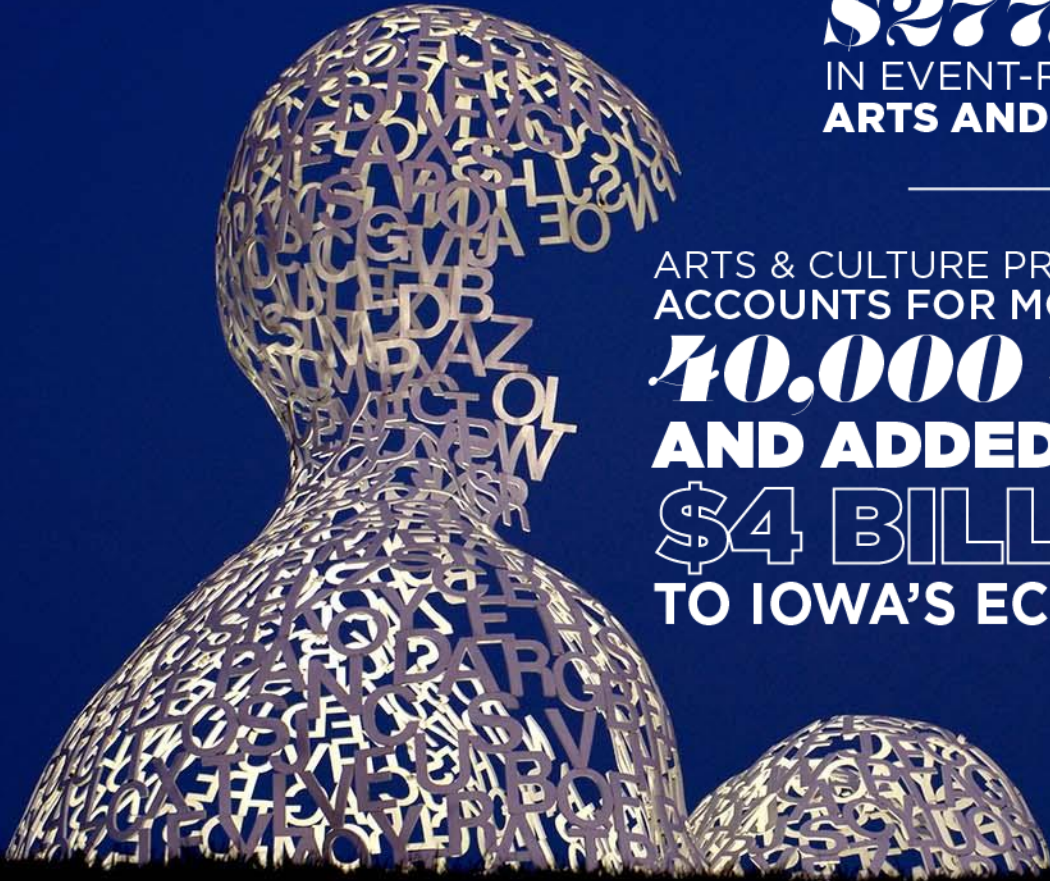


Creston Arts, Mentor Mural Program



Museum of Danish America, Elk Horn
Cultural Leadership Partner

Arts & Culture Impact



\$277.4 MILLION
IN EVENT-RELATED SPENDING BY
ARTS AND CULTURE AUDIENCES

NONPROFIT ARTS AND CULTURE AUDIENCES
SPEND AN AVERAGE OF
\$30.81 PER PERSON
PER EVENT

ARTS & CULTURE PRODUCTION
ACCOUNTS FOR MORE THAN
40,000 JOBS
AND ADDED OVER
\$4 BILLION
TO IOWA'S ECONOMY

NONPROFIT ARTS AND CULTURE
ORGANIZATIONS GENERATED:

- **\$431** MILLION IN PERSONAL INCOME
TO IOWA RESIDENTS
- OVER **\$36** MILLION IN TAX REVENUE
TO IOWA COMMUNITIES
- **\$43** MILLION IN TAX REVENUE
TO THE STATE OF IOWA

Source: Arts & Economic Prosperity 6

Destination Iowa

■ Destination Iowa Grant Program

- Provides grants to help communities move forward on transformational, shovel-ready, vertical infrastructure projects that create or expand existing primary destinations
 - Primary destinations are natural, man-made, cultural, recreational or educational attractions that drive visitors to an area
 - Promotes tourism, attracts visitors and stimulates economic development in an area.
- Projects will attract visitors and new residents to the state and bolster the quality of life in Iowa's rural communities



Iowa Confluence River Trails,
Greater Des Moines Area



Green Castle Recreation Area,
Gilman

Community Attraction & Tourism

Community Attraction and Tourism (CAT) Grant Program

- Provides grants to assist projects that improve recreational, cultural, entertainment and educational attractions and enhance the vitality of the region and state
- Projects must be primarily vertical infrastructure – construction, major renovation, site development and recreational trails



High Trestle Trail,
Ankeny to
Woodward

Brucemore Mansion,
Cedar Rapids



Statewide impact of CAT grants

Cities impacted: 295

Grant assistance: \$219.7 million

Counties impacted: 98

Leveraged investment: \$1.83 billion

Regional Sports Authorities

Regional Sports Authority District (RSAD) Grant Program

- The Regional Sports Authority program funds districts that actively promote nonprofessional sporting events in Iowa
- IEDA certifies up to 10 districts each fiscal year
 - Applicants must be a convention & visitors bureau, and a 7-member board must govern the proposed RSAD with at least 3 city council members of a city located within the proposed district
- Applications highlight the impact of youth, amateur and nonprofessional sports and events on Iowa communities and economies



Monster Match Soccer Tournament, Greater Burlington CVB



Mid-Winter Special Olympics Tournament, Iowa City/Coralville CVB



NAIA Women's Basketball & Volleyball Championships, Sioux City CVB

Contact: Mary Kelly at mary.kelly@iowaeda.com or 515.348.6167



Infrastructure

Investments in infrastructure

IOWA HAS INVESTED OVER
\$500 MILLION
IN CHILD CARE INITIATIVES

IOWA HAS INVESTED
\$100 MILLION
FOR COMMERCIAL AVIATION
INFRASTRUCTURE PROJECTS

IOWA HAS INVESTED
\$430 MILLION
TO DEVELOP NEW HOUSING

IOWA'S INVESTMENTS IN
BROADBAND
INFRASTRUCTURE
ARE EXPECTED TO REACH NEARLY
\$1 BILLION
BY 2028

**HOUSING DEMAND IS EXPECTED TO
GROW BY 24,617 HOUSEHOLDS BY 2030.**

SOURCE: MYSIDEWALK IOWA HOUSING AND COMMUNITY DASHBOARD, 2023

**17,181 OF IOWA'S EXPECTED 2030
HOUSING DEMAND WILL NEED TO BE
OWNER-OCCUPIED UNITS, AND 7,436
WILL NEED TO BE RENTAL UNITS.**

SOURCE: MYSIDEWALK IOWA HOUSING AND COMMUNITY DASHBOARD, 2023

Housing

IOWA IS THE

#1

STATE FOR
MILLENNIAL
HOMEOWNERSHIP

U.S. Census Bureau, 2022

IOWA HAS THE

Lowest
INCOME-TO-MORTGAGE
RATIO IN THE U.S.

Homebuyer.com, 2023

72.8%

IOWA'S HOMEOWNERSHIP RATE
IS AMONG THE HIGHEST IN THE NATION

U.S. Census Bureau, 2022

IOWA IS ONE OF THE

Top 10

BEST STATES TO
BUY A HOME

The Ascent, 2023

IOWA IS ONE OF THE

Top 10

MOST AFFORDABLE
STATES TO LIVE
WITH HOUSING COSTS

27% BELOW NATIONAL
AVERAGE

Council for Community and Economic Research, 2023

Housing Assistance

- **Workforce Housing Tax Credits (WHTC)**
 - Tax benefits to developers to provide housing in Iowa's communities
- **Federal Low-Income Housing Tax Credits (LIHTC)**
 - Tax incentives to investors for the development, acquisition and rehabilitation of income-restricted rental properties
- **Historic Preservation Tax Credits**
 - Encourages the sensitive rehabilitation and reuse of historic structures (e.g., schools, factories, hotels)
- **Redevelopment Tax Credits**
 - Tax credits to redevelop underused industrial and commercial property
- **Community Catalyst Building Remediation Program**
 - Grants for redevelopment projects that stimulate economic growth and reinvestment in the community

Contact: Derek Folden at derek.folden@iowafinance.com or 515.452.0437
Jim Engle at james.engle@iowaeda.com or 515.348.6180



Bluebird Flats, Sioux City
WHTC | Historic Preservation



Blaul Lofts, Burlington
Historic Preservation



Marshalltown Lofts
LIHTC

State Housing Trust Fund

- Standing Appropriation
 - State Housing Trust Fund receives a standing appropriation of \$3 million from the Rebuild Iowa Infrastructure Fund and 30% of the Real Estate Transfer Tax, up to a maximum of \$7 million annually
 - The Governor's Omnibus Bill (SF 619) increased the maximum allocation from the Real Estate Transfer Tax by \$4 million
- For every \$1 of the State Housing Trust Fund, \$1.46 in other financing has been leveraged, totaling \$180.6 million in other investments.
- Approximately 2,800 families will be assisted through more than \$11.5 million in investments in FY 2024 – the largest annual funding amount
- \$123.6 million has been invested into local housing priorities through the State Housing Trust Fund since its inception



Cross Park Place
& 501 Project,
Iowa City



Pocket Neighborhood, Maquoketa

Contact: Terri Rosonke at terri.rosonke@iowafinance.com or 515.452.0440

Rural Nonprofit Program

- **Strengthening Communities Grants**
 - Support rural nonprofit organizations that are committed to strengthening communities through youth development, healthy living and social responsibility
 - Eligible organizations are 501(c)3 nonprofits physically located in an Iowa city with a population of less than 28,000
 - Eligible projects involve the renovation or maintenance of existing facilities



Stanton Basketball Court



YMCA Camp Wapsie, Coggon

Contact: David Schmitz at david.schmitz@iowaeda.com or 515.348.6321

USS Iowa Battleship

- **USS Iowa**
 - IOWA was decommissioned in 1990 and, in 2012, became a U.S. Navy Museum ship – the only naval museum on the West Coast to feature a capital ship that saw action in World War II
 - National Museum of the Surface Navy opened in 2019
 - The budget item will repair the deck – the wood is deteriorating and the steel is corroding



Iowa Profile

Explore valuable community and regional insights with interactive and customized dashboards across various domains such as housing, public health, safety, transportation, education, quality of life and economy.



DEMOGRAPHICS



QUALITY OF LIFE



HOUSING



ECONOMY



HOUSING FOR CAST

iowafinance.com/iowaProfile

FY 2025 Budget

RIIF Budget Bill

Dept	Appropriation Name	Governor's Recommendation	Net Change from FY 2024
IEDA	Destination Iowa	\$6,500,000	Status Quo
	Community Attraction & Tourism Grant Program	\$10,000,000	Status Quo
	Regional Sports Authorities	\$700,000	Status Quo
	Rural Nonprofit Grant Program	\$250,000	Status Quo
	USS Iowa Battleship – Deck Renovation	\$750,000	\$750,000
IFA	State Housing Trust Fund	\$3,000,000	Status Quo

Thank You

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