

MAR 16 2005
Place On Calendar

HOUSE FILE 797
BY COMMITTEE ON ECONOMIC GROWTH

(SUCCESSOR TO HF 34)

Passed House, Date 3-30-05 Passed Senate, Date _____
Vote: Ayes 100 Nays 0 Vote: Ayes _____ Nays _____
Approved 5/4/05

A BILL FOR

1 An Act relating to the establishment of a promotional program for
2 national historic landmarks and certified cultural and
3 entertainment districts.

4 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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HOUSE FILE 797

H-1098

1 Amend House File 797 as follows:
2 1. Page 1, line 12, by striking the words
3 "located in".

By WILDERDYKE of Harrison

H-1098 FILED MARCH 17, 2005

1 Section 1. NEW SECTION. 15.274 PROMOTIONAL PROGRAM FOR
2 NATIONAL HISTORIC LANDMARKS AND CULTURAL AND ENTERTAINMENT
3 DISTRICTS.

4 The department of economic development, in cooperation with
5 the state department of transportation and the department of
6 cultural affairs, shall establish and administer a program
7 designed to promote knowledge of and access to buildings,
8 sites, districts, structures, and objects located in this
9 state that have been designated by the secretary of the
10 interior of the United States as a national historical
11 landmark, unless the national historic landmark is protected
12 under section 22.7, subsection 20, and located in certified
13 cultural and entertainment districts, as established in 2005
14 Iowa Acts, if enacted. The program shall be designed to
15 maximize the visibility and visitation of national historic
16 landmarks in this state and buildings, sites, structures, and
17 objects located in certified cultural and entertainment
18 districts, as established in 2005 Iowa Acts, if enacted,
19 through the use of, but not limited to, signage on highways,
20 tourism literature, and maps of the state and cities. For
21 purposes of this section, "highway" means the same as defined
22 in section 325A.1.

23 EXPLANATION

24 This bill relates to the establishment of a promotional
25 program for national historic landmarks and certified cultural
26 and entertainment districts.

27 The bill requires the department of economic development,
28 in cooperation with the state department of transportation and
29 the department of cultural affairs, to establish and
30 administer a program designed to promote knowledge of and
31 access to buildings, sites, districts, structures, and objects
32 located in the state that have been designated by the
33 secretary of the interior of the United States as a national
34 historical landmark, unless the national historic landmark is
35 protected by confidential records laws, and that are located

1 in certified cultural and entertainment districts, if enacted.
2 The bill provides that the program shall be designed to
3 maximize the visibility and visitation of national historic
4 landmarks and sites in certified cultural and entertainment
5 districts, if enacted, in the state.

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HOUSE FILE 797

H-1115

1 Amend House File 797 as follows:

2 1. Page 1, by striking lines 18 through 20 and
3 inserting the following: "districts, as established
4 in 2005 Iowa Acts, if enacted. Methods used to
5 maximize the visibility and visitation of such
6 locations may include the use of tourism literature,
7 signage on highways, maps of the state and cities, and
8 internet websites. For".

By WILDERDYKE of Harrison

H-1115 FILED MARCH 21, 2005

Fiscal Services Division
Legislative Services Agency
Fiscal Note

HF 797 - National Historic Landmark Promotion (LSB 1110 HV)
Analyst: Robin Madison (Phone: (515) 281-5270) (robin.madison@legis.state.ia.us)
Fiscal Note Version - New

Description

House File 797 directs the Department of Economic Development, in cooperation with the Departments of Transportation and Cultural Affairs, to establish and administer a program to promote National Historic Landmarks in Iowa. The program shall include highway signage, tourism literature, and maps of the State and cities.

Assumptions

1. Eight of Iowa's twenty-three National Historic Landmarks would require new highway signage. Six of the remaining sites already have highway signage. Signage cannot be provided for six sites due to federal laws/standards regarding spacing of signs along roadways and the maximum numbers of signs allowable at an interchange. Another three sites are likely to be protected by confidential records law and, therefore, exempt from the provisions of the Bill.
2. Signing costs per site will range between \$300 (Primary Highway System) and \$6,000 (Interstate System). Total cost for eight sites will be between \$2,000 and \$48,000. Actual cost will be near the midrange or \$25,000.
3. A promotional campaign will cost \$80,000 the first year, which includes:
 - a. Development and placement of an advertising campaign at a cost of \$35,000.
 - b. Professional photography at a cost of \$15,000.
 - c. Brochure design and printing (50,000 copies) at a cost of \$20,000.
 - d. Design and development of a web site at a cost of \$10,000.
4. Advertising and certain other costs will be ongoing, but the total cost will be less than \$70,000 per year in subsequent years.

Fiscal Impact

The estimated State General Fund impact of House File 797 in the first year of implementation is \$105,000. The impact in subsequent years will be less than \$70,000 per year.

Sources

Department of Cultural Affairs
Department of Economic Development
Department of Transportation

/s/ Holly M. Lyons

March 21, 2005

The fiscal note and correctional impact statement for this bill was prepared pursuant to Joint Rule 17 and pursuant to Section 2.56, Code of Iowa. Data used in developing this fiscal note and correctional impact statement are available from the Fiscal Services Division, Legislative Services Agency to members of the Legislature upon request.

Fiscal Services Division
Legislative Services Agency
Fiscal Note

HF 797 - National Historic Landmark Promotion (LSB 1110 HV.1)
Analyst: Robin Madison (Phone: (515) 281-5270) (robin.madison@legis.state.ia.us)
Fiscal Note Version - Revised

Description

House File 797 directs the Department of Economic Development, in cooperation with the Departments of Transportation and Cultural Affairs, to establish and administer a program to promote National Historic Landmarks in Iowa. The program shall include highway signage, tourism literature, and maps of the State and cities.

Assumptions

1. Eight of Iowa's twenty-three National Historic Landmarks would require new highway signage. Six of the remaining sites already have highway signage. Signage cannot be provided for six sites due to federal laws/standards regarding spacing of signs along roadways and the maximum numbers of signs allowable at an interchange. Another three sites are likely to be protected by confidential records law and, therefore, exempt from the provisions of the Bill.
2. Signing costs per site will range between \$300 (Primary Highway System) and \$6,000 (Interstate System). Total cost for eight sites will be between \$2,000 and \$48,000. Actual cost will be near the midrange or \$25,000.
3. A promotional campaign will cost \$80,000 the first year, which includes:
 - a. Development and placement of an advertising campaign at a cost of \$35,000.
 - b. Professional photography at a cost of \$15,000.
 - c. Brochure design and printing (50,000 copies) at a cost of \$20,000.
 - d. Design and development of a web site at a cost of \$10,000.
4. Advertising and certain other costs will be ongoing, but the total cost will be less than \$70,000 per year in subsequent years.

Fiscal Impact

The estimated State General Fund impact of House File 797 in the first year of implementation is \$80,000. The impact in subsequent years will be less than \$70,000 per year.

The estimated impact of House File 797 on the Primary Road Fund is \$25,000 in FY 2006.

Sources

Department of Cultural Affairs
Department of Economic Development
Department of Transportation

/s/ Holly M. Lyons

March 22, 2005

The fiscal note and correctional impact statement for this bill was prepared pursuant to Joint Rule 17 and pursuant to Section 2.56, Code of Iowa. Data used in developing this fiscal note and correctional impact statement are available from the Fiscal Services Division, Legislative Services Agency to members of the Legislature upon request.

HOUSE FILE 797
BY COMMITTEE ON ECONOMIC GROWTH

(SUCCESSOR TO HF 34)

(As Amended and Passed by the House March 30, 2005)

Passed House, Date _____ Passed Senate, Date 4-14-05
Vote: Ayes _____ Nays _____ Vote: Ayes 50 Nays 0
Approved _____

A BILL FOR

1 An Act relating to the establishment of a promotional program for
2 national historic landmarks and certified cultural and
3 entertainment districts.

4 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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House Amendments _____
Deleted Language *

1 Section 1. NEW SECTION. 15.274 PROMOTIONAL PROGRAM FOR
2 NATIONAL HISTORIC LANDMARKS AND CULTURAL AND ENTERTAINMENT
3 DISTRICTS.

4 The department of economic development, in cooperation with
5 the state department of transportation and the department of
6 cultural affairs, shall establish and administer a program
7 designed to promote knowledge of and access to buildings,
8 sites, districts, structures, and objects located in this
9 state that have been designated by the secretary of the
10 interior of the United States as a national historical
11 landmark, unless the national historic landmark is protected
*12 under section 22.7, subsection 20, and certified cultural and
13 entertainment districts, as established in 2005 Iowa Acts, if
14 enacted. The program shall be designed to maximize the
15 visibility and visitation of national historic landmarks in
16 this state and buildings, sites, structures, and objects
17 located in certified cultural and entertainment districts, as
18 established in 2005 Iowa Acts, if enacted. Methods used to
19 maximize the visibility and visitation of such locations may
20 include the use of tourism literature, signage on highways,
21 maps of the state and cities, and internet websites. For
22 purposes of this section, "highway" means the same as defined
23 in section 325A.1.

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Fiscal Services Division
Legislative Services Agency
Fiscal Note

HF 797 - National Historic Landmark Promotion (LSB 1110 HV.2)

Analyst: Robin Madison (Phone: (515) 281-5270) (robin.madison@legis.state.ia.us)

Fiscal Note Version – As Amended and Passed by the House

Description

House File 797, as amended and passed by the House, directs the Department of Economic Development, in cooperation with the Departments of Transportation and Cultural Affairs, to establish and administer a program to promote Iowa's National Historic Landmarks and certified Cultural and Entertainment Districts, as established in 2005 Iowa Acts, if enacted. Methods of promoting sites may include tourism literature, signage on highways, maps of the state and cities, and Internet web sites. The Bill no longer mandates that any of these methods be implemented.

Assumptions

1. There are 23 National Historic Landmark sites in Iowa. Eight cities have already designated Cultural and Entertainment Districts through the Department of Cultural Affairs.
2. Costs for highway signage would range between \$300 (Primary Highway System) and \$6,000 (Interstate System) per site. The number of sites that may receive signage is not known. Some of the sites already have highway signage. Signage would probably not be possible at several other sites due to federal laws/standards regarding spacing of signs along roadways and the maximum numbers of signs allowable at an interchange. At least three of the State's 23 National Historic Landmarks are archeological in nature and likely to be protected by confidential records law prohibiting their identification to the public.
3. A promotional campaign would cost \$80,000 the first year, which includes:
 - a. Development and placement of an advertising campaign at a cost of \$35,000.
 - b. Professional photography at a cost of \$15,000.
 - c. Brochure design and printing (50,000 copies) at a cost of \$20,000.
 - d. Design and development of a web site at a cost of \$10,000.
4. Advertising and certain other costs would be ongoing, but the total cost would be less than \$70,000 per year in subsequent years.

Fiscal Impact

The State General Fund impact of HF 797 cannot be estimated, as it is not known what methods will be used to promote the sites. However, the cost of a promotional campaign including tourism literature and web site development is estimated to be \$80,000 in the first year of implementation and less than \$70,000 per year in subsequent years.

The impact of HF 797 on the Primary Road Fund for highway signage cannot be estimated because the number of sites to be signed, if any, is unknown.

purposes of this section, "highway" means the same as defined in section 325A.1.

HOUSE FILE 797

AN ACT

RELATING TO THE ESTABLISHMENT OF A PROMOTIONAL PROGRAM FOR NATIONAL HISTORIC LANDMARKS AND CERTIFIED CULTURAL AND ENTERTAINMENT DISTRICTS.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

Section 1. NEW SECTION. 15.274 PROMOTIONAL PROGRAM FOR NATIONAL HISTORIC LANDMARKS AND CULTURAL AND ENTERTAINMENT DISTRICTS.

The department of economic development, in cooperation with the state department of transportation and the department of cultural affairs, shall establish and administer a program designed to promote knowledge of and access to buildings, sites, districts, structures, and objects located in this state that have been designated by the secretary of the interior of the United States as a national historical landmark, unless the national historic landmark is protected under section 22.7, subsection 20, and certified cultural and entertainment districts, as established in 2005 Iowa Acts, if enacted. The program shall be designed to maximize the visibility and visitation of national historic landmarks in this state and buildings, sites, structures, and objects located in certified cultural and entertainment districts, as established in 2005 Iowa Acts, if enacted. Methods used to maximize the visibility and visitation of such locations may include the use of tourism literature, signage on highways, maps of the state and cities, and internet websites. For

CHRISTOPHER C. RANTS
Speaker of the House

JOHN P. KIBBIE
President of the Senate

I hereby certify that this bill originated in the House and is known as House File 797, Eighty-first General Assembly.

MARGARET THOMSON
Chief Clerk of the House

Approved 5/4, 2005

THOMAS J. VILSACK
Governor