

# 2020 Travel Federation of Iowa Legislative Priorities

## STRENGTHEN AND ENFORCE the Lodging Tax

- ▶ Extend the length of stay from 31 days to 90 days for when hotel/motel tax is collected. Currently NO lodging tax is collected from anyone that stays longer than 30 days in a lodging facility, including the first 30 days of their stay.
- ▶ Monitor (through the Iowa Department of Revenue) the enforcement language that ALL lodging/transient properties pay the applicable tax (Airbnb, VRBO, etc.) with penalties for noncompliance.

## INVEST in funding to the Iowa Economic Development Authority – specifically for the Iowa Tourism office and tourism marketing

- ▶ Iowa's tourism industry grows the economy and generates jobs.
- ▶ In 2018, visitors to Iowa spent nearly \$9 billion and generated \$517.5 million in state tax revenues.
- ▶ Traveler spending reduces the tax burden on Iowans and subsidizes important public programs on which Iowans rely such as education.

## SUPPORT Iowa's current earliest school start date of August 23

- ▶ Tourism does not compete with education – it helps pay for it.
- ▶ Earlier school start dates reduce the number of domestic travelers to attractions during the month of August. This, in turn, leads to a decrease in consumer spending and less state tax revenues.
- ▶ Across the state, schools struggle to find additional revenue. Millions in state sales tax revenue will be lost each day school starts earlier – including the local option sales tax for schools.

## Travel Federation of Iowa also supports the following issues:

- ▶ IWILL (Iowa Land and Legacy) or Water Quality Initiatives that include funding for tourism and quality of life components that showcase Iowa's beauty and improves Iowa workforce efforts. (IowasWaterand LandLegacy.org)
- ▶ Enhance Iowa's efforts to invest in programs that expand Iowa's cultural, recreational and educational opportunities via the Community Attraction and Tourism Program (CAT). (IowaEDA.com/enhanceiowa)
- ▶ Workforce Development efforts to increase Iowa's workforce. For the first time in U.S. history, quality of life is leading economic development and jobs are now going where the talent wants to be. Tourism marketing brings people to Iowa and showcases what the state has to offer. (IowaWorkforceDevelopment.gov)