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Iowa Economic Development Authority

Iowa Reinvestment District Program Application

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Introduction

The Iowa Economic Development Authority (IEDA) Board has been charged by the Iowa Legislature and Governor with evaluating projects and making funding decisions for the Iowa Reinvestment District Program. The Board will fund projects that are most likely to improve the quality of life, create and enhance unique opportunities, and substantially benefit the municipality, the surrounding region, and the state as a whole.

Eligible applicants include municipalities. An eligible project within an Iowa Reinvestment District is a vertical improvement constructed or substantially improved within a district. Operations located outside of the district are not eligible. Buildings that are in whole, or in part, used to conduct gambling, or a hotel or motel connected to, or operated in conjunction with, a gambling facility are not eligible.

Iowa Reinvestment District plans must include tax revenues generated by "new retail establishments" and "new lessors" (see definitions). New retail establishments cannot exceed 50% of the total proposed capital investment. At least one of the new proposed projects within the district must reach a total capital investment of \$10 million, to be eligible in this program. And, the total amount of new tax revenues to be remitted to the municipality cannot exceed 35% of the total cost of all proposed projects in the district plan.

Prior to submitting a pre-application, please contact Alaina Santizo at the Iowa Economic Development Authority at 515.725.3197 or alaina.santizo@iowa.gov to review your project and obtain application guidance. Also, please review the administrative rules.

The application process has two phases. The pre-application must be submitted within the annual filing window of March 1 – 15. The pre-application should include as much of the requested information as possible. The pre-application process is designed to allow applicants to make reasonable changes to the proposed district plan before the final application is considered. The pre-applications will be scored and provisional approval made by the IEDA Board, no later than June 30. The provisional funding decision is designed to provide practical feedback for municipalities interested in creating a reinvestment district, but is not final or binding. Following the provisional approval, application materials will be placed on the Authority's website within 10 days for public viewing.

Final application materials are due prior to the next year's application filing window. All of the application requirements must be met for the IEDA Board to consider the final application. The applicant may amend any part of the pre-application to represent changes to the proposed projects within the district. The final application will be re-scored in the same manner as the pre-application, if changes are made. The Board's final funding decision may be different from the provisional funding decision based on the final application.

Upon formal approval by the IEDA Board, a municipality may adopt an ordinance to establish a reinvestment district. The Iowa Department of Revenue is charged with collecting the tax revenues used to fund projects under the program. Following the necessary approvals and "commencement date" (see definitions), the department will deposit 4% of the of the retail sales, subject to the state sales tax, and 5% of the sales subject to the state hotel and motel tax collected within the district.

Applications will be scored on the following criteria:

Uniqueness: 25 points. The program requires that the projects proposed to be undertaken must be of a unique nature. Therefore, the proposed district plan will be evaluated on this criterion in order to quantify the extent to which the projects in the proposed district plan are of a unique nature. The more unique the projects are, the more points will be received under this criterion.

Economic impact: 25 points. The program requires that the projects proposed to be undertaken must have a substantial beneficial impact on the economy of the state and the economy of the municipality. Therefore, the proposed district plan will be evaluated on this criterion in order to quantify the extent to which the projects in the proposed district plan will benefit the economy. The greater the economic impact of the proposed district plan, the more points will be received under this criterion.

Project feasibility: 10 points. The program requires that funding sources for projects must be feasible. Therefore, the proposed district plan will be evaluated on this criterion in order to quantify the extent to which the funding sources of the proposed projects are feasible. The more feasible the funding sources for the proposed projects are, the more points will be received under this criterion.

Capital investment: 10 points. The program requires that at least one project with a capital investment of \$10 million or more be proposed. To the extent that the proposed district plan exceeds this minimum level of capital investment, more points will be received under this criterion.

Funding leverage: 10 points. The program limits the amount of new tax revenues that can be received to 35 percent of the total cost of all proposed projects in the proposed district plan. To the extent that a proposed district plan includes a financing plan in which the percentage of new tax revenues to be received is less than 35 percent of the total cost, more points will be received under this criterion.

Nonretail focus: 10 points. The program limits the amount of proposed capital investment in the district related to retail businesses to 50 percent of the total capital investment for all proposed projects in the proposed district. To the extent that a proposed district plan includes projects that provide cultural amenities, tourist attractions and accommodations, infrastructure, or quality of life improvements, more points will be received under this criterion.

Additional factors: 10 points. The board will consider the following additional factors:

(1) Readiness for development. The closer a municipality is to beginning development on a proposed district plan, the more points may be received under the additional factors criterion.

(2) Geographic diversity. To the extent that a proposed district is located in a region of the state not already funded under the program, more points may be received under the additional factors criterion. A proposed district plan that would create an additional district within a municipality or a request to increase the maximum benefit amount of an already approved district will not be viewed as enhancing geographic diversity and may receive fewer points under the additional factors criterion.

(3) Funding need. To the extent that a funding gap exists in the proposed district plan's financing, more points may be received under the additional factors criterion.

An evaluation committee to be appointed by the IEDA Director will evaluate the applications on the above listed criteria. In order to receive funding, the application must receive an average score of 70 or more. However, a score of 70 does not guarantee funding.

Important definitions

"Commencement date" means the date established for each district by the board pursuant to rule 261—200.7(15J) upon which the calculation of new state sales tax and new state hotel and motel tax revenue shall begin pursuant to rule 701—237.3(15J) and after which the department will make deposits in the fund pursuant to rule 701—237.4(15J).

"New lessor" means a lessor, as defined in Iowa Code section 423A.2, operating a business in the district that was not in operation in the area of the district before the effective date of the ordinance establishing the district, regardless of ownership. "New lessor" also includes any lessor, as defined in Iowa Code section 423A.2, operating a business in the district if the place of business for that business is the subject of a project that was approved by the board.

"New retail establishment" means a business operated in the district by a retailer, as defined in Iowa Code section 423.1, that was not in operation in the area of the district before the effective date of the ordinance establishing the district, regardless of ownership. "New retail establishment" also includes any business operated in the district by a retailer, as defined in Iowa Code section 423.1, if the place of business for that retail establishment is the subject of a project that was approved by the board.

"Project" means a vertical improvement constructed or substantially improved within a district using new tax revenues. "Project" does not include any of the following:

1. A building, structure, or other facility that is in whole or in part used or intended to be used to conduct gambling games under Iowa Code chapter 99F.
2. A building, structure, or other facility that is in whole or in part used or intended to be used as a hotel or motel if such hotel or motel is connected to or operated in conjunction with a building, structure, or other facility described in paragraph "1" above.

“Retail business” means any business engaged in the business of selling tangible personal property or taxable services at retail in this state that is obligated to collect state sales or use tax under Iowa Code chapter 423. However, for the purposes of this chapter, “retail business” does not include a new lessor.

“Unique nature” means a quality or qualities of the projects to be developed in a district which, when considered in the entirety, will substantially distinguish the district’s projects from other existing or proposed developments in the state. For purposes of this chapter, whether a project is of a unique nature is a subjective and contextual determination that will be made by the board. In determining whether a project is of a unique nature, the board will not necessarily require a project to be entirely without precedent or to be the only one of its kind in the state, but rather the board will evaluate whether the projects to be undertaken in a district will either (1) permanently transform the aesthetics or infrastructure of a local community for the better, including by preserving important historical structures or neighborhoods; or (2) contribute substantially more to the state’s economy or quality of life than other similar projects in the state.

“Vertical improvement” means a building that is wholly or partially above grade and all appurtenant structures to the building.

Application Instructions:

1. Before filling out this application form, please read all applicable sections of the Iowa Code and Iowa Administrative Code (rules) <https://www.legis.iowa.gov/docs/aco/chapter/261.200.pdf> and contact the Iowa Economic Development Authority with questions.
2. Only typed or computer-generated applications will be accepted and reviewed. Any material change to the format, questions, or wording of questions presented in this application will render the application invalid and it will not be accepted.
3. Complete Sections A through E of the application fully. If questions are left unanswered or required attachments are not submitted, an explanation must be included.
 - a. It is recommended that hard copies be provided tabbed and bound.
 - b. If you are submitting the pre-application, please submit as much information and analysis as possible, as all pre-applications will be scored for provisional funding decisions.
 - c. If you are submitting the final application, all requested information and attachments must be provided for formal approval.
4. Use clear and concise language.
5. Any inaccurate information of a significant nature may disqualify the application from consideration.
6. The following must be submitted to IEDA, during the annual filing window (March 1 -15) in order to initiate the review process:
 - One original, signed application form and all required attachments
 - 9 hard copies
 - One electronic copy of the application form and all required attachments. Please title the attachment documents with the corresponding instructions.

SECTION A – Project and Eligibility

Name of Project/District: _____

Date Submitted: _____ Pre-application Final application

Applicant: (must be a municipality): _____

Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Federal Identification Number: _____

Size of Proposed District: _____ acres (no more than 25 acres)

Are the parcels contiguous, physically connected? Yes No

Please describe: _____

1. Please provide an overview of the proposed Iowa Reinvestment District. Please demonstrate in your explanation that the real property will be directly and substantially benefited by development.

Following your description, please provide the following attachments:

A1 – Resolution by the governing body which contains the following: intent to establish an Iowa Reinvestment District, approval of the district plan, and a finding that the area in the proposed district is an area suitable for development

A2 – Documentation that the district is located within an Urban Renewal area. This should include maps of the existing zone or area and the resolution or ordinance establishing the zone or area.

A3 – Detailed map of the proposed Iowa Reinvestment District depicting the existing parcels of real estate located in the proposed district. The area must consist of physically connected parcels.

A4 - A list of the names and addresses of the owners of record of the parcels to be included in the proposed district

A5 - A legal description of the real estate forming the boundaries of the area to be included in the proposed district

A6 – Documentation substantiating the explanation that real property will be directly and substantially benefited. This could include expected increase in valuation or other relevant data that lends itself to a quantitative assessment.

SECTION B – District Plan

1. In the chart below please list each proposed project within the district and total capital investment associated with the project. Please provide a name for each project that corresponds with references throughout the application. Add additional lines as needed.

New retail establishments cannot exceed 50% of the total cost expected for the district. At least one project within the district must have a capital investment of \$10 million or more.

| Proposed Projects | Total Cost |
|-------------------|------------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | \$0 |

2. Amount of State Assistance Needed \$ _____
Note: this amount cannot exceed 35% of the total cost proposed within the District and should be supported by expected tax revenues within the district over 20 years or less.

3. Provide a description of how the state assistance will be used within the Reinvestment District, and identify the gap in financing needed to complete the proposed projects in the district.

4. Provide a detailed description of each project listed in the chart above. With the description, copy the project "Funding Sources and Uses" chart provided below for each project and include it with the project description. Add additional lines to the chart, as needed.

| | | | | |
|-----------------------|--|--------|------------------------|--------|
| Project Name: | | | | |
| Funding Uses | | | Funding Sources | |
| Site Preparation | | | | |
| Building Acquisition | | | | |
| Building Construction | | | | |
| Building Remodeling | | | | |
| Fixtures | | | | |
| Architectural Design | | | | |
| Engineering Design | | | | |
| Construction Admin. | | | | |
| Other | | | | |
| Total Project Budget | | \$0.00 | Total Funding Sources | \$0.00 |

Following your project descriptions and sources and uses, please attach the following:

B1, B2, B3... - A project plan for each project proposed within the district. The project plan should include comprehensive details relating to the project including but not limited to:

- Description and type of project (i.e. new lessor, new retail establishment, public improvement, etc.)
- Expected Timeline
- Detailed budget for the project
- Expected debt associated with each project
- Status of expected financing and financing gap
- Expected state hotel/motel tax and/or state sales tax projections over 20 years. (Provide assumptions and detail related to these projections.)
- Visual aids which enhance the understanding of the project
- Feasibility study conducted by an independent professional
 - Each project feasibility study should include the following, as well as any other pertinent information:
 - Projected annual gross revenues expected as a result of the proposed project
 - Detailed explanation of the economic impact expected as a result of the project
 - Estimate of the number of visitors or customers the project is expected to generate
 - A description of the unique characteristics of the project within the context of the “unique nature” (defined on page 2 of this application)

Project Plans should be numbered and titled attachments to this section. Titles should be consistent with project references throughout the application. Plans should be as thorough as possible.

SECTION C – Economic Impact

1. Please provide a detailed analysis of the expected economic impact of the proposed Reinvestment District. Assess the fiscal and financial impact of the proposed district on business or on other economic development projects within the projected market area. Your explanation should include the development activity within the Reinvestment District, as well as, the associated and related activity adjacent to the district. Clearly designate what activity will be within the district versus leveraged activity outside the district.

The expected economic impact makes up a large portion of the scoring criteria. Thoroughly demonstrate the economic impact on the municipality, region and state by including all assumptions and inputs considered in your analysis. To the degree possible, the economic impact data should represent the “net impact” to the market area and state. Be as thorough as possible in your explanation and provide assumptions and supporting data analysis. Attach additional information to support your claims.

Following your response, please attach the following:

C1 – Any visual aids that correspond with your analysis in this section

C2 - An economic impact study for the proposed district, conducted by an independent economist. The economic impact study should include, at a minimum:

- A detailed analysis of the financial benefit of the proposed district to the economy of the state and municipality
- Identify one or more projected market areas in which the district can reasonably be expected to have a substantial economic impact
- Assess the fiscal and financial impact of the proposed district on business or on other economic development projects within the projected market area

SECTION D – Unique in Nature

1. Justify and demonstrate that the district meets the definition of “unique nature”, shown below. Provide a comprehensive discussion of how the projects, within the proposed Reinvestment District, meet this requirement. Be as thorough as possible in your explanation and provide assumptions and supporting data analysis. Include a discussion about how the proposed district aligns with the community’s larger economic development strategy. Attach additional information to support your claims.

“Unique nature” means a quality or qualities of the projects to be developed in a district which, when considered in the entirety, will substantially distinguish the district’s projects from other existing or proposed developments in the state. For purposes of this chapter, whether a project is of a unique nature is a subjective and contextual determination that will be made by the board. In determining whether a project is of a unique nature, the board will not necessarily require a project to be entirely without precedent or to be the only one of its kind in the state, but rather the board will evaluate whether the projects to be undertaken in a district will either (1) permanently transform the aesthetics or infrastructure of a local community for the better, including by preserving important historical structures or neighborhoods; or (2) contribute substantially more to the state’s economy or quality of life than other similar projects in the state.

Following your response, please attach the following:

D1 – Any visual aids that correspond with your analysis in this section

SECTION E – Certification and Release of Information

I hereby give permission to the Iowa Economic Development Authority (IEDA) to engage in due diligence, make credit checks, contact the applicant's financial institutions, insurance carriers, and perform other related activities necessary for reasonable evaluation of this application. I also hereby authorize the Iowa Department of Revenue to provide to IEDA state tax information pertinent to the state income tax, sales and use tax, and state tax credits involved with the Iowa Reinvestment District.

I understand that all information submitted to IEDA related to this application is subject to Iowa's Open Record Law (Iowa Code, Chapter 22).

I understand that IEDA reserves the right to negotiate the financial assistance.

I understand this application is subject to final approval by IEDA and the Project may not be initiated until final approval is secured.

I hereby certify that all representations, warranties, or statements made or furnished to IEDA in connection with this application are true and correct in all material respect. I understand that it is a criminal violation under Iowa law to engage in deception and knowingly make, or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or subdivision.

FOR THE APPLICANT:

[Name, Title] Signature

Date