



IOWA CULTURAL COALITION

*As a statewide, member-supported, and nonpartisan advocacy organization, the Iowa Cultural Coalition (ICC) promotes public funding, legislation, and policy beneficial to Iowa's growing arts and culture industry, which accounts for more than 42,000 jobs and \$5 billion in annual economic impact. [Learn more about Iowa's creative sector.](#)*

## ICC's Three Pillars

### Public investment in arts and culture:

1. Attracts and retains talent
2. Drives economic development
3. Builds strong communities

## 2025 STATE LEGISLATIVE PRIORITIES

### 1 Protect Local Investment in Arts and Culture

**Objective:** Ensure local governments can continue to provide access to vital arts, cultural, and heritage resources and make critical investments in their quality of life, all of which create broad community benefits and positive ripple effects in local economies.

- Property tax reform - while vital to increase Iowa's competitiveness with other states - has created concern and negative consequences for urban and rural communities alike. In addition to the direct impact on cities that previously funded services like libraries and museums through levies, many cities are facing difficult choices between funding basic services and making critical investments in quality-of-life amenities and attractions.
- Already, this issue is having a significant impact: several Central Iowa cities have cited [HF 718](#) as the reason for withdrawing or considering withdrawing from regional arts and tourism partnership agreements.

### 2 Grow State Investment in Arts and Culture

**Objective:** Invest \$1 per Iowan to ensure Iowa's competitiveness with other Midwestern states.

- Last year's increase in the Iowa Arts Council's budget was a promising step forward, yet Iowa continues to trail its neighboring states in making critical investments in the creative economy. Iowa's current funding rate of \$0.69 per capita on arts and film puts Iowa at a disadvantage in a region where arts and culture investment is increasingly seen as a crucial economic driver, particularly for smaller and rural communities.
- An investment of \$1 per Iowan in the arts – near the national average – would allow Iowa to better compete for talent with states like Illinois, Minnesota, Nebraska, and South Dakota, which are investing significantly more in the arts than Iowa on a per capita basis.
- The ICC urges the Legislature to consider additional and sustainable models for investment in arts, culture and heritage organizations, which are proven generators of jobs, income, tax revenue and tourism.

### 3 Pass Film Incentive Legislation

**Objective:** Reestablish a film incentive program to bring movie productions back to Iowa, support jobs for Iowans, and spur local economic impact.

- Last year, the Iowa House advanced [HF 2662](#) to attract major film productions to Iowa. The legislation would create a pilot Iowa film production incentive program and fund within the Iowa Economic Development Authority. The program is structured differently from past film incentives and protects taxpayers and the state.