

The Natural Resources & Outdoor Recreation Trust Fund benefits



Rural Revitalization

Despite a recent study by US News & World Report ranking Iowa #1 as the “Best State” in the nation when compared to others states in health care, education, economy, opportunity, infrastructure, crime, fiscal stability and quality of life, Iowa’s rural communities are fighting to survive.

While a few of Iowa’s large communities are enjoying growth and job creation, most rural communities are struggling to provide good-paying jobs, retain a skilled workforce, offer quality housing options and provide the quality of life amenities that attract and retain young, educated employees.

Rural economies in Iowa will benefit by funding Iowa’s Natural Resources and Outdoor Recreation Trust Fund with a sales tax increase of at least 3/8 of one cent, which is **supported by nearly 70% of Iowans across the state**. The Trust Fund will provide economic growth, tourism sales and conservation benefits that will encourage our educated young Iowans to choose thriving rural communities to live, work and raise families.

The Iowa’s Water and Land Legacy coalition encourages the 2019 Iowa Legislature to take a strong and swift approach to passing the sales tax increase to fund the Natural Resources and Outdoor Recreation Trust Fund and honor their commitment to the great constituents they serve across Iowa.



“My top priority as governor is to build on our current success by bringing new resources and opportunities to every corner of our state. Every Iowan contributes to the success of their community and our state, and we celebrate this honor knowing that our work to build a better Iowa will never be finished.”

— Governor Kim Reynolds

- During the last decade only 10 of Iowa’s urban and suburban counties have experienced population growth. The remaining 89 rural counties have lost residents.
- Iowa’s rural communities were built on farming. Today nearly 60% of Iowa farmland owners don’t farm, forcing small communities to re-invent themselves. The 2,500 residents of Madrid are reaping the benefits of the High Trestle Trail that hosts over 250,000 visitors pumping millions of dollars in to the local economy.
- Iowa’s outdoor recreation and tourism industries generate over \$8 billion dollars that are breathing new life in to rural communities. The Charles City White Water Park is boasting a \$1 million dollar annual economic impact for the town of 7,300.
- Iowa’s ability to create skilled jobs and invest in quality of life amenities is vital to the survival of rural communities. Only about 50% of Iowa’s university graduates with a bachelor degree are able to find jobs in the state.