



The need:
CLEAR

The time:
NOW

The solution:
FUND THE TRUST

Iowa's Natural Resources and Outdoor Recreation Trust Fund

It's our legacy to conserve clean water, productive agricultural soils, and abundant natural resources in which to fish, hunt, hike, and enjoy nature. That is why, in 2010, Iowans overwhelmingly voted to create the Natural Resources and Outdoor Recreation Trust Fund. Now, in 2015, we must take the crucial next step of directing revenue to the Trust Fund to ensure that this permanent, constitutionally protected funding source is available to conserve Iowa's water, soil, habitat, parks, and trails for generations to come.

WE NEED TO PROTECT IOWA'S NATURAL AREAS

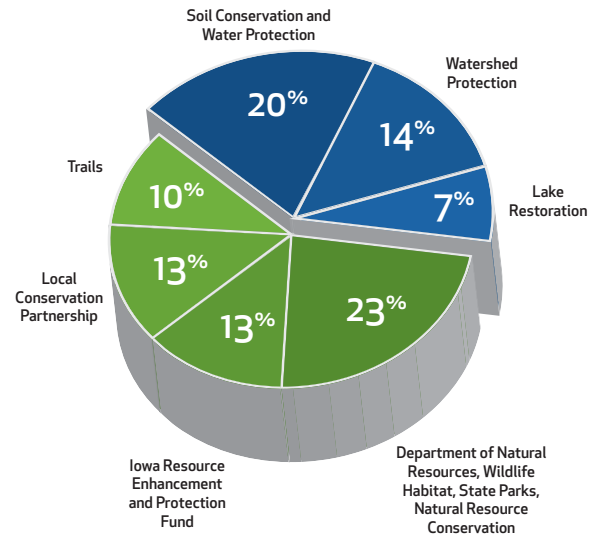
- ***Roughly half*** of Iowa's rivers, lakes, and streams fail to meet water quality standards
- ***Less than 10 percent*** of Iowa's wetlands – natural spaces that help prevent flooding and provide habitat for wildlife – remain, amounting to a loss of ***5 million acres*** of wetlands
- Over the last two decades, Iowa has lost more than ***1.6 million acres of habitat*** suitable for pheasants and other small game
- Iowa loses an average of ***5 tons per acre*** of soil, our major economic engine, each year to erosion

These diverse problems need a comprehensive solution:

Fund the Natural Resources and Outdoor Recreation Trust Fund



It's Our Legacy



FUND ALLOCATION

Estimated revenue of \$150-180 million each year

- Up to two-thirds of the total revenue for the trust fund is available for **voluntary, non-regulatory private land conservation projects**
- Tens of millions of dollars will be spent each year on the well documented backlog of **conservation project requests** from private landowners, in addition to new projects
- The vast majority of trust fund dollars are designated for **water quality improvement projects**, including lake restoration, wildlife habitat projects, water protection, and enhancing flood protection efforts; critical funding for the **Nutrient Reduction Strategy** can be realized with this trust
- Significant trust fund dollars can be used for **wildlife habitat, parks, and nature preserves** – ensuring open spaces for the next generation to enjoy Iowa's traditions of hunting, angling, and outdoor recreation

ACCOUNTABILITY TO IOWANS

The trust will fund voluntary, non-regulatory conservation partnerships, and is accountable to taxpayers through public oversight, mandatory annual audits, and regular reports submitted to the Iowa Legislature.

ECONOMIC BENEFITS

- Natural resource protection and eco-tourism are important to our rural economy, helping attract and retain a skilled workforce and contributing to our unique quality of life
- Sportsmen and women spent nearly **\$780 million** on hunting and fishing in Iowa in 2011 – more than **\$2 million** every day
- Iowa lakes help contribute to the **8,800 jobs** directly linked to recreational spending at Iowa's state parks





Tim Smith of Eagle Grove has been farming in Iowa for 37 years. His family farm, which dates back to 1881, grows corn and soybeans. A strong supporter of the Natural Resources and Outdoor Recreation Trust Fund and father of two, Tim understands the importance of conserving Iowa's fertile farmland for generations to come.

"The economy of Iowa is built upon the health of its soil. We need to ensure that farmers and landowners have the resources and tools necessary to continue to maintain and enhance their soil quality."

Tim Smith
Eagle Grove, Iowa

IOWA VOTERS SUPPORT THE TRUST



66 percent of Iowans support a revenue enhancement to fill the trust fund



That number rises to 73 percent when paired with reduction in other taxes, such as income or property



63 percent of voters supported the creation of the trust fund in 2010



81 percent of Iowans continue to support the fund today



82 percent of Iowans agree that the state's parks, trails, wildlife areas, and other public lands are an essential part of our economy



95 percent of Iowa voters believe we need to ensure our children and grandchildren can enjoy Iowa's water, land, wildlife, and natural beauty the same way we do today

WE MUST fund the Natural Resources and Outdoor Recreation Trust Fund to enhance water quality, agricultural soils, and fish and wildlife habitat, as well as support recreational amenities provided by Iowa parks and trails

