

Comprehensive Review of Iowa Code Chapter 123

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EXECUTIVE SUMMARY

Under the leadership of Governor Branstad and Lt. Governor Reynolds, the Iowa Alcoholic Beverages Division, in partnership with the Iowa Economic Development Authority, will conduct a comprehensive study of Iowa's alcohol laws (Iowa Code chapter 123). A diverse task force of stakeholders representing all three tiers of the alcoholic beverages industry will be convened to consider the matter of properly balancing regulatory needs of the manufacturing, distribution, and sale of alcoholic beverages in this state with emerging trends in the industry. At the conclusion of the study, the task force will prepare and submit a report recommending changes to Iowa's alcohol laws to Governor Branstad and Lt. Governor Reynolds.

PROJECT PURPOSE/JUSTIFICATION

Iowa's alcohol laws have never undergone a comprehensive review. Given that the laws have been in effect since 1934 and that the nature of today's marketplace is accelerating in its evolution, a comprehensive review of Iowa Code chapter 123 is necessary in order to adapt to emerging trends (e-commerce, new business models, new consumer demands), to streamline governmental services (make it easier and more efficient for Iowans to conduct business with state government), and to ensure that sound public policy is enacted that protects the health and safety of all Iowans.

PROJECT DESCRIPTION

A task force led by the Iowa Alcoholic Beverages Division and the Iowa Economic Development Authority, and consisting of various stakeholders representing all three tiers of the alcoholic beverages industry, will perform a comprehensive review of Iowa's alcohol laws. Specific topics to be considered include, but are not limited to, issues relating to the three-tier system as it impacts the ability of manufacturers and retailers to meet changing marketplace conditions and business opportunities; the marketing of alcoholic beverages manufactured in this state; and the manner of licensing and regulating licensees and permittees. At the conclusion of the study, the task force will present its recommendations for changes to Iowa's alcohol laws to the Governor and Lt. Governor.

PROJECT OBJECTIVES AND SUCCESS CRITERIA

The primary objectives of this review are to transform Iowa's alcohol laws so that these laws are more easily understood by industry members, are adaptive to a rapidly evolving industry, and to reduce bureaucratic barriers and red tape that can frustrate small businesses. This will, in turn, promote tourism, economic development opportunities, and additional opportunities for job creation while still protecting public safety and the integrity of communities throughout the state.

PROJECT DELIVERABLES

A comprehensive report recommending changes to Iowa's alcohol laws to be presented to Governor Branstad and Lt. Governor Reynolds.

PROJECT GOALS

1. Remove outdated/redundant provisions/clarify statutory language
2. Licensing, license types/streamline process, reduce red tape
3. Identify/address areas of the law that impede business growth/development
4. Look to the future – Iowa's system will be the most progressive three-tier observant regulatory model in the nation

PROJECT TIMELINE

This initiative will begin immediately and will consist of a yet-to-be-determined series of meetings involving representatives from throughout the alcohol beverages industry, including wholesalers, retailers, prevention specialists and regulators.