

HB 1055 -- INTERNATIONAL BUSINESS ADVERTISING

SPONSOR: Johnson

COMMITTEE ACTION: Voted "Do Pass by Consent" by the Committee on International Trade by a vote of 8 to 0.

This bill creates the Missouri International Business Advertising Fund consisting of appropriated moneys, contributions, grants, and bequests to be used solely to attract international businesses to Missouri. The fund must be used for advertising the benefits of relocating an international business to Missouri. The fund may also be used to promote its existence and purpose and to advertise in international business magazines or on social media sites or any search engine that receives international traffic. The fund must be administered and managed by the Missouri Small Business Technology and Development Center and its coordinator.

PROPONENTS: Supporters say that many companies now are relocating their manufacturing facilities back to the United States and Missouri should promote itself to attract some of these businesses.

Testifying for the bill were Representative Johnson and MCS Corporate.

OPPONENTS: There was no opposition voiced to the committee.