

HB 2719 -- DIVISION OF TOURISM SUPPLEMENTAL REVENUE FUND

SPONSOR: Hudson

COMMITTEE ACTION: Voted "Do Pass by Consent" by the Standing Committee on Economic Development by a vote of 15 to 0. Voted "Do Pass- Consent" by the Standing Committee on Consent and House Procedure by a vote of 6 to 0.

This bill reestablishes the "Division of Tourism Supplemental Revenue Fund". The Supplemental Revenue Fund can only be used by the Division of Tourism of the Department of Economic Development to carry out the duties and functions of the Division.

The Supplemental Revenue fund will consist of moneys which may be appropriated by the General Assembly and also any gifts, contributions, grants, or bequests received from federal, private, or other sources.

Before the money is appropriated to the Supplemental Revenue Fund, the Division of Tourism must present to the House of Representatives and Senate committees responsible for tourism matters, a promotional marketing strategy including, but not limited to, targeted markets, duration of market plans, ensuing market strategies, and the actual and estimated investment return.

PROPOSERS: Supporters say that tourism is an important sector of the state and local economy of this State. Although the Tourism Supplemental Revenue Fund expired in 2020, there was still active support for it to carry on. This bill allows for the recreation of a vital fund that the state needs in order to promote Missouri as a highly sought-out destination for travelers and vacationers.

Testifying in person for the bill were Representative Hudson; Missouri Association of Convention & Visitor Bureaus; and Missouri Hotel Lodging Association.

OPPOSERS: There was no opposition voiced to the committee.

Written testimony has been submitted for this bill. The full written testimony and witnesses testifying online can be found under Testimony on the bill page on the House website.