

HB 2719 -- DIVISION OF TOURISM SUPPLEMENTAL REVENUE FUND (Hudson)

COMMITTEE OF ORIGIN: Standing Committee on Economic Development

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.