

Effective 7/1/2015

63N-2-511 Stay Another Day and Bounce Back Fund.

- (1) As used in this section:
 - (a) "Bounce back fund" means the Stay Another Day and Bounce Back Fund, created in Subsection (2).
 - (b) "Tourism board" means the Board of Tourism Development created in Section 63N-7-101.
- (2) There is created an expendable special revenue fund known as the Stay Another Day and Bounce Back Fund.
- (3) The bounce back fund shall:
 - (a) be administered by the tourism board;
 - (b) earn interest; and
 - (c) be funded by:
 - (i) annual payments under Section 17-31-9 from the county in which a qualified hotel is located;
 - (ii) money transferred to the bounce back fund under Section 63N-2-503.5 or 63N-2-512; and
 - (iii) any money that the Legislature chooses to appropriate to the bounce back fund.
- (4) Interest earned by the bounce back fund shall be deposited into the bounce back fund.
- (5) The tourism board may use money in the bounce back fund to pay for a tourism program of advertising, marketing, and branding of the state, taking into consideration the long-term strategic plan, economic trends, and opportunities for tourism development on a statewide basis.

Renumbered and Amended by Chapter 283, 2015 General Session

Amended by Chapter 417, 2015 General Session