

**Effective 7/1/2015**

**63N-7-103 Board duties.**

- (1) The board:
  - (a) has authority to approve a tourism program of out-of-state advertising, marketing, and branding, taking into account the long-term strategic plan, economic trends, and opportunities for tourism development on a statewide basis, as a condition of the distribution of funds to the office from the:
    - (i) Tourism Marketing Performance Account created in Section 63N-7-301; and
    - (ii) Stay Another Day and Bounce Back Account, created in Section 63N-2-511;
  - (b) shall review office programs to coordinate and integrate advertising and branding themes, which may include recreational, scenic, historic, and tourist attractions of the state, to be used in office programs;
  - (c) shall encourage and assist in coordinating activities of persons, firms, associations, corporations, civic groups, and governmental agencies that are engaged in publicizing, developing, and promoting the scenic attractions and tourist advantages of the state; and
  - (d) shall advise the office in establishing a cooperative program using funds from the Tourism Marketing Performance Account created in Section 63N-7-301.
- (2) The board may:
  - (a) solicit and accept contributions of money, services, and facilities from any other sources, public or private and shall use these funds for promoting the general interest of the state in tourism; and
  - (b) establish subcommittees for the purpose of assisting the board in an advisory role.
- (3) The board may not, except as otherwise provided in Subsection (1)(a), make policy related to the management or operation of the office.
- (4)
  - (a) For each fiscal year, the office shall allocate 20% of the funds appropriated to the Tourism Marketing and Performance Account created in Section 63N-7-301 to the cooperative program described in Subsection (1)(d) and this Subsection (4).
  - (b) Money allocated to the cooperative program may be awarded to cities, counties, nonprofit destination marketing organizations, and similar public entities for the purpose of supplementing money committed by these entities for advertising and promoting sites and events in the state.
  - (c) The office, with approval from the board, shall establish:
    - (i) an application and approval process for an entity to receive a cooperative program award, including an application deadline;
    - (ii) the criteria for awarding a cooperative program award, which shall emphasize attracting out-of-state visitors, and may include attracting in-state visitors, to sites and events in the state; and
    - (iii) eligibility, advertising, timing, and reporting requirements of an entity that receives a cooperative program award.
  - (d) Money allocated to the cooperative program that is not used in each fiscal year shall be returned to the Tourism Marketing Performance Account.

Renumbered and Amended by Chapter 283, 2015 General Session

Amended by Chapter 301, 2015 General Session