

**JOINT RESOLUTION FOR INCREASING
TOURISM MARKET SHARE**

2000 GENERAL SESSION

STATE OF UTAH

Sponsor: Sheryl L. Allen

A JOINT RESOLUTION OF THE LEGISLATURE ENCOURAGING THE DEVELOPMENT
OF FUNDING OPTIONS FOR IMPROVING UTAH'S COMPETITIVE POSITION IN THE
TOURISM MARKETPLACE.

Be it resolved by the Legislature of the state of Utah:

WHEREAS, the growth of important needs for state funding such as education and
transportation necessitate a search for economically effective ways to generate more state revenue;

WHEREAS, out-of-state visitors currently contribute \$336 million annually in state taxes
to Utah;

WHEREAS, the state taxes received by out-of-state visitors relieve the annual tax burden
on Utah's citizens by \$158 per state resident;

WHEREAS, the Utah Division of Travel Development is charged with positioning the
Utah brand in the tourism marketplace and as a consequence help increase tax receipts from
out-of-state visitors;

WHEREAS, the Utah Division of Travel Development has established a long range
strategic marketing plan to position the Utah brand;

WHEREAS, the successful implementation of the strategic marketing plan depends on a
consistent funding stream that can grow with the tourism economy; and

WHEREAS, the real dollar value of funding for the Utah Division of Travel Development
has been significantly diminishing over time, resulting in a competitive disadvantage in the
promotion of the state and the deterioration of the Utah brand that is critical to the success of many
small business and rural tourism industry partners:

NOW, THEREFORE, BE IT RESOLVED that the Legislature encourages the Legislative

28 Fiscal Analyst, the Governor's Office of Planning and Budget, the Governor's Council of Economic
29 Advisors, and the Board of Travel Development to prepare an analysis of tourism funding options
30 that will facilitate a permanent, ~~h [dedicated] h~~ funding ~~h [stream] METHOD h~~ for improving
30a Utah's competitive
31 position in the tourism marketplace.

32 BE IT FURTHER RESOLVED that in preparing the analysis of tourism funding options
33 the input of the Utah Tourism Industry Coalition and the Utah Association of Counties be taken
34 into account.

35 BE IT FURTHER RESOLVED that a copy of this resolution be sent to the Legislative
36 Fiscal Analyst, the Governor's Office of Planning and Budget, the Governor's Council of Economic
37 Advisors, the Board of Travel Development, the Utah Tourism Industry Coalition, and the Utah
38 Association of Counties.

Legislative Review Note**as of 2-2-00 8:59 AM**

A limited legal review of this legislation raises no obvious constitutional or statutory concerns.

Office of Legislative Research and General Counsel