

1st Sub. H.B. 57
TOURISM TASK FORCE

Senator **Curtis S. Bramble** proposes the following amendments:

1. Page 2, Lines 42 through 53:

- 42 (1) The task force shall review and make recommendations on the following issues:
43 ~~{ (a) how to attract new tourism year round in the state including convention,
44 recreational, and sports related tourism;
45 ~~— (b) how to encourage tourists to: }~~ =
 (a)(i) the progress towards a unified process for bringing the state and counties together for a
cohesive tourism plan;
 (ii) if necessary, how to expand the tourism plan described in this Subsection (1)(a) to a three-
year, five-year, and seven-year plan; and
 (iii) the appropriate process for developing under any plan described in this Subsection (1)(a):
 (A) funding projections; and
 (B) return revenue projections;
 (b) state, county, and municipality branding;
 (c) the vision and goals for the state related to tourism using techniques that account for the
future;
 (d) tourism related business development and infrastructure to:
 (i) eliminate duplication; and
 (ii) facilitate joint ventures involving the state, counties, municipalities, other government entities,
visitor bureaus, and private entities;
 (e) establishing marketing plans for encouraging people and businesses from out of state to:
46 (i) return for multiple visits to the state;
47 (ii) stay longer; and
48 (iii) expend monies while in the state;
49 ~~{ (c) }~~ (f) how to encourage state and local government cooperation in developing tourism
50 initiatives;
51 ~~{ (d) }~~ (g) how to remove impediments, if any, to attracting tourism to the state;
 (h) funding sources for tourism related programs including whether or not state or local taxes
should be earmarked; and
52 ~~{ (e) }~~ (i) any other issue related to tourism that the task force elects to study.
 (2) The task force shall conduct a cost benefit analysis of motion picture incentives and their
relationship to promoting tourism.
53 ~~{ (2) }~~ (3) A final report, including any proposed legislation, shall be presented to the~~

