

1 **TOURISM MARKETING PERFORMANCE**

2 **ACCOUNT APPROPRIATION**

3 2007 GENERAL SESSION

4 STATE OF UTAH

5 **Chief Sponsor: Scott K. Jenkins**

6 House Sponsor: David Clark

7

8 **LONG TITLE**

9 **General Description:**

10 This bill provides an appropriation of \$3,000,000 from the General Fund to the Tourism
11 Marketing Performance Account for the state's advertising, marketing, and branding
12 campaign and for promotion of the state.

13 **Highlighted Provisions:**

14 This bill:

15 ▶ appropriates \$3,000,000 to the Tourism Marketing Performance Account as the
16 state's funding source for the statewide advertising, marketing, and branding
17 campaign for promotion of the state by the Governor's Office of Economic
18 Development.

19 **Monies Appropriated in this Bill:**

20 This bill appropriates:

21 ▶ for fiscal year 2006-07 only, \$3,000,000 from the General Fund.

22 **Other Special Clauses:**

23 This bill provides an immediate effective date.

24 **Uncodified Material Affected:**

25 ENACTS UNCODIFIED MATERIAL

26

27 *Be it enacted by the Legislature of the state of Utah:*

28 Section 1. **One-time appropriation for statewide advertising, marketing, and**
29 **branding campaign to promote the state.**

30 There is appropriated from the General Fund to the Tourism Marketing Performance
31 Account for fiscal year 2006-07 only, \$3,000,000 for the statewide advertising, marketing, and
32 branding campaign for promotion of the state as described in Section 63-38f-1408.

33 Section 2. **Effective date.**

34 If approved by two-thirds of all the members elected to each house, this bill takes effect
35 upon approval by the governor, or the day following the constitutional time limit of Utah
36 Constitution Article VII, Section 8, without the governor's signature, or in the case of a veto,
37 the date of veto override.