

Representative David Clark proposes the following substitute bill:

TOURISM MARKETING PERFORMANCE

ACCOUNT APPROPRIATION

2007 GENERAL SESSION

STATE OF UTAH

Chief Sponsor: Scott K. Jenkins

House Sponsor: David Clark

LONG TITLE

General Description:

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

Highlighted Provisions:

This bill:

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

Monies Appropriated in this Bill:

This bill appropriates for fiscal year 2006-07 only, \$3,000,000 from the General Fund.

Other Special Clauses:

This bill provides an immediate effective date.

Uncodified Material Affected:

ENACTS UNCODIFIED MATERIAL



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

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

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

32 Section 2. **Effective date.**

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

Fiscal Note

**S.B. 127 1st Sub. (Green) - Tourism Marketing Performance Account
Appropriation**
2007 General Session
State of Utah

State Impact

Enactment of this bill will appropriate \$3,000,000 from one-time General Fund revenues to the Tourism Marketing Performance Account. The transfer of General Fund resources into the restricted account will reduce the spending cap by the amount of the transfer. Future spending from the restricted account will not be subject to the spending limit.

	<u>FY 2007</u> <u>Approp.</u>	<u>FY 2008</u> <u>Approp.</u>	<u>FY 2009</u> <u>Approp.</u>	<u>FY 2007</u> <u>Revenue</u>	<u>FY 2008</u> <u>Revenue</u>	<u>FY 2009</u> <u>Revenue</u>
General Fund, One-Time	\$0	\$3,000,000	\$0	\$0	\$0	\$0
General Fund Restricted	\$0	\$0	\$0	\$0	\$3,000,000	\$0
Total	\$0	\$3,000,000	\$0	\$0	\$3,000,000	\$0

Individual, Business and/or Local Impact

Enactment of this bill likely will not result in direct, measurable costs and/or benefits for individuals, businesses, or local governments.