

1st Sub. H.B. 34

TOURISM MARKETING PERFORMANCE ACCOUNT AMENDMENTS

Senator **Scott K. Jenkins** proposes the following amendments:

1. Page 1, Lines 14 through 15:

14 This bill:

► modifies requirements related to a sports organization receiving money from the Tourism Marketing Performance Account;

15 ► extends from fiscal year 2015 to fiscal year 2019 the number of years that growth in

2. Page 2, Line 52 through Page 3, Line 68:

52 conducted by the office.

53 (6) (a) For ~~{the}~~ a fiscal year beginning on or after July 1, 2007, the

~~{director}~~ office shall annually allocate 10% of the

54 account money appropriated to the office ~~{to be distributed}~~ to a sports organization for

55 advertising, marketing, branding, and promoting Utah in attracting sporting events into the

56 state ~~{as determined by the office}~~ .

57 ~~{(b) For a fiscal year beginning on or after July 1, 2008, the amount distributed under~~

58 ~~Subsection (6)(a) shall be indexed from the July 1, 2007 fiscal year to reflect a percent increase~~

59 ~~or decrease of money set aside into the account as compared to the previous fiscal year.}~~

60 ~~{(c)}~~ (b) ~~{The office shall provide for an annual accounting to the office by a sports~~

61 ~~organization of the use of money it receives under Subsection (6)(a) or (b).}~~ The sports organization

shall:

(i) provide an annual written report to the office that gives a complete accounting of the use of money the sports organization receives under this Subsection (6); and

(ii) partner with the office to promote the state and to encourage economic growth in the state.

62 ~~{(d)}~~ (c) For purposes of this Subsection (6), "sports organization" means an organization

63 that is:

64 (i) exempt from federal income taxation in accordance with Section 501(c)(3), Internal

65 Revenue Code; and

66 (ii) ~~{created to foster national and international amateur sports competitions to be held~~

67 ~~in the state and sports tourism throughout the state, to include advertising, marketing, branding,~~

68 ~~and promoting Utah for the purpose of attracting sporting events into the state.}~~ created to foster

national and international sports competitions in the state, including competitions related to Olympic

sports, and to promote and encourage sports tourism throughout the state, including advertising,

marketing, branding, and promoting Utah for the purpose of attracting sporting events into the state.