

# 1st Sub. H.B. 22

## TOURISM MARKETING PERFORMANCE AMENDMENTS

HOUSE FLOOR AMENDMENTS

AMENDMENT 1

FEBRUARY 9, 2015 11:33 AM

Representative **Brad R. Wilson** proposes the following amendments:

1. *Page 4, Lines 92 through 93:*

92 (2) The account shall be administered by ~~{the office}~~ GOED for the purposes listed in  
93 Subsection (5).

2. *Page 4, Lines 98 through 109:*

98 (5) The director shall use account money appropriated to ~~{the office}~~ GOED to pay for the  
99 statewide advertising, marketing, and branding campaign for promotion of the state as  
100 conducted by ~~{the office}~~ GOED .

101 (6) (a) For [a] each fiscal year beginning on or after July 1, 2007, ~~{the office}~~ GOED shall  
102 annually allocate 10% of the account money appropriated to ~~{the office}~~ GOED to a sports  
organization

103 for advertising, marketing, branding, and promoting Utah in attracting sporting events into the  
104 state.

105 (b) The sports organization shall:

106 (i) provide an annual written report to ~~{the office}~~ GOED that gives ~~{a~~  
complete} an accounting of

107 the use of money the sports organization receives under this Subsection (6); and

108 (ii) partner with ~~{the office}~~ GOED to promote the state and to encourage economic growth  
in

109 the state.

3. *Page 4, Lines 114 through 117:*

114 (ii) created to foster national and international sports competitions in the state,  
115 including competitions related to Olympic sports, and to promote and encourage sports tourism  
116 throughout the state, including advertising, marketing, branding, and promoting Utah for the  
117 purpose of attracting , expanding, and retaining sporting events ~~{into}~~ in the state.

4. *Page 5, Lines 121 through 123:*

121 (8) (a) In fiscal years 2006 through 2019, a portion of the state sales and use tax  
122 revenues determined under this Subsection (8) shall be certified ~~{as a set-aside for the account~~

123 by the State Tax Commission and reported to the Office of Legislative Fiscal Analyst.} by the State

**Tax Commission as a set-aside for the account, and the State Tax Commission shall report the amount of the set-aside to the office, the Office of Legislative Fiscal Analyst, and the Division of Finance, which shall set aside the certified amount for appropriation to the account.**

5. *Page 5, Lines 133 through 143:*

133 ~~the account.]~~ if the annual percentage change in the state sales and use tax revenues attributable  
134 to the retail sales of tourist-oriented goods and services from the fiscal year three years before  
135 the fiscal year in which the set-aside is to be made to the fiscal year two years before the fiscal  
136 year in which the set-aside is to be made is greater than the annual percentage change in the  
137 Consumer Price Index for All Urban Consumers as published by the Bureau of Labor Statistics  
138 of the United States Department of Labor for the fiscal year two years before the fiscal year in  
139 which the set-aside is to be made, then the difference between the annual percentage change in  
140 the state sales and use tax revenues attributable to the retail sales of tourist-oriented goods and  
141 services and the **annual** percentage change in the Consumer Price Index shall be multiplied by an  
142 amount equal to the **state sales and use tax revenues attributable to the** retail sales of tourist-oriented  
143 goods and services from the fiscal year three  
years before the fiscal year in which the set-aside is to be made.