MISSISSIPPI LEGISLATURE REGULAR SESSION 2021

By: Representatives Miles, Hudson

To: Wildlife, Fisheries and Parks; Appropriations

HOUSE BILL NO. 783

AN ACT TO AMEND SECTION 57-1-64, MISSISSIPPI CODE OF 1972, TO PROVIDE THAT A PORTION OF MONIES IN THE MISSISSIPPI DEVELOPMENT AUTHORITY TOURISM ADVERTISING FUND SHALL BE USED FOR ADVERTISING AND PROMOTIONAL INFORMATION AND MATERIALS RELATED TO MISSISSIPPI STATE PARKS; AND FOR RELATED PURPOSES.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

SECTION 1. Section 57-1-64, Mississippi Code of 1972, is amended as follows:

57-1-64. (1) The Mississippi Development Authority is authorized to sell advertising and other tourism promotional information through the Mississippi Development Authority Internet website and other marketing outlets, and to enter into agreements with tourism associations and similar entities for the purpose of making and facilitating sales through the use of such entities. Revenues received from such sales shall be placed into the special fund created in subsection (2) of this section.

(2) There is created a special fund in the State Treasury to be known as the Mississippi Development Authority Tourism Advertising Fund which shall consist of monies from any source

designated for deposit into the fund. Unexpended amounts remaining in the fund at the end of a fiscal year shall not lapse into the State General Fund, and any investment earnings or interest earned on amounts in the fund shall be deposited to the credit of the fund. Monies in the fund may be used by the Mississippi Development Authority for the purpose of paying costs incurred in connection with the purchase of Internet advertising and other promotional information and materials related to Mississippi tourism resources and activities, with not less than ten percent (10%) of such costs incurred for advertising and promotional information and materials related to Mississippi State Parks.

(3) The Mississippi Development Authority shall have all powers necessary to implement and administer the provisions of this section.

SECTION 2. This act shall take effect and be in force from and after July 1, 2021.