

By: Senator(s) Dearing, Burton, Walls

To: Economic Development and  
Tourism

SENATE BILL NO. 2259

1 AN ACT TO CREATE NEW SECTION 17-3-33, MISSISSIPPI CODE OF  
2 1972, TO REQUIRE CERTAIN CONVENTION BUREAUS AND LOCAL TOURISM  
3 COMMISSIONS TO CONTRACT FOR AN ANNUAL AUDIT WITH A CERTIFIED  
4 PUBLIC ACCOUNTING FIRM; TO AMEND SECTION 57-1-59, MISSISSIPPI CODE  
5 OF 1972, TO AUTHORIZE THE MISSISSIPPI DEVELOPMENT AUTHORITY TO  
6 ENTER INTO AGREEMENTS WITH LOCAL TOURISM ENTITIES FOR THE PURPOSE  
7 OF DEVELOPING REGIONAL STRATEGIES FOR TOURISM PROMOTION; TO  
8 AUTHORIZE THE MISSISSIPPI DEVELOPMENT AUTHORITY, IN CONJUNCTION  
9 WITH THE FORMULATION OF REGIONAL STRATEGIES FOR TOURISM PROMOTION,  
10 TO REQUIRE THAT LOCAL TOURISM ENTITIES ENTER INTO AGREEMENTS WITH  
11 THE AUTHORITY AS A PRECONDITION TO RECEIVING ANY STATE GRANTS TO  
12 PROMOTE TOURISM; AND FOR RELATED PURPOSES.

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

14 **SECTION 1.** The following shall be codified as Section  
15 17-3-33, Mississippi Code of 1972:

16 17-3-33. Any convention bureau or local tourism commission  
17 established under this chapter or any other law of the State of  
18 Mississippi, that receives funds from any special levy imposed for  
19 the support of the convention bureau or tourism commission, shall  
20 annually hire a private certified public accounting firm to  
21 complete an audit of the expenditures of the commission or bureau  
22 and its compliance with state law. A copy of the annual audit  
23 shall be provided to the State Department of Audit.

24 **SECTION 2.** Section 57-1-59, Mississippi Code of 1972, is  
25 amended as follows:

26 57-1-59. The Mississippi Development Authority shall have  
27 the following general powers and duties with respect to tourism:

28 (a) To promote and advertise the image of Mississippi  
29 both within and without the boundaries of this state;

30 (b) To promote and advertise fairs and similar  
31 activities of interest to tourists and the traveling public;

32 (c) To promote and advertise the use of wildlife and  
33 natural areas by tourists and the traveling public;

34 (d) To promote and advertise the use of state  
35 recreational and park facilities by tourists and the traveling  
36 public;

37 (e) To promote and advertise all resources of the State  
38 of Mississippi as attractions to tourists and the traveling  
39 public;

40 (f) To develop for all agencies of state government the  
41 necessary promotional and advertising materials needed to promote  
42 all facilities and programs which may be of interest to travelers  
43 and tourists;

44 (g) To maintain an educational awareness program for  
45 the citizens of the state to constantly encourage increased  
46 development of activities of interest to tourists and the  
47 traveling public;

48 (h) To develop and maintain an information services  
49 system to adequately guide tourists and the traveling public  
50 within the boundaries of the state; \* \* \*

51 (i) To develop and maintain an extensive media program  
52 to adequately inform the national and international consumer about  
53 Mississippi; and

54 (j) To enter into contracts with local tourism entities  
55 for the purpose of developing regional strategies for tourism  
56 promotion. In conjunction with the formulation of regional  
57 strategies for tourism promotion, the authority may require that  
58 local tourism entities enter into agreements with the authority as  
59 a precondition to receiving any state grants to promote tourism.

60 **SECTION 3.** Section 1 of this act shall take effect and be in  
61 force from and after October 1, 2004. Section 2 of this act shall  
62 take effect and be in force from and after July 1, 2004.