

By: Senator(s) Chassaniol, Jackson (15th), Kirby

To: Economic Development and Tourism; Appropriations

SENATE BILL NO. 2643

1 AN ACT TO AUTHORIZE AND DIRECT THE MISSISSIPPI DEVELOPMENT
2 AUTHORITY OFFICE OF TOURISM DEVELOPMENT TO PROMOTE AND MAKE GRANTS
3 AVAILABLE TO MONTGOMERY COUNTY ARTS COUNCIL'S "HILL FIRE" FOLK
4 LIFE PLAY TO ASSIST IN THE FINANCING OF TOURISM AND ADVERTISING
5 PROGRAMS ON A STATEWIDE BASIS; AND FOR RELATED PURPOSES.

6 WHEREAS, *Hill Fire*, a folk life play that is sponsored by the
7 Montgomery County Arts Council, is an innovative play that has
8 revitalized Montgomery County and surrounding areas through
9 storytelling and the arts; and

10 WHEREAS, *Hill Fire* has united the community by preserving
11 local history by using local stories and bringing them to life in
12 the theater; and

13 WHEREAS, *Hill Fire* represents the renewal of community
14 spirit, economic development and inspiring folk art throughout the
15 State of Mississippi; NOW, THEREFORE,

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

17 **SECTION 1.** (1) The Mississippi Development Authority Office
18 of Tourism Development is hereby authorized and directed to
19 designate and promote the "Hill Fire" folk life play in Montgomery
20 County, Mississippi, as an official regional tourist promotion,
21 and to make grants from funds specifically appropriated for such
22 purposes to assist the program in the financing of promotional and
23 advertising in order to encourage and stimulate statewide tourist
24 travel and vacation business within the State of Mississippi.

25 (2) The Mississippi Development Authority shall include the
26 "Hill Fire" folk life play in all statewide tourism publications
27 and materials. In addition, the Mississippi Development Authority
28 may provide grants to specific programs proposed by the folk life

29 play. Before any such grant may be made, the board of directors
30 of the folk life play shall make application to the Mississippi
31 Development Authority for such grant, and shall have set forth
32 therein the promotion and advertising program and project proposed
33 to be undertaken for the purpose of encouraging and stimulating
34 the tourist travel and vacation business within the region. The
35 application shall further state the amount of funds held by or
36 subscribed to the folk life play for application to any matching
37 funds required by the Mississippi Development Authority and the
38 amount of the grant for which application is made.

39 (3) The Mississippi Development Authority, after review of
40 the application and if satisfied that the program promotes
41 tourism, shall designate the folk life play as an official
42 regional tourist promotion and authorize the making of a matching
43 grant to the folk life play. The funds shall be used for tourist
44 promotion, advertising or research programs to encourage and
45 stimulate the visitor and vacation business and economic
46 development within the region as may have been approved by the
47 Mississippi Development Authority.

48 (4) Any such designation and grant awarded to the "Hill
49 Fire" folk life play under this act shall be in addition to any
50 grant awarded by the Mississippi Arts Commission.

51 **SECTION 2.** This act shall take effect and be in force from
52 and after July 1, 2007.