

By: Representative Currie

To: Tourism; Appropriations

COMMITTEE SUBSTITUTE  
FOR  
HOUSE BILL NO. 148

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

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

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

9 57-1-64. (1) The Mississippi Development Authority is  
10 authorized to sell advertising and other tourism promotional  
11 information through the Mississippi Development Authority Internet  
12 website and other marketing outlets, and to enter into agreements  
13 with tourism associations and similar entities for the purpose of  
14 making and facilitating sales through the use of such entities.  
15 Revenues received from such sales shall be placed into the special  
16 fund created in subsection (2) of this section.

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



20 designated for deposit into the fund. Unexpended amounts  
21 remaining in the fund at the end of a fiscal year shall not lapse  
22 into the State General Fund, and any investment earnings or  
23 interest earned on amounts in the fund shall be deposited to the  
24 credit of the fund. Monies in the fund may be used by the  
25 Mississippi Development Authority for the purpose of paying costs  
26 incurred in connection with the purchase of Internet advertising  
27 and other promotional information and materials related to  
28 Mississippi tourism resources and activities, with not less than  
29 three percent (3%) of such costs incurred for advertising and  
30 promotional information and materials related to Mississippi State  
31 Parks.

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

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

