

By: Representative Currie

To: Tourism

HOUSE BILL NO. 1093

1 AN ACT TO REQUIRE THE JOINT LEGISLATIVE COMMITTEE ON
 2 PERFORMANCE EVALUATION AND EXPENDITURE REVIEW (PEER) TO CONDUCT A
 3 REVIEW OF THE EFFECTIVENESS OF THE MISSISSIPPI DEVELOPMENT
 4 AUTHORITY'S EFFORT FUNDED THROUGH THE MISSISSIPPI DEVELOPMENT
 5 AUTHORITY TOURISM ADVERTISING FUND IN 2024 AND EVERY FOUR YEARS
 6 THEREAFTER; TO AMEND SECTION 57-1-64, MISSISSIPPI CODE OF 1972, IN
 7 CONFORMITY THERETO; AND FOR RELATED PURPOSES.

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

9 **SECTION 1.** (1) In addition to the expenditure review of the
 10 Mississippi Development Authority Tourism Advertising Fund
 11 required by Section 27-65-75(23)(b), the Joint Legislative
 12 Committee on Performance Evaluation and Expenditure Review (PEER)
 13 shall conduct a review of advertising and marketing efforts paid
 14 for through the Mississippi Development Authority Tourism
 15 Advertising Fund, including, but not limited to, the effectiveness
 16 of attracting out-of-state visitors, the effectiveness of digital
 17 advertising efforts, and the administration and oversight by the
 18 Mississippi Development Authority (MDA) regarding expenditures
 19 from the fund. The review shall be provided to the Lieutenant
 20 Governor, the Speaker of the House of Representatives, the



21 Chairman of the Senate Tourism Committee, the Chairman of the
22 House of Representatives Tourism Committee, and the Governor by no
23 later than December 1, 2024, and every four (4) years thereafter.

24 (2) The PEER Committee may contract with a private
25 contractor or contractors to conduct the review, or any part or
26 parts thereof. In the event that the PEER Committee determines
27 that contractors should be used, it shall seek competitive
28 proposals for services and select the lowest and best proposal or
29 proposals. The MDA shall be legally and unconditionally obligated
30 to pay the costs of any work performed by any such contractor or
31 contractors utilized by the PEER Committee utilizing funds
32 originating from the Mississippi Development Authority Tourism
33 Advertising Fund.

34 (3) Upon completion of the review and after the Executive
35 Director of the PEER Committee has accepted the work product of
36 the contractor or contractors, the contractor or contractors
37 utilized shall submit to the MDA an invoice or invoices for the
38 costs of services rendered in an amount not to exceed One Hundred
39 Thousand Dollars (\$100,000.00) in the aggregate.

40 **SECTION 2.** Section 57-1-64, Mississippi Code of 1972, is
41 amended as follows:

42 57-1-64. (1) The Mississippi Development Authority is
43 authorized to sell advertising and other tourism promotional
44 information through the Mississippi Development Authority Internet
45 website and other marketing outlets, and to enter into agreements



46 with tourism associations and similar entities for the purpose of
47 making and facilitating sales through the use of such entities.
48 Revenues received from such sales shall be placed into the special
49 fund created in subsection (2) of this section.

50 (2) There is created a special fund in the State Treasury to
51 be known as the Mississippi Development Authority Tourism
52 Advertising Fund which shall consist of monies from any source
53 designated for deposit into the fund. Unexpended amounts
54 remaining in the fund at the end of a fiscal year shall not lapse
55 into the State General Fund, and any investment earnings or
56 interest earned on amounts in the fund shall be deposited to the
57 credit of the fund. Monies in the fund may be used by the
58 Mississippi Development Authority for the purpose of paying costs
59 incurred in connection with the purchase of Internet advertising
60 and other promotional information and materials related to
61 Mississippi tourism resources and activities, and for paying costs
62 required under Section 1 of this act.

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

66 **SECTION 3.** This act shall take effect and be in force from
67 and after July 1, 2022.

