

By: Senator(s) Blackwell

To: Tourism; Accountability,
Efficiency, Transparency

SENATE BILL NO. 2092

1 AN ACT TO REQUIRE THE JOINT LEGISLATIVE COMMITTEE ON
2 PERFORMANCE EVALUATION AND EXPENDITURE REVIEW (PEER) TO REVIEW, IN
3 2024 AND EVERY FOUR YEARS THEREAFTER, ADVERTISING AND MARKETING
4 EFFORTS PAID FOR THROUGH THE MISSISSIPPI DEVELOPMENT AUTHORITY
5 (MDA) TOURISM ADVERTISING FUND, INCLUDING THE EFFECTIVENESS OF
6 ATTRACTING OUT-OF-STATE VISITORS, THE EFFECTIVENESS OF DIGITAL
7 ADVERTISING EFFORTS, AND THE ADMINISTRATION AND OVERSIGHT BY MDA
8 REGARDING TOURISM ADVERTISING FUND EXPENDITURES; TO REQUIRE PEER
9 TO PROVIDE A REPORT TO THE LIEUTENANT GOVERNOR, THE SPEAKER OF THE
10 HOUSE, THE CHAIRS OF THE SENATE AND HOUSE TOURISM COMMITTEES, AND
11 THE GOVERNOR NO LATER THAN DECEMBER 1, 2024, AND EVERY FOUR YEARS
12 THEREAFTER; TO ALLOW PEER TO CONTRACT WITH A PRIVATE CONTRACTOR TO
13 CONDUCT THE REVIEW OR ANY PART THEREOF; TO PROVIDE FOR THE PAYMENT
14 OF THE PRIVATE CONTRACTOR; AND FOR RELATED PURPOSES.

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

16 **SECTION 1.** (1) In addition to the expenditure review of the
17 Mississippi Development Authority (MDA) Tourism Advertising Fund
18 required by Section 27-65-75(23)(b), the Joint Legislative
19 Committee on Performance Evaluation and Expenditure Review (PEER)
20 shall review advertising and marketing efforts paid for through
21 the MDA Tourism Advertising Fund, including, but not limited to,
22 the effectiveness of attracting out-of-state visitors, the
23 effectiveness of digital advertising efforts, and the
24 administration and oversight by MDA regarding Tourism Advertising



25 Fund expenditures. PEER shall conduct this review in 2024 and
26 every four (4) years thereafter and shall provide a report to the
27 Lieutenant Governor, the Speaker of the House, the Chairs of the
28 Senate and House Tourism Committees, and the Governor no later
29 than December 1, 2024, and every four (4) years thereafter.

30 (2) PEER may contract with a private contractor to conduct
31 the review or any part thereof. If PEER determines that a
32 contractor should be used, it shall seek competitive proposals for
33 services and select the lowest and best proposal. MDA shall be
34 legally and unconditionally obligated to pay, from monies in the
35 MDA Tourism Advertising Fund, the expenses of any work performed
36 by any such contractor used by PEER.

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

42 **SECTION 2.** This act shall take effect and be in force from
43 and after July 1, 2022.

