

By: Representatives Currie, Felsher, Hulum

To: Tourism; Appropriations

HOUSE BILL NO. 419
(As Sent to Governor)

1 AN ACT TO REQUIRE THE DEPARTMENT OF FINANCE AND
2 ADMINISTRATION TO ESTABLISH A PROGRAM FOR THE PURPOSE OF PROVIDING
3 FUNDS TO ASSIST CERTAIN MUSEUMS IN PAYING CERTAIN COSTS AND
4 PROVIDING FUNDS TO DESTINATION MARKETING ORGANIZATIONS TO ASSIST
5 IN PAYING COSTS OF CERTAIN MARKETING ACTIVITIES; TO DEFINE THE
6 TERMS "DESTINATION MARKETING ORGANIZATION" AND "MARKETING
7 ACTIVITIES" FOR THE PURPOSES OF THIS ACT; TO REQUIRE THE
8 DEPARTMENT OF FINANCE AND ADMINISTRATION TO ESTABLISH A PROGRAM
9 FOR THE PURPOSE OF PROVIDING FUNDS TO NARRATRIP LLC, TO USE TO
10 ASSIST MUNICIPALITIES IN THE STATE IN PAYING COSTS TO PARTICIPATE
11 IN AND BE PROMOTED AS PART OF THE BUSINESS'S MOBILE APPS GEARED
12 TOWARD PROMOTING TOURISM IN THE STATE; AND FOR RELATED PURPOSES.

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

14 **SECTION 1.** The COVID-19 public health emergency has had a
15 significant negative impact on Mississippi's tourism industry.
16 American Rescue Plan Act funds are specifically targeted toward
17 assisting in the recovery of the tourism and hospitality sectors.
18 The funds provided in this act are necessary expenditures related
19 to COVID-19, the purpose of which is to publicize the resumption
20 of tourism activities and steps taken to ensure a safe tourism
21 experience and to support the travel and hospitality economy of
22 Mississippi. It is the intention of the Legislature that the
23 activities defined in this act will address the negative economic



24 impacts of COVID-19 on the tourism, travel, and hospitality
25 industries as allowed by the American Rescue Plan Act of 2021 and
26 subsequent guidance issued by the United States Department of
27 Treasury.

28 **SECTION 2.** (1) As used in this section, the following words
29 and phrases shall have the meanings ascribed in this section
30 unless the context clearly indicates otherwise:

31 (a) "Destination marketing organization" means an
32 organization that received funds under Section 57-123-7,
33 Mississippi Code of 1972.

34 (b) "Marketing activities" means multimedia marketing
35 and advertising, including digital media, broadcast media and
36 printed media, including travel publications, production, travel
37 market sector analysis, consumer travel sentiment, public
38 relations, communication strategy, direct sales bookings, group
39 tour bookings, tourism development and administrative costs to
40 execute marketing activities related to the business disruption
41 effects of the Coronavirus Disease 2019 as expressed in Section 1
42 of this act.

43 (2) (a) The Department of Finance and Administration shall
44 establish a program for the purpose of providing funds to assist
45 destination marketing organizations in paying costs for marketing
46 activities as provided in this section and to assist certain
47 museums as provided in this section. Monies disbursed by the
48 Department of Finance and Administration under this section shall



49 be disbursed in compliance with all requirements and/or conditions
50 on funds appropriated from the Coronavirus State Fiscal Recovery
51 Fund for the program established under this section. Monies in
52 the fund shall be disbursed by the Department of Finance and
53 Administration as follows:

54 (i) Twenty-one Million Dollars (\$21,000,000.00)
55 shall be disbursed as provided in paragraph (b) of this subsection
56 (2) to assist destination marketing organizations in paying costs
57 for marketing activities; and

58 (ii) One Million Dollars (\$1,000,000.00) shall be
59 disbursed to the GRAMMY® Museum Mississippi, in Cleveland,
60 Mississippi, to assist in paying costs associated with advertising
61 and other forms of promoting and publicizing the museum and museum
62 related activities, and repairs and renovations of and upgrades
63 and improvements to the museum for health and safety purposes
64 related to the Coronavirus Disease 19.

65 (b) (i) The Department of Finance and Administration
66 shall determine, in conjunction with the destination marketing
67 organizations, the allocation of funds under paragraph (a)(i) of
68 this subsection (2) and shall disburse funds as follows:

69 1. Not more than Nine Million Four Hundred
70 Twenty-seven Thousand Five Hundred Fifty-seven Dollars
71 (\$9,427,557.00) of such monies shall be allocated to destination
72 marketing organizations in a manner that will provide monies to a
73 destination marketing organization in an amount equal to



74 seventy-five percent (75%) of the destination marketing
75 organization's marketing and advertising expenditures during the
76 2019 fiscal year, and

77 2. Not more than Eleven Million Five Hundred
78 Seventy-two Thousand Four Hundred Forty-three Dollars
79 (\$11,572,443.00) of such monies shall be allocated to destination
80 marketing organizations based on the proportion that a destination
81 marketing organization's contribution toward total tourism
82 visitors in the state according to the 2019 Fiscal Year Visit
83 Mississippi Visitors Profile Report bears to all destination
84 marketing organizations' contributions toward total tourism
85 visitors in the state according to the 2019 Fiscal Year Visit
86 Mississippi Visitors Profile Report. However, a destination
87 marketing organization shall not receive an amount less than One
88 Hundred Twenty-five Thousand Dollars (\$125,000.00) under this item
89 2.

90 (ii) Destination marketing organizations receiving
91 funds under this paragraph (b) shall provide details related to
92 their planned expenditures to the Department of Finance and
93 Administration prior to funds being disbursed. If the plans
94 submitted by the destination marketing organizations include
95 activities described in this section as eligible under this
96 program, the department shall approve the plan within thirty (30)
97 days of receipt of the plans.



98 (iii) Before receiving funds under this paragraph
99 (b), a destination marketing organization must certify to the
100 Department of Finance and Administration that:

101 1. The funds will only be used for marketing
102 activities, and

103 2. The destination marketing organization
104 will comply with applicable federal and state regulations and
105 requirements related to American Rescue Plan Act funds, and

106 3. The destination marketing organization
107 will obligate all funds by December 31, 2024, and fully expend all
108 funds by December 31, 2026.

109 (iv) Destination marketing organizations receiving
110 funds under this paragraph (b) shall keep and maintain records
111 related to expenditures. Destination marketing organizations
112 receiving funds under this paragraph (b) shall also track impacts
113 of their marketing activities through special levy tax receipts,
114 hotel occupancy indicators, other tourism industry metrics, and
115 analytics from marketing campaigns, as appropriate. Such
116 destination marketing organizations shall provide semi-annual
117 reports on expenditures and economic impacts of their marketing
118 activities to the Department of Finance and Administration, the
119 Governor, the Lieutenant Governor, the Speaker of the House of
120 Representatives and the Department of Audit.

121 (v) Subject to applicable purchasing laws,
122 destination marketing organizations will give preference, when



123 available and practical, to Mississippi-based companies for any
124 new contracts entered into for marketing activities.

125 (3) The Department of Finance and Administration and the
126 Department of Audit shall have all powers necessary for the
127 implementation of this section.

128 **SECTION 3.** (1) The Department of Finance and Administration
129 shall establish a program for the purpose of providing funds to
130 certain entities as provided in this section. The Department of
131 Finance and Administration shall disburse One Million Dollars
132 (\$1,000,000.00) under this section to NarraTrip LLC, to use to
133 assist municipalities in the state in paying costs to participate
134 in and be promoted as part of the business's mobile apps geared
135 toward promoting tourism in the state, including, but not limited
136 to, providing information regarding historic sites, roadside
137 markers and dining, music and art experiences.

138 (2) The Department of Finance and Administration shall have
139 all powers necessary for the implementation of this section.

140 **SECTION 4.** This act shall take effect and be in force from
141 and after July 1, 2023.

