

By: Representatives Miles, Hulum

To: Tourism; Appropriations

HOUSE BILL NO. 617

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 (a) the purpose of paying
26 costs incurred in connection with the purchase of Internet
27 advertising and other promotional information and materials
28 related to Mississippi tourism resources and activities, with not
29 less than ten percent (10%) of such costs incurred for advertising
30 and promotional information and materials related to Mississippi
31 state parks, and (b) for paying costs required under Section
32 57-1-64.2.

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

36 **SECTION 2.** This act shall take effect and be in force from
37 and after July 1, 2023.

