

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.

