

By: Senator(s) Blackwell

To: Tourism; Accountability,  
Efficiency, Transparency

SENATE BILL NO. 2050

1 AN ACT TO REQUIRE THE JOINT LEGISLATIVE COMMITTEE ON  
2 PERFORMANCE EVALUATION AND EXPENDITURE REVIEW (PEER) TO REVIEW, IN  
3 2025 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, 2025, 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 2025 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, 2025, 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, 2023.

