

By: Representatives Peranich, Coleman
(29th), Cummings, Staples, Upshaw, Martinson,
Patterson, Frierson, Stevens

To: Tourism

HOUSE BILL NO. 868

1 AN ACT TO AMEND SECTION 57-1-59, MISSISSIPPI CODE OF 1972, TO
2 AUTHORIZE THE MISSISSIPPI DEVELOPMENT AUTHORITY TO ENTER INTO
3 AGREEMENTS WITH LOCAL TOURISM ENTITIES FOR THE PURPOSE OF
4 DEVELOPING REGIONAL STRATEGIES FOR TOURISM PROMOTION; TO AUTHORIZE
5 THE MISSISSIPPI DEVELOPMENT AUTHORITY TO REQUIRE SUCH AGREEMENTS
6 AS A CONDITION FOR RECEIVING STATE GRANTS TO PROMOTE TOURISM; TO
7 REFLECT THE CHANGE OF THE NAME OF THE MISSISSIPPI DEPARTMENT OF
8 ECONOMIC AND COMMUNITY DEVELOPMENT TO THE MISSISSIPPI DEVELOPMENT
9 AUTHORITY; TO CREATE A NEW SECTION TO BE CODIFIED AS SECTION
10 17-3-33, MISSISSIPPI CODE OF 1972, TO REQUIRE CERTAIN LOCAL
11 CONVENTION BUREAUS, TOURISM COMMISSIONS AND SIMILAR ENTITIES TO
12 CONTRACT WITH A PRIVATE CERTIFIED PUBLIC ACCOUNTING FIRM FOR AN
13 ANNUAL AUDIT; AND FOR RELATED PURPOSES.

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

15 **SECTION 1.** Section 57-1-59, Mississippi Code of 1972, is
16 amended as follows:

17 57-1-59. The Mississippi Development Authority shall have
18 the following general powers and duties with respect to tourism:

19 (a) To promote and advertise the image of Mississippi
20 both within and without the boundaries of this state;

21 (b) To promote and advertise fairs and similar
22 activities of interest to tourists and the traveling public;

23 (c) To promote and advertise the use of wildlife and
24 natural areas by tourists and the traveling public;

25 (d) To promote and advertise the use of state
26 recreational and park facilities by tourists and the traveling
27 public;

28 (e) To promote and advertise all resources of the State
29 of Mississippi as attractions to tourists and the traveling
30 public;

31 (f) To develop for all agencies of state government the
32 necessary promotional and advertising materials needed to promote

33 all facilities and programs which may be of interest to travelers
34 and tourists;

35 (g) To maintain an educational awareness program for
36 the citizens of the state to constantly encourage increased
37 development of activities of interest to tourists and the
38 traveling public;

39 (h) To develop and maintain an information services
40 system to adequately guide tourists and the traveling public
41 within the boundaries of the state; * * *

42 (i) To develop and maintain an extensive media program
43 to adequately inform the national and international consumer about
44 Mississippi; and

45 (j) To enter into contracts and other agreements with
46 local tourism commissions or similar entities for the purpose of
47 developing regional strategies for tourism promotion. The
48 Mississippi Development Authority, in conjunction with the
49 formulation of regional strategies for tourism promotion, may
50 require that local tourism commissions or similar entities enter
51 into agreements with the authority as a condition for receiving
52 any state grants to promote tourism.

53 **SECTION 2.** The following shall be codified as Section
54 17-3-33, Mississippi Code of 1972:

55 17-3-33. Any convention bureau, local tourism commission or
56 similar entity established under this chapter or any other law of
57 the State of Mississippi, including any local and private law of
58 the State of Mississippi, which receives funds from any special
59 tax or levy imposed for the support of such bureau, commission or
60 similar entity, shall annually hire a private certified public
61 accounting firm to complete an audit of the revenues and
62 expenditures of the bureau, commission or similar entity and its
63 compliance with state law. A copy of the annual audit shall be
64 provided to the State Department of Audit.

65 **SECTION 3.** Section 1 of this act shall take effect and be in
66 force from and after July 1, 2004. Section 2 of this act shall
67 take effect and be in force from and after October 1, 2004.