

2020 Regular Session

HOUSE CONCURRENT RESOLUTION NO. 31

BY REPRESENTATIVE EDMONDS

A CONCURRENT RESOLUTION

To suspend until sixty days after final adjournment of the 2021 Regular Session of the Legislature of Louisiana the provisions of R.S. 51:1286(C)(2)(c) that limit the amount of funds used by the Department of Culture, Recreation and Tourism for the purchase of in-state media advertisement to not more than ten percent of all funds used for the purchase of media advertisement.

WHEREAS, due to the COVID-19 pandemic the Department of Culture, Recreation and Tourism has suspended all international advertising and reduced its national advertising for the state of Louisiana; and

WHEREAS, the travel and tourism industry is vital to the Louisiana economy, generating over one billion dollars of state and local sales tax and employing over two hundred thirty thousand people, making it the fourth highest employer in the state; and

WHEREAS, the travel and tourism industry is made up of local businesses that need financial assistance during this uncertain time and could be stimulated by increased domestic travel or tourism; and

WHEREAS, the collections of the sales and use tax levied in R.S. 51:1286 are pledged to the Department of Culture, Recreation and Tourism to assist the state in the promotion of tourism, but the amount of monies that may be used by the department for the purchase of in-state media advertisement may not exceed ten percent of all funds used for the purchase of media advertisement; and

WHEREAS, suspending the ten percent limitation would allow for increased in-state media advertisement, thereby promoting in-state travel and tourism.

THEREFORE, BE IT RESOLVED that the Legislature of Louisiana hereby suspends the provisions of R.S. 51:1286(C)(2)(c) that limit the amount of funds used by the Department of Culture, Recreation and Tourism for the purchase of in-state media

advertisement to not more than ten percent of all funds used for the purchase of media advertisement.

BE IT FURTHER RESOLVED that this suspension shall become effective upon adoption of this Resolution and shall extend through the sixtieth day after final adjournment of the 2021 Regular Session of the Legislature of Louisiana.

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SPEAKER OF THE HOUSE OF REPRESENTATIVES

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PRESIDENT OF THE SENATE