

LEGISLATIVE BILL 59

Approved by the Governor April 18, 2022

Introduced by Stinner, 48; Blood, 3; Hunt, 8; Wayne, 13.

A BILL FOR AN ACT relating to the Nebraska Tourism Commission; to amend sections 81-3728, 81-3729, and 81-3730, Revised Statutes Cumulative Supplement, 2020; to provide powers and duties regarding tourism promotional products; to provide and change provisions regarding revenue received by the commission; to harmonize provisions; and to repeal the original sections.

Be it enacted by the people of the State of Nebraska,

Section 1. Section 81-3728, Revised Statutes Cumulative Supplement, 2020, is amended to read:

81-3728 (1) Vendors under contract with the commission to develop, print, and distribute publications and promotional materials or produce, sell, and distribute tourism promotional products on behalf of the commission shall, on a monthly basis, submit to the commission all revenue received from the sale of advertising space in such publications or from the sale of such tourism promotional products. Monthly submissions shall include an itemization of the sources of revenue in a format as designated by the commission. Revenue from such sales shall be remitted to the State Treasurer for credit to the Nebraska Tourism Commission Promotional Cash Fund.

(2) The commission may enter into agreements directly with retailers to sell tourism promotional products. If a retailer pays for such products in full at the time of acquisition, the retailer shall have no further reporting requirements. The commission shall remit payments received from retailers acquiring such products to the State Treasurer for credit to the Nebraska Tourism Commission Promotional Cash Fund.

Sec. 2. Section 81-3729, Revised Statutes Cumulative Supplement, 2020, is amended to read:

81-3729 The Nebraska Tourism Commission Promotional Cash Fund is hereby created. The fund shall consist of revenue submitted by vendors and retailers as designated under section 81-3728. Revenue ~~The balance of any account established after July 1, 2017, to receive revenue~~ from the sale of advertising shall be remitted to the State Treasurer for credit transferred to the fund ~~Nebraska Tourism Commission Promotional Cash Fund~~. The commission shall use the fund to carry out its purposes under the Nebraska Visitors Development Act. Any money in the ~~fund Nebraska Tourism Commission Promotional Cash Fund~~ available for investment shall be invested by the state investment officer pursuant to the Nebraska Capital Expansion Act and the Nebraska State Funds Investment Act.

Sec. 3. Section 81-3730, Revised Statutes Cumulative Supplement, 2020, is amended to read:

81-3730 The commission is authorized to develop and make available for sale directly to the public tourism promotional products related to state marketing campaigns developed and approved by the commission. The commission may contract with private vendors to produce, sell, and distribute such tourism promotional products or enter into agreements directly with retailers as provided in section 81-3728. Any revenue from the sale of such tourism promotional products shall be credited to the Nebraska Tourism Commission Promotional Cash Fund as provided in section 81-3728.

Sec. 4. Original sections 81-3728, 81-3729, and 81-3730, Revised Statutes Cumulative Supplement, 2020, are repealed.