

BILL SUMMARY
1st Session of the 58th Legislature

Bill No.:	HB 2021
Version:	FULLPCS1
Request Number:	7639
Author:	Rep. Townley
Date:	2/23/2021
Impact:	See analysis below

Research Analysis

The proposed committee substitute for HB2021 creates the Oklahoma Tourism Cooperative Marketing Program, to be administered by the Tourism Department. The measure allows municipalities, counties, nonprofit destination marketing organizations and similar public entities to apply for funds through the program.

The measure also creates the Oklahoma Tourism Cooperative Marketing Program Committee, which shall consist of 13 members. The Committee shall review applications to the program, and recommend applications to the Tourism Department for approval.

The Tourism Department shall establish:

- An application for the program
- The criteria the committee shall use for evaluation and recommendation of applications
- Eligibility and reporting requirements for organizations applying for the program
- The boundaries of six regions within the state, for the purposes of the program

No organization may receive more than one award per year. Awards are capped at \$100,000, and no more than 20% of the total program funds may be given to organizations in any single region as defined by the Department.

The Program shall be funded through legislative appropriations. In any year the program does not receive appropriations, it shall be suspended.

Prepared By: Emily Wendler

Fiscal Analysis

HB 2021 sets up the Oklahoma Tourism Cooperative Marketing Program. According to officials a similar program is already in place at the Oklahoma Department of Tourism and Recreation, and it has had a budget of \$676,084 since FY18. SB1939 from the 2nd Session of the 57th Legislature specifically required there be funds sets aside to match multicounty organizations. Since a similar program is already in place, while the budget is \$676,084, it should not be an additional impact to the State's budget or appropriations as it should already be accounted for in the appropriations.

Prepared By: Mariah Searock

Other Considerations

None.

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