

2020 Regular Session

HOUSE CONCURRENT RESOLUTION NO. 31

BY REPRESENTATIVE EDMONDS

TAX/SALES & USE: Suspends provision of law capping amount of revenue which can be spent on in-state advertising

1 A CONCURRENT RESOLUTION

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

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

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

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

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

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

3 THEREFORE, BE IT RESOLVED that the Legislature of Louisiana hereby suspends
4 the provisions of R.S. 51:1286(C)(2)(c) that limit the amount of funds used by the
5 Department of Culture, Recreation and Tourism for the purchase of in-state media
6 advertisement to not more than ten percent of all funds used for the purchase of media
7 advertisement.

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

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HCR 31 Engrossed

2020 Regular Session

Edmonds

Suspends provisions of present law, relative to the restriction of the amount of funds used by the Dept. of Culture, Recreation and Tourism for the purchase of in-state media advertisement.

(Suspends R.S. 51:1286(C)(2)(c))