

2021 Regular Session

SENATE CONCURRENT RESOLUTION NO. 4

BY SENATOR TALBOT

Prefiled pursuant to Article III, Section 2(A)(4)(b)(i) of the Constitution of Louisiana.

FISCAL CONTROLS. Suspends provision of law capping amount of revenue which can be spent by the Department of Culture, Recreation and Tourism on in-state advertising.

1 A CONCURRENT RESOLUTION

2 To suspend until sixty days after final adjournment of the 2022 Regular Session of the
3 Legislature of Louisiana the provisions of R.S. 51:1286(C)(1)(c), which limits the
4 Department of Culture, Recreation and Tourism's purchase of in-state media
5 advertisements to an amount not exceeding ten percent of all funds used for the
6 purchase of media advertisements.

7 WHEREAS, due to the COVID-19 pandemic, the number of visitors to various
8 tourist destinations in the state, and particularly the city of New Orleans, was drastically
9 reduced in calendar year 2020 and continues to be reduced in calendar year 2021, which has
10 caused a decrease in tax collections from tourist attractions, casinos, restaurants, hotel
11 rooms, and other establishments, and additional in-state media advertising is necessary to
12 advise Louisiana citizens that tourist venues, casinos, restaurants, hotels, and other
13 establishments in the state of Louisiana and the city of New Orleans are open for business.

14 THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby
15 suspend the provisions of R.S. 51:1286(C)(1)(c), which limits the Department of Culture,
16 Recreation and Tourism's purchase of in-state media advertisement to an amount not
17 exceeding ten percent of all funds used for the purchase of media advertisement.

18 BE IT FURTHER RESOLVED that this suspension shall become effective upon

1 adoption of this Resolution and shall extend through the sixtieth day after final adjournment
2 of the 2022 Regular Session of the Legislature of Louisiana.

The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Martha S. Hess.

SCR 4 Original	DIGEST 2021 Regular Session	Talbot
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Proposed law suspends the provision of present law which limits the amount of funds used by the Department of Culture, Recreation and Tourism for the purchase of in-state media advertisements to an amount not to exceed 10% of all funds used for the purchase of media advertisements.

Effective through the 60th day following the final adjournment of the La. 2022 R.S.

(Suspends R.S. 51:1286(C)(1)(c))