

LEGISLATURE OF NEBRASKA
ONE HUNDRED EIGHTH LEGISLATURE
SECOND SESSION

LEGISLATIVE BILL 1103

Introduced by Aguilar, 35; Lippincott, 34.

Read first time January 10, 2024

Committee: Government, Military and Veterans Affairs

- 1 A BILL FOR AN ACT relating to the Nebraska Visitors Development Act; to
- 2 amend section 81-3725, Revised Statutes Cumulative Supplement, 2022;
- 3 to change provisions related to innovative tourism grants as
- 4 prescribed; and to repeal the original section.
- 5 Be it enacted by the people of the State of Nebraska,

1 Section 1. Section 81-3725, Revised Statutes Cumulative Supplement,
2 2022, is amended to read:

3 81-3725 (1) The commission shall develop a program to provide
4 marketing assistance grants to communities and organizations hosting
5 national or international-caliber events held in Nebraska that have the
6 potential to attract a significant percentage of out-of-state visitors
7 and to generate favorable national or international press coverage for
8 Nebraska.

9 (2) A community or organization applying for a marketing assistance
10 grant shall provide a plan to the commission that includes: (a)
11 Documentation that the event will attract out-of-state visitors; (b)
12 details regarding the type of marketing that would be carried out with
13 state funds; (c) methodologies used to track the impact of marketing
14 efforts and the number of out-of-state visitors attending the event; and
15 (d) details regarding the potential national or international press
16 coverage that will be generated by the event.

17 (3) The commission shall develop a program to provide innovative
18 tourism grants to communities or organizations that provide tourism and
19 visitor promotion services, host events, or promote attractions which
20 result in either (a) an increased number of nonlocal, instate visitors or
21 (b) an increased number of both nonlocal, instate visitors and out-of-
22 state visitors. Innovative tourism grants may include, but not be limited
23 to, marketing assistance, planning assistance, basic support, and
24 regional cooperation, and financial incentives that reduce total bid
25 prices to increase the chances for Nebraska locations to be chosen as
26 event sites. Innovative tourism grants shall not be used for equipment or
27 capital facility development or improvements. At least thirty-five
28 percent of innovation tourism grants provided to communities or
29 organizations under this subsection shall be for services provided or
30 events or attractions in counties with less than one hundred thousand
31 inhabitants, as such population is determined by the most recent federal

1 decennial census or the most recent revised certified count by the United
2 States Bureau of the Census.

3 (4) The executive director shall convene a technical review
4 committee of no fewer than three individuals representing the public
5 sector, the private sector, and citizens at large. The technical review
6 committee and the executive director shall review and score applications
7 for marketing assistance grants and innovative tourism grants and forward
8 recommendations to the commission for approval by the commission or a
9 subcommittee of the commission.

10 (5) Communities and organizations receiving marketing assistance
11 grants or innovative tourism grants authorized under this section shall
12 provide a final report to the commission within ninety days after the
13 completion date of the event that includes event attendance, the use of
14 funds, and marketing impact information.

15 (6) The commission shall adopt and promulgate rules and regulations
16 governing the grant programs authorized under this section.

17 Sec. 2. Original section 81-3725, Revised Statutes Cumulative
18 Supplement, 2022, is repealed.