

ONE HUNDRED SECOND LEGISLATURE - FIRST SESSION - 2011
COMMITTEE STATEMENT
LB684

Hearing Date: Tuesday February 08, 2011
Committee On: Banking, Commerce and Insurance
Introducer: Schilz
One Liner: Change provisions relating to an advisory committee for travel and tourism

Roll Call Vote - Final Committee Action:
Advanced to General File with amendment(s)

Vote Results:

Aye:	7	Senators Christensen, Gloor, Langemeier, McCoy, Pahls, Pirsch, Utter
Nay:		
Absent:	1	Senator Pankonin
Present Not Voting:		

Proponents:	Representing:
Senator Ken Schilz	Introducer
Dana Markel	NE Assn. of Convention & Visitor Bureaus
Alice Licht	NE Hotel & Motel Assn.
Lowen Kruse	Florence Futures
Renee Seifert	NE Travel Assn.

Opponents:	Representing:
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Neutral:	Representing:
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Summary of purpose and/or changes:

LB684 (Schilz) would amend section 81-1201.13 to provide that the advisory committee which is required by this section to provide consultation to the Travel and Tourism Division of the Department of Economic Development (DED) shall be named the Travel and Tourism Division Advisory Committee.

The bill would provide that the advisory committee shall, at a minimum, include a representative from the Nebraska Travel Association; the Nebraska Hotel and Motel Association; the largest tourist attraction in the state, as determined by DED; and the largest convention facility in the state, as determined by DED.

The bill would provide that the advisory committee shall develop a statewide strategic plan to cultivate and promote tourism in Nebraska, including (1) a review of the existing and potential sources of funding for tourism at the state and local levels, (2) a comprehensive inventory of local tourism boards, their structure, and their funding, (3) criteria for local tourism boards in terms of appointments to such boards and for awarding grants by such boards, (4) an examination of other states' funding models for tourism, (5) marketing strategies for promoting tourism, (6) a proposal for creating new or expanding existing tourism capacity, and (7) recommended legislation or funding requirements.

The bill would provide that the advisory committee shall prepare and present the statewide strategic plan to the Legislature by September 1, 2012.

Explanation of amendments:

The committee amendments (AM375) would alter the composition of the advisory committee and authorize the hiring of a consultant to assist in developing the statewide strategic plan:

1. The committee amendments would expand the advisory committee to include one representative from the Game and Parks Commission. The committee amendments would replace the representative of the largest tourism attraction in the state with a representative from a tourism attraction that records at least two thousand out-of-state visitors per year. The committee amendments would replace the representative of the largest convention facility in the state with a representative from the Nebraska Association of Convention and Visitors Bureaus.
2. The committee amendments would authorize DED to hire a consultant to assist the advisory committee in developing the statewide strategic plan. The committee amendments would also authorize DED to accept, in trust, gifts, devises, and bequests to be held and administered by DED for the purposes of hiring a consultant.

Rich Pahls, Chairperson