

One Hundred Second Legislature - First Session - 2011

Introducer's Statement of Intent

LB684

Chairperson: Senator Rich Pahls

Committee: Banking, Commerce and Insurance

Date of Hearing: February 08, 2011

The following constitutes the reasons for this bill and the purposes which are sought to be accomplished thereby:

LB 684 is a bill to assist Nebraska communities in generating new revenue and economic activity through the development of a statewide strategic plan to cultivate and promote tourism. As tourism is the third largest industry in the state, and given the current budget deficit, and opportunity exists to grow tourism for communities across the state through a collaborative assessment of the tourism industry.

Under current law, the Nebraska Department of Economic Development - Tourism Division has an advisory committee. AM 30 to LB 684 formalizes the Committee, which shall be named the Travel and Tourism Division Advisory Committee. The advisory committee shall include statewide representation from tourism-driven industries and at a minimum shall include: one representative from the Nebraska Travel Association; one representative from the Nebraska Hotel and Motel Association ; one representative from a tourism attraction that records at least two thousand out-of-state visitors per year; and one representative from the Nebraska Association of Convention and Visitors Bureaus.

The Advisory Committee may hire a consultant to assist its efforts and is to prepare and present a report of its statewide plan to the Legislature before September 2012

Principal Introducer: _____

Senator Ken Schilz