

LEGISLATURE OF NEBRASKA
ONE HUNDRED NINTH LEGISLATURE
FIRST SESSION

LEGISLATIVE BILL 560

FINAL READING

Introduced by Dungan, 26.

Read first time January 22, 2025

Committee: Government, Military and Veterans Affairs

- 1 A BILL FOR AN ACT relating to tourism; to amend section 81-3725, Reissue
- 2 Revised Statutes of Nebraska; to change provisions relating to
- 3 innovative tourism grants; and to repeal the original section.
- 4 Be it enacted by the people of the State of Nebraska,

1 **Section 1.** Section 81-3725, Reissue Revised Statutes of Nebraska, is
2 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)(a) {3}~~ The commission shall develop a program to provide
18 innovative tourism grants to communities or organizations that provide
19 tourism and visitor promotion services, host events, or promote
20 attractions that ~~which~~ result in either (i) ~~(a)~~ an increased number of
21 nonlocal, instate visitors or (ii) ~~(b)~~ an increased number of both
22 nonlocal, instate visitors and out-of-state visitors. Innovative tourism
23 grants may include, but not be limited to, marketing assistance, planning
24 assistance, basic support, and regional cooperation. Innovative tourism
25 grants shall not be used for equipment or capital facility development or
26 improvements.

27 (b) When awarding innovative tourism grants under the program, the
28 commission shall award up to five hundred thousand dollars in innovative
29 tourism grants to any such city or village each fiscal year.

30 (4) The executive director shall convene a technical review
31 committee of no fewer than three individuals representing the public

1 sector, the private sector, and citizens at large. The technical review
2 committee and the executive director shall review and score applications
3 for marketing assistance grants and innovative tourism grants and forward
4 recommendations to the commission for approval by the commission or a
5 subcommittee of the commission.

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

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

13 **Sec. 2.** Original section 81-3725, Reissue Revised Statutes of
14 Nebraska, is repealed.