

LEGISLATURE OF NEBRASKA  
ONE HUNDRED SIXTH LEGISLATURE  
FIRST SESSION

**LEGISLATIVE BILL 637**

Introduced by Stinner, 48.

Read first time January 23, 2019

Committee: Government, Military and Veterans Affairs

1 A BILL FOR AN ACT relating to the Nebraska Visitors Development Act; to  
2 amend sections 81-3701, 81-3711, and 81-3728, Revised Statutes  
3 Cumulative Supplement, 2018; to provide a duty for the Nebraska  
4 Tourism Commission; to authorize sales of tourism promotional  
5 products; to change provisions relating to vendor duties; to  
6 harmonize provisions; and to repeal the original sections.

7 Be it enacted by the people of the State of Nebraska,

1 Section 1. Section 81-3701, Revised Statutes Cumulative Supplement,  
2 2018, is amended to read:

3 81-3701 Sections 81-3701 to 81-3729 and section 3 of this act shall  
4 be known and may be cited as the Nebraska Visitors Development Act.

5 Sec. 2. Section 81-3711, Revised Statutes Cumulative Supplement,  
6 2018, is amended to read:

7 81-3711 The commission shall:

8 (1) Administer the Nebraska Visitors Development Act;

9 (2) Prepare and approve a budget;

10 (3) Elect a chairperson and vice-chairperson;

11 (4) Procure and evaluate data and information necessary for the  
12 proper administration of the act;

13 (5) Appoint an executive director at a salary to be fixed by the  
14 commission to conduct the day-to-day operations of the commission;

15 (6) Employ personnel and contract for services which are necessary  
16 for the proper operation of the commission;

17 (7) Establish a means by which any interested person has the  
18 opportunity at least annually to offer his or her ideas and suggestions  
19 relative to the commission's duties for the upcoming year;

20 (8) Authorize the expenditure of funds and contracting of  
21 expenditures to carry out the act;

22 (9) Keep minutes of its meetings and other books and records which  
23 clearly reflect all of the actions and transactions of the commission and  
24 keep such records open to examination during normal business hours;

25 (10) Prohibit any funds appropriated to the commission from being  
26 expended directly or indirectly to promote or oppose any candidate for  
27 public office or to influence state or federal legislation;

28 (11) Have authority to mark significant tourism attractions as  
29 provided in section 81-3711.01;

30 (12) Have authority to develop and approve state marketing  
31 campaigns;

1           ~~(13)~~ ~~(12)~~ Adopt and promulgate rules and regulations to carry out  
2 the Nebraska Visitors Development Act;

3           ~~(14)~~ ~~(13)~~ Develop and administer a program to provide promotional  
4 services, technical assistance, and state aid to local governments and  
5 the tourism industry;

6           ~~(15)~~ ~~(14)~~ Establish written policies and procedures governing the  
7 executive director and the personnel of the commission in the expenditure  
8 and use of funds appropriated to the commission;

9           ~~(16)~~ ~~(15)~~ Cooperate with federal, state, and local governments and  
10 private individuals and organizations to carry out any of the functions  
11 of the commission and purposes of the Nebraska Visitors Development Act;  
12 and

13           ~~(17)~~ ~~(16)~~ Actively coordinate and develop working partnerships with  
14 other state agencies, including, but not limited to, the Commission on  
15 Indian Affairs, the Department of Economic Development, the Game and  
16 Parks Commission, the Nebraska Arts Council, the Nebraska State  
17 Historical Society, and the University of Nebraska.

18           Sec. 3. The commission is authorized to develop and make available  
19 for sale directly to the public tourism promotional products related to  
20 state marketing campaigns developed and approved by the commission. The  
21 commission may contract with private vendors to produce, sell, and  
22 distribute such tourism promotional products. Any revenue from the sale  
23 of such tourism promotional products shall be credited to the Nebraska  
24 Tourism Commission Promotional Cash Fund as provided in section 81-3728.

25           Sec. 4. Section 81-3728, Revised Statutes Cumulative Supplement,  
26 2018, is amended to read:

27           81-3728 Vendors under contract with the commission to develop,  
28 print, and distribute publications and promotional materials or produce,  
29 sell, and distribute tourism promotional products on behalf of the  
30 commission shall, on a monthly basis, submit to the commission all  
31 revenue received from the sale of advertising space in such publications

1 or from the sale of such tourism promotional products. Monthly  
2 submissions shall include an itemization of the sources of revenue in a  
3 format as designated by the commission. Revenue shall be remitted to the  
4 State Treasurer for credit to the Nebraska Tourism Commission Promotional  
5 Cash Fund.

6 Sec. 5. Original sections 81-3701, 81-3711, and 81-3728, Revised  
7 Statutes Cumulative Supplement, 2018, are repealed.