

LEGISLATURE OF NEBRASKA
ONE HUNDRED NINTH LEGISLATURE
SECOND SESSION

LEGISLATIVE BILL 1058

Introduced by Hallstrom, 1; Dorn, 30.

Read first time January 14, 2026

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 Supplement, 2025; to provide
3 an additional grant under the Nebraska Visitors Development Act; to
4 provide powers and duties to the Nebraska Tourism Commission; to
5 state intent relating to funding; to repeal the original section;
6 and to declare an emergency.

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

1 **Section 1.** Section 81-3725, Revised Statutes Supplement, 2025, 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) 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 that
20 result in either (i) an increased number of nonlocal, instate visitors or
21 (ii) 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. Innovative tourism grants shall not be used for
25 equipment or capital facility development or improvements.

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

29 (4)(a) The commission shall develop a program to provide a tourism
30 and visitor promotion grant to an organization that provides tourism and
31 visitor promotion services in the state through exhibits and trails and

1 that is located along the Missouri River and within five miles of a city
2 of the first class.

3 (b)(i) An organization that provides tourism and visitor promotion
4 services in the state that meets the requirements of subdivision (4)(a)
5 of this section may apply to the commission, in a manner prescribed by
6 the commission, for a grant pursuant to this subsection. Such application
7 shall include the organization's name, documentation that the
8 organization provides tourism and visitor promotion services, how such
9 grant shall be used, and any other information that the commission may
10 require.

11 (ii) Subject to available funding, the commission shall award a
12 grant pursuant to this subsection. Such grant may be used for basic
13 support of an organization awarded such a grant.

14 (c) It is the intent of the Legislature to appropriate one hundred
15 fifty thousand dollars form the General Fund to the commission for fiscal
16 year 2026-27 to provide grant funding pursuant to this subsection.

17 (5) (4) The executive director shall convene a technical review
18 committee of no fewer than three individuals representing the public
19 sector, the private sector, and citizens at large. The technical review
20 committee and the executive director shall review and score applications
21 for marketing assistance grants and innovative tourism grants and forward
22 recommendations to the commission for approval by the commission or a
23 subcommittee of the commission.

24 (6) (5) Communities and organizations receiving marketing assistance
25 grants or innovative tourism grants authorized under this section shall
26 provide a final report to the commission within ninety days after the
27 completion date of the event that includes event attendance, the use of
28 funds, and marketing impact information.

29 (7) (6) The commission shall adopt and promulgate rules and
30 regulations governing the grant programs authorized under this section.

31 **Sec. 2.** Original section 81-3725, Revised Statutes Supplement,

1 2025, is repealed.

2 **Sec. 3.** Since an emergency exists, this act takes effect when
3 passed and approved according to law.