

Statewide Tourism Marketing Services Effectiveness Report

HF2564 § 18

DIVISION II

BEER AND LIQUOR CONTROL FUND — STATEWIDE TOURISM MARKETING SERVICES AND EFFORTS

Sec. 18. NEW SECTION. 15.275 Statewide tourism marketing services and efforts.

2. The authority shall report to the general assembly on or before September 1 of each fiscal year on the effectiveness of each entity that conducted statewide tourism marketing services and efforts in the immediately preceding fiscal year pursuant to a contract awarded under subsection 1. The report shall be provided in an electronic format and shall include metrics and criteria that allow the general assembly to quantify and evaluate the effectiveness and economic impact of each entity's statewide tourism marketing services and efforts.

Program is new for FY23. No contracts were funded in preceding fiscal year, FY22.