

LEGISLATURE OF NEBRASKA  
ONE HUNDRED SEVENTH LEGISLATURE  
SECOND SESSION

**LEGISLATIVE BILL 59**

FINAL READING

Introduced by Stinner, 48; Blood, 3; Hunt, 8; Wayne, 13.

Read first time January 07, 2021

Committee: Government, Military and Veterans Affairs

- 1 A BILL FOR AN ACT relating to the Nebraska Tourism Commission; to amend
- 2 sections 81-3728, 81-3729, and 81-3730, Revised Statutes Cumulative
- 3 Supplement, 2020; to provide powers and duties regarding tourism
- 4 promotional products; to provide and change provisions regarding
- 5 revenue received by the commission; to harmonize provisions; and to
- 6 repeal the original sections.
- 7 Be it enacted by the people of the State of Nebraska,

1 Section 1. Section 81-3728, Revised Statutes Cumulative Supplement,  
2 2020, is amended to read:

3 81-3728 (1) Vendors under contract with the commission to develop,  
4 print, and distribute publications and promotional materials or produce,  
5 sell, and distribute tourism promotional products on behalf of the  
6 commission shall, on a monthly basis, submit to the commission all  
7 revenue received from the sale of advertising space in such publications  
8 or from the sale of such tourism promotional products. Monthly  
9 submissions shall include an itemization of the sources of revenue in a  
10 format as designated by the commission. Revenue from such sales shall be  
11 remitted to the State Treasurer for credit to the Nebraska Tourism  
12 Commission Promotional Cash Fund.

13 (2) The commission may enter into agreements directly with retailers  
14 to sell tourism promotional products. If a retailer pays for such  
15 products in full at the time of acquisition, the retailer shall have no  
16 further reporting requirements. The commission shall remit payments  
17 received from retailers acquiring such products to the State Treasurer  
18 for credit to the Nebraska Tourism Commission Promotional Cash Fund.

19 Sec. 2. Section 81-3729, Revised Statutes Cumulative Supplement,  
20 2020, is amended to read:

21 81-3729 The Nebraska Tourism Commission Promotional Cash Fund is  
22 hereby created. The fund shall consist of revenue submitted by vendors  
23 and retailers as designated under section 81-3728. Revenue ~~The balance of~~  
24 ~~any account established after July 1, 2017, to receive revenue from the~~  
25 sale of advertising shall be remitted to the State Treasurer for credit  
26 ~~transferred to the fund Nebraska Tourism Commission Promotional Cash~~  
27 ~~Fund.~~ The commission shall use the fund to carry out its purposes under  
28 the Nebraska Visitors Development Act. Any money in the fund ~~Nebraska~~  
29 ~~Tourism Commission Promotional Cash Fund~~ available for investment shall  
30 be invested by the state investment officer pursuant to the Nebraska  
31 Capital Expansion Act and the Nebraska State Funds Investment Act.

1           Sec. 3. Section 81-3730, Revised Statutes Cumulative Supplement,  
2 2020, is amended to read:

3           81-3730 The commission is authorized to develop and make available  
4 for sale directly to the public tourism promotional products related to  
5 state marketing campaigns developed and approved by the commission. The  
6 commission may contract with private vendors to produce, sell, and  
7 distribute such tourism promotional products or enter into agreements  
8 directly with retailers as provided in section 81-3728. Any revenue from  
9 the sale of such tourism promotional products shall be credited to the  
10 Nebraska Tourism Commission Promotional Cash Fund as provided in section  
11 81-3728.

12           Sec. 4. Original sections 81-3728, 81-3729, and 81-3730, Revised  
13 Statutes Cumulative Supplement, 2020, are repealed.