

ONE HUNDRED SECOND LEGISLATURE

SECOND SESSION

LEGISLATIVE RESOLUTION 588

Introduced by Harr, 8.

PURPOSE: The purpose of this resolution is to study ways to encourage tourism throughout the State of Nebraska.

As tourism is the third largest industry in the state, an opportunity exists to grow destination marketing for communities across the state through a collaborative assessment of the tourism industry. Tourism has changed significantly in the past decade, and it is an untapped resource in our state. Nebraska offers experiences that cannot be found in other states or countries, and people will pay for these experiences.

The study shall include, but not be limited to, developing a statewide strategic plan to cultivate and promote tourism in Nebraska, including:

- (1) A review of the existing and potential sources of funding for tourism at the state and local levels;
- (2) An examination of other states' funding models for tourism;
- (3) Marketing strategies for promoting tourism;
- (4) A proposal for creating new or expanding existing tourism capacity; and
- (5) Recommended legislation or funding requirements.

In order to carry out the purpose of this resolution, the study committee should seek the assistance of tourism-related entities within

state government, the Nebraska Association of Convention and Visitors Bureaus, and anyone else the committee deems necessary and beneficial.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE ONE HUNDRED SECOND LEGISLATURE OF NEBRASKA, SECOND SESSION:

1. That the Banking, Commerce and Insurance Committee of the Legislature shall be designated to conduct an interim study to carry out the purposes of this resolution.

2. That the committee shall upon the conclusion of its study make a report of its findings, together with its recommendations, to the Legislative Council or Legislature.