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***Resolution in Support of Funding for the Louisiana Office of Tourism
and the Reinstatement of “Pass Through” Budget Items***

WHEREAS, Tourism is one of **Louisiana’s top industries** generating **\$9.3 billion** in annual spending for Louisiana businesses; and

WHEREAS, the tourism industry is the **7th highest employer** in the state and **one out of ten** Louisiana jobs depend on tourism; and

WHEREAS, direct spending by resident and international travelers in Louisiana averages **\$24.7 million** a day; and

WHEREAS, these visitor generated tax revenues **save each individual household** in the state approximately **\$510** in annual taxes; and

WHEREAS, in 1990, the legislator dedicated 0.003 percent of the state sales tax to the Louisiana Promotion District Fund; and

WHEREAS, these district funds have been and continue to be used by the Louisiana Office of Tourism to promote tourism to our state, and as a result creates the economic impact from tourism cited above; and

WHEREAS, in these tough economic times, just as businesses and individuals are tightening their belts and looking to place their dollars in those programs and projects that have a strong **return-on-investment**, governmental bodies are having to do the same; and

WHEREAS, tourism spending has a remarkable return-on-investment, returning approximately **\$17 in tax revenue for every dollar invested** in tourism marketing, therefore providing government with funding for many other needed services, such as healthcare and education; and

WHEREAS, the tourism industry understands, respects, and supports the mission of the Governor, the Commissioner of Administration, and the Legislature to balance the state budget and reduce spending; and

WHEREAS, in years past the legislature placed several “pass through” budget items in the Louisiana Office of Tourism budget and transferred funds totaling approximately \$5.5 million from the state general fund to cover those budget items; and

WHEREAS, the tourism industry believes these “pass throughs” fund worthwhile events, they also reduce the State Office of Tourism’s ability to attract new visitors through advertising; and

WHEREAS, in this current fiscal year, and the proposed, upcoming fiscal year the approved budget for the Louisiana Office of Tourism included these same “pass through” items, but did not include approval for the transfer of funds from the state general fund to cover these expenses; therefore, effectively reducing the Louisiana Office of Tourism budget by the same approximate \$5.5 million; and

WHEREAS, this “pass through” reduction in the Louisiana Office of Tourism budget directly impacts the advertising monies available, and therefore the state’s ability to market to the visitor; and

WHEREAS, a reduction in advertising of Louisiana to the rest of the world will result in a direct negative impact on visitation to Louisiana; and

WHEREAS, these cuts will cause irreparable harm on the state’s tourism industry; and

BE IT RESOLVD, that the Louisiana Travel Promotion Association Board of Directors, on behalf of the 800 plus tourism professional members of the Louisiana Travel Promotion Association, support the reinstatement of the approximate \$5.5 million in “pass through” budget dollars from the state general fund to the Louisiana Office of Tourism; and, therefore, be it further

RESOLVED, that the Secretary transmit copies of this resolution to the Governor, the Lieutenant Governor, the Commissioner of Administration, the President of the Senate, the Speaker of the House, the State Treasurer, the Chairman of the Senate Finance Committee, the Chairman of the House Appropriations Committee, and various appropriate media.

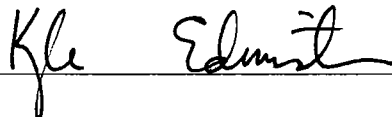
Signed:



Alana Cooper, Chairman of the Board of Directors
Louisiana Travel Promotion Association

3/17/11

Date



Kyle Edmiston, Secretary of the Board of Directors
Louisiana Travel Promotion Association

3/16/11

Date