

KENTUCKY GENERAL ASSEMBLY AMENDMENT FORM
2021 REGULAR SESSION
Unofficial Document

Amend printed copy of **HB 453**

On page 16, delete lines 4 through 15 and insert in lieu thereof the following:

- "(1) The Division of Tourism Services shall **provide support to the tourism industry by managing the Tourism Marketing Incentive Program, which is a collaborative effort with industry partners to utilize the one percent (1%) lodging tax funds effectively by providing matching funds for marketing and promotional efforts. The division shall staff and manage the seven (7) state welcome centers located in Franklin, Grayson, Hopkinsville, Shelbyville, Shepherdsville, Williamsburg, and Whitehaven to provide visitor and travel information. The division shall also provide travel brochure fulfillment for public and industry requests**~~operate the highway welcome centers, conduct a hospitality education program for the tourism industry, coordinate the provision of mail and telephone information services to visitors, and generate sales revenue to the tourism industry of the Commonwealth through participation in trade shows and markets~~.
- (2) The Division of Marketing ~~and Advertising~~ shall be responsible for **marketing Kentucky as a travel destination on a state, regional, national, and international level and creating and developing marketing materials in conjunction with the Commissioner's Office. The division shall maintain a database of all the tourism-related attractions, destinations, and events. The division shall promote these assets through a variety of mediums including but not limited to television, radio, print, out-of-home, over-the-top, and**

Amendment No. _____

Rep. Rep. Deanna Frazier

Committee Amendment _____

Signed: _____

Floor Amendment _____

LRC Drafter: _____

Adopted: _____

Date: _____

Rejected: _____

Doc. ID: XXXX

Not for Filing

digital. Additionally, the division shall participate in trade shows, events, and conferences to showcase the state. The division also shall collaborate with industry partners within the state and throughout the region to leverage marketing efforts. The division shall manage the department's Web site as well as the production of the official visitor's guide. The division shall also guide the efforts of the cultural heritage tourism program for Kentucky~~[state tourism advertising, the state matching fund tourism advertising program, the development and maintenance of a marketing and research database on tourism, market survey programs, and special studies related to the tourism industry].~~

- (3) The Division of Communications and Public Relations shall work to complement the activities of the department's advertising programs by engaging media and employing other strategies that publicize Kentucky's attractions and events as tourism destinations. These efforts shall primarily focus on generating earned broadcast and print media to support the marketing efforts of the department. This division shall serve as the liaison with media sources, maintaining constant contact through social media, e-newsletters, and a Web-based media resource site. It shall provide assistance to individual media representatives and travel writers in a variety of ways, including but not limited to creating story ideas, making travel arrangements, and providing photographs, video, and fact verification. It shall prepare regular press releases for the department to keep the public abreast of attractions and events in Kentucky. The goal of the division is to provide comprehensive support for projects and promotions developed through the department on behalf of the tourism industry in Kentucky.
- (4) The Division of Tourism Development shall oversee the administration of the Kentucky Tourism Development Finance Authority and the Kentucky Tourism Development Act and incentives. The division shall also administer film incentives and provide staff to

Unofficial Document

educate the public on all incentive programs the cabinet has to offer.

- (5)** The commissioner of tourism may promulgate administrative regulations in accordance with provisions of KRS Chapter 13A in order to carry out the provisions of KRS 148.522 and this section."