



***Resolution in Support of Funding for Louisiana Tourism  
and the Statutorily Dedicated Visitor Enterprise Funds***

WHEREAS, **26.3 million people** visited Louisiana in 2012 and spent a total of **\$10.7 billion** accounting for **\$665 million of the state's tax revenue**; and

WHEREAS, the tourism industry is the **5th highest employer** in the state meaning that **one out of ten** Louisiana jobs depend on tourism; and

WHEREAS, travel spending supports **153,000 jobs** in the tourism industry; and

WHEREAS, in a time where businesses and individuals are carefully watching their bottom line 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 \$1 invested** in tourism marketing (Market Dynamic Research Group), therefore providing government with funding for many other needed services, such as healthcare and education; and

WHEREAS, the legislative bodies of the state of Louisiana working with their local parish and city governments have established statutorily dedicated funds from the state taxes imposed on visitors inhabiting hotel rooms within the respective parish boundaries; in most areas referred to as "**Visitor Enterprise Funds**"; and

WHEREAS, these Visitor Enterprise Funds are used for tourism marketing, tourism product development and other economic projects within each of the respective parishes; and

WHEREAS, these **Visitor Enterprise Funds are a driver for economic growth and job creation**; and

WHEREAS, the tourism industry understands, respects, and supports the mission of the Governor, the Commissioner of Administration, the Legislature, and the Commission on

Streamlining Government to reduce bureaucracy, redundancy in spending, and the number of governmental employees; and

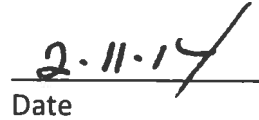
WHEREAS, Visitor Enterprise Funds are in fact an excellent hybrid model for partnering with local areas to accomplish this mission; now, therefore,

BE IT RESOLVED, that the Louisiana Association of Convention and Visitors Bureaus Board of Directors, on behalf of the 33 tourism professional members of the association, support the continuation and statutory rededication of the Louisiana Visitor Enterprise Funds; 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, the Chairman of the Commission on Streamlining Government and various appropriate media.

Signed:

  
Paul Arrigo, Secretary

  
Date