



***Resolution in Support of Funding for the Louisiana Office of Tourism  
for the proposed FY 2014-2015 budget***

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, no state general funds are appropriated for tourism; tourism is funded exclusively by a dedication of 3/100ths of a penny of sales tax; and

WHEREAS, the funds generated by this dedication 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 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 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, for years, the legislature has created several **"redirects,"** budget items that earmark dedicated tourism funds for purposes other than advertising and marketing the state;

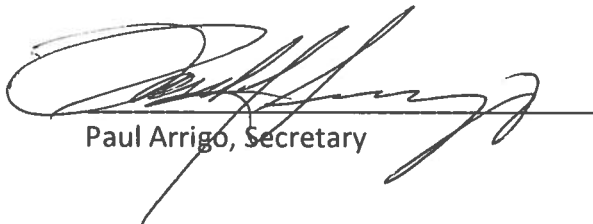
WHEREAS, in FY 2013 – 2014 **\$5.4 million** in “redirects” were paid for with dedicated tourism funds; and

WHEREAS, the tourism industry believes these “redirects” fund worthwhile events, they also short change the State Office of Tourism’s ability to attract new visitors through advertising; and as a result damage Louisiana’s economy; now, therefore,

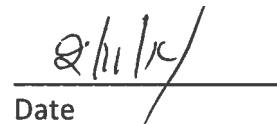
BE IT RESOLVED, that the Louisiana Association of Convention and Visitors Bureaus Board of Directors, on behalf of the 33 tourism professional members of the association, request that no additional “redirects” be added to the Office of Tourism’s budget for FY 2014 – 2015; and therefore be it further

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:



Paul Arrigo, Secretary



Date