

## STATEMENT OF PURPOSE

### RS25657

The travel and tourism industry is Idaho's third largest industry. Idaho tourism marketing and promotion activities are funded by a 2% travel and convention tax paid by travelers and collected by hotel, motel, private campgrounds, vacation rental, and bed and breakfast owners. Revenues deposited in the travel and convention fund are split according to code: 45% for local tourism grants, 45% for statewide tourism efforts and 10% for state administrative costs. Local tourism grants are distributed to regions based on the total dollars collected by each region through the 2% lodging tax. The Idaho Travel Council is an eight member council appointed by the Governor and is charged with overseeing the distribution of local tourism grants to the seven planning regions throughout the state. Each region uses these dollars to market its region to business and leisure travelers throughout the country and, in some cases, to a worldwide audience. Key stakeholders in Camas County, currently in Region 7 (Blaine, Camas, Lemhi, Custer and Butte counties), have requested to be grouped with Region 4 (Cassia, Gooding, Jerome, Lincoln, Minidoka and Twin Falls counties), as they believe this will result in better regional alignment of the county's limited tourism marketing dollars.

### FISCAL NOTE

This legislation would not impact the General Fund. If approved, this change would result in approximately \$4,000 annually to be shifted from Region 7 to Region 4 as part of the Idaho Travel Council grant program.

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**DISCLAIMER: This statement of purpose and fiscal note are a mere attachment to this bill and prepared by a proponent of the bill. It is neither intended as an expression of legislative intent nor intended for any use outside of the legislative process, including judicial review (Joint Rule 18).**