

**BILL SUMMARY**  
1<sup>st</sup> Session of the 58<sup>th</sup> Legislature

<b>Bill No.:</b>	<b>HB 1708</b>
<b>Version:</b>	<b>FULLPCS1</b>
<b>Request Number:</b>	<b>7541</b>
<b>Author:</b>	<b>Rep. Hill</b>
<b>Date:</b>	<b>2/26/2021</b>
<b>Impact:</b>	<b>\$20,000-\$50,000</b>

**Research Analysis**

The proposed committee substitute for HB1708 creates the Oklahoma Tourism Ignition Program. The measure allows municipalities to submit plans to the Oklahoma Arts Council for generating tourism in their area. The Council may approve or deny plans. If approved, the Council shall provide matching funds for the implementation of the plan, up to \$5,000. The program is to be marketed by the Oklahoma Tourism Department and expires November 1, 2023.

Prepared By: Emily Wendler

**Fiscal Analysis**

HB 1708 creates the Oklahoma Tourism Ignition Program. According to officials at the Oklahoma Arts Council, as this is a pilot program, it will need between \$20,000 and \$50,000 to be able to match funds for municipalities that apply. The Arts Council believes it can absorb the costs to set up and administer the program. The officials at the Oklahoma Department of Tourism and Recreation believe the Department can absorb the marketing costs, as the program plans to largely rely on word-of-mouth marketing for now. Given the above, the program will likely have a fiscal impact between \$20,000 and \$50,000 on the State.

Prepared By: Mariah Searock

**Other Considerations**

None.