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SENATE CONCURRENT RESOLUTION NO. 59

(By Senators Browning, Klempa, Prezioso, McCabe, Stollings,
Wells, Williams and Sypolt)

[Originating in the Committee on Economic Development]

Requesting the Joint Committee on Government and Finance study whether the state should increase funding to the Matching Advertising Partnership Program.

Whereas, The Matching Advertising Partnership Program (MAPP) was created in 1995 by the Legislature to promote tourism and the image of West Virginia using 3 percent of the net income from video lottery; and

Whereas, MAPP is a 50 percent reimbursement of tourism promotions made only after all cancelled checks have been submitted to show 100 percent of funds spent; and

Whereas, During the 2004 legislative session, the Legislature removed \$15,000,000 in surplus funding for various projects and reduced the 3 percent income from video lottery to 1.375 percent; and

Whereas, During the 2006 legislative session, the Legislature required that \$4,700,000 be set aside from the MAPP fund every year for the Courtesy Patrol; and

Whereas, The unintended consequence of these Legislative

1 actions is that the fund is no longer sufficient to provide fifty
2 percent reimbursements to applicants; and

3 Whereas, From fiscal year 2000 to fiscal year 2008, tourism
4 spending in West Virginia increased by \$2 billion and employed an
5 additional 9,000 people; and

6 Whereas, From fiscal year 2000 to fiscal year 2008 local and
7 state tourism tax revenue increased by \$294.1 million; and

8 Whereas, The eight year return on investment of the state
9 providing 50 percent MAPP funding is 1,776 percent since 2001 or an
10 annual rate of return of 222 percent; and

11 Whereas, During the 2010 legislative session, the Legislature
12 authorized \$1 million of the unused excess funds set aside for the
13 Courtesy Patrol to be used for additional MAPP funding; and

14 Whereas, Increasing the amount of money available for MAPP
15 funding would increase tourism revenues in the state and increase
16 the amount of jobs created by tourism; therefore, be it

17 *Resolved by the Legislature of West Virginia:*

18 That the Joint Committee on Government and Finance is hereby
19 requested to conduct a study of whether the state should increase
20 funding for the Matching Advertising Partnership Program; and, be
21 it

22 *Further Resolved,* That the Joint Committee on Government and
23 Finance report to the Legislature, on the first day of the regular
24 session, 2012, on its findings, conclusions and recommendations
25 together with drafts of any legislation to effectuate its

1 recommendations; and, be it

2 *Further Resolved*, That the expenses necessary to conduct this
3 study, to prepare a report and to draft necessary legislation be
4 paid from legislative appropriations to the Joint Committee on
5 Government and Finance.