

LEGISLATIVE BUDGET BOARD
Austin, Texas

FISCAL NOTE, 78TH LEGISLATIVE REGULAR SESSION

March 10, 2003

TO: Honorable Jim Keffer, Chair, House Committee on Economic Development

FROM: John Keel, Director, Legislative Budget Board

IN RE: HB740 by Davis, John (Relating to the Texas Department of Economic Development's duty to promote tourism.), **As Introduced**

No significant fiscal implication to the State is anticipated.

According to the Texas Department of Economic Development (TDED), the provisions of the bill would require the department to focus more of its efforts on in-state tourism and promotion. TDED estimates that at least \$1,750,000 would be required for an effective, dedicated in-state marketing effort.

Since the bill does not provide for a new mechanism for additional funding, the department indicates that it would divert funds from its available advertising funds targeted at non-Texans for an advertising program targeted for Texans.

Local Government Impact

No fiscal implication to units of local government is anticipated.

Source Agencies: 480 Texas Department Of Economic Development

LBB Staff: JK, JRO, RT, DE