

FY 2021 Annual Report: A Review of the Mississippi Development Authority Tourism Advertising Fund

CONCLUSION: Under the authority of MISS. CODE ANN. § 57-1-64 (1972), the Mississippi Development Authority oversees deposits to and expenditures from the Tourism Advertising Fund. Additionally, MISS. CODE ANN. § 27-65-23 (b) (1972) requires a certain percentage of monthly restaurant and hotel sales tax collections be deposited into the fund. As required by state law, PEER conducted a review to disclose where these funds were spent and detail amounts deposited.

Background: MISS. CODE ANN. § 57-1-64 (1972) created the Tourism Advertising Fund and gave the Mississippi Development Authority the license to expend funds for the purpose of advertising and promoting Mississippi Tourism.

Additionally, MISS. CODE ANN. § 57-1-64.1 (1972) created the Mississippi Tourism Association Marketing (MTA) Marketing Advisory Board to provide assistance to MDA in planning goals and initiatives.

The Board is composed of the following:

- the MTA Executive Director;
- five members of the MTA Board of Directors representing each of MTA's five tourism regions;
- three at-large members;
- three at-large members appointed by the Governor;
- one at-large member appointed by the Lieutenant Governor; and,
- one at-large member appointed by the Speaker of the House of Representatives.

Recommendation

PEER staff believes that MDA has made expenditures from the Tourism Advertising Fund in accordance with MISS. CODE ANN. § 57-1-64. However, it is imperative that monies expended from the fund are effective in growing tourism and attracting visitors to the state. Therefore, PEER recommends the Legislature give PEER the authority to conduct a review of the effectiveness of MDA tourism marketing efforts.

FY 2020 and FY 2021 Restaurant and Hotel Sales Tax Collections

Month	FY 2021	FY 2020	Net Increase/(Decrease)
July	\$279,205	-	\$279,205
August	628,418	\$229,333	399,085
September	622,799	227,166	395,633
October	618,255	219,832	398,423
November	608,368	205,223	403,145
December	667,632	220,229	447,403
January	565,847	255,231	310,616
February	593,696	807,281	(213,585)
March	613,500	294,322	319,178
April	555,529	277,965	277,564
May	770,011	243,291	526,720
June	776,477	210,519	565,958
Total	\$7,299,737	\$3,190,392	\$4,109,345

FY 2021 Tourism Advertising Fund Expenditures

Object	Amount
Alabama Media Group	\$770,591
American Road LLC	3,821
Arkansas Times Limited Partnership	4,625
BMH Marketing, LLC	156
Brazos River Media Inc.	39,000
Department of Archives and History	50,000
Enterprise Products Company	12,907
Expedia, Inc.	626,000
Fox Sports South	214,200
Gannett River States Publishing Corporation	1,614
Garden & Gun Magazine, LLC	53,900
GR/IR Clearing ¹	8,648
Kenilworth Media Inc.	5,501
Lobaki, Inc.	16,250
Longwoods International USA Inc.	59,250
Madden Preprint Media LLC	235,039
M and L Publishing, LLC	2,180
MCI USA Holding Company	12,900
Meredith Corporation	221,571
Peninsula Publishing, LLC	35,000
Power Play Marketing	14,850
Quality Printing, Inc.	363
Smithsonian Institution	12,000
Southbound Publishing, Inc.	3,230
Still Water Marketing	5,100
The Commercial Appeal	6,800
The South Magazine Alabama	4,467
UMB Bank NA	8,617
Westmoreland Publishing Co, Inc.	30,000
Total	\$2,458,580