

THE MISSOURI TOURISM STORY

THE MISSOURI TOURISM COMMISSION CHAMPIONS the sound development of Missouri's travel and tourism industry by overseeing the Missouri Division of Tourism (MDT). Created in 1967 by the 74th General Assembly, MDT is the administrative arm of the Tourism Commission.

Among other duties, the Commission:

- Recommends programs to promote the state as a top-of-mind travel and tourism destination.
- Employs a director qualified by education, experience in public administration and in the use of news and advertising mediums.
- Promotes the exchange of travel and tourism ideas and information between state and local agencies, Chambers of Commerce, Convention and Visitors Bureaus, tourism entities, travel-related organizations and individuals.

The Division of Tourism's budget is computed following 1993 legislation, commonly referred to as H.B. 188. The premise of the bill is simple: the tourism industry is one of our state's top industries; as such, the tourism industry generates significant sales tax revenues. The Division of Tourism's budget is determined by comparing growth of these sales-tax-generating revenues, produced by the industry (from the 17 SIC Codes shown on page 7), with the general revenue fund of the State of Missouri. If the industry grows, the Division's budget is increased; if it does not grow, the budget is not increased.

This nationally-recognized funding formula was established to provide reliable funding for MDT, allowing the Division to be competitive with other states in promoting tourism. It takes MDT out of the fight for general revenue funds; it DOES NOT increase taxes.