

## **FISCAL NOTE**

### **SB 3146 – HB 3591**

March 6, 2006

**SUMMARY OF BILL:** Requires the Commissioner of the Department of Economic and Community Development (ECD), in consultation with the Commissioner of the Department of Tourism Development (DTD), to develop the Tennessee African American Heritage and Attractions Guide (TAAHAG). Requires the Commissioners to present a comprehensive marketing and promotional plan for the TAAHAG outlining techniques, strategies and an advertising schedule to the Environment, Conservation and Tourism Committee of the Senate and the Commerce Committee of the House of Representatives on or before February 1, 2007.

#### **ESTIMATED FISCAL IMPACT:**

##### **Increase State Expenditures – Exceeds \$100,000 - One-Time**

###### Assumptions:

- The TAAHAG shall detail maps, tours, museums and listings of notable and historic locations throughout the state that are significant to Tennessee's African American community.
- The TAAHAG shall illustrate the rich cultural and historical heritage of Tennessee's African American community by highlighting landmarks significant in the history and development of Tennessee's African American community, including: churches and religious venues; museums; major business districts; residences of civil rights leaders; and other locations that were pivotal in the development of African American literature, art, music, theatre, and journalism.
- Cost estimates based from similar guidebook produced by DTD in 1998.
- Publishing costs for a 50-page guide in 1998 was \$0.79 per guide.
- Number of guides produced in 1998 was 100,000.
- TAAHAG is similar to other DTD productions.
- Inflation of publishing cost since 1998 is estimated at 3% per year.
- Inflation-adjusted cost is \$1.00 per guide.

- Cost to manufacture guides is estimated at \$100,000 (100,000 guides X \$1.00 cost per guide = \$100,000 total cost).
- Cost of developing the comprehensive marketing and promotional plan that is to be presented to the Environment, Conservation and Tourism Committee of the Senate and the Commerce Committee of the House of Representatives is estimated as not significant.
- State expenditures are estimated to increase by an amount exceeding \$100,000 (one-time).

**CERTIFICATION:**

This is to duly certify that the information contained herein is true and correct to the best of my knowledge.

A handwritten signature in black ink that reads "James W. White". The signature is written in a cursive style with a large initial "J" and a distinct "W".

James W. White, Executive Director