

TENNESSEE GENERAL ASSEMBLY  
FISCAL REVIEW COMMITTEE



FISCAL MEMORANDUM

HB 1997 – SB 2083

March 18, 2016

**SUMMARY OF ORIGINAL BILL:** Prohibits a municipality from holding an election on an advertising tax levy for a period of five years following any previous election on an advertising tax levy.

FISCAL IMPACT OF ORIGINAL BILL:

Other Fiscal Impact – To the extent a municipality would levy an advertising tax in the absence of this bill, and such levy would be prohibited under the provisions of this bill, the municipality would incur a mandatory impact characterized as an unknown amount of forgone local revenue; any such forgone amount of local revenue cannot be determined because any such impact is dependent upon multiple unknown factors.

**SUMMARY OF AMENDMENT (013953):** Deletes all language of the original bill. Authorizes cities whose primary industry is tourism to treat as confidential, records addressing specific amounts of money expended in a given market for digital or traditional media or that address specific details of targeted audiences identified for marketing purposes. States that nothing in this legislation shall prevent public disclosure of aggregate expenditure amounts for marketing activities at any time.

FISCAL IMPACT OF BILL WITH PROPOSED AMENDMENT:

NOT SIGNIFICANT

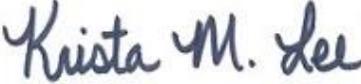
Assumptions for the bill as amended:

- The bill as amended does not require cities whose primary industry is tourism to treat records addressing the amount of funding expended on marketing and media as confidential. Any action taken by cities is permissive.
- Any fiscal impact resulting from cities electing to keep records addressing the amount of funding expended on marketing and media confidential is estimated to be not significant.

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**CERTIFICATION:**

The information contained herein is true and correct to the best of my knowledge.



Krista M. Lee, Executive Director

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