

WEST VIRGINIA LEGISLATURE

2020 REGULAR SESSION

Introduced

Senate Bill 829

FISCAL
NOTE

BY SENATOR MAYNARD

[Introduced February 17, 2020; referred
to the Committee on Finance]

1 A BILL to amend the Code of West Virginia, 1931, as amended, by adding thereto a new section,
 2 designated §5B-2I-9, relating to establishing the Overland Recreation Fund as a special
 3 fund; specifying the purposes for which the fund may be used; and defining terms.

Be it enacted by the Legislature of West Virginia:

ARTICLE 2I. OVERLAND RECREATION FUND.

§5B-2I-9. Establishment of Overland Recreation Fund.

1 (a) Definitions.

2 “Fund” means the Overland Recreation Fund.

3 “Overland recreation” means the combination or camping and off-roading connecting
 4 elements of each to form a distinct automotive and/or outdoor recreational experience.

5 “Overlanding” means vehicle-based, self-reliant travel over an extended period of time,
 6 during which the traveler experiences differing terrains, and the experience, adventure, and
 7 enjoyment of the journey itself are the goals of the traveler.

8 (b) Purpose.

9 The sole purpose of the fund is for marketing, direct advertising, business development,
 10 and public relations promoting “overland recreation” within the state and the state’s image and
 11 brand identity at the discretion and direction of the Executive Director of the West Virginia Office
 12 of Tourism. “Direct Advertising” means advertising which includes, but is not limited to, television,
 13 radio, mailings, newspaper, magazines, digital marketing, including the Internet and social media,
 14 and outdoor billboards or any combination thereof. Any balance remaining at the end of any fiscal
 15 year does not revert to the General Revenue Fund, but shall remain in the fund for expenditures
 16 in accordance with the provisions of this section.

NOTE: The purpose of this bill is to establish the Overland Recreation Fund.

Strike-throughs indicate language that would be stricken from a heading or the present law and underscoring indicates new language that would be added.