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PRESS RELEASE

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Lt. Governor Peter Kinder Announces Full Funding of Tourism in Governor Blunt's Budget Recommendation

Increase of nearly \$2.9 Million for Marketing and Promotion

Jefferson City-Missouri Lieutenant Governor Peter Kinder, on behalf of Governor Matt Blunt, announced today that the Governor will recommend fully funding the tourism budget. Governor Blunt next week will recommend an increase of nearly \$2.9 million dollars in his FY 2008 budget for The Missouri Division of Tourism, which would fully fund the Tourism budget formula. The additional funds are available through the Division of Tourism Supplemental Revenue Fund (TSRF).

"Missouri tourism has been a major element in the success of our state's return to economic growth in the past 2 years," said Governor Matt Blunt. "I am pleased that we are once again able to provide the Missouri Division of Tourism with additional funds to assist in marketing Missouri as a world-class vacation destination. I also appreciate Lt. Governor Kinder's leadership on this issue. He understands as I do that tourism is an important part of our diverse economy. We need to continue investing in our tourism sector to create jobs and economic growth for Missouri."

As Chairman of the Missouri Tourism Commission, Lt. Governor Kinder made the announcement Thursday morning and was joined by members of the General Assembly and the Tourism Commission. "I thank Governor Blunt for his support for our tourism industry" said Lt. Governor Kinder. He added, "A strong economy breeds success for all elements of society, and Missouri's economic achievements over the past 2 years have made it possible to arm the Division of Tourism with the tools they will need to support the Missouri Tourism industry."

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“We’re excited by the governor’s recommendation and the opportunity to increase our marketing efforts that these additional funds will create,” said Missouri Division of Tourism Director Blaine Luetkemeyer. “Gov. Blunt recognizes the importance of the tourism industry to the economy of the state, as well as the importance of funding the Division of Tourism.”

The Division of Tourism Supplemental Revenue Fund (TSRF) works by identifying sales tax revenue generated by businesses that serve travelers within the state of Missouri. Increases in the TSRF appropriation allow for additional investment in tourism marketing and promotion. Governor Blunt will propose his budget next week and it will then go before the General Assembly.