

FIRST REGULAR SESSION

HOUSE BILL NO. 540

98TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVE JOHNSON.

1109H.011

D. ADAM CRUMBLISS, Chief Clerk

AN ACT

To amend chapter 620, RSMo, by adding thereto two new sections relating to business incentives.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Chapter 620, RSMo, is amended by adding thereto two new sections, to be known as sections 620.1650 and 620.1915, to read as follows:

620.1650. 1. This section shall be known and may be cited as the “Missouri Startup Cloud” program, the purpose of which is to facilitate the dissemination of business financial products from business financing providers to Missouri-based businesses and provide information regarding the benefits of starting, expanding, or relocating a business to Missouri.

2. The department of economic development may create and maintain an internet website, independent from the department’s website, on which business financing providers may post any available financial products or services that assist Missouri businesses free of charge, and the website shall clearly explain the benefits of starting, expanding, or relocating a business to Missouri and any pertinent business startup information. If the department fails to create such a website within ninety days of the effective date of this act, the department shall be required to contract with an internet website development company to create the exchange.

3. In the event the department fails to create the exchange website in accordance with subsection 2 of this section:

(1) The department shall review all applications of internet website developers for the purpose of awarding an annual contract for the development, design, marketing, and

EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in bold-face type in the above bill is proposed language.

18 maintenance of the exchange website with annual renewals for continuing upgrades,
19 marketing, and maintenance of the website.

20 (2) The awarded website developer shall be solely responsible for all costs
21 associated with the development, marketing, and maintenance of the exchange website, and
22 shall receive no compensation from the department. In order to offset potential expenses,
23 such website developer shall be authorized to sell and retain any funds obtained from
24 advertising space on the website, subject to the restriction that no advertising space shall
25 be sold or licensed to any entity which has not been approved by the director of the
26 department of economic development.

27 4. The department shall have the authority to terminate any contract entered into
28 under this section at the department's discretion or if the website developer fails to operate
29 under the department's rules for the exchange website. If the contract is terminated, the
30 department shall immediately assume ownership of all site-related domain names and
31 begin searching for a new website developer to contract with under the terms established
32 in this section.

33 5. The state shall retain and have exclusive rights of ownership of all content
34 produced on the exchange website, including, but not limited to, all creative materials,
35 copyrights, photographs, and illustrations.

36 6. The department of economic development may promulgate rules necessary to
37 implement the provisions of this section. Any rule or portion of a rule, as that term is
38 defined in section 536.010, that is created under the authority delegated in this section shall
39 become effective only if it complies with and is subject to all of the provisions of chapter
40 536 and, if applicable, section 536.028. This section and chapter 536 are nonseverable, and
41 if any of the powers vested with the general assembly under chapter 536 to review, to delay
42 the effective date, or to disapprove and annul a rule are subsequently held
43 unconstitutional, then the grant of rulemaking authority and any rule proposed or adopted
44 after August 28, 2015, shall be invalid and void.

620.1915. 1. There is hereby created in the state treasury the "Missouri
2 International Business Advertising Fund", which shall consist of appropriated moneys,
3 gifts, contributions, grants, or bequests to be used solely for the purpose of attracting
4 international businesses to Missouri. The fund shall be used for advertising the benefits
5 of relocating an international business to Missouri and may be used to advertise in
6 international business magazines, on international social media sites, or any search engine
7 that receives international traffic. The fund may be used to promote the existence and
8 purpose of the fund. The state treasurer shall be custodian of the fund and may approve
9 disbursements from the fund in accordance with sections 30.170 and 30.180. Upon

10 appropriation, money in the fund shall be used solely for the administration of this section.
11 Notwithstanding the provisions of section 33.080 to the contrary, any moneys remaining
12 in the fund at the end of the biennium shall not revert to the credit of the general revenue
13 fund. The state treasurer shall invest moneys in the fund in the same manner as other
14 funds are invested. Any interest and moneys earned on such investments shall be credited
15 to the fund.

16 2. The Missouri international advertising fund shall be administered and managed
17 by the Missouri small business technology and development center and its coordinator with
18 the primary goal of encouraging any business located outside of the United States to
19 relocate to Missouri.

20 3. The Missouri small business technology and development center shall establish
21 a committee consisting of no fewer than three but no more than five persons for the
22 purpose of reviewing which international markets are seeing an increase in businesses
23 relocating to the United States and specifically use the funds that are deposited into the
24 Missouri international advertising fund to create a marketing campaign directed toward
25 the international companies in these markets. The coordinator shall establish its own rules
26 of procedure.

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