# 2021 South Dakota Legislature

# House Concurrent Resolution 6009

*Introduced by: **Representative** Jamie Smith*

1 **A CONCURRENT RESOLUTION, Urging priority to be given to in-state advertising**

2 **agencies over out-of-state agencies for state issued requests for proposals.**

3 WHEREAS, in-state advertising agencies are better suited to deliver a message that

4 resonates with this state's residents than large out-of-state firms who are not the residents'

5 friends or neighbors; and

6 WHEREAS, in-state advertising agencies provide more resourceful services than out-of-

7 state agencies as they know the media market values for advertisement placements and

8 alternatives; and

9 WHEREAS, this state signals to college students that good work and stable jobs primarily

10 exist out of state when awarding contracts to out-of-state advertising agencies; and

11 WHEREAS, awarding contracts to in-state advertising agencies would be consistent with

12 this state's plea to its citizens to shop local, and to work and live in this state; and

13 WHEREAS, awarding contracts to in-state advertising agencies would boost this state's

14 economy by recirculating tax dollars because agencies do business with other in-state

15 companies, employee wages are paid from agency business, and sales tax revenue is

16 generated from in-state spending. The recirculation of tax dollars not only provides jobs for

17 advertising agencies, but also for many others, including media vendors, grocery store clerks,

18 and teachers. Studies show that sixty-eight jobs are supported for every one million dollars

19 spent in advertising in this state. In short, when money leaves this state, so do jobs:

20 NOW, THEREFORE, BE IT RESOLVED, by the House of Representatives of the Ninety-Sixth

21 Legislature of the State of South Dakota, the Senate concurring therein, that the Executive

22 Branch of this state is urged to give preference in advertising contracts to in-state agencies

23 over out-state agencies as permitted by law.