

As Introduced

136th General Assembly

Regular Session

2025-2026

H. B. No. 732

Representative Miller, M.

**Cosponsors: Representatives Salvo, Johnson, Gross, Brennan, Hiner, Robb
Blasdel, Brewer**

To enact section 122.074 of the Revised Code to
create the Ohio, The Heart of It All Pass
program under TourismOhio.

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BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF OHIO:

Section 1. That section 122.074 of the Revised Code be
enacted to read as follows:

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Sec. 122.074. (A) The "Ohio, The Heart of It All" pass
program is created, to be administered and developed by
TourismOhio. The purpose of the program is to promote to the
public the state's artistic, cultural, historical, educational,
recreational, film, and museum attractions. Beginning in 2027,
the pass shall be available, for a price determined by
TourismOhio, to any person who applies for it in a form and
manner established by TourismOhio, and to residents of the state
at a discounted rate. Revenue from the pass shall be deposited
into the Ohio, The Heart of It All pass fund created under
division (D) of this section.

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(B) (1) Any person or organization that is located in the
state, and that contributes to a healthy tourism economy, may
apply to TourismOhio, on a form and in a manner established by

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TourismOhio, to become a TourismOhio partner and participate in 20
the program. The applicant, on its application, shall indicate 21
what discounts, special experiences, promotional gifts, or other 22
benefits it may offer to pass holders. If the applicant is 23
selected as a TourismOhio partner, it shall offer to pass 24
holders the discounts, special experiences, promotional gifts, 25
or other benefits as indicated in its application. The director 26
of development may enter into a cooperative or contractual 27
agreement with a TourismOhio partner as described in division 28
(A) (3) of section 122.073 of the Revised Code. 29

(2) TourismOhio may monitor a TourismOhio partner's 30
compliance with the program and any agreements entered into 31
between the director of development and the partner, including 32
through reporting requirements. A TourismOhio partner is subject 33
to audit by TourismOhio or the department of development. 34

(3) If TourismOhio or the director of development 35
determines that a TourismOhio partner is not complying with this 36
section or any agreements made under this section, TourismOhio 37
or the director of development may, at TourismOhio's or the 38
director's discretion, cancel the agreement, and may rescind the 39
person's or organization's status as a TourismOhio partner. 40

(C) TourismOhio shall produce promotional materials for 41
the pass and shall promote TourismOhio partners' attractions in 42
the promotional materials described in division (B) of this 43
section. 44

(D) The Ohio, The Heart of It All pass fund is created in 45
the state treasury. It shall consist of transfers of money 46
authorized by the general assembly and revenues received by 47
TourismOhio under division (A) of this section, as well as 48
gifts, grants, devises, bequests, and other financial 49

contributions made to the fund for the purpose of promoting 50
tourism in the state. Investment earnings on money in the fund 51
shall be credited to the general revenue fund. Money in the fund 52
may be used by TourismOhio in performing its duties under this 53
section and to pay personnel and other administrative expenses. 54

(E) TourismOhio may adopt rules pursuant to Chapter 119. 55
of the Revised Code to implement this section. 56

Section 2. In honor of the two hundred fiftieth 57
anniversary of the founding of the United States, the "Ohio, The 58
Heart of It All" pass created under section 122.074 of the 59
Revised Code shall be available for free to any Ohio resident 60
that applies for it, on a form and in a manner as established by 61
TourismOhio. The pass shall be available on a date to be 62
determined by TourismOhio and shall be valid until 2027. 63