OHIO LEGISLATIVE SERVICE COMMISSION

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H.B. 732
136th General Assembly

Bill Analysis

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Version: As Passed by the House

Primary Sponsor: Rep. M. Miller

Austin C. Strohacker, Attorney

SUMMARY

- Creates the Ohio, The Heart of It All pass program in the Department of Development (DEV), to be administered by TourismOhio, the purpose of which is to promote Ohio's artistic, cultural, historical, educational, recreational, film, and museum attractions.
- Provides a free pass, for 2026, to all Ohio residents who apply for it, and for 2027 and beyond permits any person to purchase a pass (with a discount for Ohio residents).
- Permits TourismOhio to adopt rules to implement the program.
- Permits any person or organization located in Ohio, and that contributes to a healthy tourism economy, to apply to become a TourismOhio partner; the application must indicate what discounts, special experiences, promotional gifts, or other benefits it may offer to pass holders.
- Requires an applicant, if selected, to offer the indicated discounts, special experiences, promotional gifts, or other benefits to pass holders, and permits a selected applicant to enter into an agreement with DEV.
- Permits TourismOhio to monitor a partner's compliance with the program, including through reporting requirements and audits, and permits cancellation of the agreement and rescinding of partner status for noncompliance.
- Requires TourismOhio to produce promotional materials for the pass, and for TourismOhio partners' attractions.
- Creates the Ohio, The Heart of It All Pass Fund in the state treasury, with investment earnings on the fund being transferred to the General Revenue Fund.

DETAILED ANALYSIS

The Ohio, The Heart of It All pass

The bill creates the Ohio, The Heart of It All pass program in the Department of Development (DEV), to be administered 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.

The pass must be available to any Ohio residents who apply for it (in a form and manner to be established by TourismOhio), for free in 2026, on a date to be established by TourismOhio. It is valid until 2027.

Then, in 2027, any person may apply for and purchase a pass for a price to be determined by TourismOhio. Ohio residents must receive a discounted rate.

Revenue from the pass is deposited into the Ohio, The Heart of It All Pass Fund, which the bill creates in the state treasury (see "**Treasury fund**," below).[1]

TourismOhio may make rules to implement the program.[2]

TourismOhio partners

The bill permits any person or organization located in Ohio, that contributes to a healthy tourism economy, to apply (on a form and in a manner established by TourismOhio) to become a TourismOhio partner and participate in the pass program.

The application must indicate what discounts, special experiences, promotional gifts, or other benefits it may offer to pass holders, and if selected for the program, the applicant must offer the indicated discount, experience, gift, or other benefit to pass holders.

The bill also permits the partner to enter into a cooperative or contractual agreement with the DEV Director under an existing law to promote tourism in Ohio.

The bill permits TourismOhio to monitor a partner's compliance with the program and with any agreements entered between the DEV Director and the partner, including through reporting requirements. A TourismOhio partner is subject to audit by TourismOhio or DEV.

If TourismOhio or the DEV Director determines that a TourismOhio partner is not in compliance, TourismOhio or the DEV Director may, at TourismOhio's or the Director's discretion, cancel the agreement, and rescind the person's or organization's status as a TourismOhio partner.

The bill requires TourismOhio to produce promotional materials for the pass and promote TourismOhio partners' attractions in these promotional materials.[3]

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[1] R.C. 122.074(A); Section 2 of the bill.

[2] R.C. 122.074(E).

[3] R.C. 122.074(B) and (C).

Treasury fund

The bill creates the Ohio, The Heart of It All Pass Fund in the state treasury. It consists of transfers of money authorized by the General Assembly (appropriations) and revenues received by TourismOhio from the purchase of Ohio, The Heart of It All passes, as well as gifts, grants, devises, bequests, and other financial contributions made to the fund for the purpose of promoting tourism in Ohio.

Investment earnings on money in the fund are credited to the General Revenue Fund.

Money in the fund may be used by TourismOhio in performing its duties under the program and to pay personnel and other administrative expenses.[4]

HISTORY

Action	Date
Introduced	03-03-26
Reported, H. Arts, Athletics, and Tourism	05-20-26
Passed House (91-4)	05-20-26

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[4] R.C. 122.074(D).