

FINAL BILL REPORT

SHB 2229

C 69 L 14
Synopsis as Enacted

Brief Description: Concerning long-term funding for a state tourism marketing program.

Sponsors: House Committee on Community Development, Housing & Tribal Affairs (originally sponsored by Representatives Morris, Smith, Appleton, Haler, Moscoso, Tarleton, Roberts, Ryu, Habib and Bergquist).

House Committee on Community Development, Housing & Tribal Affairs
House Committee on Appropriations
Senate Committee on Trade & Economic Development

Background:

The State Tourism Commission (Commission) was created in 2007 to direct the state tourism program administered through the Department of Commerce. The Commission was comprised of public and private industry representatives and was directed to promote and expand the state tourism industry. The Commission could raise funds and had its own account.

The Legislature terminated the State Tourism Program and the Commission at the end of the 2009-11 biennium. In the same year, the Washington Tourism Alliance (WTA) was formed to assume official state tourism marketing and promotion activities.

The WTA is a private nonprofit organization comprised of members of the state tourism industry. The WTA receives funding from its members. Among its activities, the WTA operates a state tourism website, publishes the Official State Tourism Guide, and holds an annual tourism summit.

Summary:

By December 1, 2014, the WTA must submit a report to the Legislature that includes a proposal to privately fund a long-term state tourism marketing program. The report must include a mechanism for raising funds from the tourism industry as divided into separate sectors. It is stated that the WTA estimates that a state tourism marketing program will require an initial investment of \$7.5 million, apportioned among each industry sector as follows:

This analysis was prepared by non-partisan legislative staff for the use of legislative members in their deliberations. This analysis is not a part of the legislation nor does it constitute a statement of legislative intent.

- lodging: \$2.4 million;
- food service: \$2 million;
- attractions and entertainment: \$975,000;
- retail: \$1.425 million; and
- transportation: \$600,000.

The report must propose the manner in which the amounts allocated to each sector will be collected and administered. The Legislature must direct the Departments of Revenue and Commerce, the Office of the State Treasurer, and the Office of the Secretary of State to assist the WTA in developing a fund collection method.

The proposal must include a governance structure that includes a board consisting primarily of members representing the five industry sectors and also including destination marketing organizations. Other optional members may include significant donors to state tourism marketing. Board membership must ensure geographic and business diversity. The WTA must make initial board appointments from nominations submitted by statewide trade associations representing each of the five industry sectors.

Votes on Final Passage:

House	88	8
Senate	47	0

Effective: June 12, 2014