

SENATE BILL REPORT

SB 5725

As Reported by Senate Committee On:
Business, Financial Services & Trade, January 25, 2022

Title: An act relating to powers of the legislative committee on economic development and international relations.

Brief Description: Concerning powers of the legislative committee on economic development and international relations.

Sponsors: Senator Mullet; by request of Lieutenant Governor.

Brief History:

Committee Activity: Business, Financial Services & Trade: 1/18/22, 1/25/22 [DP].

Brief Summary of Bill

- Removes the direction to study and adopt tourism slogans or taglines from the Legislative Committee on Economic Development and International Trade.

SENATE COMMITTEE ON BUSINESS, FINANCIAL SERVICES & TRADE

Majority Report: Do pass.

Signed by Senators Mullet, Chair; Hasegawa, Vice Chair; Dozier, Ranking Member; Brown, Frockt, Lovick and Wilson, L.

Staff: Clinton McCarthy (786-7319)

Background: The Washington State Tourism Marketing Authority (Authority) was established by the Legislature in 2018. The duties of the Authority are to contract with a statewide tourism marketing services entity to promote tourism on behalf of the state of Washington and create a statewide tourism marketing plan, which was also created in 2018. In 2020, the Legislature gave the Legislative Committee on Economic Development and

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International Trade the authority to study and adopt state tourism slogans or taglines created by the Authority.

Summary of Bill: The issue of studying and adopting state tourism slogans or taglines by the Authority is removed from the jurisdiction of the Legislative Committee on Economic Development and International Trade.

Appropriation: None.

Fiscal Note: Not requested.

Creates Committee/Commission/Task Force that includes Legislative members: No.

Effective Date: Ninety days after adjournment of session in which bill is passed.

Staff Summary of Public Testimony: PRO: The Lieutenant Governor does not feel that the authority to approve taglines or slogans is an appropriate function of the Legislative Committee on Economic Development and International Relations (LCEDIR). LCEDIR does not meet often enough to take on this responsibility in a timely fashion. The current process is redundant, many of the lawmakers sit on the Washington State Tourism Marketing Authority and LCEDIR. This is a good little bill.

Persons Testifying: PRO: Senator Mark Mullet, Prime Sponsor; Julia Gorton, Washington Hospitality Association; David Bremer, Office of the Lieutenant Governor.

Persons Signed In To Testify But Not Testifying: No one.