
SENATE BILL 5799

State of Washington

63rd Legislature

2013 Regular Session

By Senators Schlicher, Kohl-Welles, Murray, and McAuliffe

Read first time 02/15/13. Referred to Committee on Trade & Economic Development.

1 AN ACT Relating to establishing a tourism stakeholder task force
2 for the purpose of increasing trade and economic development in
3 Washington state; creating new sections; and providing an expiration
4 date.

5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

6 NEW SECTION. **Sec. 1.** When the state tourism office was closed in
7 2011, the Washington tourism alliance was formed to provide a privately
8 funded and managed statewide tourism marketing program. While the
9 tourism alliance has kept the basics of a statewide tourism marketing
10 in place, it is necessary to find a long-term reliable funding
11 mechanism and source so that Washington state can continue to compete
12 with its neighboring states for valuable tourist dollars. It is the
13 intent of the legislature to establish a working group comprised of
14 public and private sector stakeholders in order to identify possible
15 long-term funding solutions which incorporate private-public
16 partnerships.

17 NEW SECTION. **Sec. 2.** (1) A tourism stakeholder task force
18 comprised of representatives from the department of revenue, the

1 department of commerce, the Washington public ports association, the
2 Washington tourism alliance, the Washington lodging association, the
3 Washington restaurant association, and other private sector and
4 nonprofit organizations interested in tourism must convene to identify
5 effective operational structures and long-term funding sources for the
6 implementation of a statewide tourism marketing program.

7 (2) The tourism stakeholder task force must convene no less than
8 three separate meetings over the interim. Issues for discussion must
9 include, but are not limited to: The appropriate funding level for a
10 statewide tourism marketing program, identification of long-term
11 funding sources and mechanisms for collecting funds from those sources,
12 identification of the proper governance structure including the
13 relationship between the public and private sectors, and measurements
14 needed to identify the outcomes from the use of tourism marketing
15 funds. Specific recommendations on these issues are due to the
16 legislature by December 1, 2013.

17 (3) Legislative staff to the applicable committees must assist the
18 tourism stakeholder task force in planning and facilitating all task
19 force meetings.

20 NEW SECTION. **Sec. 3.** Sections 1 and 2 of this act expire December
21 1, 2013.

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