
SENATE BILL 5827

State of Washington

58th Legislature

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By Senators Shin, Benton, T. Sheldon, B. Sheldon, Schmidt, Rossi, Hale, Kohl-Welles, Rasmussen, Hargrove, Keiser, Brown, Franklin, Prentice and Thibaudeau

Read first time 02/13/2003. Referred to Committee on Economic Development.

1 AN ACT Relating to international tourism; and adding a new chapter
2 to Title 43 RCW.

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

4 NEW SECTION. **Sec. 1.** (1) The legislature finds that:

5 (a) International tourism is a growing sector that can provide
6 Washington residents with jobs and local communities with needed
7 revenues;

8 (b) Contacts made through international tourism activities may
9 yield future benefits in terms of future international investments in
10 the state;

11 (c) Current efforts to promote international tourism are too
12 diffuse to yield significant benefits; and

13 (d) A collaborative effort among state and local governments,
14 tribes, and private enterprises can serve to leverage the investments
15 in international tourism and trade made by each.

16 (2) It is therefore the policy of the state to create a single
17 entity to be known as the international tourism center to develop new,
18 and expand existing, opportunities for international tourism and trade.

1 NEW SECTION. **Sec. 2.** There is created the international tourism
2 center within the department of community, trade, and economic
3 development. As used in this chapter, "center" means the international
4 tourism center.

5 NEW SECTION. **Sec. 3.** The center shall:

6 (1) Provide targeted assistance to international tourism-related
7 businesses, including:

8 (a) Promotion of Washington state as a tourism destination; and

9 (b) Market research and planning information;

10 (2) Provide information to tourism businesses on the availability
11 and benefits of international tourism opportunities;

12 (3) Undertake and participate in marketing promotions to achieve
13 expanded international tourism;

14 (4) Coordinate with local tourism development efforts to maximize
15 benefits; and

16 (5) Develop an annual work plan. The plan shall describe actions
17 and recommendations for developing markets for international tourism
18 and related trade activities.

19 NEW SECTION. **Sec. 4.** To carry out its responsibilities under this
20 chapter, the center may:

21 (1) Receive such gifts, grants, funds, fees, and endowments, in
22 trust or otherwise, for the use and benefit of the center. The center
23 may expend the same or any income therefrom according to the terms of
24 the gifts, grants, or endowments;

25 (2) Initiate, conduct, or contract for studies and searches
26 relating to international tourism;

27 (3) Obtain and disseminate information relating to market
28 development for international tourism from other state and local
29 agencies;

30 (4) Enter into, amend, and terminate contracts with individuals,
31 corporations, trade associations, and research institutions for the
32 purposes of this chapter;

33 (5) Provide business and marketing assistance to public and private
34 sector entities within the state; and

35 (6) Evaluate, analyze, and make recommendations on state policies
36 that may affect markets for international tourism.

1 NEW SECTION. **Sec. 5.** The center shall solicit financial
2 contributions and support from tourism-related industries and other
3 private sector sources, foundations, tribal governments and
4 enterprises, and grants from governmental sources to assist in
5 conducting its activities. It may also use separately appropriated
6 funds of the department of community, trade, and economic development
7 for the center's activities.

8 NEW SECTION. **Sec. 6.** Local governments may divert a portion of
9 the revenue collected under local sales and use taxes on the sale of
10 lodging to the center.

11 NEW SECTION. **Sec. 7.** Sections 1 through 6 of this act constitute
12 a new chapter in Title 43 RCW.

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