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SENATE BILL 5798

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State of Washington

59th Legislature

2005 Regular Session

By Senators Parlette, Shin, Jacobsen, Haugen, Finkbeiner, Kohl-  
Welles, Mulliken and Rasmussen

Read first time 02/07/2005. Referred to Committee on International  
Trade & Economic Development.

1 AN ACT Relating to tourism promotion; amending RCW 43.330.090 and  
2 43.330.094; creating a new section; and making appropriations.

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

4 **Sec. 1.** RCW 43.330.090 and 2003 c 153 s 2 are each amended to read  
5 as follows:

6 (1) The department shall work with private sector organizations,  
7 local governments, local associate development organizations, and  
8 higher education and training institutions to assist in the development  
9 of strategies to diversify the economy, facilitate technology transfer  
10 and diffusion, and increase value-added production by focusing on  
11 targeted sectors. The targeted sectors may include, but are not  
12 limited to, software, forest products, biotechnology, environmental  
13 industries, recycling markets and waste reduction, aerospace, food  
14 processing, tourism, film and video, microelectronics, new materials,  
15 robotics, and machine tools. The department shall, on a continuing  
16 basis, evaluate the potential return to the state from devoting  
17 additional resources to a targeted sector's approach to economic  
18 development and including additional sectors in its efforts. The

1 department shall use information gathered in each service delivery  
2 region in formulating its sectoral strategies and in designating new  
3 targeted sectors.

4 (2) The department shall pursue a coordinated program to expand the  
5 tourism industry throughout the state in cooperation with the public  
6 and private tourism development organizations. The department, in  
7 operating its tourism program, shall:

8 (a) Promote Washington as a tourism destination to national and  
9 international markets to include nature-based and wildlife viewing  
10 tourism;

11 (b) Provide information to businesses and local communities on  
12 tourism opportunities that could expand local revenues;

13 (c) Assist local communities to strengthen their tourism  
14 partnerships, including their relationships with state and local  
15 agencies;

16 (d) Provide leadership training and assistance to local communities  
17 to facilitate the development and implementation of local tourism  
18 plans;

19 (e) Coordinate the development of a statewide tourism and marketing  
20 plan. The department's tourism planning efforts shall be carried out  
21 in conjunction with public and private tourism development  
22 organizations including the department of fish and wildlife and other  
23 appropriate agencies. The plan shall specifically address mechanisms  
24 for: (i) Funding national and international marketing and nature-based  
25 tourism efforts; (ii) interagency cooperation; and (iii) integrating  
26 the state plan with local tourism plans; and

27 (f) Implement a national television campaign to promote tourism in  
28 Washington, featuring tourism opportunities in both eastern and western  
29 Washington.

30 (3) The department may, in carrying out its efforts to expand the  
31 tourism industry in the state:

32 (a) Solicit and receive gifts, grants, funds, fees, and endowments,  
33 in trust or otherwise, from tribal, local or other governmental  
34 entities, as well as private sources, and may expend the same or any  
35 income therefrom for tourism purposes. All revenue received for  
36 tourism purposes shall be deposited into the tourism development and  
37 promotion account created in RCW 43.330.094;

1 (b) Host conferences and strategic planning workshops relating to  
2 the promotion of nature-based and wildlife viewing tourism;

3 (c) Conduct or contract for tourism-related studies;

4 (d) Contract with individuals, businesses, or public entities to  
5 carry out its tourism-related activities under this section;

6 (e) Provide tourism-related organizations with marketing and other  
7 technical assistance;

8 (f) Evaluate and make recommendations on proposed tourism-related  
9 policies.

10 (4) The department shall promote, market, and encourage growth in  
11 the production of films and videos, as well as television commercials  
12 within the state; to this end the department is directed to assist in  
13 the location of a film and video production studio within the state.

14 (5) In assisting in the development of a targeted sector, the  
15 department's activities may include, but are not limited to:

16 (a) Conducting focus group discussions, facilitating meetings, and  
17 conducting studies to identify members of the sector, appraise the  
18 current state of the sector, and identify issues of common concern  
19 within the sector;

20 (b) Supporting the formation of industry associations, publications  
21 of association directories, and related efforts to create or expand the  
22 activities or industry associations;

23 (c) Assisting in the formation of flexible networks by providing  
24 (i) agency employees or private sector consultants trained to act as  
25 flexible network brokers and (ii) funding for potential flexible  
26 network participants for the purpose of organizing or implementing a  
27 flexible network;

28 (d) Helping establish research consortia;

29 (e) Facilitating joint training and education programs;

30 (f) Promoting cooperative market development activities;

31 (g) Analyzing the need, feasibility, and cost of establishing  
32 product certification and testing facilities and services; and

33 (h) Providing for methods of electronic communication and  
34 information dissemination among firms and groups of firms to facilitate  
35 network activity.

36 **Sec. 2.** RCW 43.330.094 and 2003 c 153 s 4 are each amended to read  
37 as follows:

1       The tourism development and promotion account is created in the  
2 state treasury. All receipts from RCW 36.102.060(10) and  
3 43.330.090(3)(a) must be deposited into the account. Moneys in the  
4 account received under RCW 36.102.060(10) may be spent only after  
5 appropriation. No appropriation is required for expenditures from  
6 moneys received under RCW 43.330.090(3)(a). Expenditures from the  
7 account may be used by the department of community, trade, and economic  
8 development only for the purposes of expanding and promoting the  
9 tourism industry in the state of Washington. For expenditures  
10 appropriated for national and international television promotion, only  
11 fifteen percent of each appropriation may be spent on overhead or staff  
12 costs.

13       NEW SECTION. Sec. 3. (1) The sum of one million seven hundred  
14 fifty thousand dollars, or as much thereof as may be necessary, is  
15 appropriated for the fiscal year ending June 30, 2006, from the general  
16 fund to the department of community, trade, and economic development  
17 for the purposes of this act.

18       (2) The sum of one million seven hundred fifty thousand dollars, or  
19 as much thereof as may be necessary, is appropriated for the fiscal  
20 year ending June 30, 2007, from the general fund to the department of  
21 community, trade, and economic development for the purposes of this  
22 act.

23       NEW SECTION. Sec. 4. If there is no appropriation in the 2005-06  
24 operating budget for the purposes of this act, the department of  
25 community, trade, and economic development must spend three million  
26 five hundred thousand dollars of existing funds or thirty-three percent  
27 of its total tourism budget, whichever is greater, for the purposes of  
28 this act.

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