

SB 6034 - S AMD 415
By Senator Pearson

ADOPTED 02/12/2014

1 On page 3, beginning on line 3, strike all of section 4 and insert
2 the following:

3 "NEW SECTION. **Sec. 4.** A new section is added to chapter 79A.05
4 RCW to read as follows:

5 The commission, in consultation with the department of archaeology
6 and historic preservation, may permit commercial advertising on or in
7 state parks lands and buildings, when all the following conditions are
8 met:

9 (1) It conforms to the United States secretary of interior's
10 standards for the treatment of historic properties when applied to
11 advertising affecting historic structures, cultural and historic
12 landscapes, and archaeological sites;

13 (2) It does not detract from the integrity of the park's natural,
14 cultural, historic, and recreational resources and outstanding scenic
15 view sheds; and

16 (3) It will acknowledge individuals and organizations that are
17 donors or sponsors of park events or projects, or support the
18 sustainability of park concessionaires, lessees, or service providers.

19 Notwithstanding subsections (1) through (3) of this section,
20 commercial advertising, including product placement, may still be
21 permitted on commission web sites, electronic social media, and printed
22 materials within or outside of state parks.

23 NEW SECTION. **Sec. 5.** A new section is added to chapter 79A.05 RCW
24 to read as follows:

25 (1) When entering into any agreement under RCW 79A.05.345 or
26 otherwise involving the management of state park land or a facility by
27 a public or private partner, the commission shall consider, when
28 appropriate:

- 1 (a) If the entity has an adequate source of available funding to
2 assume the financial responsibilities of the agreement;
3 (b) If the entity has sufficient expertise to assume the scope of
4 responsibilities of the agreement;
5 (c) If the agreement results in net financial benefits to the
6 state; and
7 (d) If the agreement results in advancement of the commission's
8 public purpose.

9 (2) Any agreement subject to this section must include specific
10 performance measures. The performance measures must cover, but are not
11 limited to, the entity's ability to manage financial operating costs,
12 to adequately perform management responsibilities, and to address and
13 respond to public concerns. The agreement must provide that failure to
14 meet any performance measure may lead to the termination of the
15 contract or requirements for remedial action to be taken before the
16 agreement may be extended.

17 (3) The commission's authority to enter into agreements under RCW
18 79A.05.345 or this section does not include the ability to rename any
19 state park after a corporate or commercial entity, product, or
20 service."

21 Renumber the remaining sections consecutively and correct any
22 internal references accordingly.

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23 On page 1, line 3 of the title, after "adding" strike "a new
24 section" and insert "new sections"

EFFECT: Provides that the Commission, in consultation with the

Department of Archaeology and Historic Preservation, must follow certain standards and conditions before approving advertising on or in State Parks lands or buildings.

Restricts the commission's ability to change the name of a state park when entering into a partnership agreement.

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