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HOUSE BILL 2886

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State of Washington                      59th Legislature                      2006 Regular Session

By Representatives Condotta, Armstrong, Hinkle, McDonald and Anderson

Read first time 01/16/2006.      Referred to Committee on Economic Development, Agriculture & Trade.

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

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

4            **Sec. 1.** RCW 43.330.090 and 2005 c 136 s 14 are each amended to  
5 read 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 regional television campaign targeted to select  
28 states or cities to promote tourism in Washington, featuring tourism  
29 opportunities in both eastern and western 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)(a) The department shall promote, market, and encourage growth  
11 in the production of films and videos, as well as television  
12 commercials within the state; to this end the department is directed to  
13 assist in the location of a film and video production studio within the  
14 state.

15 (b) The department may, in carrying out its efforts to encourage  
16 film and video production in the state, solicit and receive gifts,  
17 grants, funds, fees, and endowments, in trust or otherwise, from  
18 tribal, local, or other governmental entities, as well as private  
19 sources, and may expend the same or any income therefrom for the  
20 encouragement of film and video production. All revenue received for  
21 such purposes shall be deposited into the film and video promotion  
22 account created in RCW 43.330.092.

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

25 (a) Conducting focus group discussions, facilitating meetings, and  
26 conducting studies to identify members of the sector, appraise the  
27 current state of the sector, and identify issues of common concern  
28 within the sector;

29 (b) Supporting the formation of industry associations, publications  
30 of association directories, and related efforts to create or expand the  
31 activities or industry associations;

32 (c) Assisting in the formation of flexible networks by providing  
33 (i) agency employees or private sector consultants trained to act as  
34 flexible network brokers and (ii) funding for potential flexible  
35 network participants for the purpose of organizing or implementing a  
36 flexible network;

37 (d) Helping establish research consortia;

38 (e) Facilitating joint training and education programs;

- 1 (f) Promoting cooperative market development activities;
- 2 (g) Analyzing the need, feasibility, and cost of establishing
- 3 product certification and testing facilities and services; and
- 4 (h) Providing for methods of electronic communication and
- 5 information dissemination among firms and groups of firms to facilitate
- 6 network activity.

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

9 The tourism development and promotion account is created in the  
10 state treasury. All receipts from RCW 36.102.060(10) and  
11 43.330.090(3)(a) must be deposited into the account. Moneys in the  
12 account received under RCW 36.102.060(10) may be spent only after  
13 appropriation. No appropriation is required for expenditures from  
14 moneys received under RCW 43.330.090(3)(a). Expenditures from the  
15 account may be used by the department of community, trade, and economic  
16 development only for the purposes of expanding and promoting the  
17 tourism industry in the state of Washington. For expenditures  
18 appropriated for regional television promotion targeted at select  
19 states or cities, only twenty percent of each appropriation may be  
20 spent on overhead or staff costs.

21 NEW SECTION. **Sec. 3.** The sum of two million five hundred thousand  
22 dollars, or as much thereof as may be necessary, is appropriated for  
23 the fiscal year ending June 30, 2007, from the general fund to the  
24 department of community, trade, and economic development for the  
25 purposes of this act.

26 NEW SECTION. **Sec. 4.** One additional full-time equivalent will be  
27 added to the tourism division of the department of community, trade,  
28 and economic development for the purpose of coordinating a television  
29 tourism promotion campaign.

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