
SUBSTITUTE SENATE BILL 5798

State of Washington

59th Legislature

2005 Regular Session

By Senate Committee on International Trade & Economic Development
(originally sponsored by Senators Parlette, Shin, Jacobsen, Haugen,
Finkbeiner, Kohl-Welles, Mulliken and Rasmussen)

READ FIRST TIME 03/01/05.

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) Contract with an in-state business or organization to implement
28 a television campaign in markets outside of Washington.

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

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

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

- 1 (c) Conduct or contract for tourism-related studies;
2 (d) Contract with individuals, businesses, or public entities to
3 carry out its tourism-related activities under this section;
4 (e) Provide tourism-related organizations with marketing and other
5 technical assistance;
6 (f) Evaluate and make recommendations on proposed tourism-related
7 policies.

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

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

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

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

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

26 (d) Helping establish research consortia;

27 (e) Facilitating joint training and education programs;

28 (f) Promoting cooperative market development activities;

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

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

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

36 The tourism development and promotion account is created in the
37 state treasury. All receipts from RCW 36.102.060(10) and

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

11 NEW SECTION. **Sec. 3.** (1) The sum of one million seven hundred
12 fifty thousand dollars is appropriated for the fiscal year ending June
13 30, 2006, from the general fund to the department of community, trade,
14 and economic development for the purposes of this act.

15 (2) The sum of one million seven hundred fifty thousand dollars is
16 appropriated for the fiscal year ending June 30, 2007, from the general
17 fund to the department of community, trade, and economic development
18 for the purposes of this act.

19 NEW SECTION. **Sec. 4.** If there is no appropriation in the 2005-06
20 operating budget for the purposes of this act, the department of
21 community, trade, and economic development should consider including a
22 television campaign in future tourism promotions.

--- END ---