

SSB 5034 - S AMD 252  
By Senator Chase

WITHDRAWN 04/05/2013

1 On page 17, after line 11, insert the following:

2 "(10)(a) When the state tourism office was closed in 2011, the  
3 Washington tourism alliance was formed to provide a privately funded  
4 and managed statewide tourism marketing program. While the tourism  
5 alliance has kept the basics of a statewide tourism marketing in place,  
6 it is necessary to find a long-term reliable funding mechanism and  
7 source so that Washington state can continue to compete with its  
8 neighboring states for valuable tourist dollars. It is the intent of  
9 the legislature to establish a working group comprised of public and  
10 private sector stakeholders in order to identify possible long-term  
11 funding solutions which incorporate private-public partnerships.

12 (b)(i) A tourism stakeholder task force comprised of  
13 representatives from the department of revenue, the department of  
14 commerce, the Washington public ports association, the Washington  
15 tourism alliance, the Washington lodging association, the Washington  
16 restaurant association, and other private sector and nonprofit  
17 organizations interested in tourism must convene to identify effective  
18 operational structures and long-term funding sources for the  
19 implementation of a statewide tourism marketing program.

20 (ii) The tourism stakeholder task force must convene no less than  
21 three separate meetings over the interim. Issues for discussion must  
22 include, but are not limited to: The appropriate funding level for a  
23 statewide tourism marketing program, identification of long-term  
24 funding sources and mechanisms for collecting funds from those sources,  
25 identification of the proper governance structure including the  
26 relationship between the public and private sectors, and measurements  
27 needed to identify the outcomes from the use of tourism marketing  
28 funds. Specific recommendations on these issues are due to the  
29 legislature by December 1, 2013.

30 (iii) Legislative staff to the applicable committees must assist

1 the tourism stakeholder task force in planning and facilitating all  
2 task force meetings.

3 (c) This subsection expires December 1, 2013."

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4 On page 1, line 18 of the title, after "appropriations;" insert  
5 "providing an expiration date;"

EFFECT: Requires a tourism stakeholder task force to convene to identify effective operational structures and long-term funding sources for the implementation of a statewide tourism marketing program.

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