

**HB 2924 - DIGEST**

Establishes the statewide tourism marketing act.

Establishes the framework and funding for a statewide tourism marketing program, which needs to: (1) Have a structure that includes significant, stable, long-term funding; and

(2) Be implemented and managed by the tourism industry.

Creates the Washington tourism marketing authority which is responsible for: (1) Contracting for statewide tourism marketing services that promote tourism on behalf of the citizens; and

(2) Managing the authority's financial resources.

Creates the statewide tourism marketing account.

Requires 0.2 percent of taxes collected on retail sales of lodging, car rentals, and restaurants to be deposited in the statewide tourism marketing account beginning July 1, 2018.

Requires the joint legislative audit and review committee to conduct an evaluation of the performance of the authority to determine the extent to which it has contributed to the growth of the tourism industry and economic development of the state.