

SSB 6592 - S AMD 971
By Senator Short

PULLED 02/18/2020

1 On page 3, after line 20, insert the following:

2 "NEW SECTION. **Sec. 4.** A new section is added to chapter 43.131
3 RCW to read as follows:

4 (1) The additional tourism promotion area charge established in
5 section 2, chapter ..., Laws of 2020 (section 2 of this act) is
6 terminated July 1, 2025, as provided in section 5 of this act.

7 (2) Each tourism promotion area must conduct a program review of
8 the additional tourism promotion area charge established in sections
9 1 through 3, chapter ..., Laws of 2020 (sections 1 through 3 of this
10 act). The review must be completed by January 1, 2024. The review
11 must:

12 (a) Analyze how tourism promotion area charge funds were used
13 during the five-year period;

14 (b) Identify additional marketing and promotional measures
15 conducted or purchased with additional funds beyond the current two
16 dollar charge;

17 (c) Assess whether additional tourism promotion area charges
18 above two dollars contributed to an actual increase in the number of
19 tourists, as defined in RCW 35.101.010;

20 (d) Assess the average additional cost per visit per tourist due
21 to additional tourism promotion area charges above two dollars; and

22 (e) Analyze tourists gained and lost if the charge was removed
23 during the five-year period.

24 NEW SECTION. **Sec. 5.** A new section is added to chapter 43.131
25 RCW to read as follows:

26 The following acts or parts of acts, as now existing or hereafter
27 amended, are each repealed, effective July 1, 2026:

28 (1) 2020 c ... s 1 (section 1 of this act);

29 (2) 2020 c ... s 2 (section 2 of this act); and

30 (3) 2020 c ... s 3 (section 3 of this act)."

PULLED 02/18/2020

1 On page 1, beginning on line 1 of the title, after "authorities;"
2 strike all material through "35.101.130" on line 2 and insert
3 "amending RCW 35.101.010, 35.101.050, and 35.101.130; and adding new
4 sections to chapter 43.131 RCW"

EFFECT: Establishes an expiration date of July 1, 2025, for the additional tourism promotion area charge. Establishes a sunset date of July 1, 2026, for the provisions of the act. Requires each tourism promotion area to conduct a program review of the additional tourism promotion area charge. The review must be completed by January 1, 2024, and must: (1) Analyze how tourism promotion area charge funds were used during the five-year period; (2) identify additional marketing and promotional measures conducted or purchased with additional funds beyond the current two dollar charge; (3) assess whether additional tourism promotion area charges above two dollars contributed to an actual increase in the number of tourists; (4) assess the average additional cost per visit per tourist due to additional tourism promotion area charges above two dollars; and (5) analyze tourists gained and lost if the charge was removed during the five-year period.

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