technical correction; sports facilities account
(now: office of tourism; powers; fund)

State of Arizona
House of Representatives
Fifty-fifth Legislature
Second Regular Session
2022

CHAPTER 280

HOUSE BILL 2381

AN ACT

AMENDING SECTION 41-2305, ARIZONA REVISED STATUTES; AMENDING TITLE 41, CHAPTER 19, ARTICLE 1, ARIZONA REVISED STATUTES, BY ADDING SECTION 41-2307; RELATING TO THE OFFICE OF TOURISM.

(TEXT OF BILL BEGINS ON NEXT PAGE)
Be it enacted by the Legislature of the State of Arizona:

Section 1. Section 41-2305, Arizona Revised Statutes, is amended to read:

41-2305. Powers and duties
A. In addition to other duties prescribed by law, the office of tourism shall:

1. Stimulate and encourage all local, state, regional and federal governmental agencies and all private persons and enterprises to participate and cooperate in the promotion of tourism and tourism development in this state.

2. Undertake a comprehensive research program designed to establish the office as the central repository and clearinghouse for all data which relates to tourism.

3. Perform research necessary to determine a long-range tourism development plan for this state.

4. Conduct research at the request of the governor, the legislature or state or local agencies, pertaining to any of its objectives.

5. Formulate policies, plans and programs designed to promote tourism in this state.

6. Provide information and advice on request by local, state and federal agencies and by private citizens and business enterprises on all matters concerning its objectives. The office may provide information and literature in the same manner as described in section 11-259, subsection A.

7. Advise with and make recommendations to the governor and the legislature on all matters concerning tourism.

8. Make an annual report to the governor and the legislature on its activities, finances and the scope of its operations.

9. Conduct an annual statewide tourism symposium to discuss tourism promotion efforts, problems and matters of interest to the tourism industry.

10. Cooperate with the Arizona-Mexico commission in the governor's office and with researchers at universities in this state to collect data and conduct projects in the United States and Mexico on issues that are within the scope of the office's duties and that relate to quality of life, trade and economic development in this state in a manner that will help the Arizona-Mexico commission to assess and enhance the economic competitiveness of this state and of the Arizona-Mexico region.

B. The office may:

1. Subject to chapter 4, article 4 of this title, employ, determine the conditions of employment and specify the duties of administrative, secretarial and clerical assistants and contract for the services of outside advisors, consultants and aides reasonably necessary or desirable to enable it adequately to perform its duties. The compensation of such
assistants shall be as determined pursuant to section 38-611. The positions of the director, the assistant director and all employees of the office of tourism shall be exempt positions of chapter 4, articles 5 and 6 of this title.

2. Make contracts and incur obligations reasonably necessary or desirable within the general scope of its activities and operations to enable it adequately to perform its duties.

3. Utilize any and all media of communication, publication and exhibition in the dissemination of information, advertising and publicity in any field relating to its purposes, objectives or duties.

4. Use its funds, facilities and services to provide matching contributions under federal or other programs which further the objectives and programs of the office.

5. Adopt rules it deems necessary or desirable to implement the purposes of the department and the duties and powers of the director.

6. Accept gifts, grants, matching funds and direct payments from public or private agencies or persons for the conduct of programs which are consistent with the general purposes and objectives of this chapter.

7. Conduct tourism education and discussion seminars and workshops to discuss tourism promotion efforts, problems and matters of interest to the tourism industry.

8. Designate, establish and operate state visitor or tourist information centers in the state which furnish tourist information and literature, subject to legislative appropriation.

9. Conduct research pertaining to any of its objectives.

10. Establish a reporting system for public agencies and private persons or enterprises in order to monitor state tourism.

11. PRODUCE, OWN, SELL OR LICENSE SERVICES OR PERSONAL PROPERTY RELATED TO THE DUTIES AND GOALS OF THE OFFICE, LIMITED TO MARKETING AND BRANDING RELATED PROMOTIONAL MATERIALS OR ITEMS, COPYRIGHTABLE PUBLICATIONS, ARTWORK, TRADEMARKS OR OTHER INTELLECTUAL PROPERTY, AND charge reasonable fees for services and publications. MONIES RECEIVED PURSUANT TO THIS SECTION SHALL BE CREDITED TO THE TOURISM DEVELOPMENT FUND ESTABLISHED BY SECTION 41-2307 TO SUPPORT THE OFFICE.

12. Exercise its statutory powers and duties by engaging in joint venture activities with private corporations which are specifically designed to further the goals of the office of tourism. Joint ventures entered into by the office of tourism shall conform to the constitution and the laws of this state.
Sec. 2. Title 41, chapter 19, article 1, Arizona Revised Statutes, is amended by adding section 41-2307, to read:

41-2307. Tourism development fund

THE TOURISM DEVELOPMENT FUND IS ESTABLISHED CONSISTING OF MONIES RECEIVED PURSUANT TO SECTION 41-2305. THE OFFICE OF TOURISM SHALL ADMINISTER THE FUND. MONIES IN THE FUND ARE CONTINUOUSLY APPROPRIATED FOR THE PURPOSES OF SUPPORTING TOURISM MARKETING AND BRANDING OF THIS STATE. BEGINNING IN FISCAL YEAR 2024-2025, ON OR BEFORE OCTOBER 1 OF EACH YEAR, THE OFFICE OF TOURISM SHALL REPORT TO THE JOINT LEGISLATIVE BUDGET COMMITTEE THE MONIES IN THE FUND AND EXPENDITURES MADE PURSUANT TO THIS SECTION FROM THE PREVIOUS FISCAL YEAR AND THE PURPOSES OF THOSE EXPENDITURES.

APPROVED BY THE GOVERNOR JUNE 7, 2022.