

Senate Engrossed House Bill

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

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

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)

1 Be it enacted by the Legislature of the State of Arizona:
2 Section 1. Section 41-2305, Arizona Revised Statutes, is amended to
3 read:
4 41-2305. Powers and duties
5 A. In addition to other duties prescribed by law, the office of
6 tourism shall:
7 1. Stimulate and encourage all local, state, regional and federal
8 governmental agencies and all private persons and enterprises to
9 participate and cooperate in the promotion of tourism and tourism
10 development in this state.
11 2. Undertake a comprehensive research program designed to establish
12 the office as the central repository and clearinghouse for all data ~~which~~
13 ~~THAT~~ relates to tourism.
14 3. Perform research necessary to determine a long-range tourism
15 development plan for this state.
16 4. Conduct research at the request of the governor, the legislature
17 or state or local agencies, pertaining to any of its objectives.
18 5. Formulate policies, plans and programs designed to promote
19 tourism in this state.
20 6. Provide information and advice on request by local, state and
21 federal agencies and by private citizens and business enterprises on all
22 matters concerning its objectives. The office may provide information and
23 literature in the same manner as described in section 11-259,
24 subsection A.
25 7. Advise with and make recommendations to the governor and the
26 legislature on all matters concerning tourism.
27 8. Make an annual report to the governor and the legislature on its
28 activities, finances and the scope of its operations.
29 9. Conduct an annual statewide tourism symposium to discuss tourism
30 promotion efforts, problems and matters of interest to the tourism
31 industry.
32 10. Cooperate with the Arizona-Mexico commission in the governor's
33 office and with researchers at universities in this state to collect data
34 and conduct projects in the United States and Mexico on issues that are
35 within the scope of the office's duties and that relate to quality of
36 life, trade and economic development in this state in a manner that will
37 help the Arizona-Mexico commission to assess and enhance the economic
38 competitiveness of this state and of the Arizona-Mexico region.
39 B. The office may:
40 1. Subject to chapter 4, article 4 of this title, employ, determine
41 the conditions of employment and specify the duties of administrative,
42 secretarial and clerical assistants and contract for the services of
43 outside advisors, consultants and aides reasonably necessary or desirable
44 to enable it adequately to perform its duties. The compensation of such

1 assistants shall be as determined pursuant to section 38-611. The
2 positions of the director, the assistant director and all employees of the
3 office of tourism shall be exempt positions of chapter 4, articles 5 and 6
4 of this title.

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

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

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

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

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

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

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

26 9. Conduct research pertaining to any of its objectives.

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

29 11. PRODUCE, OWN, SELL OR LICENSE SERVICES OR PERSONAL PROPERTY
30 RELATED TO THE DUTIES AND GOALS OF THE OFFICE, LIMITED TO MARKETING AND
31 BRANDING RELATED PROMOTIONAL MATERIALS OR ITEMS, COPYRIGHTABLE
32 PUBLICATIONS, ARTWORK, TRADEMARKS OR OTHER INTELLECTUAL PROPERTY, AND
33 charge reasonable ~~fees~~ PRICES for ~~services and publications~~ ALL THESE
34 ITEMS. The director shall establish the ~~fees~~ PRICES. MONIES RECEIVED
35 PURSUANT TO THIS SECTION SHALL BE CREDITED TO THE TOURISM DEVELOPMENT FUND
36 ESTABLISHED BY SECTION 41-2307 TO SUPPORT THE OFFICE.

37 12. Exercise its statutory powers and duties by engaging in joint
38 venture activities with private corporations ~~which~~ THAT are specifically
39 designed to further the goals of the office of tourism. Joint ventures
40 entered into by the office of tourism shall conform to the constitution
41 and the laws of this state.

1 Sec. 2. Title 41, chapter 19, article 1, Arizona Revised Statutes,
2 is amended by adding section 41-2307, to read:

3 41-2307. Tourism development fund

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