

TOURISM TASK FORCE

2005 GENERAL SESSION

STATE OF UTAH

Chief Sponsor: David Ure

Senate Sponsor: Scott K. Jenkins

LONG TITLE

General Description:

This bill creates the Tourism Task Force.

Highlighted Provisions:

This bill:

- ▶ creates the Tourism Task Force;
- ▶ provides for the duties of the task force; and
- ▶ requires a report from the task force.

Monies Appropriated in this Bill:

This bill appropriates:

- ▶ \$6,000 to the Senate; and
- ▶ \$8,400 to the House of Representatives.

Other Special Clauses:

This bill is repealed November 30, 2005.

Uncodified Material Affected:

ENACTS UNCODIFIED MATERIAL

Be it enacted by the Legislature of the state of Utah:

Section 1. **Tourism Task Force -- Creation -- Membership -- Quorum --**

Compensation -- Staff.

(1) There is created the Tourism Task Force consisting of the following 12 members:

(a) five members of the Senate appointed by the president of the Senate, no more than three of whom may be from the same political party; and

(b) seven members of the House of Representatives appointed by the speaker of the House of Representatives, no more than four of whom may be from the same political party.

(2) (a) The president of the Senate shall designate a member of the Senate appointed under Subsection (1)(a) as a cochair of the task force.

(b) The speaker of the House of Representatives shall designate a member of the House of Representatives appointed under Subsection (1)(b) as a cochair of the task force.

(3) In conducting its business, the task force shall comply with the rules of legislative interim committees.

(4) Salaries and expenses of a member of the task force who is a legislator shall be paid in accordance with Section 36-2-2 and Legislative Joint Rule 15.03.

(5) The Office of Legislative Research and General Counsel shall provide staff support to the task force.

Section 2. Duties -- Interim report.

(1) The task force shall review and make recommendations on the following issues:

(a) (i) the progress towards a unified process for bringing the state and counties together for a cohesive tourism plan;

(ii) if necessary, how to expand the tourism plan described in this Subsection (1)(a) to a three-year, five-year, and seven-year plan; and

(iii) the appropriate process for developing under any plan described in this Subsection (1)(a):

(A) funding projections; and

(B) return revenue projections;

(b) state, county, and municipality branding;

(c) the vision and goals for the state related to tourism using techniques that account for the future;

(d) tourism related business development and infrastructure to:

(i) eliminate duplication; and

(ii) facilitate joint ventures involving the state, counties, municipalities, other

government entities, visitor bureaus, and private entities;

(e) establishing marketing plans for encouraging people and businesses from out of state

to:

(i) return for multiple visits to the state;

(ii) stay longer; and

(iii) expend monies while in the state;

(f) how to encourage state and local government cooperation in developing tourism

initiatives;

(g) how to remove impediments, if any, to attracting tourism to the state;

(h) funding sources for tourism related programs including whether or not state or local taxes should be earmarked; and

(i) any other issue related to tourism that the task force elects to study.

(2) The task force shall conduct a cost benefit analysis of motion picture incentives and their relationship to promoting tourism.

(3) A final report, including any proposed legislation, shall be presented to the Workforce Services and Community and Economic Development Interim Committee before November 30, 2005.

Section 3. Appropriation.

There is appropriated from the General Fund for fiscal year 2005-06 only:

(1) \$6,000 to the Senate to pay for the compensation and expenses of senators on the task force; and

(2) \$8,400 to the House of Representatives to pay for the compensation and expenses of representatives on the task force.

Section 4. Repeal date.

This bill is repealed November 30, 2005.