

STATE OF OKLAHOMA

1st Session of the 43rd Legislature (1991)

HOUSE BILL NO. 1160

BY: MITCHELL

AS INTRODUCED

AN ACT RELATING TO STATE GOVERNMENT; AMENDING 74 O.S. 1981, SECTION 1813, AS LAST AMENDED BY SECTION 9, CHAPTER 244, O.S.L. 1988 (74 O.S. SUPP. 1990, SECTION 1813), WHICH RELATES TO THE DIVISION OF MARKETING SERVICES WITHIN THE OKLAHOMA DEPARTMENT OF TOURISM AND RECREATION; CLARIFYING LANGUAGE; PROVIDING AN EFFECTIVE DATE; AND DECLARING AN EMERGENCY.

BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

SECTION 1. AMENDATORY 74 O.S. 1981, Section 1813, as last amended by Section 9, Chapter 244, O.S.L. 1988 (74 O.S. Supp. 1990, Section 1813), is amended to read as follows:

Section 1813. A. The Division of Marketing Services shall:

1. Encourage the orderly growth and development of tourism to and within the state by preparing and maintaining a comprehensive five-year travel development master plan and supporting marketing plan jointly with the private sector.
2. Organize, coordinate and conduct state, regional, national and international marketing programs to create and perpetuate a responsible and accurate image of the state and its natural, cultural, historical, recreational attractions and events in order

to increase the number of domestic and international travelers to Oklahoma.

3. Advise and provide technical assistance to the planning, development and execution of promotional programs for Oklahoma's city, county and regional tourism promotion organizations with the purpose of coordinating those programs with the Division's promotional programs.

4. Create, develop, produce, distribute, implement and evaluate public information programs, including publicity, brochures, public relations activities, film and slide production, still and audio visual photography, public service programs, advertising and other informational aids for the promotion of tourism to the general public and the media.

5. Cooperate and participate with neighboring states and the federal government to promote travel to the regional states from domestic and international markets.

6. Coordinate, advise and provide technical assistance to cities, counties and regional organizations in the promotion and solicitation of group meetings, conferences and conventions to be held within the state.

7. Develop timely research data to measure traveler volume and economic impact, determine traveler profiles, evaluate and analyze market and advertising effectiveness.

8. Plan, coordinate and conduct statewide conferences, seminars and workshops to inform and educate representatives from the state's public and private sector regarding programs and travel trends which affect the tourism industry.

9. Plan, construct, lease, operate and maintain traveler information centers and a central fulfillment warehouse for the purpose of distributing information on the state's tourism facilities, services and opportunities.

10. Provide organization and coordination assistance to public and private tourism promotion organizations for participation in cooperative advertising and promotion opportunities with the Division, including travel trade marketplaces, consumer sport, travel and recreation shows within and outside the state.

11. Administer matching grant programs to multicounty organizations which promote travel and tourism to their area of the state that are in concert and coordinated with the statewide travel Marketing Plan.

12. Develop, produce and publish the Oklahoma Today magazine for the purpose of promoting the state's image in order to stimulate travel; promote the sale of the magazine and its services; and to develop, produce, promote and sell ancillary products.

13. Assist other Divisions within the Department and, where possible, assist other state agencies with special tourism promotion projects, development of professional training opportunities and other projects which provide services to travelers.

14. Issue tour bus permits in this state as provided in Sections 7 1171 and 8 1172 of ~~this act~~ Title 47 of the Oklahoma Statutes.

B. The Division ~~may~~ is authorized to facilitate travel to and within the state by encouraging development of a tourism industry infrastructure which provides investment incentives to tourism businesses and tourism product development.

C. The Division ~~may~~ is authorized to contract with professionally qualified companies and/or individuals for services to assist in the development and production of advertising, promotion, publicity and public relations programs, primary and secondary research data collection including analysis of state travel marketing programs and economic impact information.

D. The Division ~~may~~ is authorized to obligate and expend funds for marketing, advertising, promotion, research and information

disseminating activities in accordance with the laws of this state governing such activities.

SECTION 2. This act shall become effective July 1, 1991.

SECTION 3. It being immediately necessary for the preservation of the public peace, health and safety, an emergency is hereby declared to exist, by reason whereof this act shall take effect and be in full force from and after its passage and approval.

43-1-5853

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