

THE HOUSE OF REPRESENTATIVES
Wednesday, March 5, 2008

House Bill No. 2944
As Amended

HOUSE BILL NO. 2944 - By: CARGILL of the House.

(tourism and recreation - amending 74 O.S. Supp. 2007, Section 2230 -
Division of Travel and Tourism - creating First Impression Zones - effective
date –
emergency)

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

- 1 SECTION 1. AMENDATORY Section 31, Chapter 363, O.S.L. 2005, as
- 2 amended by Section 2, Chapter 90, O.S.L. 2006 (74 O.S. Supp. 2007, Section 2230), is
- 3 amended to read as follows:
- 4 Section 2230. A. The Division of Travel and Tourism shall:
 - 5 1. Encourage the orderly growth and development of tourism to and within the
 - 6 state by preparing and maintaining a comprehensive five-year travel development
 - 7 master plan and supporting marketing plan jointly with the private sector;
 - 8 2. Create and convey an accurate, responsible, and elevated image of the state and
 - 9 its natural, cultural, historical, and recreational attractions and events;
 - 10 3. Organize, coordinate, and conduct state, regional, national, and international
 - 11 marketing programs to increase the number of domestic and international travelers to
 - 12 Oklahoma;

- 1 4. Create, develop, produce, distribute, implement, and evaluate the effectiveness
2 of public information programs, including publicity, brochures, public relations activities,
3 film and slide production, still and audio visual photography, digital and electronic
4 media, public service programs, advertising, and other informational aids for the
5 promotion of tourism to the general public and the media;
- 6 5. Coordinate, advise and provide technical assistance to cities, counties, and
7 regional tourism organizations in the state in the planning, development, and execution
8 of tourism programs;
- 9 6. Cooperate and participate with neighboring states and the federal government to
10 promote travel from domestic and international markets;
- 11 7. Develop and partner with other entities of government and private entities to
12 obtain timely research data to measure traveler volume and economic impact, determine
13 traveler profiles, evaluate, and analyze market and advertising effectiveness;
- 14 8. Plan, coordinate, and conduct statewide conferences, seminars, and workshops to
15 inform and educate representatives from the public and private sector in the state about
16 programs and travel trends which affect the tourism industry;
- 17 9. Provide organization and coordination assistance to public and private tourism
18 promotion organizations for participation in cooperative advertising and promotion
19 opportunities with the Department, including travel trade marketplaces, consumer sport,
20 travel, and recreation shows within and outside the state;

1 10. Administer matching grant programs to multicounty organizations which
2 promote travel and tourism to their areas of the state that are consistent and coordinated
3 with the statewide travel marketing plan; and

4 11. Assist other state agencies with special tourism promotion projects,
5 development of professional training opportunities and other projects which provide
6 services to travelers.

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

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

15 D. The Division may plan, construct, lease, operate, and maintain state-of-the-art
16 tourism information centers and a central fulfillment warehouse. The centers shall be
17 utilized for the purpose of providing services, selling merchandise, and distributing
18 information to travelers on the tourism facilities and opportunities in the state.

19 E. The Division shall, in conjunction with each tourism information center, create,
20 operate, and maintain First Impression Zones. The purpose of the First Impression
21 Zones shall be to provide information about the growth of the state, the history of the
22 state, cultural features, travel amenities, and tourism opportunities in the state to

1 travelers and the public when they first enter the state, in order to provide a positive
2 first impression and promote the state to nonresidents. The information may be
3 distributed using various methods and media including, but not limited to, signs,
4 billboards, radio broadcasts, audio-visual materials, electronic kiosks, interactive
5 electronic data, and podcasts.

6 F. The Division may, upon approval of the Commission, lease for a reasonable rate,
7 retail and advertising space in state-operated tourism information centers. A
8 performance bond, certificate of deposit, letter of credit, or cash equivalent, may be
9 required by the Commission on any such lease.

10 F. G. Photographs, film recordings, video recordings, digital records and like
11 recordings or records produced by or for the Division shall be available for public
12 inspection during Division business hours; however, the Division shall not be required to
13 provide copies or allow copying of the materials.

14 SECTION 2. This act shall become effective July 1, 2008.

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

18 COMMITTEE REPORT BY: COMMITTEE ON RULES, dated 03-04-08 - DO PASS, As
19 Amended and Coauthored.

UNDERLINED language denotes Amendments to present Statutes.
BOLD FACE CAPITALIZED language denotes Committee Amendments.
~~Strike thru~~ language denotes deletion from present Statutes.