

1 ENGROSSED SENATE
2 BILL NO. 1347

By: Schulz of the Senate
and
McNiel of the House

3
4
5
6
7 An Act relating to state government; amending Chapter
8 363, O.S.L. 2005, Sections 12, 44, and 31, as amended
9 by Section 2, Chapter 90, O.S.L. 2006, (74 O.S. Supp.
10 2009, Sections 2211, 2230 and 2243), which relate to
11 the Oklahoma Tourism, Parks and Recreation
12 Enhancement Act; modifying name of certain division;
13 modifying approval amount for expenditures; providing
14 an effective date; and declaring an emergency.

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

16 SECTION 1. AMENDATORY Section 12, Chapter 363, O.S.L.
17 2005 (74 O.S. Supp. 2009, Section 2211), is amended to read as
18 follows:

19 Section 2211. There are hereby created within the Oklahoma
20 Tourism and Recreation Department the Division of State Parks, the
21 ~~Division of Travel and Tourism~~ Promotion Division, "Oklahoma Today
22 Magazine", and the Division of Administrative Services; provided,
23 however, the Commission shall have authority, by resolution, to
24 create other divisions and may, by resolution, combine or abolish
any or all such divisions, as deemed to be necessary to carry out

1 its duties under the Oklahoma Tourism, Parks and Recreation
2 Enhancement Act.

3 SECTION 2. AMENDATORY Section 44, Chapter 363, O.S.L.
4 2005 (74 O.S. Supp. 2009, Section 2243), is amended to read as
5 follows:

6 Section 2243. Expenditure of funds for all purchases in excess
7 of ~~Twenty-five Thousand Dollars (\$25,000.00)~~ Fifty Thousand Dollars
8 (\$50,000.00) shall not be contracted except upon approval of a
9 majority of the Oklahoma Tourism and Recreation Commission. The
10 amount exempted by paragraph 1 of subsection A of Section 85.7 of
11 Title 74 of the Oklahoma Statutes shall apply to each separate
12 department facility as identified by the annual budget submitted to
13 the Office of State Finance pursuant to Section ~~41.7~~ 41.7c of Title
14 62 of the Oklahoma Statutes.

15 SECTION 3. AMENDATORY Section 31, Chapter 363, O.S.L.
16 2005, as amended by Section 2, Chapter 90, O.S.L. 2006 (74 O.S.
17 Supp. 2009, Section 2230), is amended to read as follows:

18 Section 2230. A. The ~~Division of Travel and Tourism~~ Promotion
19 Division shall:

20 1. Encourage the orderly growth and development of tourism to
21 and within the state by preparing and maintaining a comprehensive
22 five-year travel development master plan and supporting marketing
23 plan jointly with the private sector;

24

1 2. Create and convey an accurate, responsible, and elevated
2 image of the state and its natural, cultural, historical, and
3 recreational attractions and events;

4 3. Organize, coordinate, and conduct state, regional, national,
5 and international marketing programs to increase the number of
6 domestic and international travelers to Oklahoma;

7 4. Create, develop, produce, distribute, implement, and
8 evaluate the effectiveness of public information programs, including
9 publicity, brochures, public relations activities, film and slide
10 production, still and audio visual photography, digital and
11 electronic media, public service programs, advertising, and other
12 informational aids for the promotion of tourism to the general
13 public and the media;

14 5. Coordinate, advise and provide technical assistance to
15 cities, counties, and regional tourism organizations in the state in
16 the planning, development, and execution of tourism programs;

17 6. Cooperate and participate with neighboring states and the
18 federal government to promote travel from domestic and international
19 markets;

20 7. Develop and partner with other entities of government and
21 private entities to obtain timely research data to measure traveler
22 volume and economic impact, determine traveler profiles, evaluate,
23 and analyze market and advertising effectiveness;

24

1 8. Plan, coordinate, and conduct statewide conferences,
2 seminars, and workshops to inform and educate representatives from
3 the public and private sector in the state about programs and travel
4 trends which affect the tourism industry;

5 9. Provide organization and coordination assistance to public
6 and private tourism promotion organizations for participation in
7 cooperative advertising and promotion opportunities with the
8 Department, including travel trade marketplaces, consumer sport,
9 travel, and recreation shows within and outside the state;

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

14 11. Assist other state agencies with special tourism promotion
15 projects, development of professional training opportunities and
16 other projects which provide services to travelers.

17 B. The Division may facilitate travel to and within the state
18 by encouraging development of a tourism industry infrastructure
19 which provides investment incentives to tourism businesses and
20 tourism product development.

21 C. The Division may contract with professionally qualified
22 companies or individuals for services to assist in the development
23 and production of advertising, promotion, publicity, and public
24 relations programs, primary and secondary research data collection

1 including analysis of state travel marketing programs and economic
2 impact information.

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

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

14 F. Photographs, film recordings, video recordings, digital
15 records and like recordings or records produced by or for the
16 Division shall be available for public inspection during Division
17 business hours; however, the Division shall not be required to
18 provide copies or allow copying of the materials.

19 SECTION 4. This act shall become effective July 1, 2010.

20 SECTION 5. It being immediately necessary for the preservation
21 of the public peace, health and safety, an emergency is hereby
22 declared to exist, by reason whereof this act shall take effect and
23 be in full force from and after its passage and approval.

24

