

COMMITTEE AMENDMENT
HOUSE OF REPRESENTATIVES
State of Oklahoma

SPEAKER:

CHAIR:

I move to amend HB2021 _____
Of the printed Bill
Page _____ Section _____ Lines _____
Of the Engrossed Bill

By striking the Title, the Enacting Clause, the entire bill, and by
inserting in lieu thereof the following language:

AMEND TITLE TO CONFORM TO AMENDMENTS

Amendment submitted by: Tammy Townley

Adopted: _____

Reading Clerk

STATE OF OKLAHOMA

1st Session of the 58th Legislature (2021)

PROPOSED COMMITTEE
SUBSTITUTE
FOR
HOUSE BILL NO. 2021

By: Townley

PROPOSED COMMITTEE SUBSTITUTE

An Act relating to state government; creating the Oklahoma Tourism Cooperative Marketing Program; creating the Oklahoma Tourism Cooperative Marketing Committee; directing the Oklahoma Tourism and Recreation Department to promulgate rules; directing the Executive Director of the Department to make awards to approved organizations; describing eligible organizations; providing award limitations; establishing criteria to be used in evaluating organization applications; authorizing funding for the program shall be appropriated from the Legislature; providing for codification; providing an effective date; and declaring an emergency.

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

SECTION 1. NEW LAW A new section of law to be codified in the Oklahoma Statutes as Section 2401 of Title 74, unless there is created a duplication in numbering, reads as follows:

A. There is hereby created the Oklahoma Tourism Cooperative Marketing Program that shall be administered by the Oklahoma Tourism and Recreation Department.

1 B. There is hereby created the Oklahoma Tourism Cooperative
2 Marketing Program Committee that shall consist of thirteen (13)
3 members. The Lieutenant Governor shall appoint two members from
4 each of the six regions as defined by the Department pursuant to
5 paragraph 4 of subsection C of this section. The Lieutenant
6 Governor shall also appoint one member at-large. No more than two
7 members may be from the same county.

8 C. The Department shall promulgate rules to administer the
9 program in accordance with the Administrative Procedures Act. Such
10 rules shall include, but not be limited to:

11 1. Minimum information required to be submitted for application
12 to the Department for funds;

13 2. Criteria for evaluation and recommendations to be made by
14 the Committee;

15 3. Eligibility, advertising, timing and reporting requirements
16 of an organization which receives an award;

17 4. Establishing the boundaries of the six regions within
18 Oklahoma which shall be named:

- 19 a. Central Oklahoma,
- 20 b. Northeast Oklahoma,
- 21 c. Northwest Oklahoma,
- 22 d. Southeast Oklahoma,
- 23 e. Southwest Oklahoma, and
- 24 f. South Central Oklahoma; and

1 5. Contract requirements for the organizations which receive an
2 award.

3 D. The Executive Director of the Department shall make all
4 awards of program funds to approved organizations upon
5 recommendation by the Oklahoma Tourism Cooperative Marketing Program
6 Committee.

7 E. The Department may accept and approve or deny applications
8 for awards by organizations. The Department may make awards to
9 approved organizations not less than one time in any fiscal year but
10 no more than four times in any fiscal year to separate
11 organizations.

12 F. Organizations eligible to apply for this program include
13 municipalities, counties, nonprofit destination marketing
14 organizations and similar public entities.

15 G. The following limitations are placed upon the awards:

16 1. Organizations may not receive more than one award of program
17 funds in any fiscal year;

18 2. Organizations shall not receive in excess of One Hundred
19 Thousand Dollars (\$100,000.00) in program funds in any fiscal year;
20 and

21 3. No more than twenty percent (20%) of the total program funds
22 awarded may be given to organizations in any single region as
23 defined by the Department.
24

1 H. The following criteria shall be used in evaluating
2 organization applicants, as determined by the Department:

3 1. Historical visitation numbers, including out-of-state and
4 in-state visitors;

5 2. Fiscal impact to the municipality, county and state
6 governments through tax generation;

7 3. An organization marketing plan and use of requested award
8 funds; and

9 4. Other criteria determined by the Department to be relevant.

10 I. Funding for the Oklahoma Tourism Cooperative Marketing
11 Program shall be a line item appropriation from the Legislature made
12 annually. In any year in which the Legislature fails to appropriate
13 funds specifically for this program, the program shall be suspended
14 for said year. Any appropriated funds not awarded by the Executive
15 Director shall be placed in the Oklahoma Tourism Promotion Revolving
16 Fund and may be awarded the following fiscal year.

17 SECTION 2. This act shall become effective July 1, 2021.

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

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23 58-1-7639 AMM 02/22/21
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