

COMMITTEE AMENDMENT
HOUSE OF REPRESENTATIVES
State of Oklahoma

SPEAKER:

CHAIR:

I move to amend HB4493 _____
Of the printed Bill
Page _____ Section _____ Lines _____
Of the Engrossed Bill

By deleting the content of the entire measure, and by inserting in lieu thereof the following language:

AMEND TITLE TO CONFORM TO AMENDMENTS

Adopted: _____

Amendment submitted by: Tammy Townley _____

Reading Clerk

1 STATE OF OKLAHOMA

2 2nd Session of the 60th Legislature (2026)

3 PROPOSED COMMITTEE
4 SUBSTITUTE
5 FOR
6 HOUSE BILL NO. 4493

By: Townley

7
8 PROPOSED COMMITTEE SUBSTITUTE

9 An Act relating to revenue and taxation; amending 68
10 O.S. 2021, Section 50011, which relates to the
11 Oklahoma Tourism Promotion Act; modifying
12 definitions; providing an effective date; and
13 declaring an emergency.

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

15 SECTION 1. AMENDATORY 68 O.S. 2021, Section 50011, is
16 amended to read as follows:

17 Section 50011. As used in the Oklahoma Tourism Promotion Act:

18 1. "Committee" means the Oklahoma Tourism Promotion Advisory
19 Committee;

20 2. "Department" means the Oklahoma Tourism and Recreation
21 Department; and

22 3. "Tourism promotion" or "promote Oklahoma tourism" means and
23 is limited to:

1 a. the cost of producing advertisements and other
2 promotional content for the state, placement of ~~those~~
3 ~~advertisements~~ that content with the media
4 (newspapers, magazines, radio, television, billboard,
5 direct mail, social media, and the Internet) and the
6 production and printing of collateral materials
7 designed specifically to support and fulfill
8 information requests generated by the media
9 advertising campaigns, and the production, printing
10 and distribution of brochures and ~~promotions~~ other
11 promotional items for ~~regional, national and~~
12 ~~international~~ tourism conferences. Tourism promotion
13 shall also include the cost of attending,
14 participating in, and hosting tourism conferences,
15 festivals, sites and events ~~concerning ethnic history~~
16 ~~and ethnic events which have occurred or are occurring~~
17 ~~in this state. For purposes of this paragraph,~~
18 ~~"ethnic" means of or relating to races or large groups~~
19 ~~of people classed according to common traits or~~
20 ~~customs~~ which attract or promote tourism in Oklahoma.
21 Tourism promotion shall also include the cost of data
22 collection and other analytics to evaluate the
23 effectiveness of tourism promotion efforts, and
24

1 b. the cost of providing a computerized consumer-oriented
2 traveler response information program. Such program
3 shall include a comprehensive state data base
4 containing up-to-date information on state travel
5 attractions and facilities, including but not limited
6 to, lodging facilities, restaurants, chambers of
7 commerce, convention and visitors bureaus, golf
8 courses, campgrounds, events, regional tourism
9 organizations and all other attractions. Oklahoma
10 travel attractions and facilities shall be included on
11 such data base free of charge.

12 "Tourism promotion" and "promote Oklahoma tourism" shall not
13 include expenses for travel or lodging except for those incurred in
14 attending and participating in tourism conferences.

15 SECTION 2. This act shall become effective July 1, 2026.

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

20
21 60-2-16489 MAH 02/25/26
22
23
24