

House Engrossed

tourism advisory council; public entities

State of Arizona
House of Representatives
Fifty-sixth Legislature
Second Regular Session
2024

HOUSE BILL 2666

AN ACT

AMENDING SECTIONS 41-2304 AND 41-2305, ARIZONA REVISED STATUTES; RELATING
TO THE OFFICE OF TOURISM.

(TEXT OF BILL BEGINS ON NEXT PAGE)

1 Be it enacted by the Legislature of the State of Arizona:

2 Section 1. Section 41-2304, Arizona Revised Statutes, is amended to
3 read:

4 41-2304. Advisory council; representation; duties

5 A. The governor shall appoint ~~a~~ THE tourism advisory council,
6 which shall be composed of fifteen members who shall serve at the pleasure
7 of the governor.

8 B. Members of the tourism advisory council shall include
9 representatives from recreational and tourist attractions, lodging,
10 restaurant or food and transportation industries, other tourism businesses
11 and the general public. The council shall include one member from each of
12 the six geographical planning areas of this state. The respective areas
13 shall consist of the noted counties as follows:

- 14 1. Area 1 Maricopa.
- 15 2. Area 2 Pima.
- 16 3. Area 3 Apache, Coconino, Navajo and Yavapai.
- 17 4. Area 4 Mohave, ~~and~~ Yuma AND LA PAZ.
- 18 5. Area 5 Gila and Pinal.
- 19 6. Area 6 Graham, Greenlee, Cochise and Santa Cruz.

20 C. ~~Of the members first appointed, three shall be appointed for a~~
21 ~~term ending June 30, 1979 and three each for terms ending one, two, three~~
22 ~~and four years thereafter. Subsequent~~ Appointments shall be for terms of
23 five years, except for an appointment to fill an unexpired term which
24 shall be for the remainder of the term.

25 D. The council shall assist and advise the director in preparation
26 of the budget and in establishment of policies and programs ~~which~~ THAT
27 promote and develop tourism in this state.

28 Sec. 2. Section 41-2305, Arizona Revised Statutes, is amended to
29 read:

30 41-2305. Powers and duties

31 A. In addition to other duties prescribed by law, the office of
32 tourism shall:

33 1. Stimulate and encourage all local, state, regional and federal
34 governmental agencies and all private persons and enterprises to
35 participate and cooperate in the promotion of tourism and tourism
36 development in this state.

37 2. Undertake a comprehensive research program designed to establish
38 the office as the central repository and clearinghouse for all data that
39 relates to tourism.

40 3. Perform research necessary to determine a long-range tourism
41 development plan for this state.

42 4. Conduct research at the request of the governor, the legislature
43 or state or local agencies, pertaining to any of its objectives.

44 5. Formulate policies, plans and programs designed to promote
45 tourism in this state.

1 6. Provide information and advice on request by local, state and
2 federal agencies and by private citizens and business enterprises on all
3 matters concerning its objectives. The office may provide information and
4 literature in the same manner as described in section 11-259,
5 subsection A.

6 7. Advise with and make recommendations to the governor and the
7 legislature on all matters concerning tourism.

8 8. Make an annual report to the governor and the legislature on its
9 activities, finances and the scope of its operations.

10 9. Conduct an annual statewide tourism symposium to discuss tourism
11 promotion efforts, problems and matters of interest to the tourism
12 industry.

13 10. Cooperate with the Arizona-Mexico commission in the governor's
14 office and with researchers at universities in this state to collect data
15 and conduct projects in the United States and Mexico on issues that are
16 within the scope of the office's duties and that relate to quality of
17 life, trade and economic development in this state in a manner that will
18 help the Arizona-Mexico commission to assess and enhance the economic
19 competitiveness of this state and of the Arizona-Mexico region.

20 B. The office may:

21 1. Subject to chapter 4, article 4 of this title, employ, determine
22 the conditions of employment and specify the duties of administrative,
23 secretarial and clerical assistants and contract for the services of
24 outside advisors, consultants and aides reasonably necessary or desirable
25 to enable it adequately to perform its duties. The compensation of such
26 assistants shall be as determined pursuant to section 38-611. The
27 positions of the director, the assistant director and all employees of the
28 office of tourism shall be exempt positions of chapter 4, articles 5 and 6
29 of this title.

30 2. Make contracts and incur obligations reasonably necessary or
31 desirable within the general scope of its activities and operations to
32 enable it adequately to perform its duties.

33 3. Use any and all media of communication, publication and
34 exhibition in the dissemination of information, advertising and publicity
35 in any field relating to its purposes, objectives or duties.

36 4. Use its funds, facilities and services to provide matching
37 contributions under federal or other programs that further the objectives
38 and programs of the office.

39 5. Adopt rules it deems necessary or desirable to implement the
40 purposes of the department and the duties and powers of the director.

41 6. Accept gifts, grants, matching funds and direct payments from
42 public or private agencies or persons for the conduct of programs that are
43 consistent with the general purposes and objectives of this chapter.

- 1 7. Conduct tourism education and discussion seminars and workshops
2 to discuss tourism promotion efforts, problems and matters of interest to
3 the tourism industry.
- 4 8. Designate, establish and operate state visitor or tourist
5 information centers in ~~the~~ THIS state that furnish tourist information and
6 literature, subject to legislative appropriation.
- 7 9. Conduct research pertaining to any of its objectives.
- 8 10. Establish a reporting system for public agencies and private
9 persons or enterprises in order to monitor state tourism.
- 10 11. Produce, own, sell or license services or personal property
11 related to the duties and goals of the office, limited to marketing and
12 branding related promotional materials or items, copyrightable
13 publications, artwork, trademarks or other intellectual property, and
14 charge reasonable prices for all these items. The director shall
15 establish the prices. Monies received pursuant to this ~~section~~ PARAGRAPH
16 shall be credited to the tourism development fund established by section
17 41-2307 to support the office.
- 18 12. Exercise its statutory powers and duties by engaging in joint
19 venture activities with private corporations AND PUBLIC ENTITIES,
20 INCLUDING CITIES, TOWNS AND COUNTIES, that are specifically designed to
21 further the goals of the office of tourism. Joint ventures entered into
22 by the office of tourism shall conform to the constitution and the laws of
23 this state.