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H.B. No. 4936

A BILL TO BE ENTITLED

AN ACT

relating to a study by the Texas Economic Development and Tourism
Office regarding the creation of the Department of Marketing
Services.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

SECTION 1. DEFINITIONS. In this Act:

(1) "Full-time equivalent position" means an
employment position that requires a workweek of at least 40 hours,
including authorized leave.

(2) "Office" means the Texas Economic Development and
Tourism Office.

(3) "State agency" means a department, commission,
board, office, council, authority, or other agency in the executive
branch of state government that is created by the constitution or a
statute of this state, including a university system or institution
of higher education as defined by Section 61.003, Education Code.

SECTION 2. STUDY ON COST OF MARKETING BY STATE AGENCIES AND
CREATION OF A DEPARTMENT OF MARKETING SERVICES. (a) The office
shall conduct a study to evaluate the total costs incurred for
marketing purposes by state agencies and the feasibility of
creating a Department of Marketing Services to review requests by
state agencies for expenditures for marketing purposes.

(b) At minimum, the study must analyze:

(1) the total costs incurred by each state agency for

1 marketing purposes and the total cost of each state-sponsored grant
2 or loan program that specifically allocates money for marketing
3 purposes by state agencies;

4 (2) the number of full-time equivalent positions
5 necessary to create a Department of Marketing Services and the
6 duties and salaries of each of these positions;

7 (3) all other costs associated with the creation of a
8 Department of Marketing Services;

9 (4) the results of the marketing efforts of each state
10 agency and the method used to measure those results; and

11 (5) the potential cost savings to the state if the
12 marketing services of each state agency, and any related full-time
13 equivalent positions, are consolidated into a Department of
14 Marketing Services.

15 SECTION 3. REPORT. (a) The office shall prepare and submit
16 a report to the governor, the lieutenant governor, the speaker of
17 the house of representatives, and each other member of the
18 legislature not later than September 30, 2026.

19 (b) The report must include:

20 (1) the findings and recommendations of the study
21 conducted under Section 2 of this Act;

22 (2) a complete description of each method used to
23 measure the marketing results obtained by each state agency;

24 (3) an analysis of the total costs described by
25 Section 2(b)(1) of this Act, with separate line items for each state
26 agency describing the marketing-related travel expenses, other
27 direct and indirect marketing and advertising expenses, marketing

1 consulting costs, and costs associated with each related full-time
2 equivalent position for that agency; and

3 (4) a description of the overall feasibility of, and
4 the estimated cost savings, if any, attributable to, the
5 consolidation of the marketing efforts by each state agency into a
6 Department of Marketing Services.

7 SECTION 4. EXPIRATION. This Act expires September 1, 2027.

8 SECTION 5. EFFECTIVE DATE. This Act takes effect
9 immediately if it receives a vote of two-thirds of all the members
10 elected to each house, as provided by Section 39, Article III, Texas
11 Constitution. If this Act does not receive the vote necessary for
12 immediate effect, this Act takes effect September 1, 2025.