

By: Curry

H.B. No. 4936

Substitute the following for H.B. No. 4936:

By: Capriglione

C.S.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;

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

5 (3) all other costs associated with creation of a
6 Department of Marketing Services.

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

11 (b) The report must include the findings of the study
12 conducted under Section 2 of this Act.

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

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