

By: Davis of Harris

H.B. No. 740

A BILL TO BE ENTITLED

1 AN ACT

2 relating to the Texas Department of Economic Development's duty to
3 promote tourism.

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

5 SECTION 1. Section 481.172, Government Code, as amended by
6 Chapter 1041, Acts of the 75th Legislature, Regular Session, 1997,
7 and by Chapter 1275, Acts of the 75th Legislature, Regular Session,
8 1997, is amended to read as follows:

9 Sec. 481.172. DUTIES. The department shall:

10 (1) promote and advertise within the United States and
11 in foreign countries, by radio, television, newspaper, the
12 Internet, and other means considered appropriate, tourism in this
13 state [~~by non-Texans~~], including tourism by persons from foreign
14 countries, and distribute promotional materials through
15 appropriate distribution channels;

16 (2) represent the state in domestic and international
17 travel trade shows, trade missions, and seminars;

18 (3) encourage travel by Texans to this state's scenic,
19 historical, natural, agricultural, educational, recreational, and
20 other attractions;

21 (4) conduct a public relations campaign to create a
22 responsible and accurate national and international image of this
23 state;

24 (5) use current market research to develop a tourism

1 marketing plan to increase travel to the state by domestic and
2 international visitors;

3 (6) develop methods to attract tourist attractions to
4 the state;

5 (7) assist communities to develop tourist
6 attractions; ~~and~~

7 (8) cooperate fully with the Parks and Wildlife
8 Department, the Texas Department of Transportation, the Texas
9 Historical Commission, and the Texas Commission on the Arts in all
10 matters relating to promotion of tourism; and ~~and~~

11 (9) ~~(8)~~ promote and encourage the horse racing and
12 greyhound racing industry, if funds are appropriated for the
13 promotion or encouragement.

14 SECTION 2. This Act takes effect immediately if it receives
15 a vote of two-thirds of all the members elected to each house, as
16 provided by Section 39, Article III, Texas Constitution. If this
17 Act does not receive the vote necessary for immediate effect, this
18 Act takes effect September 1, 2003.