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H.B. No. 1300

A BILL TO BE ENTITLED

AN ACT

relating to funding for state sites and programs of the Parks and Wildlife Department through private contributions and partnerships and to commercial advertising on certain state sites.

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

SECTION 1. Chapter 11, Parks and Wildlife Code, is amended by adding Subchapter J-1 to read as follows:

SUBCHAPTER J-1. FOR-PROFIT PARTNERSHIPS

Sec. 11.221. DEFINITIONS. In this subchapter:

(1) "Official corporate partner" means a for-profit entity that:

(A) is designated an official corporate partner by the department;

(B) works with the department to raise funds for state site operations and maintenance or other priority projects or programs; and

(C) is selected as provided under Section 11.222.

(2) "State site" means a state park, natural area, wildlife management area, fish hatchery, or historic site under the jurisdiction of the department.

Sec. 11.222. SELECTION; CONTRACT. (a) Subject to commission approval, the department may select a for-profit entity as an official corporate partner.

(b) The department may contract with one or more official

1 corporate partners to raise funds for state site operations and
2 maintenance or other priority projects or programs.

3 Sec. 11.223. GIFTS AND GRANTS; FUND-RAISING. (a) To raise
4 funds for state site operations and maintenance or other priority
5 projects or programs, an official corporate partner may accept
6 contributions, gifts, grants, and promotional campaign proceeds on
7 behalf of the department or provide contributions, gifts, grants,
8 and promotional campaign proceeds to the department. The department
9 shall ensure that an official corporate partner transfers the
10 contributions, gifts, grants, and promotional campaign proceeds
11 accepted on behalf of the department to the department as soon as
12 possible.

13 (b) The department may contract with one or more official
14 corporate partners to conduct joint promotional campaigns or other
15 fund-raising efforts conducted by the department to raise funds for
16 state site operations and maintenance or other priority projects or
17 programs.

18 Sec. 11.224. USE OF FUNDS. Money received by the department
19 under this subchapter, including money received under a contract or
20 licensing or other agreement or as a gift or grant, may be used only
21 for state site operations and maintenance or other priority
22 projects or programs.

23 Sec. 11.225. RULES. The commission shall adopt rules to
24 implement this subchapter, including rules that establish
25 guidelines or best practices for official corporate partners.

26 Sec. 11.226. OTHER DONATION AUTHORITY NOT LIMITED. This
27 subchapter does not limit the department's authority to accept

1 donations that are otherwise authorized.

2 SECTION 2. Subchapter A, Chapter 13, Parks and Wildlife
3 Code, is amended by adding Sections 13.0151 and 13.0155 to read as
4 follows:

5 Sec. 13.0151. STATE PARK PASSES. (a) The department may
6 contract with any entity the department considers appropriate to
7 sell state park passes in any of the entity's retail locations.

8 (b) The commission may adopt rules to implement this
9 section.

10 Sec. 13.0155. USE OF PARKS AND WILDLIFE DEPARTMENT BRAND.

11 (a) The department may contract with any entity the department
12 considers appropriate to use the Parks and Wildlife Department
13 brand in exchange for licensing fees paid by the entity to the
14 department.

15 (b) The department may use the licensing fees received under
16 Subsection (a) for any use under this code.

17 (c) The commission may adopt rules to implement this
18 section.

19 SECTION 3. Subchapter B, Chapter 13, Parks and Wildlife
20 Code, is amended by adding Section 13.103 to read as follows:

21 Sec. 13.103. ADVERTISING. The commission by rule shall
22 prohibit inappropriate commercial advertising in state parks,
23 natural areas, historic sites, or other sites under the
24 jurisdiction of the department to preserve the integrity of the
25 sites and to minimize distractions that may interfere with the
26 enjoyment of the sites by visitors.

27 SECTION 4. This Act takes effect immediately if it receives

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1 a vote of two-thirds of all the members elected to each house, as
2 provided by Section 39, Article III, Texas Constitution. If this
3 Act does not receive the vote necessary for immediate effect, this
4 Act takes effect September 1, 2011.