

By: Guillen

H.B. No. 1300

A BILL TO BE ENTITLED

AN ACT

relating to funding for state sites 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; and

(C) is selected as provided under Section 11.222.

(2) "State site" means a state park, natural area, 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 an official corporate partner to raise funds for state site operations and maintenance.

Sec. 11.223. GIFTS AND GRANTS; FUND-RAISING. (a) To raise

1 funds for state site operations and maintenance, an official  
2 corporate partner may accept contributions, gifts, grants, and  
3 promotional campaign proceeds on behalf of the department. The  
4 department shall ensure that an official corporate partner  
5 transfers the contributions, gifts, grants, and promotional  
6 campaign proceeds to the department as soon as possible.

7 (b) The department may contract with an official corporate  
8 partner to conduct joint promotional campaigns or other  
9 fund-raising efforts conducted by the department to raise funds for  
10 state site operations and maintenance.

11 Sec. 11.224. USE OF FUNDS. Money received by the department  
12 under this subchapter, including money received under a contract or  
13 licensing or other agreement or as a gift or grant, may be used only  
14 for state site operations and maintenance.

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

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

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

24 (b) The commission may adopt rules to implement this  
25 section.

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

27 (a) The department may contract with any entity the department

1 considers appropriate to use the Parks and Wildlife Department  
2 brand in exchange for licensing fees paid by the entity to the  
3 department.

4 (b) The department shall use the licensing fees received  
5 under Subsection (a) only for the operation and maintenance of  
6 state sites as defined by Section 11.221.

7 (c) The commission may adopt rules to implement this  
8 section.

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

11 Sec. 13.103. ADVERTISING. (a) The commission by rule may  
12 assess and limit commercial advertising in state parks, natural  
13 areas, historic sites, or other sites under the jurisdiction of the  
14 department to preserve the integrity of the sites and to minimize  
15 distractions that may interfere with the enjoyment of the sites by  
16 visitors.

17 SECTION 4. This Act takes effect immediately if it receives  
18 a vote of two-thirds of all the members elected to each house, as  
19 provided by Section 39, Article III, Texas Constitution. If this  
20 Act does not receive the vote necessary for immediate effect, this  
21 Act takes effect September 1, 2011.