

Amend CSHB 4936 (house committee report) on page 2 of the substitute as follows:

(1) On line 1, between "purposes" and the semicolon, insert "and the total cost of each state-sponsored grant or loan program that specifically allocates money for marketing purposes by state agencies".

(2) Strike lines 4 through 6 and substitute the following:
duties and salaries of each of these positions;

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

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

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

(3) Strike lines 11 and 12 and substitute the following:

(b) The report must include:

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

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

(3) an analysis of the total costs described by Section 2(b)(1) of this Act, with separate line items for each state agency describing the marketing-related travel expenses, other direct and indirect marketing and advertising expenses, marketing consulting costs, and costs associated with each related full-time equivalent position for that agency; and

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