

By: Parker

S.B. No. 1356

A BILL TO BE ENTITLED

AN ACT

relating to the Texas alcohol tourism development program and advisory committee.

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

SECTION 1. Chapter 481, Government Code, is amended by adding Subchapter HH to read as follows:

SUBCHAPTER HH. TEXAS ALCOHOL TOURISM DEVELOPMENT PROGRAM

Sec. 481.701. DEFINITION. In this subchapter, "program" means the Texas alcohol tourism development program established under this subchapter.

Sec. 481.702. TEXAS ALCOHOL TOURISM DEVELOPMENT PROGRAM.

(a) The office shall establish the Texas alcohol tourism development program to develop and market alcohol tourism in this state.

(b) The program shall:

(1) using market research develop an alcoholic beverage industry marketing plan to:

(A) increase tourism to wineries, breweries, and distilleries in this state; and

(B) promote the consumption of and access to wine, beer, and distilled spirits produced in this state;

(2) develop and maintain a list of the locations of wineries, breweries, and distilleries in this state;

(3) post on a publicly accessible Internet website and

1 annually update a list of the locations of wineries, breweries, and
2 distilleries in this state that offer tours and tastings;

3 (4) promote wineries, breweries, and distilleries in
4 this state when promoting this state as a tourism destination;

5 (5) educate consumers about the wine, beer, and
6 distilled spirits produced in this state; and

7 (6) promote, market, and educate consumers about the
8 alcoholic beverage industry in this state using any other method
9 the office determines is appropriate.

10 Sec. 481.703. TEXAS ALCOHOL TOURISM DEVELOPMENT ADVISORY
11 COMMITTEE. (a) In this section, "advisory committee" means the
12 Texas alcohol tourism development advisory committee established
13 under this section.

14 (b) The Texas alcohol tourism development advisory
15 committee is established to advise the office on the development of
16 alcohol tourism in this state.

17 (c) The advisory committee is composed of the following nine
18 members appointed by the governor:

19 (1) a holder of a distiller's and rectifier's permit
20 issued under Chapter 14, Alcoholic Beverage Code;

21 (2) a holder of a winery permit issued under Chapter
22 16, Alcoholic Beverage Code;

23 (3) a holder of a brewer's license issued under Chapter
24 62, Alcoholic Beverage Code;

25 (4) a member of a chamber of commerce in this state;

26 (5) a researcher or educator specializing in economic
27 development;

1 (6) a member of the public who is not affiliated with
2 the alcoholic beverage industry;

3 (7) a representative of the office;

4 (8) a representative of the Texas Department of
5 Transportation; and

6 (9) a commissioner of the Texas Alcoholic Beverage
7 Commission.

8 (d) The advisory committee shall:

9 (1) propose methods to market and increase the alcohol
10 tourism industry in this state, as provided by Section 481.702;

11 (2) develop a plan and schedule to implement the
12 marketing and growth methods proposed under Subdivision (1); and

13 (3) propose a budget and spending plan for the office
14 to implement the plan and the program.

15 (e) Not later than September 1, 2026, the advisory committee
16 shall submit a report to the office and legislature detailing the
17 committee's proposed methods, plans, and budget, as required by
18 this section.

19 (f) The advisory committee is abolished and this section
20 expires January 1, 2027.

21 SECTION 2. As soon as practicable after the effective date
22 of this Act:

23 (1) the Texas Economic Development and Tourism Office
24 shall establish the Texas alcohol tourism development program as
25 required by Section 481.702, Government Code, as added by this Act;
26 and

27 (2) the governor shall appoint the members of the

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1 Texas alcohol tourism development advisory committee established
2 under Section 481.703, Government Code, as added by this Act.

3 SECTION 3. This Act takes effect September 1, 2025.