

**LEGISLATIVE BUDGET BOARD**  
**Austin, Texas**

**FISCAL NOTE, 89TH LEGISLATIVE REGULAR SESSION**

**May 4, 2025**

**TO:** Honorable Giovanni Capriglione, Chair, House Committee on Delivery of Government Efficiency

**FROM:** Jerry McGinty, Director, Legislative Budget Board

**IN RE: HB4936** by Curry (relating to a study by the Texas Economic Development and Tourism Office regarding the creation of the Department of Marketing Services.), **Committee Report 1st House, Substituted**

**No significant fiscal implication to the State is anticipated.**

The bill would amend the Government Code to direct the Texas Economic Development and Tourism Office within the Office of the Governor (OOG) to conduct a study to evaluate the total costs incurred for marketing purposes by state agencies and the feasibility of creating a Department of Marketing Services to review requests by state agencies for expenditures for marketing purposes. The OOG would submit a report to the Governor, Lieutenant Governor, Speaker of the House of Representatives, and each member of the Legislature not later than September 30, 2026. The act would expire September 1, 2027.

This analysis assumes the estimated cost associated with the bill could be absorbed within existing resources.

**Local Government Impact**

No significant fiscal implication to units of local government is anticipated.

**Source Agencies:** 300 Trusted Programs Within the Office of the Governor

**LBB Staff:** JMc, JPE, LCO, KCu, NV