# SENATE BILL REPORT
# SB 5465

As of January 23, 2023

**Title:** An act relating to increasing tourism to Washington State through enhancement of the statewide tourism marketing account and changing necessary match requirements.

**Brief Description:** Increasing tourism to Washington State through enhancement of the statewide tourism marketing account and changing necessary match requirements.

**Sponsors:** Senators Stanford, Dozier, Rolfes, Mullet, Van De Wege, Hunt, Liias, Lovelett, Saldaña, Shewmake, Short, Torres and Warnick.

**Brief History:**
**Committee Activity:** Business, Financial Services, Gaming & Trade: 1/24/23.

**Brief Summary of Bill**

- Changes the matching funds requirement from two-to-one to one-to-one for expenditures from the Statewide Tourism Marketing Account (Account).
- Increases the amount that may be deposited into the Account to $26 million per biennium from future revenue collections.

## SENATE COMMITTEE ON BUSINESS, FINANCIAL SERVICES, GAMING & TRADE

**Staff:** Kellee Gunn (786-7429)

**Background:** The Legislature created the Washington Tourism Marketing Authority (Authority) in 2018 as a public entity to manage financial resources and contract for statewide tourism marketing services. The Authority is governed by a board of directors, with assistance from a nonvoting advisory committee.

Up to $3 million from revenue per biennium from a 0.2 percent tax on retail sales of

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lodging, car rentals, and restaurants may be deposited into the Statewide Tourism Marketing Account (account). Money in the account can only be spent after appropriation. A match of two-to-one nonstate or state fund, other than general fund state, must be provided for all expenditures from the account. The account may be used for the operation of the Authority and the Statewide Tourism Marketing Program and for certain allowable expenses.

Allowable expenses include:

- entering into a contract for a multiple-year statewide tourism marketing plan with an existing statewide nonprofit organization, which must include focuses on:
    1. rural tourism-dependent counties;
    2. natural wonders and outdoor recreation opportunities of the state;
    3. attraction of international tourists;
    4. identification of local offerings for tourists;
    5. assistance for tourism areas adversely impacted by natural disasters;
- contracting for the evaluation of the impact of the statewide tourism marketing program; and
- administrative expenses of the Authority.

**Summary of Bill:** The match requirement for expenditures from the account is changed from two-to-one nonstate or state fund, other than general fund state, to one-to-one.

Future revenue collections into the Account are increased from $3 to $26 million per biennium.

**Appropriation:** None.

**Fiscal Note:** Requested on January 20, 2023.

**Creates Committee/Commission/Task Force that includes Legislative members:** No.

**Effective Date:** Ninety days after adjournment of session in which bill is passed.