

**First Regular Session
Sixty-eighth General Assembly
STATE OF COLORADO**

INTRODUCED

LLS NO. 11-0729.01 Gregg Fraser

HOUSE BILL 11-1235

HOUSE SPONSORSHIP

Wilson, Solano

SENATE SPONSORSHIP

Bacon,

House Committees
Local Government

Senate Committees

A BILL FOR AN ACT

101 **CONCERNING THE PROMOTION OF REGIONAL TOURISM BY THE**
102 **COLORADO TOURISM OFFICE.**

Bill Summary

(Note: This summary applies to this bill as introduced and does not reflect any amendments that may be subsequently adopted. If this bill passes third reading in the house of introduction, a bill summary that applies to the reengrossed version of this bill will be available at <http://www.leg.state.co.us/billsummaries>.

The Colorado tourism office currently promotes tourism for the state on a statewide basis. Some local governments cooperate with each other to promote tourism on a regional basis. The bill authorizes the Colorado tourism office to assist local governments with the promotion of regional tourism in the state.

Shading denotes HOUSE amendment. Double underlining denotes SENATE amendment.
Capital letters indicate new material to be added to existing statute.
Dashes through the words indicate deletions from existing statute.

1 *Be it enacted by the General Assembly of the State of Colorado:*

2 **SECTION 1. Legislative declaration.** (1) The general assembly
3 hereby finds and declares that:

4 (a) The Colorado tourism office currently focuses on the
5 development of statewide tourism planning, promotion, and coordination;

6 (b) Local governments currently raise moneys and cooperate
7 among themselves to enhance and promote regional tourism activities in
8 various regions in the state;

9 (c) Efforts to promote regional tourism help increase the number
10 of visitors and local revenues to targeted areas of the state and also
11 promote the entire state as a world-class travel destination;

12 (d) The Colorado tourism office has resources, expertise, and
13 economies of scale that can be used to assist local governments in their
14 efforts to promote regional tourism; and

15 (e) Allowing the Colorado tourism office to cooperate with and
16 assist local governments in the promotion of regional tourism provides a
17 cost-efficient means of promoting regional tourism and leverages the
18 resources and expertise of the Colorado tourism office to their maximum
19 effect.

20 **SECTION 2.** Article 49.7 of title 24, Colorado Revised Statutes,
21 is amended BY THE ADDITION OF A NEW SECTION to read:

22 **24-49.7-103.5. Regional tourism promotion - cooperation with**
23 **local governments.** (1) THE BOARD SHALL HAVE THE POWER TO
24 COOPERATE WITH AND ASSIST LOCAL GOVERNMENTS IN THEIR REGIONAL
25 TOURISM PROMOTION AND DEVELOPMENT EFFORTS. SUCH ASSISTANCE
26 MAY INCLUDE THE FOLLOWING:

1 (a) PROVIDING TECHNICAL ASSISTANCE, PUBLISHING WRITTEN AND
2 GRAPHIC MATERIALS, DEVELOPING MARKETING PLANS, AND
3 COORDINATING THE USE OF WEB SITES AND OTHER FORMS OF
4 COMMUNICATION;

5 (b) SHARING STATISTICAL INFORMATION AND OTHER DATA THAT
6 WOULD ASSIST LOCAL GOVERNMENTS WITH REGIONAL TOURISM
7 PROMOTIONAL EFFORTS; AND

8 (c) COORDINATING REGIONAL TOURISM AND PROMOTIONAL
9 EFFORTS WITH STATEWIDE TOURISM AND PROMOTIONAL EFFORTS.

10 (2) THE BOARD SHALL ESTABLISH POLICIES REGARDING:

11 (a) THE USE OF EMPLOYEE TIME AND OTHER RESOURCES OF THE
12 OFFICE IN CONNECTION WITH PROVIDING ASSISTANCE TO LOCAL
13 GOVERNMENTS PURSUANT TO THIS SECTION; AND

14 (b) THE PAYMENT BY LOCAL GOVERNMENTS OF THE OFFICE'S
15 REASONABLE EXPENSES INCURRED IN CONNECTION WITH THE PROVISION
16 OF ASSISTANCE PURSUANT TO THIS SECTION. SUCH PAYMENT MAY BE
17 PROVIDED THROUGH THE USE OF INTERGOVERNMENTAL AGREEMENTS OR
18 SUCH OTHER MEANS AS ARE DEEMED APPROPRIATE BY THE BOARD.

19 **SECTION 3. Act subject to petition - effective date.** This act
20 shall take effect at 12:01 a.m. on the day following the expiration of the
21 ninety-day period after final adjournment of the general assembly (August
22 10, 2011, if adjournment sine die is on May 11, 2011); except that, if a
23 referendum petition is filed pursuant to section 1 (3) of article V of the
24 state constitution against this act or an item, section, or part of this act
25 within such period, then the act, item, section, or part shall not take effect
26 unless approved by the people at the general election to be held in

1 November 2012 and shall take effect on the date of the official
2 declaration of the vote thereon by the governor.