

HOUSE BILL NO. HB0157

Tourism promotion.

Sponsored by: Representative(s) Blevins, Gingery, Krone,
Northrup, Petroff and Piiparinen and
Senator(s) Burns, Christensen, Coe and
Driskill

A BILL

for

1 AN ACT relating to tourism; authorizing the Wyoming awards
2 card program; authorizing agreements between the department
3 of state parks and cultural resources and participating
4 merchants; creating an account; providing for a continuous
5 appropriation; providing for rulemaking; providing an
6 appropriation; and providing for an effective date.

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8 *Be It Enacted by the Legislature of the State of Wyoming:*

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10 **Section 1.** W.S. 36-4-124 is created to read:

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12 **36-4-124. Wyoming awards card program; creation;**
13 **account.**

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1 (a) There is created the Wyoming awards card program
2 to encourage tourism in Wyoming. The program shall be
3 administered by the department. The department shall
4 develop a program consisting of the following elements:

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6 (i) Participating merchants may enter into
7 agreements with the department offering discounts and
8 promotions to persons purchasing a Wyoming awards card
9 issued by the board;

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11 (ii) The department shall sell the Wyoming
12 awards card through its website and may sell the Wyoming
13 awards card through any other selling agents;

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15 (iii) The department shall coordinate with the
16 Wyoming game and fish department and the department of
17 tourism to market and promote the program;

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19 (iv) The department shall establish through rule
20 and regulation a price for the Wyoming awards card,
21 requirements for selling agents and requirements for
22 participating merchants offering discounts and promotions
23 through the program.

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1 (b) There is created the Wyoming awards card program
2 account. Funds in the account are continuously
3 appropriated as follows:

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5 (i) Ten percent (10%) annually shall be credited
6 to the department to be used for costs associated with
7 creating and marketing the Wyoming awards card program; and

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9 (ii) Forty-five percent (45%) annually shall be
10 credited to the game and fish fund created under W.S.
11 23-1-501; and

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13 (iii) Forty-five percent (45%) annually shall be
14 credited to the capital construction account created under
15 W.S. 36-4-121(h).

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17 **Section 2.** W.S. 36-4-104 by creating a new subsection
18 (g) is amended to read:

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20 (g) The department, in consultation with the
21 commission, shall be responsible for implementing the
22 Wyoming award cards program developed under W.S. 36-4-124.

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1 **Section 3.** There is appropriated fifty thousand
2 dollars (\$50,000.00) from the general fund to the
3 department. This appropriation shall be for the period
4 beginning with the effective date of this act and ending
5 June 30, 2016. This appropriation shall only be expended
6 for the purpose of establishing the Wyoming awards card
7 program created by this act. Notwithstanding any other
8 provision of law, this appropriation shall not be
9 transferred or expended for any other purpose and any
10 unexpended, unobligated funds remaining from this
11 appropriation shall revert as provided by law on June 30,
12 2016. This appropriation shall not be included in the
13 department's 2017-2018 standard biennial budget request.

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15 **Section 4.** This act is effective July 1, 2014.

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(END)