

EXECUTIVE ORDER 84-03

Establishing the Washington State Tourism Development Commission

Travel and the tourism industry constitute the fastest growing sector of the economy of the nation and of our state. Proper attention and support for tourism development are essential elements in the revitalization of Washington State's economy. Until recently, effective support has been lacking in an activity that deserves increased resources from both government and the private sector.

The attraction of visitors to this state can enhance the economic well-being of our citizens by increasing the jobs and income derived from commerce with tourists traveling in the State.

The state has valuable natural beauty and scenic attractions, and the promotion of these attractions by cooperative efforts between the public and private sectors can significantly contribute to economic growth and employment opportunities by developing the tourism sector of this state's economy.

The local, state and regional tourism development organizations are important and contribute significantly to the state's tourism development effort and help to insure that the benefits of increased tourism in Washington accrue to all geographic areas of the state.

NOW, THEREFORE, I, John Spellman, Governor of the state of Washington, do hereby order that:

- I. There shall be established the Washington State Tourism Development Commission.
- II. The Chair of the Commission shall be appointed by the Governor.
- III. The Commission shall be composed of twenty-one members and shall include representatives of tourism development organizations, the various geographical areas of the state, and groups of the state tourism industry, including but not limited to the eight state regional tourism development organizations, local and state visitors' organizations/associations, hotels, motels, airlines, restaurants, tourist attractions, inbound travel tours, small businesses, chambers of commerce, and labor.

Four members shall be members of the legislature, two to be appointed from the senate by the president of the senate and two to be appointed from the house of representatives by the speaker of the house. There shall be one democrat and one republican from the house of representatives and one democrat and one republican from the senate appointed to the commission.

The state tourism division director shall serve on the commission.

- IV. In addition to the powers set forth in ESHB 1511, the commission shall have the following responsibilities:

- (1) To advise the governor and legislature on tourism-development, including advice on state, regional, national, and international tourism development issues;
- (2) To prepare and submit a plan to the governor and legislature by January 1, 1985, which shall:
 - (a) Examine the structure and contributions of the local, regional, and state tourism development agencies;
 - (b) Identify the appropriate role for and involvement of the private sector, and state and local agencies in state tourism development;
 - (c) Determine the feasibility and desirability of private sector administration and funding through various funding methods including dollar-for-dollar and in-kind state-private sector matches, of a coordinated state tourism development program;
 - (d) Consider specific strategies to increase the private sector's role and involvement in tourism development policy formulation and support of state and regional tourism development efforts; and
 - (e) Recommend state policies which will facilitate the development of tourism throughout the state;
- (3) To coordinate its activities with those of the state, the private sector, and local governments so as to eliminate duplication of effort, while emphasizing a tourism development program which creates and retains jobs, and continues and increases the numbers of profitable businesses benefiting from tourism;
- (4) To secure the cooperation of any department, agency, or instrumentality in state or local government and other associations and other groups affected by or concerned with the business of the commission;
- (5) To solicit such private contributions as may be necessary to enable the commission to conduct its activities in accordance with applicable state laws;
- (6) To hold such public hearings as it deems necessary; and
- (7) To meet at such times and places it deems proper.

V. The commission is to act as a sounding board and a source of ideas for the state's tourism development efforts and to suggest cooperative efforts in advertising and marketing. In so doing the commission shall in every practicable way attempt to involve and address legislative and private sector concerns regarding the state's future role in continuing to develop the tourism sector of the state's economy.

VI. The commission shall recommend to the Governor and to the Department of Commerce and Economic Development such programs and policies as may be necessary in order to increase

employment and economic activity within the tourism sector of our state's economy and shall review the department's biennial tourism budget submission prior to its submission to the Governor and offer any comments it deems appropriate.

VII. This order supercedes and terminates EO [82-08](#) and shall expire on June 30, 1985. This commission shall terminate its activities at that time unless otherwise reenacted by law.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the State of Washington to be affixed at Olympia this 5th day of March A.D., Nineteen hundred and eighty-four.

John Spellman
Governor of Washington

BY THE GOVERNOR:

Assistant Secretary of State
