
THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE BILL

No. 2051 Session of
2018

INTRODUCED BY MOUL, GREINER, BOBACK, MILLARD, D. COSTA,
READSHAW, WARD, CHARLTON, V. BROWN, KAVULICH, ZIMMERMAN,
KAUFFMAN, SOLOMON AND WATSON, FEBRUARY 2, 2018

REFERRED TO COMMITTEE ON TOURISM AND RECREATIONAL DEVELOPMENT,
FEBRUARY 2, 2018

AN ACT

1 Providing for tourism marketing and promotion; and establishing
2 the Statewide Tourism Marketing Trust Fund.

3 The General Assembly of the Commonwealth of Pennsylvania
4 hereby enacts as follows:

5 Section 1. Short title.

6 This act shall be known and may be cited as the Statewide
7 Tourism Marketing Funding Act.

8 Section 2. Declaration of policy.

9 The General Assembly finds and declares as follows:

10 (1) Tourism is a vital part of the economy of this
11 Commonwealth, with visitors spending billions of dollars
12 annually.

13 (2) Tourism in this Commonwealth supports thousands of
14 jobs at attractions across the State.

15 (3) While the primary focus of local tourism promotion
16 agencies is to attract visitors to a specific county or
17 region, State government has a leadership role to play in

1 promoting and marketing this Commonwealth as a whole to
2 leisure and business travelers from other states and
3 countries.

4 (4) A dedicated source of revenue for Statewide tourism
5 marketing and promotion will enable the Commonwealth to
6 promote economic development through tourism.

7 Section 3. Definitions.

8 The following words and phrases when used in this act shall
9 have the meanings given to them in this section unless the
10 context clearly indicates otherwise:

11 "Destination marketing organization." A nonprofit
12 corporation, organization, association or agency that is engaged
13 in tourism promotion or marketing on a regional or Statewide
14 basis to attract leisure or business travelers to this
15 Commonwealth.

16 "Fund." The Statewide Tourism Marketing Trust Fund
17 established under section 4.

18 "Official tourism promotion and marketing agency of the
19 Commonwealth." The nonprofit corporation, organization,
20 association, State agency, bureau or office established by law
21 or designated by the Department of Community and Economic
22 Development as the official tourism promotion and marketing
23 agency of the Commonwealth.

24 "Partnership." The Pennsylvania Travel and Tourism
25 Partnership established under the act of December 9, 2002
26 (P.L.1491, No.189), known as the Travel and Tourism Act.

27 "Statewide tourism marketing and promotion." Marketing and
28 promotion activities of the official tourism promotion and
29 marketing agency of the Commonwealth that are designed to
30 attract leisure and business travelers to Pennsylvania.

1 "Tourism promotion agency." A recognized nonprofit
2 corporation, organization, association or agency, or a
3 destination marketing organization, that is engaged in planning
4 and promoting programs designed to stimulate and increase the
5 volume of tourist, visitor and vacation business within counties
6 served by the agency.

7 Section 4. Statewide Tourism Marketing Trust Fund.

8 The Statewide Tourism Marketing Trust Fund is established in
9 the State Treasury.

10 Section 5. Funding for Statewide tourism marketing.

11 (a) Transfer.--The Governor shall annually transfer the sum
12 of \$30,000,000 from special funds and restricted accounts to the
13 fund for use as provided for under section 6.

14 (b) Date of transfer.--The transfer of money under this
15 section shall be within 30 days of the enactment of the general
16 appropriation bill.

17 Section 6. Use of money.

18 Money in the fund shall be used by the official tourism
19 promotion and marketing agency of the Commonwealth for Statewide
20 tourism marketing and promotion as follows:

21 (1) For programs, projects and expenditures designed to
22 attract leisure and business travelers to this Commonwealth.

23 (2) To match grants to county and regional tourism
24 promotion agencies as provided in the act of July 4, 2008
25 (P.L.621, No.50), known as the Tourism Promotion Act,
26 provided that the grant is ratified by the partnership under
27 section 7.

28 Section 7. Approval of matching grants.

29 No matching grant shall be made until the grant is ratified
30 on motion by the partnership at a regular or special meeting

1 open to the public.

2 Section 8. Effective date.

3 This act shall take effect in 60 days.