

State of Arizona
Senate
Forty-second Legislature
Second Regular Session
1996

FILED
Jane Dee Hull
Secretary of State

CHAPTER 285

SENATE BILL 1055

AN ACT

AMENDING SECTION 41-2302, ARIZONA REVISED STATUTES; REPEALING SECTION 41-2996.01, ARIZONA REVISED STATUTES; AMENDING TITLE 41, CHAPTER 27, ARTICLE 2, ARIZONA REVISED STATUTES, BY ADDING SECTION 41-3001.03; RELATING TO THE OFFICE OF TOURISM.

1 Be it enacted by the Legislature of the State of Arizona:

2 Section 1. Section 41-2302, Arizona Revised Statutes, is amended to
3 read:

4 41-2302. Director; compensation; duties; appointment

5 A. The director of the office shall be responsible for promoting and
6 developing tourism business and planning, and developing a campaign of
7 information, advertising, promotion, exhibition and publicity relating to
8 tourism business, including the recreational, scenic and historical
9 attractions of this state and all communities and regions of this state, and
10 disseminating such information to the public through various state, national
11 and international media.

12 B. The director is eligible to receive compensation determined
13 pursuant to section 38-611.

14 C. The director shall be appointed by the governor pursuant to section
15 38-211 AND SHALL SERVE AT THE GOVERNOR'S PLEASURE.

16 D. THE DIRECTOR SHALL HAVE AT LEAST THE FOLLOWING QUALIFICATIONS.

17 1. FIVE YEARS OF MANAGEMENT EXPERIENCE IN THE DOMESTIC AND
18 INTERNATIONAL TOURISM AND TRAVEL INDUSTRY.

1 2. A FUNDAMENTAL UNDERSTANDING OF THE TECHNICAL ELEMENTS OF THE
2 TOURISM INDUSTRY INCLUDING TRAVEL, TRADE, GROUP, INCENTIVE AND INDIVIDUAL
3 MARKETS, ADVERTISING TECHNIQUES AND EVALUATION METHODS.

4 3. EXPERIENCE IN EITHER MARKETING OR PUBLIC RELATIONS.

5 Sec. 2. Repeal

6 Section 41-2996.01, Arizona Revised Statutes, is repealed.

7 Sec. 3. Title 41, chapter 27, article 2, Arizona Revised Statutes, is
8 amended by adding section 41-3001.03, to read:

9 41-3001.03. Office of tourism: termination July 1, 2001

10 A. THE OFFICE OF TOURISM TERMINATES ON JULY 1, 2001.

11 B. TITLE 41, CHAPTER 19, ARTICLE 1 IS REPEALED ON JANUARY 1, 2002.

12 Sec. 4. Purpose

13 The purpose of the office of tourism is to promote and develop tourism
14 in this state.

15 Sec. 5. Retroactivity

16 Sections 2 and 3 of this act are effective retroactively to July 1,
17 1996.

APPROVED BY THE GOVERNOR APRIL 29, 1996

FILED IN THE OFFICE OF THE SECRETARY OF STATE APRIL 30, 1996