

The Senate Economic Development Committee offered the following substitute to SR 719:

A RESOLUTION

1 Creating the Tourism Promotion Joint Study Commission; and for other purposes.

2 WHEREAS, the tourism industry is a vital component in Georgia's economic prosperity; and

3 WHEREAS, various factors impact the accessibility to and awareness of tourism
4 opportunities, including technology, branding, and planning tools providing information for
5 tourism destinations, attractions, and special events; and

6 WHEREAS, it is imperative that the State of Georgia develop policies to promote tourism,
7 conventions, and trade shows in Georgia and to ensure that all of the essential stakeholders
8 work in concert with each other towards such end; and

9 WHEREAS, the General Assembly is committed to studying and determining the best and
10 most efficient path to such goal.

11 NOW, THEREFORE, BE IT RESOLVED BY THE GENERAL ASSEMBLY OF
12 GEORGIA that there is created the Tourism Promotion Joint Study Commission to be
13 composed of 12 members as follows:

14 (1) One member of the Senate Economic Development Committee appointed by the
15 chairperson of the committee and one member of the Senate appointed by the Lieutenant
16 Governor;

17 (2) One member of the House Committee on Economic Development appointed by the
18 chairperson of the committee and one member of the House of Representatives appointed
19 by the Speaker of the House of Representatives;

20 (3) Three individuals from the private sector, with one such member each being
21 appointed by the Governor, the Lieutenant Governor, and the Speaker of the House of
22 Representatives;

23 (4) The commissioner of economic development or his or her designee;

24 (5) The commissioner of natural resources or his or her designee;

- 25 (6) The commissioner of transportation or his or her designee;
 26 (7) The commissioner of community affairs or his or her designee; and
 27 (8) The chairperson of the Georgia Ports Authority or his or her designee.

28 The Speaker of the House of Representatives and the Lieutenant Governor shall each appoint
 29 a co-chair of the commission. The commission may establish various subcommittees with
 30 subject matter expertise to advise the commission on specific matters, which shall be chaired
 31 by a member of the study commission.

32 BE IT FURTHER RESOLVED that the commission shall:

- 33 (1) Inventory Georgia's existing tourism destinations, attractions, and special events and
 34 determine the potential for the development of future destinations, attractions, and special
 35 events in Georgia;
 36 (2) Identify stakeholders and community partners, including convention and visitors
 37 bureaus, tourism councils, chambers of commerce, and other entities which play a vital
 38 role in the tourism industry in Georgia;
 39 (3) Conduct review of state and national policies to discern best practices and lessons
 40 learned with regard to public policy that encourages tourism to this state;
 41 (4) Conduct meetings around the state to solicit input from stakeholders with a specific
 42 interest in identifying barriers to growth and progress; and
 43 (5) Develop specific recommendations with regard to the scope and content of a strategic
 44 plan for increasing tourism in Georgia. Such recommendations shall stipulate what the
 45 commission recommends should be excluded from such a plan.

46 BE IT FURTHER RESOLVED that all executive departments, agencies, boards, and
 47 commissions and other divisions of the executive branch of state government shall fully
 48 cooperate with the commission, and any nonprofit entities designated by the commission that
 49 promote and support tourism may assist the commission in the performance of its duties and
 50 may provide staff assistance and any other assistance as requested.

51 BE IT FURTHER RESOLVED that the commission shall undertake a study of the
 52 conditions, needs, issues, and problems mentioned above or related thereto and recommend
 53 any actions or legislation that the commission deems necessary or appropriate. The
 54 commission may conduct such meetings at such places and at such times as it may deem
 55 necessary or convenient to enable it to exercise fully and effectively its powers, perform its
 56 duties, and accomplish the objectives and purposes of this resolution. The legislative
 57 members of the commission shall receive the allowances authorized for legislative members
 58 of interim legislative committees. The members of the commission shall serve without

59 compensation. The funds necessary to carry out the provisions of this resolution shall come
60 from the funds appropriated to the Senate and the House of Representatives. No later than
61 January 14, 2013, the commission shall submit its recommendations for the development of
62 a strategic plan to the Governor, the Lieutenant Governor, and the Speaker of the House of
63 Representatives. The commission shall stand abolished on January 14, 2013.