

Statewide Tourism Marketing Act

STRUCTURE & FAQ

NON ASSESSED SECTORS

Q: What are “non-assessed sectors”?

A: "Non-assessed sectors" are those tourism related industries that are not mandated to participate in the tourism funding model but would benefit from a statewide tourism promotion program. They include, but are not limited to, tribes, ports, airlines, cruise ships, wineries, destination marketing organizations, chambers of commerce, economic development organizations and others.

Q: Are non-assessed sector businesses included in the legislation?

A: Non-assessed sector businesses are not included in the Statewide Tourism Marketing Act legislation.

Q: How would non-assessed sectors participate?

A: Non-assessed sector participation will be voluntary. Once the legislation is passed, non-assessed sectors may choose to financially participate in a variety of strategic marketing initiatives that would be of benefit to them. They may also contribute by a general contribution to the nonprofit marketing entity.

Q: How will non-assessed sectors be included in future governance?

A: The governing board of the marketing entity will include representatives of those non-assessed sectors that choose to financially participate in organization.