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I MINA'TRENTAI UNU NA LIHESLATURAN GUÅHAN
2012 (SECOND) Regular Session

CERTIFICATION OF PASSAGE OF AN ACT TO *I MAGA'LAHEN GUÅHAN*

This is to certify that **Substitute Bill No. 519-31 (COR), "AN ACT TO AUTHORIZE THE GUAM VISITORS BUREAU TO RECRUIT THE NECESSARY PERSONNEL TO SUPPORT ITS MISSION, AND TO AUTHORIZE AN APPROPRIATION FOR THE PURPOSE OF SUCH RECRUITMENT; AND TO APPROPRIATE THE SUM OF SIXTY THOUSAND DOLLARS ($60,000) FROM THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM TO FUND PROGRAMS OF THE GUAMPEDIA FOUNDATION; AND TO APPROPRIATE THE SUM OF TEN THOUSAND DOLLARS FORM THE TOURIST ATTRACTION FUND (TAF) TO THE TAMUNING-TUMON-HARMON LATTE FESTIVAL",** was on the 14th day of December, 2012, duly and regularly passed.

Benjamin J.F. Cruz
Acting Speaker

Attested:

Tina Rose Muña Barnes
Legislative Secretary

This Act was received by *I Maga'lahen Guåhan* this 17 day of Dec, 2012, at 11:40 o'clock A.M.

Assistant Staff Officer
Maga'lahi's Office

APPROVED:

EDWARD J.B. CALVO
I Maga'lahen Guåhan

Date: _____

Public Law No. _____

I MINA'TRENTAI UNU NA LIHESLATURAN GUÅHAN
2012 (SECOND) Regular Session

Bill No. 519-31 (COR)
As substituted by the Author; and amended on the Floor.

Introduced By:

T. R. Muña Barnes
Judith T. Won Pat, Ed.D.
B. J.F. Cruz
T. C. Ada
V. Anthony Ada
F. F. Blas, Jr.
Chris M. Dueñas
Judith P. Guthertz, DPA
Sam A. Mabini, Ph.D.
Adolpho B. Palacios, Sr.
V. C. Pangelinan
R. J. Respicio
Dennis G. Rodriguez, Jr.
M. Silva Taijeron
Aline A. Yamashita, Ph.D.

AN ACT TO AUTHORIZE THE GUAM VISITORS BUREAU TO RECRUIT THE NECESSARY PERSONNEL TO SUPPORT ITS MISSION, AND TO AUTHORIZE AN APPROPRIATION FOR THE PURPOSE OF SUCH RECRUITMENT; AND TO APPROPRIATE THE SUM OF SIXTY THOUSAND DOLLARS ($60,000) FROM THE TOURIST ATTRACTION FUND TO THE UNIVERSITY OF GUAM TO FUND PROGRAMS OF THE GUAMPEDIA FOUNDATION; AND TO APPROPRIATE THE SUM OF TEN THOUSAND DOLLARS FORM THE TOURIST ATTRACTION FUND (TAF) TO THE TAMUNING-TUMON-HARMON LATTE FESTIVAL.

BE IT ENACTED BY THE PEOPLE OF GUAM:

Section 1. Legislative Findings and Intent. *I Liheslaturan Guåhan* finds that with the growth and expansion of Guam's tourism industry, the Guam Visitors Bureau requires additional, specialized personnel to efficiently serve and effectively carry out its mandate of promoting Guam as a safe and extraordinary destination. *I Liheslaturan Guåhan* finds that the Guam Visitors Bureau's Research Department has established the standard for providing visitor data within one (1) to three (3) days of the actual arrival date. With the increase in arrivals and a corresponding increase in the number of forms, coupled with a fifty percent (50%) reduction in personnel specifically trained to process these arrival forms, the much requested visitor data has frequently fallen behind by two (2) months due to staff shortages. *I Liheslaturan Guåhan* further finds that the current workforce of one (1) full-time individual in the arrival forms processing office, places undue strain on the staff, as well as on the recipients of the data.

Additionally, *I Liheslaturan Guåhan* finds that the Guam Visitors Bureau has been operating without a Procurement Officer, as well as an employee focused on human resources administrative work. Furthermore, current FTEs play dual roles as they handle their respective division's procurement of supplies and/or professional services, and the Deputy General Manager is responsible for overseeing the hiring of new employees and issuing adverse actions, if necessary.

I Liheslaturan Guåhan finds that with the emergence of new tourism markets like Russia, the expansion into existing markets such as Taiwan and Korea, and the maintenance of marketing in strongholds like Japan, in combination with a focus on fast moving new marketing trends and practices, most notably with the rapid progression of technology and social media, it has created a high demand and undue strain on the GVB Marketing Department and its current staff. *I Liheslaturan Guåhan* further finds that in order to remain competitive as a destination marketing organization the Guam Visitors Bureau must also be

proactive with more strategic planning efforts and execution, in addition to real time and immediate resolutions to earn new economic opportunity for our visitor industry. Moreover, *Liheslaturan Guåhan* finds that with the granting of parole authority from the United States to Russian visitors earlier this year, GVB lacks the appropriate resources to properly develop and capitalize on this new, dynamic and potentially high yield market.

In order for Guam to remain a competitive destination within the global market, *I Liheslaturan Guåhan* finds that the Guam Visitors Bureau must maintain its online presence and have the ability to add additional platforms to meet the needs of potential visitors while increasing value to local businesses and organizations who are members of the Guam Visitors Bureau. *I Liheslaturan Guåhan* further finds that upon completion of a comprehensive review by GVB of Guam's online presence through the Bureau's eight (8) destination consumer sites, there is an immediate need to reduce cost and consolidate all eight (8) websites into one (1) seamless integrated solution for marketing Guam in all eight (8) source markets simultaneously.

It is, therefore, the intent of *I Liheslaturan Guåhan* to authorize the Guam Visitors Bureau to recruit the necessary personnel to support the mission of its Research Department; personnel to handle all procurement and human resource needs; personnel to be responsible for the planning, development, implementation and coordination of the Bureau's local and off-island travel trade related promotional programs and activities aimed at international markets in designated regions assigned; and personnel to serve as the overall Guam Destination Webmaster to manage the GVB site, which would serve GVB's members, the community at large, as well as potential visitors seeking information about our island. In addition, this position will have oversight of GVB's computer network infrastructure.

Section 2. Establishment and Hiring of Positions. In an effort to support the overall mission of the Guam Visitors Bureau, the following full-time positions are hereby established within its staffing pattern:

(a) Computer Operator II within the Research Department;

(b) Management Analyst IV;

(c) Marketing Officer II within the Marketing Department; and

(d) Computer Specialist.

The Guam Visitors Bureau is authorized to hire employees to fill the positions established in this Section.

Section 3. Appropriation Authorized. The sum of One Hundred Seventy Thousand Nine Hundred Fifty-Eight Dollars ($170,958) is hereby appropriated from the excess unappropriated FY 2012 collections of the Tourist Attraction Fund (TAF) to the Guam Visitors Bureau to fund the full-time positions authorized in Section 2 of this Act. The funds *shall* be allocated in the following manner:

(a) The sum of Forty Thousand One Hundred Sixty-Eight Dollars ($40,168) is hereby appropriated to fund the recruitment of a Computer Operator II;

(b) The sum of Forty-Five Thousand Fourteen Dollars ($45,014) is hereby appropriated to fund the recruitment of a Management Analyst IV;

(c) The sum of Forty Thousand Seven Hundred Sixty-Two Dollars ($40,762) is hereby appropriated to fund the recruitment of a Marketing Officer II; and

(d) The sum of Forty-Five Thousand Fourteen Dollars ($45,014) is hereby appropriated to fund the recruitment of a Computer Specialist.

Section 4. Appropriation to Guampedia. (a) Legislative Findings and Intent. *I Liheslaturan Guåhan* finds that since Guampedia went online and became

its own non-profit organization in 2008, it has significantly increased its content and audience, specifically in the areas of Women in Guam History, Ancient *Chamorros*, Guam's Governors, Guam's Heritage Sites and Guam Artists, and many others, all to assist in preserving our island's unique history and heritage. Guampedia has also engaged with many sectors of the community, partnering with both public and private organizations to bring in-depth knowledge of our past and its significance to our present day society. In order to ensure that the efforts of Guampedia continue on for generations to come, it is the intent of *I Liheslaturan Guåhan* to provide additional funding to continue supporting the programs of the Guampedia Foundation.

(b) Guampedia Foundation; Appropriation Authorized. The sum of Sixty Thousand Dollars ($60,000) is hereby continuously appropriated from the Tourist Attraction Fund (TAF) to the University of Guam for the programs of the Guampedia Foundation.

Section 5. Appropriation for *Latte* Festival. Ten Thousand Dollars ($10,000) is hereby appropriated from the Tourist Attraction Fund (TAF) to the Mayor of *Tamuning-Tumon-Harmon* for use in conjunction with the village's 2013 *Latte* Festival.

Section 6. Effective Date. The provisions of this Act *shall* take effect upon enactment.