



STATE OF ARKANSAS
ASA HUTCHINSON
GOVERNOR

February 17, 2017

Senator Larry Teague, Co-Chair
Representative Lane Jean, Co-Chair
Joint Budget Committee
Arkansas General Assembly
State Capitol Building
Little Rock, AR 72201

Dear Co-Chairs:

I respectfully request amendment to SB246, the 2017-2018 Annual Operations Appropriation Bill for the Department of Parks and Tourism.

Please AMEND SECTION 4. APPROPRIATION – RETIREMENT AND RELOCATION PROMOTION PROGRAM as follows:

ITEM NO.	FISCAL YEAR	
	2017-2018	
(02) ADVERTISING EXPENSE	398,619	898,619
TOTAL AMOUNT APPROPRIATED	\$428,278	\$928,278

This request will allow the Agency to take advantage of the growth of Baby Boomer retirees with advertising designed to encourage those retirees to move to Arkansas.

Please AMEND SECTION 12. APPROPRIATION – TOURISM PROMOTION – SPECIAL REVENUE as follows:

ITEM NO.	FISCAL YEAR	
	2017-2018	
(04) MAINT. & GEN. OPERATION		
(C) PROF. FEES	15,000	365,000
(06) ADVERTISING EXPENSE	11,344,830	12,219,830
TOTAL AMOUNT APPROPRIATED	\$14,847,093	\$16,072,093

Senator Larry Teague, Co-Chair
Representative Lane Jean, Co-Chair
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This request will allow for the creation of a marketing evaluation research program, updating the marketing for War Memorial Stadium, pursuing ventures in International promotion of Arkansas, as well as expanded domestic promotion of the State.

I appreciate your consideration of this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Asa Hutchinson", written over a horizontal line.

Asa Hutchinson

AH:db:nf

Supplemental Appropriation Request
Arkansas Tourism Development Trust Fund

Additional Research on Effectiveness of Marketing Communications Strategies and Tactics	\$125,000
Retirement/Relocation Promotional Campaign	\$500,000
War Memorial Stadium	\$250,000
International Promotion	\$350,000
Expanded Domestic Promotion	\$500,000
Total Increase Requested	\$1,725,000



**DEPARTMENT OF
PARKS & TOURISM**

1 Capitol Mall
Little Rock, AR 72201
501-682-7777

Central Administration
Division
501-682-2039

Great River Road Division
501-682-1120
Arkansas.com

Human Resources Section
501-682-7742 (TDD)

Keep Arkansas
Beautiful Division
501-682-3507 (TDD)
KeepArkansasBeautiful.com

State Parks Division
501-682-1191 (TDD)
ArkansasStateParks.com

Tourism Division
501-682-7777 (TDD)
Arkansas.com

**Asa Hutchinson
GOVERNOR**

**Kane Webb
EXECUTIVE DIRECTOR**

DIVISION DIRECTORS

Cynthia Dunlap
ADMINISTRATION

Grady Spann
STATE PARKS

Joe David Rice
TOURISM

Ron Maxwell
GREAT RIVER ROAD

Robert Phelps
KEEP ARKANSAS
BEAUTIFUL

**AN EQUAL
OPPORTUNITY/
AFFIRMATIVE ACTION/
AMERICANS WITH
DISABILITIES ACT
EMPLOYER**

Arkansas[®]

THE NATURAL STATE

MEMORANDUM

TO: Governor Asa Hutchinson
FROM: Kane Webb
SUBJECT: Supplemental Appropriation Request
DATE: December 16, 2016

Act 38 of 1989 established the Arkansas Tourism Development Trust Fund, in effect a 2% lodging tax designed to promote and expand Arkansas's tourism industry. To say that it's produced positive results would be a serious understatement. In the last decade alone, our state's tourists have contributed over \$3 billion to the state's general fund – tax dollars which have helped keep public school doors open and prison doors locked. I cannot imagine how Arkansas's budget could have been balanced without this revenue.

As you know, we invest the trust fund deposits in research-based promotional campaigns aimed at key audiences in markets primarily within a day's drive of the state borders. The combination of conservative revenue projections and excellent returns on our advertising programs has resulted in a substantial surplus in the trust fund. I'm asking for your approval of a supplemental appropriation which would allow us to put these additional funds to work for Arkansas's taxpayers.

The proposal involves five specific recommendations:

1) Research: To better understand the needs and expectations of Arkansas's potential customers and the efficacy of our campaigns, the Department must expand its research capabilities. In particular we wish to update the state's economic impact analysis and add a program to evaluate and quantify the results of our marketing efforts. For the economic impact analysis, we would like to develop a Tourism Satellite Account to more accurately assess the impact of tourism on the state and county economies, as well as to measure the industry's indirect and induced spending. The marketing evaluation research program we propose will provide critical information to guide actions to insure we are moving the Arkansas brand in the right direction among the right audiences. The Department firmly believes that data should drive decisions.

Requested amount: \$125,000

2) **Retirement/relocation:** With our fortunate combination of reasonable taxes, four-season climate, competitive cost-of-living, convenient location, and great quality of life, Arkansas is uniquely positioned to take advantage of the growth of Baby Boomer retirees. Convincing them to bring their time, talents, and trust funds to The Natural State will require a major commitment of resources, particularly in the field of social media.

Requested amount: \$500,000

3) **War Memorial Stadium:** Placement of this historic structure under Parks and Tourism will create intriguing challenges for Department's staff. However, I'm pleased to report my colleagues are eager to take on this new responsibility, sharing their marketing and management experiences with the team already in place at the stadium. Updating the website and pursuing a wide range of social media opportunities will be our priorities.

Requested amount: \$250,000

4) **International promotion:** In the past, the Department has never pursued the international traveler, primarily for two reasons: limited funding and a lack of world-class attractions. However, with the opening of Little Rock's Clinton Presidential Center, the Crystal Bridges Museum of American Art in Bentonville, and the Johnny Cash Boyhood Home in Dyess, one of those barriers is no longer a factor. In fact, we've seen a good deal of interest at recent marketplaces from foreign tour operators wanting to bring their clients to Arkansas. My recommendation is to begin with three markets: the United Kingdom, Australia, and Italy. We share a common language with the U.K. and Australia and access is fairly convenient for both. As for Italy, we've developed close ties with an Italian travel professional who's already done a great deal of work promoting the state as a motorcycling destination to her constituents. While establishing productive relationships overseas will require both money and patience, I'm convinced the timing is finally right for Arkansas to enter this arena.

Requested amount: \$350,000

5) **Expanded domestic promotion:** As you know, we'll begin a new era for Arkansas tourism on July 1, 2017, with a single advertising/marketing agency working in our behalf. I'm very excited about the future and feel that the Department, working with an aggressive and creative outside team, can make significant strides in the months to come. My recommendation is to reserve the additional funds for targeted social media campaigns aimed at key niche audiences (such as mountain bikers, motorcyclists, and music fans).

Requested amount: \$500,000

Total supplemental request: \$1,725,000

I look forward to visiting with you in more detail regarding this suggestion. Arkansas tourism has compiled a great record in recent years, and these additional funds – already collected and in the State Treasury – can be reinvested to carry our momentum forward.

Stricken language will be deleted and underlined language will be added.

1 State of Arkansas
2 91st General Assembly
3 Regular Session, 2017

A Bill

SENATE BILL 246

4
5 By: Joint Budget Committee
6

For An Act To Be Entitled

8 AN ACT TO MAKE AN APPROPRIATION FOR PERSONAL SERVICES
9 AND OPERATING EXPENSES FOR THE DEPARTMENT OF PARKS
10 AND TOURISM FOR THE FISCAL YEAR ENDING JUNE 30, 2018;
11 AND FOR OTHER PURPOSES.
12
13

Subtitle

14 AN ACT FOR THE DEPARTMENT OF PARKS AND
15 TOURISM APPROPRIATION FOR THE 2017-2018
16 FISCAL YEAR.
17
18
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20 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:
21

22 SECTION 1. REGULAR SALARIES - OPERATIONS. There is hereby established
23 for the Department of Parks and Tourism for the 2017-2018 fiscal year, the
24 following maximum number of regular employees.
25

Item	Class		Maximum	Maximum Annual
No.	Code	Title	No. of	Salary Rate
			Employees	Fiscal Year
				2017-2018
30	(1) U016U	ADPT DIR PARKS RECREATION & TRAVEL	1	\$131,300
31	(2) U068U	ADPT PARKS DIVISION DIRECTOR	1	\$113,120
32	(3) U067U	ADPT TOURISM DIVISION DIRECTOR	1	\$106,050
33	(4) N077N	ADPT CENTRAL ADMIN DIV DIR	1	GRADE N907
34	(5) N163N	ADPT TOURISM ADMIN DIRECTOR	1	GRADE N903
35	(6) G018C	ADPT PARKS ADMIN MANAGER	1	GRADE C129
36	(7) S001C	ADPT PARKS OPERATIONS MGR	1	GRADE C129



1	(8)	G037C	ADPT PARKS PLANNING & DEV MGR	1	GRADE C129
2	(9)	A010C	AGENCY CONTROLLER II	1	GRADE C128
3	(10)	D007C	INFORMATION SYSTEMS MANAGER	1	GRADE C128
4	(11)	B020C	ADPT REGIONAL PARK SUPV	5	GRADE C127
5	(12)	B015C	ENGINEER SUPERVISOR	1	GRADE C126
6	(13)	R006C	HUMAN RESOURCES ADMINISTRATOR	1	GRADE C126
7	(14)	G078C	ADPT PRG SVS ADMIN	1	GRADE C124
8	(15)	A036C	ADPT REV OPERATIONS MANAGER	1	GRADE C124
9	(16)	B023C	ENGINEER, P.E.	2	GRADE C124
10	(17)	D030C	INFORMATION SYSTEMS COORDINATOR	1	GRADE C124
11	(18)	B021C	LICENSED ARCHITECT	1	GRADE C124
12	(19)	G079C	OUTDOOR REC GRANTS PRGM DIR	1	GRADE C124
13	(20)	D029C	SENIOR GIS ANALYST	1	GRADE C124
14	(21)	G091C	ADPT MARKETING & PROMOTION DIR	1	GRADE C123
15	(22)	C101C	ADPT WELCOME CENTER ADMINISTRATOR	1	GRADE C123
16	(23)	R013C	AGENCY HUMAN RESOURCES MANAGER	1	GRADE C123
17	(24)	V036C	AGENCY PROCUREMENT ADMINISTRATOR	1	GRADE C123
18	(25)	D040C	GIS ANALYST	2	GRADE C123
19	(26)	B027C	PARK SUPERINTENDENT V	4	GRADE C123
20	(27)	P004C	PUBLIC INFORMATION MANAGER	1	GRADE C123
21	(28)	C100C	ADPT RESEARCH PROJECT COORDINATOR	1	GRADE C122
22	(29)	B032C	CHIEF PARK PLANNER	1	GRADE C122
23	(30)	S003C	FOOD & BEVERAGE DIRECTOR	2	GRADE C122
24	(31)	G095C	LODGE MANAGER	3	GRADE C122
25	(32)	B031C	PARK SUPERINTENDENT IV	12	GRADE C122
26	(33)	A052C	ACCOUNTING COORDINATOR	4	GRADE C121
27	(34)	B042C	ENGINEER	1	GRADE C121
28	(35)	P010C	EXHIBITS COORDINATOR	1	GRADE C121
29	(36)	S004C	MAINTENANCE MANAGER	3	GRADE C121
30	(37)	D052C	SOFTWARE SUPPORT ANALYST	3	GRADE C121
31	(38)	T042C	ADPT CHIEF RANGER	1	GRADE C120
32	(39)	E026C	EDUCATION & INSTRUCTION COORDINATOR	1	GRADE C120
33	(40)	B048C	PARK SUPERINTENDENT III	24	GRADE C120
34	(41)	P013C	PUBLIC INFORMATION COORDINATOR	1	GRADE C120
35	(42)	P068C	RADIO PRODUCER	1	GRADE C120
36	(43)	R021C	BUDGET ANALYST	1	GRADE C119

1	(44)	P016C	CURATOR	4	GRADE C119
2	(45)	A060C	SENIOR AUDITOR	1	GRADE C119
3	(46)	G165C	ADPT SPECIALTY OPERATIONS MANAGER	2	GRADE C118
4	(47)	S015C	ASST LODGE MANAGER	3	GRADE C118
5	(48)	E038C	EDUCATION & INSTRUCTION ANALYST	1	GRADE C118
6	(49)	E037C	EDUCATION PROGRAM SPECIALIST	1	GRADE C118
7	(50)	T103C	LAW ENFORCEMENT TRAINING INSTRUCTOR	1	GRADE C118
8	(51)	D065C	NETWORK SUPPORT ANALYST	1	GRADE C118
9	(52)	B075C	PARK PLANNER	7	GRADE C118
10	(53)	T056C	PARK RANGER II	19	GRADE C118
11	(54)	B071C	PARK SUPERINTENDENT II	28	GRADE C118
12	(55)	X077C	REAL ESTATE OFFICER	1	GRADE C118
13	(56)	S014C	RESTAURANT MANAGER	5	GRADE C118
14	(57)	P025C	SUPERVISOR OF INTERPRETIVE PROGRAMS	1	GRADE C118
15	(58)	B074C	SURVEYOR	1	GRADE C118
16	(59)	V013C	CENTRAL WAREHOUSE OPERATIONS MGR	1	GRADE C117
17	(60)	D071C	COMPUTER SUPPORT ANALYST	2	GRADE C117
18	(61)	R025C	HUMAN RESOURCES ANALYST	1	GRADE C117
19	(62)	S017C	MAINTENANCE COORDINATOR	3	GRADE C117
20	(63)	P028C	PARK INTERPRETER II	13	GRADE C117
21	(64)	T063C	PARK RANGER	4	GRADE C117
22	(65)	B085C	PARK SUPERINTENDENT I	13	GRADE C117
23	(66)	P020C	PRODUCTION ARTIST	4	GRADE C117
24	(67)	P019C	TRAVEL INFORMATION WRITER	3	GRADE C117
25	(68)	V014C	BUYER	2	GRADE C116
26	(69)	X129C	CONSTRUCTION INSPECTOR	4	GRADE C116
27	(70)	B090C	ENGINEER TECHNICIAN	1	GRADE C116
28	(71)	P030C	MUSEUM EXHIBIT PROGRAM SPECIALIST	2	GRADE C116
29	(72)	P035C	PARK INTERPRETER	32	GRADE C116
30	(73)	P027C	PUBLIC INFORMATION SPECIALIST	1	GRADE C116
31	(74)	S022C	SKILLED TRADES SUPERVISOR	9	GRADE C116
32	(75)	C037C	ADMINISTRATIVE ANALYST	4	GRADE C115
33	(76)	P034C	ADPT CONSULTANT	2	GRADE C115
34	(77)	C096C	ADPT OFFICE MANAGER III	3	GRADE C115
35	(78)	C027C	ADPT WELCOME CENTER MANAGER II	7	GRADE C115
36	(79)	R033C	BENEFITS ANALYST	1	GRADE C115

1	(80)	A091C	FISCAL SUPPORT ANALYST	7	GRADE C115
2	(81)	G206C	LODGE SALES DIRECTOR	5	GRADE C115
3	(82)	S033C	MAINTENANCE SUPERVISOR	8	GRADE C115
4	(83)	G205C	PARK PROGRAM SPECIALIST	4	GRADE C115
5	(84)	A090C	PAYROLL SERVICES SPECIALIST	1	GRADE C115
6	(85)	S031C	SKILLED TRADESMAN	15	GRADE C115
7	(86)	C039C	ADPT OFFICE MANAGER II	42	GRADE C114
8	(87)	P041C	COMMERCIAL GRAPHIC ARTIST	2	GRADE C114
9	(88)	S044C	FOOD PREPARATION MANAGER	1	GRADE C114
10	(89)	C047C	FRONT DESK SUPERVISOR	3	GRADE C114
11	(90)	P040C	HISTORICAL RESEARCHER	1	GRADE C114
12	(91)	C091C	ADPT WELCOME CENTER MANAGER I	6	GRADE C113
13	(92)	S048C	ASST RESTAURANT MANAGER	5	GRADE C113
14	(93)	T079C	FACILITY MANAGER II	14	GRADE C113
15	(94)	R036C	HUMAN RESOURCES SPECIALIST	4	GRADE C113
16	(95)	S047C	LANDSCAPE SUPERVISOR	2	GRADE C113
17	(96)	S049C	LODGE HOUSEKEEPING SUPERVISOR	4	GRADE C113
18	(97)	S046C	MAINTENANCE TECHNICIAN	56	GRADE C113
19	(98)	P048C	MULTI-MEDIA SPECIALIST	1	GRADE C113
20	(99)	P047C	MUSEUM REGISTRAR	2	GRADE C113
21	(100)	P045C	PUBLIC INFORMATION TECHNICIAN	1	GRADE C113
22	(101)	C043C	RECORDS MANAGEMENT ANALYST	1	GRADE C113
23	(102)	C056C	ADMINISTRATIVE SPECIALIST III	9	GRADE C112
24	(103)	P054C	ASST LODGE SALES DIRECTOR	3	GRADE C112
25	(104)	A098C	FISCAL SUPPORT SPECIALIST	16	GRADE C112
26	(105)	S052C	HEAVY EQUIPMENT SPECIALIST	4	GRADE C112
27	(106)	S050C	MAINTENANCE SPECIALIST	51	GRADE C112
28	(107)	V022C	PURCHASING TECHNICIAN	1	GRADE C112
29	(108)	T085C	FACILITY MANAGER I	30	GRADE C111
30	(109)	S056C	FOOD PREPARATION SUPERVISOR	1	GRADE C111
31	(110)	S059C	LODGE COOK	18	GRADE C111
32	(111)	S054C	PRINTER	1	GRADE C111
33	(112)	B109C	SURVEY CREW CHIEF	1	GRADE C111
34	(113)	S104C	ADPT HOUSEKEEPER SUPERVISOR	11	GRADE C110
35	(114)	S058C	EQUIPMENT MECHANIC	1	GRADE C110
36	(115)	S057C	LANDSCAPE SPECIALIST	5	GRADE C110

1	(116)	P056C	MUSEUM PROGRAM ASSISTANT II	3	GRADE C110
2	(117)	P055C	SPECIAL EVENTS SUPERVISOR	2	GRADE C110
3	(118)	C073C	ADMINISTRATIVE SPECIALIST II	15	GRADE C109
4	(119)	C067C	ADPT WELCOME CENTER ASSISTANT MGR	12	GRADE C109
5	(120)	C068C	RETAIL SPECIALIST	5	GRADE C109
6	(121)	S103C	ADPT HOUSEKEEPER	12	GRADE C108
7	(122)	A102C	FISCAL SUPPORT TECHNICIAN	10	GRADE C108
8	(123)	S068C	FOOD PREPARATION COORDINATOR	2	GRADE C108
9	(124)	S066C	LANDSCAPE TECHNICIAN	4	GRADE C108
10	(125)	S065C	MAINTENANCE ASSISTANT	36	GRADE C108
11	(126)	C086C	DESK CLERK	25	GRADE C107
12	(127)	C083C	MAIL SERVICES COORDINATOR	1	GRADE C107
13	(128)	P061C	TRAVEL CONSULTANT	18	GRADE C107
14	(129)	P064C	MUSEUM PROGRAM ASSISTANT I	4	GRADE C106
15	(130)	T087C	SECURITY OFFICER	2	GRADE C106
16	(131)	V028C	WAREHOUSE WORKER	1	GRADE C106
17	(132)	S085C	FOOD PREPARATION SPECIALIST	2	GRADE C104
18	(133)	S089C	FOOD PREPARATION TECHNICIAN	1	GRADE C102
19	(134)	S090C	WAITRESS/WAITER	<u>12</u>	GRADE C101
20			MAX. NO. OF EMPLOYEES	788	

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SECTION 2. EXTRA HELP. There is hereby authorized, for the Department of Parks and Tourism for the 2017-2018 fiscal year, the following maximum number of part-time or temporary employees, to be known as "Extra Help", payable from funds appropriated herein for such purposes: seven hundred ninety-nine (799) temporary or part-time employees, when needed, at rates of pay not to exceed those provided in the Uniform Classification and Compensation Act, or its successor, or this act for the appropriate classification.

SECTION 3. APPROPRIATION - STATE OPERATIONS. There is hereby appropriated, to the Department of Parks and Tourism, to be payable from the Parks and Tourism Fund Account, for personal services and operating expenses of the Department of Parks and Tourism - State Operations for the fiscal year ending June 30, 2018, the following:

1	ITEM	FISCAL YEAR
2	NO.	2017-2018
3	(01) REGULAR SALARIES	\$14,799,125
4	(02) EXTRA HELP	30,600
5	(03) PERSONAL SERVICES MATCHING	5,725,799
6	(04) MAINT. & GEN. OPERATION	
7	(A) OPER. EXPENSE	493,423
8	(B) CONF. & TRAVEL	4,950
9	(C) PROF. FEES	0
10	(D) CAP. OUTLAY	0
11	(E) DATA PROC.	0
12	(05) TOURISM/MUSEUM GRANTS	22,588
13	(06) ADVERTISING EXPENSE	617,888
14	(07) CONFERENCE-DAC	<u>100</u>
15	TOTAL AMOUNT APPROPRIATED	<u>\$21,694,473</u>

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17 SECTION 4. APPROPRIATION - RETIREMENT AND RELOCATION PROMOTION PROGRAM.

18 There is hereby appropriated, to the Department of Parks and Tourism, to be
 19 payable from the Tourism Development Trust Fund, for operating and
 20 advertising expenses of the Department of Parks and Tourism - Retirement and
 21 Relocation Promotion Program for the fiscal year ending June 30, 2018, the
 22 following:

23

24	ITEM	FISCAL YEAR
25	NO.	2017-2018
26	(01) MAINT. & GEN. OPERATION	
27	(A) OPER. EXPENSE	\$26,659
28	(B) CONF. & TRAVEL	0
29	(C) PROF. FEES	3,000
30	(D) CAP. OUTLAY	0
31	(E) DATA PROC.	0
32	(02) ADVERTISING EXPENSE	<u>398,619</u> <i>698,619</i>
33	TOTAL AMOUNT APPROPRIATED	<u>\$428,278</u>

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35 SECTION 5. APPROPRIATION - CONSERVATION TAX. There is hereby
 36 appropriated, to the Department of Parks and Tourism, to be payable from the

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1 Department of Parks and Tourism Fund Account, from proceeds derived from the
 2 Conservation Tax levied by Amendment 75 of the Constitution of the State of
 3 Arkansas, for personal services and operating expenses of the Department of
 4 Parks and Tourism for the fiscal year ending June 30, 2018, the following:

6 ITEM	FISCAL YEAR
7 NO.	2017-2018
8 (01) REGULAR SALARIES	\$5,074,436
9 (02) EXTRA HELP	2,034,077
10 (03) PERSONAL SERVICES MATCHING	2,210,891
11 (04) MAINT. & GEN. OPERATION	
12 (A) OPER. EXPENSE	12,122,078
13 (B) CONF. & TRAVEL	0
14 (C) PROF. FEES	613,894
15 (D) CAP. OUTLAY	1,878,000
16 (E) DATA PROC.	0
17 (05) CONSTRUCTION	26,874,272
18 (06) SPECIAL MAINTENANCE	<u>3,168,615</u>
19 TOTAL AMOUNT APPROPRIATED	<u>\$53,976,263</u>

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 21 SECTION 6. REGULAR SALARIES - KEEP ARKANSAS BEAUTIFUL - CONSERVATION
 22 TAX. There is hereby established for the Department of Parks and Tourism -
 23 Keep Arkansas Beautiful for the 2017-2018 fiscal year, the following maximum
 24 number of regular employees.

26	27	28	29	Maximum Annual
Item	Class	No. of	Employees	Salary Rate
No.	Code	Title	Employees	Fiscal Year
No.	Code	Title	Employees	2017-2018
30	(1)	G167C KEEP ARKANSAS BEAUTIFUL DIRECTOR	1	GRADE C126
31	(2)	G176C VOLUNTEER PROGRAM MANAGER	1	GRADE C117
32	(3)	C073C ADMINISTRATIVE SPECIALIST II	<u>1</u>	GRADE C109
33		MAX. NO. OF EMPLOYEES	3	

34
 35 SECTION 7. EXTRA HELP - KEEP ARKANSAS BEAUTIFUL - CONSERVATION TAX.
 36 There is hereby authorized, for the Department of Parks and Tourism - Keep

1 Arkansas Beautiful for the 2017-2018 fiscal year, the following maximum
 2 number of part-time or temporary employees, to be known as "Extra Help",
 3 payable from funds appropriated herein for such purposes: one (1) temporary
 4 or part-time employees, when needed, at rates of pay not to exceed those
 5 provided in the Uniform Classification and Compensation Act, or its
 6 successor, or this act for the appropriate classification.

7
 8 SECTION 8. APPROPRIATION - KEEP ARKANSAS BEAUTIFUL - CONSERVATION TAX.
 9 There is hereby appropriated, to the Department of Parks and Tourism, to be
 10 payable from the Keep Arkansas Beautiful Fund Account, from proceeds derived
 11 from the Conservation Tax levied by Amendment 75 of the Constitution of the
 12 State of Arkansas, for personal services and operating expenses of the
 13 Department of Parks and Tourism - Keep Arkansas Beautiful for the fiscal year
 14 ending June 30, 2018, the following:

15

16 ITEM	FISCAL YEAR
17 NO.	2017-2018
18 (01) REGULAR SALARIES	\$116,260
19 (02) EXTRA HELP	2,500
20 (03) PERSONAL SERVICES MATCHING	42,526
21 (04) MAINT. & GEN. OPERATION	
22 (A) OPER. EXPENSE	89,928
23 (B) CONF. & TRAVEL	1,500
24 (C) PROF. FEES	25,000
25 (D) CAP. OUTLAY	35,000
26 (E) DATA PROC.	0
27 (05) KAB GRANTS	20,000
28 (06) ADVERTISING EXPENSE	<u>419,951</u>
29 TOTAL AMOUNT APPROPRIATED	<u>\$752,665</u>

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 31 SECTION 9. APPROPRIATION - MUSEUM OF NATURAL RESOURCES - SPECIAL
 32 REVENUE. There is hereby appropriated, to the Department of Parks and
 33 Tourism, to be payable from the Arkansas Museum of Natural Resources Fund,
 34 for personal services of the Department of Parks and Tourism - Museum of
 35 Natural Resources for the fiscal year ending June 30, 2018, the following:

36

1	ITEM	FISCAL YEAR
2	NO.	2017-2018
3	(01) REGULAR SALARIES	\$50,028
4	(02) PERSONAL SERVICES MATCHING	<u>27,151</u>
5	TOTAL AMOUNT APPROPRIATED	<u>\$77,179</u>

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7 SECTION 10. REGULAR SALARIES - TOURISM PROMOTION - SPECIAL REVENUE.

8 There is hereby established for the Department of Parks and Tourism - Tourism

9 Promotion - Special Revenue for the 2017-2018 fiscal year, the following

10 maximum number of regular employees.

11	12	13	14	15	16	17	18	19	20	21	22	23
			Item Class									
			No. Code Title		Maximum		Maximum Annual					
					No. of		Salary Rate					
					Employees		Fiscal Year					
							2017-2018					
16	(1)	G105C	ADPT DEVELOPMENT MANAGER	2			GRADE C122					
17	(2)	P019C	TRAVEL INFORMATION WRITER	1			GRADE C117					
18	(3)	C091C	ADPT WELCOME CENTER MANAGER I	1			GRADE C113					
19	(4)	A098C	FISCAL SUPPORT SPECIALIST	1			GRADE C112					
20	(5)	C073C	ADMINISTRATIVE SPECIALIST II	1			GRADE C109					
21	(6)	C067C	ADPT WELCOME CENTER ASSISTANT MANAGER	1			GRADE C109					
22	(7)	P061C	TRAVEL CONSULTANT	<u>1</u>			GRADE C107					
23			MAX. NO. OF EMPLOYEES	8								

24

25 SECTION 11. EXTRA HELP - TOURISM PROMOTION - SPECIAL REVENUE. There is

26 hereby authorized, for the Department of Parks and Tourism - Tourism

27 Promotion - Special Revenue for the 2017-2018 fiscal year, the following

28 maximum number of part-time or temporary employees, to be known as "Extra

29 Help", payable from funds appropriated herein for such purposes: eight (8)

30 temporary or part-time employees, when needed, at rates of pay not to exceed

31 those provided in the Uniform Classification and Compensation Act, or its

32 successor, or this act for the appropriate classification.

33

34 SECTION 12. APPROPRIATION - TOURISM PROMOTION - SPECIAL REVENUE. There

35 is hereby appropriated, to the Department of Parks and Tourism, to be payable

36 from the Tourism Development Trust Fund, for personal services and operating

93

1 expenses of the Department of Parks and Tourism - Tourism Promotion - Special
 2 Revenue for the fiscal year ending June 30, 2018, the following:

3		FISCAL YEAR
4	ITEM	
5	NO.	2017-2018
6	(01) REGULAR SALARIES	\$247,496
7	(02) EXTRA HELP	27,502
8	(03) PERSONAL SERVICES MATCHING	102,330
9	(04) MAINT. & GEN. OPERATION	
10	(A) OPER. EXPENSE	1,682,575
11	(B) CONF. & TRAVEL	5,360
12	(C) PROF. FEES	15,000 <i>385,000</i>
13	(D) CAP. OUTLAY	0
14	(E) DATA PROC.	0
15	(05) TOURIST PROMOTION	1,272,000
16	(06) ADVERTISING EXPENSE	11,344,830
17	(07) SMALL FESTIVAL EXPENSES, ADVERTISING	<i>12,219,830</i>
18	& GRANTS	<u>150,000</u>
19	TOTAL AMOUNT APPROPRIATED	<u>\$14,847,093</u>

20
 21 SECTION 13. APPROPRIATION - OUTDOOR RECREATION GRANTS PROGRAM. There
 22 is hereby appropriated, to the Department of Parks and Tourism, to be payable
 23 from the Parks and Tourism Outdoor Recreation Grants Fund, for personal
 24 services, operating expenses and outdoor recreation grants by the Department
 25 of Parks and Tourism - Outdoor Recreation Grants Program for the fiscal year
 26 ending June 30, 2018, the following:

27		FISCAL YEAR
28	ITEM	
29	NO.	2017-2018
30	(01) REGULAR SALARIES	\$149,563
31	(02) EXTRA HELP	15,210
32	(03) PERSONAL SERVICES MATCHING	57,506
33	(04) MAINT. & GEN. OPERATION	
34	(A) OPER. EXPENSE	37,020
35	(B) CONF. & TRAVEL	1,500
36	(C) PROF. FEES	0

1	(D) CAP. OUTLAY	30,000
2	(E) DATA PROC.	0
3	(05) OUTDOOR RECREATION GRANTS	<u>7,544,881</u>
4	TOTAL AMOUNT APPROPRIATED	<u>\$7,835,680</u>

5
 6 SECTION 14. APPROPRIATION - SCORP PROGRAM - FEDERAL. There is hereby
 7 appropriated, to the Department of Parks and Tourism, to be payable from the
 8 federal funds as designated by the Chief Fiscal Officer of the State, for
 9 operating expenses and outdoor recreation grants of the Department of Parks
 10 and Tourism - Statewide Comprehensive Outdoor Recreation Plan for the fiscal
 11 year ending June 30, 2018, the following:

12		
13	ITEM	FISCAL YEAR
14	<u>NO.</u>	<u>2017-2018</u>
15	(01) MAINT. & GEN. OPERATION	
16	(A) OPER. EXPENSE	\$66,950
17	(B) CONF. & TRAVEL	6,100
18	(C) PROF. FEES	20,000
19	(D) CAP. OUTLAY	0
20	(E) DATA PROC.	0
21	(02) OUTDOOR RECREATION GRANTS	<u>3,178,098</u>
22	TOTAL AMOUNT APPROPRIATED	<u>\$3,271,148</u>

23
 24 SECTION 15. APPROPRIATION - PARKS CASH FUND - OPERATIONS. There is
 25 hereby appropriated, to the Department of Parks and Tourism, to be payable
 26 from the cash fund deposited in the State Treasury as determined by the Chief
 27 Fiscal Officer of the State, for personal services and operating expenses of
 28 the Department of Parks and Tourism for the fiscal year ending June 30, 2018,
 29 the following:

30		
31	ITEM	FISCAL YEAR
32	<u>NO.</u>	<u>2017-2018</u>
33	(01) REGULAR SALARIES	\$5,970,918
34	(02) EXTRA HELP	4,519,367
35	(03) PERSONAL SERVICES MATCHING	2,807,655
36	(04) MAINT. & GEN. OPERATION	

1	(A) OPER. EXPENSE	9,949,525
2	(B) CONF. & TRAVEL	40,500
3	(C) PROF. FEES	1,509,100
4	(D) CAP. OUTLAY	525,000
5	(E) DATA PROC.	0
6	(05) CONSTRUCTION	500,000
7	(06) RESALE (COGS)	5,058,961
8	(07) DEBT SERVICE	3,050,999
9	(08) CONTRACTUAL SERVICES	<u>486,177</u>
10	TOTAL AMOUNT APPROPRIATED	<u>\$34,418,202</u>

11

12 SECTION 16. APPROPRIATION - TOURISM - CASH. There is hereby
 13 appropriated, to the Department of Parks and Tourism, to be payable from the
 14 cash fund deposited in the State Treasury as determined by the Chief Fiscal
 15 Officer of the State, for operating expenses of the Department of Parks and
 16 Tourism for the fiscal year ending June 30, 2018, the following:

17

18	ITEM	FISCAL YEAR
19	<u>NO.</u>	<u>2017-2018</u>
20	(01) MAINT. & GEN. OPERATION	
21	(A) OPER. EXPENSE	\$15,010
22	(B) CONF. & TRAVEL	0
23	(C) PROF. FEES	0
24	(D) CAP. OUTLAY	0
25	(E) DATA PROC.	0
26	(02) RESALE (COGS)	<u>40,000</u>
27	TOTAL AMOUNT APPROPRIATED	<u>\$55,010</u>

28

29 SECTION 17. APPROPRIATION - ENTERTAINERS HALL OF FAME - CASH. There is
 30 hereby appropriated, to the Department of Parks and Tourism, to be payable
 31 from the cash fund deposited in the State Treasury as determined by the Chief
 32 Fiscal Officer of the State, for operating and associated expenses for the
 33 Arkansas Entertainers Hall of Fame by the Department of Parks and Tourism for
 34 the fiscal year ending June 30, 2018, the following:

35

36	ITEM	FISCAL YEAR
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1	<u>NO.</u>	<u>2017-2018</u>
2	(01) VARIOUS EXP. - ENTERTAINERS HALL OF	
3	FAME	<u>\$37,460</u>

4

5 SECTION 18. APPROPRIATION - TRAILS FOR LIFE GRANTS. There is hereby

6 appropriated, to the Department of Parks and Tourism, to be payable from the

7 cash fund deposited in the State Treasury as determined by the Chief Fiscal

8 Officer of the State, from proceeds derived from the Department of Health -

9 Tobacco Settlement Proceeds Act, for grants to cities and counties for the

10 purpose of constructing health and fitness trails and other related

11 facilities that target public health and fitness improvement in their

12 communities by the Department of Parks and Tourism for the fiscal year ending

13 June 30, 2018, the following:

14		FISCAL YEAR
15	ITEM	
16	<u>NO.</u>	<u>2017-2018</u>
17	(01) TRAILS GRANTS	<u>\$75,000</u>

18

19 SECTION 19. APPROPRIATION - WILDLIFE OBSERVATION TRAILS PILOT PROGRAM.

20 There is hereby appropriated, to the Department of Parks and Tourism, to be

21 payable from the Wildlife Observation Trail Fund, for operating expenses for

22 the Wildlife Observation Trails Pilot Program by the Department of Parks and

23 Tourism for the fiscal year ending June 30, 2018, the following:

24		FISCAL YEAR
25	ITEM	
26	<u>NO.</u>	<u>2017-2018</u>
27	(01) MAINT. & GEN. OPERATION	
28	(A) OPER. EXPENSE	\$6,614
29	(B) CONF. & TRAVEL	0
30	(C) PROF. FEES	0
31	(D) CAP. OUTLAY	0
32	(E) DATA PROC.	0
33	(02) WILDLIFE OBSERVATION TRAILS GRANTS	<u>1,000,000</u>
34	TOTAL AMOUNT APPROPRIATED	<u>\$1,006,614</u>

35

36 SECTION 20. SPECIAL LANGUAGE. NOT TO BE INCORPORATED INTO THE ARKANSAS

1 CODE NOR PUBLISHED SEPARATELY AS SPECIAL, LOCAL AND TEMPORARY LAW. PARK
2 BUDGET ALLOCATION. Prior to July 1 of each fiscal year, the Legislative
3 Council or the Joint Budget Committee shall review the Parks and Tourism
4 Department's plan for the upcoming year of amounts to be disbursed for each
5 park or other entity from the funds appropriated for State Operations of this
6 Act. The request for review from the agency shall include amounts to be
7 disbursed for each entity for the upcoming fiscal year compared to the
8 current fiscal year's anticipated expenditures and the previous fiscal year's
9 actual expenditures with any additional detail as may be required by the
10 reviewing body. The Parks and Tourism Department shall also prepare a
11 semiannual status report for the reviewing body comparing six-month and
12 fiscal year actual expenditures to intended disbursements reviewed under this
13 Section.

14 The provisions of this section shall be in effect only from July 1, 2016
15 2017 through June 30, 2017 2018.

16
17 SECTION 21. SPECIAL LANGUAGE. NOT TO BE INCORPORATED INTO THE ARKANSAS
18 CODE NOR PUBLISHED SEPARATELY AS SPECIAL, LOCAL AND TEMPORARY LAW. SPECIAL
19 MAINTENANCE. The funds appropriated in the Conservation Tax Appropriation
20 Section of this Act for Parks and Tourism Special Maintenance shall be
21 expended, after receiving prior approval by the Arkansas Legislative Council
22 or Joint Budget Committee, for a special maintenance program for the Park
23 System. The funds provided will be used for repair and upkeep of parks and
24 museum facilities that have been deferred due to lack of funds in the
25 individual budgets of the parks and museums.
26 Determining the maximum number of employees and the maximum amount of
27 appropriation and general revenue funding for a state agency each fiscal year
28 is the prerogative of the General Assembly. This is usually accomplished by
29 delineating such maximums in the appropriation act(s) for a state agency and
30 the general revenue allocations authorized for each fund and fund account by
31 amendment to the Revenue Stabilization law. Further, the General Assembly
32 has determined that the Department of Parks and Tourism may operate more
33 efficiently if some flexibility is provided to the Department of Parks and
34 Tourism authorizing broad powers under this Section. Therefore, it is both
35 necessary and appropriate that the General Assembly maintain oversight by
36 requiring prior approval of the Legislative Council or Joint Budget Committee

1 as provided by this section. The requirement of approval by the Legislative
2 Council or Joint Budget Committee is not a severable part of this section or
3 the Special Maintenance line item. If the requirement of approval by the
4 Legislative Council or Joint Budget Committee is ruled unconstitutional by a
5 court of competent jurisdiction, this entire section and the Special
6 Maintenance line item in the Conservation Tax Appropriation is void.

7 The provisions of this section shall be in effect only from July 1, 2016
8 2017 through June 30, 2017 2018.

9

10 SECTION 22. SPECIAL LANGUAGE. NOT TO BE INCORPORATED INTO THE ARKANSAS
11 CODE NOR PUBLISHED SEPARATELY AS SPECIAL, LOCAL AND TEMPORARY LAW. CASH
12 PRIZES - STATE PARKS. The Department of Parks & Tourism is hereby authorized
13 to award merchandise, gift certificates and cash prizes to contestants in
14 various special events authorized by the Director of State Parks. Such prizes
15 may be awarded to the 1st, 2nd and 3rd prize winners and shall be payable
16 from the maintenance and operation line item of the Parks Cash Fund. The cash
17 prizes, in aggregate, for all contests, shall not exceed \$10,000 per fiscal
18 year.

19 The provisions of this section shall be in effect only from July 1, 2016
20 2017 through June 30, 2017 2018.

21

22 SECTION 23. SPECIAL LANGUAGE. NOT TO BE INCORPORATED INTO THE ARKANSAS
23 CODE NOR PUBLISHED SEPARATELY AS SPECIAL, LOCAL AND TEMPORARY LAW. BRONZE
24 INDIAN. The Department of Parks & Tourism is hereby authorized to utilize
25 Maintenance and General Operation appropriations in the State Operations
26 Appropriation Section of this Act for the care and upkeep of the Bronze
27 Indian erected on the Caddo River.

28 The provisions of this section shall be in effect only from July 1, 2016
29 2017 through June 30, 2017 2018.

30

31 SECTION 24. SPECIAL LANGUAGE. NOT TO BE INCORPORATED INTO THE ARKANSAS
32 CODE NOR PUBLISHED SEPARATELY AS SPECIAL, LOCAL AND TEMPORARY LAW.
33 MISSISSIPPI RIVER DOMESTIC - INTERNATIONAL MARKETING PLAN. Of the funds
34 appropriated to the Department of Parks and Tourism - Great River Road for
35 operating expenses in the State Operations Appropriation Section of this Act,
36 up to \$15,000 each year is authorized to be utilized for the implementation

1 of the Mississippi River Domestic - International Marketing Plan.

2 The provisions of this section shall be in effect only from July 1, 2016
3 2017 through June 30, ~~2017~~ 2018.

4

5 SECTION 25. SPECIAL LANGUAGE. NOT TO BE INCORPORATED INTO THE ARKANSAS
6 CODE NOR PUBLISHED SEPARATELY AS SPECIAL, LOCAL AND TEMPORARY LAW. PURCHASE
7 OF UNIFORMS. The Department of Parks and Tourism is hereby authorized to
8 purchase from "Maintenance and General Operations" appropriations provided by
9 this Act, uniforms for Parks personnel, Museum Services personnel, Tourist
10 Information Center personnel, and uniforms and blazers to be used by
11 employees of the Department of Parks and Tourism who are staffing sports
12 shows, travel shows and other special promotional programs and special theme
13 costumes or uniforms for state parks. Provided further, that any clothing
14 purchased under the provisions stated in this section shall remain the
15 property of the Department of Parks and Tourism and shall be surrendered upon
16 request of the Department or upon termination of employment of the individual
17 to whom the clothing was issued.

18 The provisions of this section shall be in effect only from July 1, 2016
19 2017 through June 30, ~~2017~~ 2018.

20

21 SECTION 26. SPECIAL LANGUAGE. NOT TO BE INCORPORATED INTO THE ARKANSAS
22 CODE NOR PUBLISHED SEPARATELY AS SPECIAL, LOCAL AND TEMPORARY LAW. TOURISM
23 ATTRACTION FEASIBILITY GRANT PROGRAM. Of the funds appropriated to the
24 Department of Parks and Tourism for Tourism/Museum grants in the State
25 Operations Appropriation Section of this Act, the Department is authorized to
26 make grants to cities and counties on a one to one dollar matching basis, up
27 to \$15,000 in state funds per grant, for the purpose of feasibility studies
28 for tourism attractions. The Department is authorized to promulgate rules
29 and regulations for the administration of this tourism attraction feasibility
30 grant program. The Department of Parks and Tourism shall notify House and
31 Senate Legislators representing the district of the award recipient.

32 The provisions of this section shall be in effect only from July 1, 2016
33 2017 through June 30, ~~2017~~ 2018.

34

35 SECTION 27. SPECIAL LANGUAGE. NOT TO BE INCORPORATED INTO THE ARKANSAS
36 CODE NOR PUBLISHED SEPARATELY AS SPECIAL, LOCAL AND TEMPORARY LAW. EMPLOYEE

1 CONTRACTS. The Department of Parks and Tourism is hereby authorized to enter
2 into contracts with Department employees for the provision of golf lessons at
3 the Department's golf courses, outside of the employees' normal working
4 hours. Employees shall be Class A members and/or apprentices of the
5 Professional Golfers' Association of America or the Ladies Professional Golf
6 Association. The Director of Arkansas State Parks shall authorize all
7 contracts in accordance with department standards and procedures for
8 concession and operating contracts. Compensation to employees is not
9 retirement eligible.

10 The provisions of this section shall be in effect only from July 1, 2016
11 2017 through June 30, 2017 2018.

12

13 SECTION 28. SPECIAL LANGUAGE. NOT TO BE INCORPORATED INTO THE ARKANSAS
14 CODE NOR PUBLISHED SEPARATELY AS SPECIAL, LOCAL AND TEMPORARY LAW. SMALL
15 FESTIVAL FUNDING. The General Assembly acknowledges the economic benefits of
16 festivals which attract visitors and stimulate the growth of tourism and
17 businesses statewide.

18 Notwithstanding any other provision of law or rules and regulations
19 promulgated by the Department of Parks and Tourism to the contrary, the
20 Department of Parks and Tourism shall dedicate, commit and budget annually
21 one hundred fifty thousand dollars (\$150,000) from the 2% tourism tax
22 credited to the Tourism Development Trust Fund for expense, advertising,
23 marketing or grants for small festivals in Arkansas communities of less than
24 10,500 people.

25 The provisions of this section shall be in effect only from July 1, 2016
26 2017 through June 30, 2017 2018.

27

28 SECTION 29. COMPLIANCE WITH OTHER LAWS. Disbursement of funds
29 authorized by this act shall be limited to the appropriation for such agency
30 and funds made available by law for the support of such appropriations; and
31 the restrictions of the State Procurement Law, the General Accounting and
32 Budgetary Procedures Law, the Revenue Stabilization Law, the Regular Salary
33 Procedures and Restrictions Act, or their successors, and other fiscal
34 control laws of this State, where applicable, and regulations promulgated by
35 the Department of Finance and Administration, as authorized by law, shall be
36 strictly complied with in disbursement of said funds.

1
2 SECTION 30. LEGISLATIVE INTENT. It is the intent of the General
3 Assembly that any funds disbursed under the authority of the appropriations
4 contained in this act shall be in compliance with the stated reasons for
5 which this act was adopted, as evidenced by the Agency Requests, Executive
6 Recommendations and Legislative Recommendations contained in the budget
7 manuals prepared by the Department of Finance and Administration, letters, or
8 summarized oral testimony in the official minutes of the Arkansas Legislative
9 Council or Joint Budget Committee which relate to its passage and adoption.
10

11 SECTION 31. EMERGENCY CLAUSE. It is found and determined by the
12 General Assembly, that the Constitution of the State of Arkansas prohibits
13 the appropriation of funds for more than a one (1) year period; that the
14 effectiveness of this Act on July 1, 2017 is essential to the operation of
15 the agency for which the appropriations in this Act are provided, and that in
16 the event of an extension of the legislative session, the delay in the
17 effective date of this Act beyond July 1, 2017 could work irreparable harm
18 upon the proper administration and provision of essential governmental
19 programs. Therefore, an emergency is hereby declared to exist and this Act
20 being necessary for the immediate preservation of the public peace, health
21 and safety shall be in full force and effect from and after July 1, 2017.
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