



102ND GENERAL ASSEMBLY

State of Illinois

2021 and 2022

HB4037

Introduced 3/9/2021, by Rep. Lamont J. Robinson, Jr.

SYNOPSIS AS INTRODUCED:

20 ILCS 605/605-703 new

Amends the Department of Commerce and Economic Opportunity Law of the Civil Administrative Code of Illinois. Creates the Office of the Chief Tourism Officer within the Department of Commerce and Economic Opportunity. Provides that the Chief Tourism Officer shall be appointed by the Director of Commerce and Economic Opportunity and shall serve at the pleasure of the Director. Provides that the Chief Tourism Officer shall be responsible for encouraging and promoting tourism within this State through the development and implementation of tourism policies, programs, and projects. Provides further duties of the Chief Tourism Officer. Provides for the adoption of rules.

LRB102 17177 RJF 22629 b

1 AN ACT concerning State government.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The Department of Commerce and Economic
5 Opportunity Law of the Civil Administrative Code of Illinois
6 is amended by adding Section 605-703 as follows:

7 (20 ILCS 605/605-703 new)

8 Sec. 605-703. Chief Tourism Officer.

9 (a) There is created the Office of the Chief Tourism
10 Officer within the Department of Commerce and Economic
11 Opportunity. The Chief Tourism Officer shall be appointed by
12 the Director and shall serve at the pleasure of the Director.

13 (b) The Chief Tourism Officer is responsible for
14 encouraging and promoting tourism within this State through
15 the development and implementation of tourism policies,
16 programs, and projects. The duties of the Chief Tourism
17 Officer include, but are not limited to, the following:

18 (1) Collecting and compiling tourism information and
19 data in the State.

20 (2) Supporting State and local tourism through
21 providing promotional opportunities, and devising and
22 coordinating marketing campaigns.

23 (3) Providing tourism grants, funding, and business

1 advice to businesses.

2 (4) Strategic planning and development, such as
3 producing tourism strategies and economic impact studies
4 for implementation and lobbying, devising, and
5 implementing marketing campaigns.

6 (5) Performing any other duty reasonably related to
7 promoting tourism in this State or which may be assigned
8 to the Chief Tourism Officer under this Act or assigned by
9 the Director.

10 (c) The Department shall adopt all rules necessary for the
11 implementation of this Section.