

## 1 SENATE BILL NO. 89

2 INTRODUCED BY S. STANG

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4 A BILL FOR AN ACT ENTITLED: "AN ACT REQUIRING THE DEPARTMENT OF COMMERCE TO DESIGN  
5 AND THE DEPARTMENT OF TRANSPORTATION TO ERECT SIGNS IDENTIFYING VISITOR INFORMATION  
6 CENTERS."

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8 WHEREAS, the 1989 Legislature passed House Bill No. 550, requiring the Department of Commerce and  
9 other agencies to study the feasibility of constructing and operating visitor information centers to benefit the  
10 traveling public and enhance tourism; and

11 WHEREAS, the Department of Commerce reported the results of the study to the 1991 Legislature,  
12 recommending the establishment of seven visitor information centers located near entrances to the state; and

13 WHEREAS, the report stated that visitor information centers had the potential to enhance the quality of  
14 visitors' experiences while in Montana, increase word-of-mouth promotion about Montana destinations, improve  
15 visitors' images and perceptions of Montana as a vacation destination, increase visitors' length of stay and  
16 expenditures in Montana, and increase the likelihood of return visits to Montana; and

17 WHEREAS, visitor information centers were constructed near the communities of Culbertson, Shelby,  
18 Dillon, Wibaux, Hardin, St. Regis, and West Yellowstone; and

19 WHEREAS, the visitor information centers are community-based, with the Department of Commerce  
20 providing partial funding for maintenance and staffing; and

21 WHEREAS, signs along the highway notifying the traveling public of the presence of visitor information  
22 centers are inadequate and many tourists are missing the opportunity to learn of each area's services and unique  
23 historic and recreational opportunities.

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25 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MONTANA:

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27 NEW SECTION. **Section 1. Visitor information centers -- signs.** (1) Subject to the provisions of  
28 federal law, the department of commerce shall design and the department of transportation shall erect signs  
29 identifying the ~~seven~~ Montana visitor information centers established and maintained by the department of  
30 commerce and in existence on October 1, 1999.

