



I MINA'TRENTAI TRES NA LIHESLATURAN GUÁHAN
2015 (FIRST) Regular Session

Bill No. 39-33(LS)

Introduced by:

T.A. Morrison 
T.R. Muña-Barnes 

**AN ACT TO ADD A NEW ARTICLE 4, §§ 9401-9404, TO
CHAPTER 9, DIVISION 1, TITLE 12, GUAM CODE
ANNOTATED, RELATIVE TO PROMOTING THE
GUAM PRODUCT ABROAD THROUGH THE
ESTABLISHMENT OF A CULTURAL AND SPORTS
AMBASSADORSHIP PROGRAM FUND.**

2015 FEB 20 PM 4:33

1 **BE IT ENACTED BY THE PEOPLE OF GUAM:**

2 **Section 1.** A new Article 4, §§ 9401-9404, is hereby *added* to Chapter 9,
3 Division 1, Title 12, Guam Code Annotated, to read:

“Article 4

CULTURAL AND SPORTS AMBASSADORSHIP PROGRAM FUND

7 **§ 9401. Legislative Statement.**

8 **§ 9402. Cultural and Sports Ambassadorship Program Fund, established.**

9 **§ 9403. Annual Deposit.**

10 **§ 9404. Adoption of Rules.**

11
12 **§ 9401. Legislative Statement.** Cultural performers and athletes on Guam
13 serve as integral components of Guam’s tourism industry. Opportunities for
14 cultural groups and sports teams to promote Guam’s rich and unique culture

1 abroad help to educate other communities about, and raise awareness of, our island
2 as a safe, clean, and pleasant destination of choice. Cultural groups and sports
3 teams continue to strengthen Guam's image abroad through their participation in
4 regional and international fairs, competitions, and activities.

5 It is, therefore, a policy of the government of Guam to identify and sustain a
6 viable funding source to support opportunities for cultural organizations and sports
7 teams to assist in the enhancement of the Guam product abroad through their
8 participation in activities that are duly approved by the Guam Visitors Bureau.

9 **§ 9402. Cultural and Sports Ambassadorship Program Fund,**
10 **established.** There is hereby created, separate and apart from all other funds, the
11 Guam Visitors Bureau "*Cultural and Sports Ambassadorship Program Fund*"
12 (hereinafter referred to as *Fund*). The deposits into the Fund *shall not* be
13 commingled with deposits received from the Tourist Attraction Fund for the
14 operations, special projects, and any other appropriations made to the Guam
15 Visitors Bureau, and *shall* be kept in a separate bank account. The bank account
16 shall be established and maintained by the Guam Visitors Bureau, and its funds
17 *shall only* be available for use as stipulated herein.

18 **§ 9403. Annual Deposit.** *No less than* Two Hundred Thousand Dollars
19 (\$200,000) of the adopted revenue projection of the Tourist Attraction Fund for
20 each fiscal year *shall* be set aside and allocated by the Department of
21 Administration to the Guam Visitors Bureau for deposit into the Fund established
22 by this Section. Each annual deposit *shall* be made over the course of the fiscal
23 year as collections are received. Financial contributions may also be made to the
24 Fund by participating businesses and organizations, as sponsors of cultural groups
25 and sports teams.

1 Any unexpended balance of the Cultural and Sports Ambassadorship
2 Program Fund *shall not* revert to the Tourist Attraction Fund or any other fund, and
3 *shall* be available until fully expended for the purposes described herein.

4 **§ 9404. Adoption of Rules.** The Guam Visitors Bureau *shall* adopt,
5 through a resolution approved by the Board of Directors of the Guam Visitors
6 Bureau, the rules necessary to effectuate the provisions herein which shall include,
7 but not be limited to, the definition of a Sports Ambassador, the types of fairs,
8 competitions, and activities to be authorized, the amounts to be awarded to cultural
9 groups and sports teams, the eligibility criteria for selection, and the requirements
10 for organizations to complete community service hours as a condition for receiving
11 public funds. The rules and regulations *shall* ensure that Fund proceeds are used
12 exclusively to support cultural groups sanctioned by the Guam Visitors Bureau,
13 youth sport teams participating in nationally and internationally recognized
14 competitions, and other sports teams that are members of sports federations duly
15 endorsed by the Guam National Olympic Committee.”

16 **Section 2. Initial Deposit.** *Notwithstanding* any other provision of law, the
17 Director of Administration is hereby authorized to deposit up to Two Hundred
18 Thousand Dollars (\$200,000) from the unappropriated balance of the Tourist
19 Attraction Fund for Fiscal Year 2014 into the Cultural and Sports Ambassadorship
20 Program Fund for use during Fiscal Year 2015. Of this amount, One Hundred
21 Thousand Dollars (\$100,000) *shall* be allocated to support youth sports teams
22 participating in nationally and internationally recognized competitions during
23 Fiscal Year 2015, and One Hundred Thousand Dollars (\$100,000) *shall* be
24 allocated to support Sports Ambassadors competing in the 2015 Pacific Games.

25 **Section 3. Effective Date.** The provisions of this Act *shall* become
26 effective upon enactment.