

MAY 1 0 2002

The Honorable Joanne M. S. Brown
Legislative Secretary
I Mina Bente Sais na Liheslaturan Guåhan
Twenty-Sixth Guam Legislature
Suite 200
130 Aspinal Street
Hagåtña, Guam 96910

OFFICE OF THE LEGISLATIVE SECRETARY
ACKNOWLEDGMENT RECEIPT
Received By
Time 4:46 pm
Date 5/10/07

Dear Legislative Secretary Brown:

Enclosed please find Substitute Bill No. 300 (COR) "AN ACT TO ADD A SUBSECTION (n) TO § 9105 OF ARTICLE 1 OF CHAPTER 9 OF TITLE 12 OF THE GUAM CODE ANNOTATED, RELATIVE TO ALLOWING GUAM VISITORS' BUREAU TO ARRANGE A LINE OF CREDIT NOT TO EXCEED SIX MILLION DOLLARS" which I have signed into law as Public Law No. 26-83.

This legislation is necessary to keep our visitor industry promotional campaigns operating at the same level as they already have been. The money that will be borrowed will provide necessary cash to fund the appropriations already given in law to the Guam Visitors Bureau for this year's promotions. We cannot afford to let down our efforts in promotions during the down times in our economy.

While there has been considerable controversy concerning the bill during its legislative debate, some of the controversy has been resolved.

Those leaders of our visitor industry who have given all of their energies, creativity, time, and devotion to making our visitor industry what it is today are the same leaders who determined the necessity of this legislation. For example, the DSF, Inc., led by Mr. Bob Coe, has invested millions of dollars into Guam's visitor industry. Mr. Coe, as a matter of fact, is personally responsible (along with others) for the development of a positive bond rating for Guam during past years, has been an advisor to the Governor and a mover and shaker for our economy. He is responsible also for the end of load-shedding in our power system by participating in "doing what it took" to eliminate this former unacceptable condition on our island. He assisted in the development of "Pleasure Island" in our Tumon visitor area, a well-recognized attraction of the highest quality, as well as the Two Lovers Point development, and the general beautification of our island for our tourists and for our residents alike.

Legislative Secretary SB300;PL26-83 May, 2002 Page 2

In addition to Mr. Bob Coe, former local DFS executive Mr. Gerry Perez, and Guam businessman Bruce Kloppenberg worked tirelessly to further our tourism market for many years. Former Senator Simon Sanchez has also been using his best efforts in maintaining even the status quo in our visitor industry promotions. As someone knowledgeable about economics, he has actively thrown himself into the effort to keep Guam moving, and has publicly explained and defended the necessity for this legislation in many forums. He moved from public service to the private sector in a seamless effort to keep our economy going, both in office and in private endeavors.

I have the utmost respect for Mr. Bob Coe and for former Senator Simon Sanchez, as well as Mr. Gerry Perez and Mr. Bruce Kloppenberg, in devising and developing a way to keep Guam's promotions for our valuable visitor industry at an even level. There are many businesses interested in the tourism dollar. These dollars will be circulating in our economy and will be keeping our linchpin businesses healthy. There will be more dollars for Guam and for all of our businesses as a result.

Very truly yours,

Carl T. C. Gutierrez
I Maga Lahen Guåhan
Governor of Guam

Attachments: original bill for vetoed legislation or

copy of bill for signed or overridden legislation and legislation enacted without signature

cc: The Honorable Antonio R. Unpingco

Speaker

MINA'BENTE SAIS NA LIHESLATURAN GUAHAN 2002 (SECOND) Regular Session

CERTIFICATION OF PASSAGE OF AN ACT TO I MAGA'LAHEN GUAHAN

This is to certify that Bill No. 300 (COR), "AN ACT TO *ADD* § 9105(n) AND (o); AND TO *AMEND* § 9113(d); ALL OF TITLE 12 OF THE GUAM CODE ANNOTATED; AND TO *AMEND* § 16(a)(2) OF CHAPTER III OF P.L. NO. 26-35, RELATIVE TO ALLOWING THE GUAM VISITORS BUREAU TO ARRANGE A LINE OF CREDIT NOT TO EXCEED \$6,000,000," was on the 8th day of May, 2002, duly and regularly passed.

ANTONIO R. UNPINGCO
Speaker

Attested:

JOANNE M.S. BROWN
Senator and Legislative Secretary

This Act was received by I Maga'lahen Guahan this 10 th day of 1002, at 100 o'clock f.M.

Assistant Staff Officer

Maga'lahi's Office

CARL T. C. GUTTERREZ
I Maga'lahen Guahan

Public Law No. 26-82

MINA'BENTE SAIS NA LIHESLATURAN GUÅHAN 2002 (SECOND) Regular Session

Bill No. 300 (COR)

As amended by the Committee on Tourism, Transportation and Economic Development.

Introduced by:

1

F. P. Camacho A. R. Unpingco

Mark Forbes

K. S. Moylan

E. B. Calvo

J. F. Ada

T. C. Ada

F. B. Aguon, Jr.

J. M.S. Brown

M. C. Charfauros

L. F. Kasperbauer

L. A. Leon Guerrero

V. C. Pangelinan

A. L.G. Santos

J. T. Won Pat

AN ACT TO ADD § 9105(n) AND (o); AND TO AMEND § 9113(d); ALL OF TITLE 12 OF THE GUAM CODE ANNOTATED; AND TO AMEND § 16(a)(2) OF CHAPTER III OF P.L. NO. 26-35, RELATIVE TO ALLOWING THE GUAM VISITORS BUREAU TO ARRANGE A LINE OF CREDIT NOT TO EXCEED \$6,000,000.

BE IT ENACTED BY THE PEOPLE OF GUAM:

- 2 Section 1. Legislative Findings and Intent. I Liheslaturan Guåhan
- 3 recognizes the tourism industry to be the central element of Guam's economy,
- 4 which has been severely affected by recent declines in Japanese tourism visitor

1 arrivals and the corresponding losses in our hospitality industry. Industry

2 experts estimate that Guam will see a drop of almost twenty percent (20%) of

visitor arrivals in 2002, from about one million three hundred thousand

4 (1,300,000) visitors in 2001, to just over one million (1,000,000) visitors this

5 year.

This reduction in arrivals may lead to substantial losses in government revenues. Revenue tracking from first quarter (post 9/11/01) arrivals already show a potential revenue loss of about Twenty-eight Million Dollars (\$28,000,000) in Gross Receipt Taxes and over Seventy Million Dollars (\$70,000,000) in income taxes.

Since tourism drives over half of these revenue sources, *I Liheslaturan Guåhan* believes that Guam cannot afford to accede a normal recovery pace. While the tourism industry is showing some signs of recovery after several rough years and recent setbacks, *I Liheslaturan Guåhan* wishes to fast track Guam's efforts in rebuilding the industry that drives our employment, tax

15 Guam's efforts in rebuilding the industry that drives our employme

16 base, business receipts and, in the end, our standard of living.

In addition, *I Liheslaturan Guåhan* recognizes the need to diversify Guam's markets to stabilize the tourism industry. Because these goals will be best achieved by shoring up existing markets, *I Liheslaturan Guåhan* intends to support efforts to create more focused marketing strategies for Guam's primary visitor market, Japan. Industry experts have identified the wedding, office lady, family and group markets as the focus of new campaigns to draw more visitors to Guam.

I Liheslaturan Guåhan, therefore, intends to allow the Guam Visitors Bureau to arrange a line of credit, not to exceed Six Million Dollars (\$6,000,000), for the specific purpose of marketing Guam to certain segments of the Japanese and Korean public. Marketing strategies have been devised by a collection of industry and government leaders, and it is the intent of I Liheslaturan Guåhan that this line of credit is to be used only for these promotions and not for any operation expenses or capital improvements costs.

Section 2. Section 9105(n) is hereby *added* to Article 1, Chapter 9 of Title 12 of the Guam Code Annotated to read as follows:

- "(n) Lines of Credit. Arrange a line of credit not to exceed Six Million Dollars (\$6,000,000) with any bank, banks or commercial lending institutions licensed on Guam, government of Guam autonomous agency and any other instrumentality of the government of Guam. All agreement terms of the line(s) of credit shall be negotiated by the Guam Visitors Bureau ('Bureau') and approved by the Board in the best interest of the People of Guam. The terms of any line(s) of credit agreement shall include the following:
 - (\$5,300,000) of the line of credit shall be used by the Bureau to promote Guam to specific segments of the Japanese market through the following campaigns in the following amounts: Three Million Fifty Thousand Dollars (\$3,050,000) for the Guam Wedding Campaign; Seven Hundred Forty-eight Thousand Dollars (\$748,000.00) for the Guam Office Lady Campaign; Eight

Hundred Fifty Thousand Dollars (\$850,000.00) for the Guam Groups Campaign; and Six Hundred Fifty-two Thousand Dollars (\$652,000.00) for the Guam Family Campaign; and provided, that the line of credit shall *not* be used to finance Bureau operations or capital improvement projects. The Bureau shall report to *I Liheslaturan Guåhan* its monthly budget for use of these incentives at least five (5) days *prior* to the beginning of the month.

- (2) *Up to* Seven Hundred Thousand Dollars (\$700,000.00) of the line of credit shall be used by the Bureau to promote Guam to the Korean market; and provided, that the line of credit shall *not* be used to finance Bureau operations or capital improvement projects.
- (3) Except for the interest rate per the terms of the line of credit, no other charge by a lender for opening the line of credit shall be negotiated by the Finance Committee of the Bureau Board and approved by the Board through a resolution.
- (4) The interest rate shall be negotiated between the Finance Committee of the Bureau Board and the lender, and approved by the Board through a resolution. Such interest rate shall be computed on a monthly average and based upon the actual amount extended to the Bureau.
- (5) Interest earned by the lender shall be *exempt* from taxation by the government of Guam.

(6) The Bureau, through the approval of the Board pursuant to § 9113 of Title 12 of the Guam Code Annotated, shall pledge *only* Tourist Attraction Fund revenues as the source of repayment for the line(s) of credit. The funds necessary for the repayment of the principal and interest owed to any bank, banks or commercial lending institutions licensed on Guam, government of Guam autonomous agency and any other instrumentality of the government of Guam that have advanced funds to the Bureau pursuant to a line(s) of credit established pursuant to this Section, are appropriated from the Tourist Attraction Fund.

- (7) Any money advanced through a line(s) of credit shall be repaid by September 30, 2007. In no case shall any amount be refinanced resulting in a repayment past September 30, 2007.
- (8) Funds expended from any line(s) of credit with any bank, banks or commercial lending institutions licensed on Guam, government of Guam autonomous agency and any other instrumentality of the government of Guam will proportionately decrease the authorized amount established to open such line(s) of credit as established within this Section."
- **Section 3.** Section 9105(o) is hereby *added* to Article 1, Chapter 9 of Title 12 of the Guam Code Annotated to read as follows:
 - "(o) Monetary Valued Handouts. Any visitor-incentive monetary valued handouts specific to a marketing campaign of the Guam Visitors Bureau, funded through the Tourist Attraction Fund or any other public funding source or legislative appropriation, shall be

1 made available to any Guam-licensed vendor willing to accept the 2 monetary value of the handout as payment for goods and services."

Section 4. Tourist Attraction Fund Transfer Exemption. The

- Tourist Attraction Fund is hereby *exempted* from the transfer authority given *I*Maga'lahen Guåhan in § 6 of Public Law Number 26-80.
 - **Section 5.** Section 9113(d) of Article 1, Chapter 9 of Title 12 of the Guam Code Annotated is hereby *amended* to read as follows:
 - "(d) As a condition to receiving any funds appropriated to the Bureau by I Liheslaturan Guåhan or borrowed pursuant to § 9105(n), the Bureau shall agree to abide by the off-Guam travel rates and regulations applicable to government of Guam employees, and shall allow an audit of all the Bureau's funds and matching cash, and in-kind contributions of its membership by the Public Auditor as authorized by Chapter 19 of Title 12 of the Guam Code Annotated, as amended by § 59 of Public Law Number 26-76.

Should the audit reveal any discrepancies or violations of law or of the Bureau's rules and regulations or policies, then the Board shall take steps to correct the discrepancies and to recover any expenditures not made in accordance with existing laws, rules, regulations or policies. The Public Auditor shall provide a copy of any audit conducted pursuant to this Subsection to the Attorney General. Upon the enactment of this Subsection, an audit of the Bureau shall be conducted for prior fiscal years."

Section 6. Section 16(a)(2) of Chapter III of Public Law Number 26-35 is 1 hereby *amended* to read as follows: 2 "Section 16 (a). 3 International Marketing-Korea \$1,400,000" 4 Section 7. The Bureau is directed to comply immediately with the 5 requirements of Chapter 19 of Title 12 of the Guam Code Annotated, as 6 amended by § 59 of Public Law Number 26-76, in cooperating with the Public 7 8 Auditor, in obtaining audited financial statements of the Bureau for Fiscal 9 Years 1999, 2000 and 2001 by July 31, 2002. Section 8. Every quarter, the Bureau shall reconcile the current three 10 (3) months budget for use of these incentives, versus the actual amount of 11 12 incentives expended or encumbered pursuant to the incentive plan. Any unexpended funds due because of the failure to achieve the increase in 13 tourism arrivals used to justify the monthly incentive budget shall be set aside 14 15 in a special escrow account, which shall be exclusively used to accelerate the repayment of the line(s) of credit on a semi-annual basis. 16 17 If any provision of this Law or its Section 9. Severability. application to any person or circumstance is found to be invalid or contrary to 18 19 law, such invalidity shall not affect other provisions or applications of this 20 Law which can be given effect without the invalid provisions or application,

and to this end the provisions of this Law are severable.

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I MINA' BENTE SAIS NA LIHESLATURAN GUAHAN

2002 (SECOND) Regular Session

Date: <u>5/8/0</u>2

VOTING SHEET

Bill No. <u>360</u> Resolution No Question:			Ju . Kyy			
<u>NAME</u>	YEAS	NAYS	NOT VOTING/ ABSTAINED	OUT DURING ROLL CALL	ABSENT	
ADA, Joseph F.	1					
ADA, Thomas C.						
AGUON, Frank B., Jr.						
BROWN, Joanne M. S.	-					
CALVO, Eddie B.						
CAMACHO, Felix P.	V					
CHARFAUROS, Mark C.		-				
FORBES, Mark	-					
KASPERBAUER, Lawrence F.					<u> </u>	
LEON GUERRERO, Lourdes A.			excused			
MOYLAN, Kaleo S.	V					
PANGELINAN, Vicente C.						
SANTOS, Angel L.G.						
UNPINGCO, Antonio R.	~					
WON PAT, Judith T.				~	$\overline{\nu}$	
TOTAL CERTIFIED TRUE AND CORRECT.	12					
CERTIFIED TRUE AND CORRECT:				•		
Clerk of the Legislature			• E	: 3 Passes = No A = Excused Al	vote bsence	

Phones 1.671 472-3544 / 45 / 46 Fax 1.671 472-3561



April 19, 2002

The Honorable Antonio R. Unpingco Speaker I Mina' Bente Sais Na Liheslaturan Guahan 155 Hessler Street Hagatna, Guam 96910

The Committee votes are as follows:

Dear Mr. Speaker:

The Committee on Tourism, Transportation and Economic Development, to which was referred Bill No. 300 (COR), "An act to add a subsection (n) to Section 9105, Article 1, Chapter 9, of Title 12 of the Guam Code Annotated, relative to allowing the Guam Visitor's Bureau to arrange," does hereby report back with the recommendation TO DO PASS AS SUBSTITUTED BY THE COMMITTEE.

4	_ To Pass
	Not To Pass
3	To Report Out Only
	To The Inactive File
	Abstained
<u> </u>	Off-Island
	Not Available

A copy of the Committee Report and all pertinent documents are attached for your information and file.

Sincerely,

Felix P. Camacho

Committee on
Tourism, Transportation
& Economic Development

VOTING SHEET

BILL Bill No. 300

An act to add a subsection (n) to § 9105, Article 1, Chapter 9, of Title 12 of the Guam Code Annotated, relative to allowing Guam Visitor's Bureau to arrange a line of credit not to exceed Six Million Dollars.

	RECOMMENDATION TO					
COMMITTEE MEMBERS	SIGNATURE	TO PASS	NOT TO PASS	TO REPORT OUT ONLY	ABSTAIN	INACTIVE FILE
Senator Felix Camacho	Sowocho	-				
Senator Kaleo Moylan	Xaa X	1				
Speaker Antonio Unpingco	7					
Vice Speaker Larry Kasperbauer	194	X				
Senator Joseph Ada						
Senator Mark Forbes						
Senator Eddie Baza Calvo						
Senator Mark Charfauros	mec a	1 1				
Senator Ben Pangelinan				1		
Senator Tom Ada	20.00.					
Senator Lou Leon Guerrero	Loud Da		.,			

COMMITTEE REPORT

ON

BILL NO. 300 (COR)

"AN ACT TO *ADD* A SUBSECTION (n) TO SECTION 9105, ARTICLE 1, CHAPTER 9, OF TITLE 12 OF THE GUAM CODE ANNOTATED, RELATIVE TO ALLOWING GUAM VISITORS' BUREAU TO ARRANGE A LINE OF CREDIT NOT TO EXCEED SIX MILLION DOLLARS."

COMMITTEE MEMBERS

Chairman: Felix P. Camacho Vice Chairman: Kaleo Moylan Ex-Officio Member: Antonio R. Unpingco

Larry Kasperbauer
Joseph Ada
Mark Forbes
Eddie Baza Calvo
Mark Charfauros
Ben Pangelinan
Tom Ada
Lou Leon Guerrero

II. TESTIMONY

Bob Coe, President of DFS Pacific Group, provided written testimony in support of the legislation. He read the testimony for the record and a copy is attached to this report.

Bartley A. Jackson, Chairman of the Board – Guam Hotel and Restaurant Association, read written testimony in favor of Bill 300. A copy of this statement is attached.

Gerry Perez, Chairman of the Guam Visitors Bureau Japan Marketing Committee, provided written testimony, which he read into the record. A copy of the letter is attached.

David Tydingco, GHRA President

Noting that the previous speakers had provided ample testimony in favor of Bill 300, Mr. Tydingco said he was also appearing to support the legislation. He said the industry was committed to supporting the passage of the bill and working with the Legislature to ensure its passage.

Senator Camacho said the legislation would be amended in committee to include provisions to support marketing efforts in Korea. The total line of credit would remain at \$6 million, with \$5.3 million set aside for the four Japan campaigns with the remaining \$700,000 to be used for marketing in Korea. He further stated that he hoped to have the bill on the next session agenda, with the help of Rules Chairman Senator Forbes.

Senator Won Pat asked what incentives were included in the four campaigns. She noticed that some included incentives while others seemed to rely more on marketing, media expenses and ads. Mr. Tydingco said one example was the \$200 family value included in the Family Campaign. He said this incentive was provided by the private sector, which would provide free meals for children with the purchase of the adult meal and other values. Senator Won Pat questioned what the money would be used for; she wanted to know if the part of the \$6 million would be used to purchase the coupon books.

Mr. Coe explained that the total cost of the campaign was about \$13 million, with the private sector providing the remaining amount. He explained the \$6 million would be used to advertise in Japan, for instance by purchasing magazine or newspaper ads, producing materials for the travel industry and other expenses. Some money would be used to provide actual incentives, such as the \$500 gift to couples deciding to marry on Guam with a wedding party of at least 10 people. Senator Forbes noted that the wedding campaign accounted for half of the total \$6 million.

campaigns, because the group was confidant that a lender would come forward if legislative support were given.

III. FINDINGS

The Committee finds that Bill No. 300 (COR) "AN ACT TO ADD A SUBSECTION (n) TO SECTION 9105, ARTICLE 1, CHAPTER 9, OF TITLE 12 OF THE GUAM CODE ANNOTATED, RELATIVE TO ALLOWING GUAM VISITORS' BUREAU TO ARRANGE A LINE OF CREDIT NOT TO EXCEED SIX MILLION DOLLARS," will provide the Guam Visitors Bureau with the tools it needs to launch a major marketing effort to boost Guam's economy.

IV. RECOMMENDATIONS

The Committee on Tourism, Transportation and Economic Development hereby reports out Bill No. 300(COR), "AN ACT TO ADD A SUBSECTION (n) TO SECTION 9105, ARTICLE 1, CHAPTER 9, OF TITLE 12 OF THE GUAM CODE ANNOTATED, RELATIVE TO ALLOWING GUAM VISITORS' BUREAU TO ARRANGE A LINE OF CREDIT NOT TO EXCEED SIX MILLION DOLLARS," as substituted by the Committee on Tourism, Transportation and Economic Development, with the recommendation TO DO PASS.

MINA'BENTE SAIS NA LIHESLATURAN GUÅHAN 2002 (SECOND) Regular Session

DILL I VO. JOU EUR	Bill	No.	300	COR)
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Introduced	by:
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F. P. Camacho



AN ACT TO ADD A SUBSECTION (n) TO SECTION 9105, ARTICLE 1, CHAPTER 9, OF TITLE 112 OF THE GUAM CODE ANNOTATED, RELATIVE ALLOWING GUAM VISITORS' BUREAU TO ARRANGE A LINE OF CREDIT NOT TO EXCEED SIX MILLION DOLLARS.

BE IT ENACTED BY THE PEOPLE OF GUAM: 1 2 Section 1. Legislative Intent. Amendment to Section 9105, Article 1, 3 Section 2. 4 Chapter 9 of Title 12 of the Guam Code 5 Annotated relative to a line of credit. 6 Section 3. Transfer Exemption. 7 Section 4. Severability. Section 1. Legislative Intent. I Liheslaturan Guåhan recognizes the 8 9 tourism industry to be the central element of Guam's economy, which has 10 been severely affected by recent declines in visitor arrivals and the corresponding losses in our hospitality industry. Industry experts estimate 11

that Guam will see a drop of almost 20 percent of visitor arrivals in 2002, from about

2 1.3 million visitors in 2001 to just over 1 million visitors this year.

This reduction in arrivals may lead to substantial losses in government revenues. Revenue tracking from first quarter (post 9/11) arrivals already show a potential revenue loss of about \$28 million in Gross Receipts Taxes and over \$70 million in income taxes. Since tourism drives over half of these revenue sources, *I Liheslaturan Guåhan* believes that Guam cannot afford to accede to a normal recovery pace. While the tourism industry is showing some signs of recovery after several rough years and recent setbacks, *I Liheslaturan Guåhan* wishes to fast track Guam's efforts in rebuilding the industry that drives our employment, tax base, business receipts and, in the end, our standard of living.

In addition, *I Liheslaturan Guåhan* recognizes the need to diversify Guam's markets to stabilize the tourism industry. Because these goals will be best achieved by shoring up existing markets, *I Liheslaturan Guåhan* intends to support efforts to create more focused marketing strategies for Guam's primary visitor market, Japan. Industry experts have identified the wedding, office lady, family and group markets as the focus of new campaigns to draw more visitors to our island.

I Liheslaturan Guåhan, therefore, intends to allow the Guam Visitors Bureau to arrange a line of credit, not to exceed \$6 million, for the specific purpose of marketing Guam to certain segments of the Japanese public. Marketing strategies have been devised by a collection of industry and government leaders, and it is the intent of I Liheslaturan Guåhan that this line of credit is to be used only for these promotions and not for any operation expenses or capital improvements costs.

Section 2. Amendment. Subsection (n) is hereby added to Section 9105, Article 1, Chapter 9, Title 12 of the Guam Code Annotated to read as follows:

"(n) Line of Credit. Arrange a line of credit not to exceed Six Million Dollars (\$6,000,000) with any bank or commercial lending institutions licensed on Guam, government of Guam autonomous agency and any other instrumentality of the government of Guam. All terms of the line of credit agreement shall be negotiated by the Board in the best interest of the people of Guam. The terms of the line of credit agreement shall include the following:

- (1) The line of credit shall be used by the Board to promote Guam to specific markets through the following campaigns: Guam Wedding Campaign; Guam Office Lady Campaign; Guam Groups Campaign; and Guam Family Campaign, and provided that the line of credit shall not be used to finance GVB operations or capital improvement projects.
- (2) Except for the interest rate per the terms of the line of credit, no other charge by a lender for opening the line of credit shall be accepted by the Board.
- (3) The interest rate shall be negotiated between the Board and the lender. Such interest rate shall be computed on a monthly average and based on the actual amount extended to the Board.
- (4) Interest earned by the lender shall be exempt from taxation by the government of Guam.
- (5) The Board shall pledge only Tourist Attraction Fund revenues as the source of repayment for the line of credit.
- (6) Any money borrowed shall be repaid within five (5) years. In no case shall any amount borrowed be refinanced resulting in a repayment over more than five (5) years after the loan is made.