

**TITLE 20. COMMERCE, BANKING, AND INSURANCE****CHAPTER 3. OFFICE OF TOURISM**

(Authority: A.R.S. § 41-2301 et seq.)

20 A.A.C. 3, consisting of R20-3-101 through R20-3-104 recodified from 4 A.A.C. 41, consisting of R4-41-101 through R4-41-104 pursuant to R1-1-102 (Supp. 95-1).

**ARTICLE 1. JOINT-VENTURES**

## Section

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**ARTICLE 1. JOINT-VENTURES****R20-3-101. Definitions**

The following term applies to this Article. "Joint-venture activity" means a tourism-related, advertising or promotional activity between the Arizona Office Tourism (the Office) and 1 or more private corporations.

**Historical Note**

Adopted effective October 19, 1983 (Supp. 83-5). R20-3-101 recodified from R4-41-101 (Supp. 95-1). Amended effective March 5, 1997 (Supp. 97-1). The phrase "1 year or more" was amended to read "1 or more" to correct a printing error (Supp. 99-3).

**R20-3-102. Joint-Venture Procedures**

A private corporation that wishes to participate in a joint-venture activity shall, on its own initiative or in response to an Office request, submit the following information:

1. The name and mailing address of the applicant corporation;
2. The physical address, if different from the mailing address;
3. The name and telephone number of the project coordinator;
4. The beginning and ending dates of the project;
5. The federal employer identification number;
6. A description of the project;
7. The benefit to the state from engaging in the joint-venture activity;
8. The markets to be reached;
9. The projected numbers of people to be reached; and

10. A projected budget, describing the allocation of monies.

**Historical Note**

Adopted effective October 19, 1983 (Supp. 83-5). R20-3-102 recodified from R4-41-102 (Supp. 95-1). Amended effective March 5, 1997 (Supp. 97-1).

**R20-3-103. Standards for Participants**

In determining whether to enter into a joint-venture activity, the Office shall consider the following standards:

1. Does the proposal supplement the Office's marketing objectives?
2. Is the proposal for an Arizona market identified in the Office's annual marketing plan?
3. Does the private corporation have experience in marketing a destination in the market selected?
4. Is it in the Office's best financial interest to participate?
5. Is the potential impact of the joint-venture activity beneficial to tourism in Arizona?
6. Is the marketing philosophy of the private corporation compatible with the marketing philosophy of the Office?

**Historical Note**

Adopted effective October 19, 1983 (Supp. 83-5). R20-3-103 recodified from R4-41-103 (Supp. 95-1). Amended effective March 5, 1997 (Supp. 97-1).

**R20-3-104. Conditions of Participation**

If the Office decides to enter into a joint-venture activity with a private corporation, the corporation shall agree to the following conditions:

1. The private corporation shall supply a minimum of 50% of the monies in cash or in kind for the joint-venture activity.
2. The state shall pay no monies before receipt of the services.
3. The Director of the Office shall be the final authority for all joint-venture activity.

**Historical Note**

Adopted effective October 19, 1983 (Supp. 83-5). R20-3-104 recodified from R4-41-104 (Supp. 95-1). Amended effective March 5, 1997 (Supp. 97-1).