

1-1 By: Sheets (Senate Sponsor - Huffines) H.C.R. No. 106  
 1-2 (In the Senate - Received from the House May 11, 2015;  
 1-3 May 11, 2015, read first time and referred to Committee on  
 1-4 Administration; May 21, 2015, reported favorably by the following  
 1-5 vote: Yeas 5, Nays 0; May 21, 2015, sent to printer.)

1-6 COMMITTEE VOTE

	Yea	Nay	Absent	PNV
1-7 Hancock	X			
1-8 Uresti	X			
1-9 Campbell			X	
1-10 Eltife	X			
1-11 Huffines	X			
1-12 Schwertner			X	
1-13 West	X			

1-15 HOUSE CONCURRENT RESOLUTION

1-16 WHEREAS, Texas Tourism, the state's official tourism  
 1-17 marketing entity, is spreading the word about the wonders of the  
 1-18 Lone Star State to social media users around the world with its  
 1-19 Twitter hashtag, #TexasToDo; and

1-20 WHEREAS, A program of the Economic Development and Tourism  
 1-21 Office of the Governor, Texas Tourism is active on Twitter with the  
 1-22 handle @texastourism, where it posts and retweets countless  
 1-23 opportunities for recreation across the state, sharing Instagram  
 1-24 photos, online articles, and news about upcoming events; and

1-25 WHEREAS, The Twitter hashtag #TexasToDo enables individuals,  
 1-26 organizations, and communities across the state to publicize and  
 1-27 celebrate local activities, while also allowing visitors a one-stop  
 1-28 location on Twitter to find exciting ideas for vacations or weekend  
 1-29 trips and to share their photographs and experiences; and

1-30 WHEREAS, In addition, #TexasToDoFilms provides links to  
 1-31 handsomely produced, high-definition videos on Vimeo and YouTube,  
 1-32 showcasing such recreational pursuits as kayaking and offshore  
 1-33 fishing, as well as such characteristic facets of Texas culture as  
 1-34 swimming holes and custom cowboy boots; and

1-35 WHEREAS, #TexasToDo is part of a dynamic, cross-platform  
 1-36 social media effort that includes the TravelTex website and the  
 1-37 Travel Texas app for mobile devices, as well as active Texas Tourism  
 1-38 efforts on Facebook, Pinterest, Instagram, and Google Plus; and

1-39 WHEREAS, This innovative and wide-ranging program brings the  
 1-40 marketing of Texas tourism into the 21st century, allowing social  
 1-41 media users of all ages, backgrounds, and locations to instantly  
 1-42 access information about what to see and do in the Lone Star State;  
 1-43 now, therefore, be it

1-44 RESOLVED, That the 84th Legislature of the State of Texas  
 1-45 hereby designate #TexasToDo as the official state hashtag of Texas  
 1-46 Tourism.

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