

I Mina'trentai Ocho Na Liheslaturan Guåhan
BILL STATUS

BILL NO.	SPONSOR	TITLE	DATE INTRODUCED	DATE REFERRED	CMTE REFERRED	FISCAL NOTES	PUBLIC HEARING DATE	DATE COMMITTEE REPORT FILED	NOTES
340-38 (LS)	Jesse A. Lujan Christopher M. Dueñas	AN ACT TO APPROPRIATE THREE HUNDRED THOUSAND DOLLARS (\$300,000) FROM THE TOURIST ATTRACTION FUND TO THE GUAM ECONOMIC DEVELOPMENT AUTHORITY FOR THE PROCUREMENT AND OVERSIGHT OF AN INDEPENDENT THIRD-PARTY GVB REVIEW OF EFFECTIVENESS, ACCOUNTABILITY, LEADERSHIP, INTERNAL GOVERNANCE, AND NEEDS (REALIGN) STUDY; AND TO REQUIRE THE GUAM VISITORS BUREAU AND ITS BOARD OF DIRECTORS TO FULLY COOPERATE WITH SAID STUDY.	7/13/26 4:19 p.m. ^7/17/26 3:59 p.m.						

I MINA'TRENTAI OCHO NA LIHESLATURAN GUÅHAN
2026 (SECOND) Regular Session

Bill No. 340-38 (LS)

Introduced by:

Jesse A. Lujan 
Christopher M. Dueñas 

AN ACT TO APPROPRIATE THREE HUNDRED THOUSAND DOLLARS (\$300,000) FROM THE TOURIST ATTRACTION FUND TO THE GUAM ECONOMIC DEVELOPMENT AUTHORITY FOR THE PROCUREMENT AND OVERSIGHT OF AN INDEPENDENT THIRD-PARTY GVB REVIEW OF EFFECTIVENESS, ACCOUNTABILITY, LEADERSHIP, INTERNAL GOVERNANCE, AND NEEDS (REALIGN) STUDY; AND TO REQUIRE THE GUAM VISITORS BUREAU AND ITS BOARD OF DIRECTORS TO FULLY COOPERATE WITH SAID STUDY.

BE IT ENACTED BY THE PEOPLE OF GUAM:

Section 1. Legislative Findings and Intent. *I Liheslaturan Guåhan*

finds that tourism remains one of the central pillars of Guam's economy. The visitor industry supports local businesses, hotels, restaurants, transportation providers, retail establishments, cultural practitioners, tour operators, workers, families, and government revenues.

I Liheslaturan Guåhan further finds that Guam's tourism economy continues to face significant challenges, including changes in visitor demand, airline access,

1 regional competition, travel costs, destination experience, market diversification,
2 and public confidence in the recovery of Guam’s visitor industry.

3 *I Liheslaturan Guåhan* further finds that the Guam Visitors Bureau (“GVB”)
4 plays a critical role in promoting Guam as a visitor destination and coordinating
5 tourism-related efforts. However, given the current state of Guam’s tourism
6 economy, it is necessary to conduct an independent review of the Guam Visitors
7 Bureau’s organizational effectiveness, accountability, leadership, internal
8 governance, operations, and needs.

9 *I Liheslaturan Guåhan* further finds that this review is not intended to
10 diminish the importance of the GVB, but rather to strengthen Guam’s tourism
11 framework by identifying what is working, what is not working, and what reforms
12 may be necessary to ensure that the Bureau is properly aligned with Guam’s current
13 and future tourism realities.

14 *I Liheslaturan Guåhan* intends to authorize and fund an independent third-
15 party study, to be known as the GVB Review of Effectiveness, Accountability,
16 Leadership, Internal Governance, and Needs, or REALIGN Study, to provide
17 findings and recommendations to *I Liheslaturan Guåhan* regarding GVB’s structure,
18 governance, operations, accountability, and organizational effectiveness.

19 **Section 2. Appropriation for REALIGN Study.** The sum of Three
20 Hundred Thousand Dollars (\$300,000) is hereby appropriated from the Tourist
21 Attraction Fund to the Guam Economic Development Authority (“GEDA”) for the
22 purpose of procuring and overseeing an independent third-party GVB Review of
23 Effectiveness, Accountability, Leadership, Internal Governance, and Needs Study,
24 to be known as the REALIGN Study.

25 The funds appropriated pursuant to this Section shall be used solely for costs
26 associated with the procurement, administration, oversight, and completion of the
27 REALIGN Study.

1 The funds appropriated pursuant to this Section shall not lapse and shall
2 remain available until fully expended for the purposes authorized herein.

3 **Section 3. Procurement and Oversight.** GEDA shall be responsible for
4 procuring and overseeing the independent third-party consultant selected to conduct
5 the REALIGN Study.

6 GEDA shall ensure that the selected consultant has demonstrated experience
7 in one or more of the following areas:

- 8 (a) organizational effectiveness;
- 9 (b) public-sector management;
- 10 (c) tourism governance;
- 11 (d) destination management organizations;
- 12 (e) financial management or internal controls;
- 13 (f) board governance;
- 14 (g) public corporation governance;
- 15 (h) performance auditing or program evaluation; or
- 16 (i) other relevant fields necessary to complete the REALIGN Study.

17 The consultant selected pursuant to this Act shall not have any current
18 contractual relationship with the Guam Visitors Bureau that would create an actual
19 or apparent conflict of interest.

20 **Section 4. Scope of REALIGN Study.** The REALIGN Study shall
21 review and evaluate GVB's effectiveness, accountability, leadership, internal
22 governance, and needs, including, but not limited to:

- 23 (a) organizational structure;
- 24 (b) management practices;
- 25 (c) governance framework;
- 26 (d) board policies and practices;
- 27 (e) internal controls;

(f) staffing and personnel structure;
(g) procurement and contracting practices;
(h) financial management;
(i) program effectiveness;
(j) performance measures and return on investment;
(k) market strategy;
(l) destination management role;
(m) coordination with public and private stakeholders;
(n) coordination with the Guam International Airport Authority and other relevant government agencies;
(o) transparency and reporting practices;
(p) strategic planning;
(q) alignment of the Bureau's structure and operations with Guam's current and future tourism needs; and
(r) any statutory, regulatory, administrative, or policy changes necessary to improve the Bureau's effectiveness, accountability, governance, and performance.

Section 5. Coordination. The REALIGN Study shall be conducted in coordination with the Guam International Airport Authority ("GIAA"), the Bureau of Statistics and Plans ("BSP", the Office of Public Accountability ("OPA"), and *I Liheslaturan Guåhan*.

GEDA and the independent third-party consultant may also consult with relevant tourism stakeholders, including, but not limited to, hotels, restaurants, retailers, tour operators, transportation providers, cultural practitioners, airline partners, small businesses, visitor industry workers, and other stakeholders whose input may assist in completing the REALIGN Study.

1 **Section 6. Cooperation Required from Guam Visitors Bureau.** GVB

2 and its Board of Directors are hereby required to fully cooperate with the GEDA and
3 the independent third-party consultant selected to conduct the REALIGN Study.

4 Such cooperation shall include the timely production of records, data,
5 contracts, procurement files, policies, board policies, board meeting materials,
6 organizational charts, personnel information, financial documents, audits,
7 performance reports, market reports, strategic plans, program reports, travel reports,
8 and any other information necessary to complete the REALIGN Study.

9 GVB and its Board of Directors shall designate a point of contact for GEDA
10 and the independent third-party consultant within fifteen (15) days of written notice
11 from GEDA. Any personnel information, proprietary business information,
12 confidential records, or other information protected from public disclosure by law
13 that is provided pursuant to this Act shall be handled in accordance with applicable
14 law and shall be used solely for the purpose of completing the REALIGN Study.
15 Nothing in this Act shall be construed to require the public disclosure of any record
16 or information otherwise protected from disclosure by law.

17 **Section 7. Final Report.** GEDA shall submit the final REALIGN

18 Study report, including findings and recommendations, to *I Liheslaturan Guåhan* no
19 later than September 30, 2027.

20 The final report shall include, at minimum:

21 (a) findings regarding the GVB's organizational effectiveness, governance,
22 management, accountability, and internal operations;

23 (b) findings regarding the Bureau's coordination with relevant public and
24 private stakeholders;

25 (c) findings regarding the Bureau's alignment with Guam's current and future
26 tourism needs;

1 (d) recommendations for improving governance, management, internal
2 controls, accountability, transparency, performance, and organizational
3 effectiveness;

4 (e) recommendations for statutory, regulatory, administrative, or policy
5 changes, if any; and

6 (f) any other findings or recommendations necessary to strengthen Guam's
7 tourism governance framework.

8 **Section 8. Interim Status Update.** GEDA shall provide an interim written
9 status update to the Speaker of *I Liheslaturan Guåhan* and the Chairperson of the
10 legislative committee with oversight over tourism no later than March 31, 2027.

11 The interim status update shall include the status of procurement, the status of
12 the study, any issues affecting completion of the study, and the anticipated timeline
13 for submission of the final report.

14 **Section 9. Severability.** If any provision of this Act or its application
15 to any person or circumstance is found to be invalid or contrary to law, such
16 invalidity shall not affect other provisions or applications of this Act that can be
17 given effect without the invalid provision or application, and to this end the
18 provisions of this Act are severable.

19 **Section 10. Effective Date.** This Act shall be effective upon enactment.