

CS FOR HOUSE BILL NO. 160(FIN)

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-SEVENTH LEGISLATURE - FIRST SESSION

BY THE HOUSE FINANCE COMMITTEE

Offered:**Referred:****Sponsor(s): HOUSE SPECIAL COMMITTEE ON ECONOMIC DEVELOPMENT, TRADE, AND TOURISM****A BILL****FOR AN ACT ENTITLED**

1 **"An Act relating to state tourism marketing contracts with qualified trade associations**
2 **and to tourism marketing campaigns; and providing for an effective date."**

3 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 * **Section 1.** AS 44.33.120(d) is amended to read:

5 (d) During the term of a contract with a qualified trade association under
6 AS 44.33.125(a), the Department of Commerce, Community, and Economic
7 Development may not execute another tourism marketing campaign except as
8 provided under **AS 44.33.125(b) or (c)** [AS 44.33.125(b), (c), OR (d)].

9 * **Sec. 2.** AS 44.33.125(a), as amended by sec. 2, ch. 103, SLA 2008, is amended to read:

10 (a) Subject to appropriations for the purpose, the Department of Commerce,
11 Community, and Economic Development shall, on or before **JUNE 1** [APRIL 1] of
12 each fiscal year, contract with a single qualified trade association for the purpose of
13 planning and executing a destination tourism marketing campaign during the next
14 fiscal year. The contract may be awarded only if the qualified trade association

1 provides matching funds equal to at least 50 percent of the state money used for costs
2 of the marketing campaign described in the contract. The state money used for the
3 costs of the marketing campaign described in the contract may not exceed
4 \$12,000,000. The marketing campaign may promote distinct segments of tourism,
5 such as highway tourism, seasonal tourism, ecotourism, cultural tourism, regional
6 tourism, and rural tourism. Before the contract is executed, the marketing campaign
7 plan must be approved by the department.

8 * **Sec. 3.** AS 44.33.125(e) is repealed and reenacted to read:

9 (e) The marketing campaign conducted under a tourism marketing contract
10 awarded under (a) of this section shall be directed by a group within the qualified trade
11 association. The group shall consist of nine individuals, and the nine members of the
12 group shall be selected as follows:

13 (1) the governor shall select three members who are from the cruise
14 lines for three-year terms; and

15 (2) the qualified trade association shall select one member from each
16 of the four judicial districts and two members from the public; at least two of those
17 members shall be from tourism entities that employ fewer than 50 employees, at least
18 one of those members shall be from a tourism entity that employs more than 50 but
19 not more than 250 employees, and at least one of those members shall be from a
20 tourism entity that employs more than 250 employees; the qualified trade association
21 shall select the members and determine the length of the members' terms according to
22 the qualified trade association's bylaws or, if the qualified trade association is not an
23 entity that has bylaws, the rules for the internal governance of the qualified
24 association.

25 * **Sec. 4.** AS 44.33.125(h) is amended to read:

26 (h) A qualified trade association

27 (1) may not use money from a contract awarded under (a) or (c) of this
28 section

29 (A) [(1)] to lobby a municipality or an agency of a municipality
30 or to lobby the state or an agency of the state, as those terms are defined in
31 AS 44.99.030(b);

(B) [(2)] to raise funds that will be used to lobby a municipality or an agency of a municipality or to lobby the state or an agency of the state, as those terms are defined in AS 44.99.030(b); or

(C) [3] for administrative or overhead costs that directly support any effort to lobby a municipality or an agency of a municipality or to lobby the state or an agency of the state, as those terms are defined in AS 44.99.030(b); or

(2) that has contracted with the state under (a) of this section may not pay a person to lobby the legislature regarding the funding of the contract.

* **Sec. 5.** AS 44.33.125(d) is repealed.

* **Sec. 6.** The uncodified law of the State of Alaska is amended by adding a new section to read:

TRANSITION: APPOINTMENTS BY GOVERNOR. The governor shall appoint the three members under AS 44.33.125(e), as repealed and reenacted by sec. 3 of this Act, within one month following the effective date of this section to staggered terms as follows:

- (1) one member shall serve a one-year term;
- (2) one member shall serve a two-year term; and
- (3) one member shall serve a three-year term.

* **Sec. 7.** This Act takes effect July 1, 2011.