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Bannister  
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**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

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

\* **Sec. 3.** AS 44.33.125(e) is repealed and reenacted to read:

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

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

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

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

(h) A qualified trade association

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

(A) [(1)] 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);

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

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

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

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

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

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

16                         (1) one member shall serve a one-year term;

17                         (2) one member shall serve a two-year term; and

18                         (3) one member shall serve a three-year term.

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