

**VISIT ANCHORAGE BOARD OF DIRECTORS**

**RESOLUTION 2014-01**

**A Resolution in Support of**

**Creating the Alaska Tourism Marketing Board and Relating to Tourism Marketing**

**WHEREAS**, the visitor industry is a major contributor to the economic development and well-being of the community, with a direct correlation between the growth of the industry and the community's economic condition; and

**WHEREAS**, without adequate and stable funding levels and a consistent marketing program, Alaska cannot effectively compete with other U.S. destinations that have increased their financial investment into their own tourism marketing programs; and

**WHEREAS**, maintaining a national and international marketing presence for Alaska as a visitor destination is of the utmost importance to maintain a vital visitor industry and continue economic development; and

**WHEREAS**, tourism annually contributes an estimated \$111.1 million in revenue to the state treasury and \$69.8 million in revenue to local communities throughout Alaska; and

**WHEREAS**, when Alaska is prominently marketed, the funds allocated to local marketing efforts can be leveraged and used more efficiently; and

**WHEREAS**, creating the Alaska Tourism Marketing Board in the Department of Commerce, consisting of 21 members of which 18 must be a member of Alaska Travel Industry Association (ATIA), will represent different regions of the state, segments of the tourism industry, and company sizes; and

**WHEREAS**, the Department of Commerce will cooperate with the private sector and the Alaska Tourism Marketing Board in the planning and execution of a destination tourism marketing campaign; and


**WHEREAS**, in FY2011, the Alaska Legislature augmented the \$9 million annual appropriation with a one-time \$7 million increase which, when combined with industry contributions of \$2.7 million, has significantly increased awareness of Alaska as a destination and will generate additional visitors and revenues to the state; and

**WHEREAS**, the intent of Alaska Tourism Marketing Board formalizes and defines the relationship of the statewide tourism marketing program within the Alaska Department of Commerce, Community and Economic Development and sets a foundation for future funding solutions;

**NOW THEREFORE BE IT RESOLVED THAT** Visit Anchorage supports the concept of creating the Alaska Tourism Marketing Board and urging the Alaska State Legislature for their support.

**ATTESTED** on this 11<sup>th</sup> day of March, Two-Thousand and Fourteen by:

  
Raquel Edelen  
Chairman for the Board of Directors

  
Julie Saupe  
President & CEO