

ALASKA LEGISLATURE

Representative Jonathan Kreiss-Tomkins

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HB 217 Alaska License Plate Competition Act (ALPCA) Sponsor Statement

This bill creates an *American Idol*-esque statewide competition for Alaskan artists to have their artwork featured on a special-issue license plate for a limited-edition run of four years.

Artists from across Alaska, from Ketchikan to Anchorage to Kotzebue and beyond, will submit their best piece of work that captures the spirit of Alaska (and can be transposed onto a license plate) to a jury of celebrated and celebrity artists selected by Alaska State Council on the Arts. The jury will select finalists from the submissions. The finalists will go to a statewide vote to select the winning license plate design.

The design that wins the competition is produced for a limited-edition four-year run, and Alaskans can choose the plate for their vehicles (or otherwise, for mementos or artwork). The plate will cost \$35, with a portion of revenues, after cost, going to support operations of the Alaska State Council on the Arts.

After four years the Department of Administration will retire the plate, and the process will begin again with a new statewide competition.