



# LAWS OF ALASKA

2008

**Source**  
CSHB 147(RLS)

**Chapter No.**  
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## AN ACT

Relating to matching funds and state money for state tourism marketing contracts with trade associations; and providing for an effective date.

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

THE ACT FOLLOWS ON PAGE 1



## AN ACT

1 Relating to matching funds and state money for state tourism marketing contracts with trade  
2 associations; and providing for an effective date.

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4 \* **Section 1.** AS 44.33.125(a) is amended to read:

5 (a) Subject to appropriations for the purpose, the Department of Commerce,  
6 Community, and Economic Development shall, on or before April 1 of each fiscal  
7 year, contract with a single qualified trade association for the purpose of planning and  
8 executing a destination tourism marketing campaign during the next fiscal year. The  
9 contract may be awarded only if the qualified trade association provides matching  
10 funds equal to at least 30 [50] percent of the state money used for [COSTS OF] the  
11 marketing campaign described in the contract. Unless the appropriation that funds  
12 the marketing campaign is for more than \$9,000,000, the state money used for the  
13 marketing campaign may not exceed \$9,000,000. The marketing campaign may  
14 promote distinct segments of tourism, such as highway tourism, seasonal tourism,

1                   ecotourism, cultural tourism, regional tourism, and rural tourism. Before the contract  
2                   is executed, the marketing campaign plan must be approved by the department.

3                   \* **Sec. 2.** AS 44.33.125(a), as amended by sec. 1 of this Act, is amended to read:

4                   (a) Subject to appropriations for the purpose, the Department of Commerce,  
5                   Community, and Economic Development shall, on or before April 1 of each fiscal  
6                   year, contract with a single qualified trade association for the purpose of planning and  
7                   executing a destination tourism marketing campaign during the next fiscal year. The  
8                   contract may be awarded only if the qualified trade association provides matching  
9                   funds equal to at least **50** [30] percent of the **costs of** [STATE MONEY USED FOR]  
10                  the marketing campaign described in the contract. [UNLESS THE APPROPRIATION  
11                  THAT FUNDS THE MARKETING CAMPAIGN IS FOR MORE THAN \$9,000,000,  
12                  THE STATE MONEY USED FOR THE MARKETING CAMPAIGN MAY NOT  
13                  EXCEED \$9,000,000.] The marketing campaign may promote distinct segments of  
14                  tourism, such as highway tourism, seasonal tourism, ecotourism, cultural tourism,  
15                  regional tourism, and rural tourism. Before the contract is executed, the marketing  
16                  campaign plan must be approved by the department.

17                  \* **Sec. 3.** Section 2 of this Act takes effect July 1, 2011.

18                  \* **Sec. 4.** Except as provided in sec. 3 of this Act, this Act takes effect July 1, 2008.