

SENATE CS FOR CS FOR HOUSE BILL NO. 420(L&C)

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-FIRST LEGISLATURE - SECOND SESSION

BY THE SENATE LABOR AND COMMERCE COMMITTEE

Offered: 4/12/00

Referred: Rules

Sponsor(s): HOUSE FINANCE COMMITTEE

A BILL

FOR AN ACT ENTITLED

1 "An Act relating to tourism marketing contracts; and providing for an effective
2 date."

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

4 * Section 1. AS 44.33.125(a), as enacted in sec. 7, ch. 29, SLA 1999, is amended to read:

5 (a) Subject to appropriations for the purpose, the Department of Community
6 and Economic Development shall, on or before April [AUGUST] 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 percent of the costs of the marketing campaign described in
11 the contract. The marketing campaign may promote distinct segments of tourism, such
12 as highway tourism, seasonal tourism, ecotourism, cultural tourism, regional tourism,
13 and rural tourism. Before the contract is executed, the marketing campaign plan must
14 be approved by the department.

1 * **Sec. 2.** AS 44.33.125(a), as amended in sec. 8, ch. 29, SLA 1999, is amended to read:

2 (a) Subject to appropriations for the purpose, the Department of Community
3 and Economic Development shall, on or before April [AUGUST] 1 of each fiscal
4 year, contract with a single qualified trade association for the purpose of planning and
5 executing a destination tourism marketing campaign during the next fiscal year. The
6 contract may be awarded only if the qualified trade association provides matching
7 funds equal to at least 60 percent of the costs of the marketing campaign described in
8 the contract. The marketing campaign may promote distinct segments of tourism, such
9 as highway tourism, seasonal tourism, ecotourism, cultural tourism, regional tourism,
10 and rural tourism. Before executing the contract, the marketing campaign plan must
11 be approved by the department.

12 * **Sec. 3.** The uncodified law of the State of Alaska is amended by adding a new section
13 to read:

14 TRANSITION. To carry out the purposes of ch. 29, SLA 1999, and subject to
15 appropriations for the purpose, the Department of Community and Economic Development
16 shall, on or before May 1, 2000, identify essential components for a destination tourism
17 marketing campaign for fiscal year 2001. A component may not be included in the campaign
18 that was not included in a campaign conducted during fiscal year 1998, 1999, or 2000. A
19 qualified trade association must respond by delivering its destination tourism marketing
20 campaign plan to the department by June 15, 2000. The plan must contain a similar level of
21 detail as is contained in the "Alaska Division of Tourism Action Plan for FY 2000, August
22 1999." By July 1, 2000, the department shall enter into a contract with a single qualified trade
23 association for the purpose of planning and executing a destination tourism marketing
24 campaign for fiscal year 2001.

25 * **Sec. 4.** Section 1 of this Act takes effect July 1, 2000.

26 * **Sec. 5.** Section 2 of this Act takes effect July 1, 2002.

27 * **Sec. 6.** Section 3 of this Act takes effect immediately under AS 01.10.070(c).