



# LAWS OF ALASKA

**2004**

**Source**

CSSB 254(FIN)(efd fld)

**Chapter No.**

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**AN ACT**

Relating to tourism marketing contracts.

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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 tourism marketing contracts.

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

4 (a) Subject to appropriations for the purpose, the Department of Community  
5 and Economic Development shall, on or before April 1 of each fiscal year, contract  
6 with a single qualified trade association for the purpose of planning and executing a  
7 destination tourism marketing campaign during the next fiscal year. The contract may  
8 be awarded only if the qualified trade association provides matching funds equal to at  
9 least 50 [60] percent of the costs of the marketing campaign described in the contract.  
10 The marketing campaign may promote distinct segments of tourism, such as highway  
11 tourism, seasonal tourism, ecotourism, cultural tourism, regional tourism, and rural  
12 tourism. Before the contract is executed, the marketing campaign plan must be  
13 approved by the department.

14 \* **Sec. 2.** The uncodified law of the State of Alaska is amended by adding a new section to  
15 read:

1           APPLICABILITY. The amendments to AS 44.33.125 made in sec. 1 of this Act apply  
2 to contracts for tourism marketing entered into under AS 44.33.125 for fiscal years beginning  
3 July 1, 2005.