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Bannister

3/23/11

CS FOR HOUSE BILL NO. 160(EDT)

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-SEVENTH LEGISLATURE - FIRST SESSION

BY THE HOUSE SPECIAL COMMITTEE ON ECONOMIC DEVELOPMENT, TRADE, AND TOURISM

Offered:

Referred:

Sponsor(s): HOUSE SPECIAL COMMITTEE ON ECONOMIC DEVELOPMENT, TRADE, AND
TOURISM**A BILL****FOR AN ACT ENTITLED**

1 "An Act relating to state tourism marketing contracts with qualified trade associations;
2 creating and relating to the Alaska Promotion and Marketing Task Force; and
3 providing for an effective date."

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

5 * **Section 1.** AS 44.33.125(a), as amended by sec. 2, ch. 103, SLA 2008, is amended to
6 read:

7 (a) Subject to appropriations for the purpose, the Department of Commerce,
8 Community, and Economic Development shall, on or before **June 1** [APRIL 1] of
9 each fiscal year, contract with a single qualified trade association for the purpose of
10 planning and executing a destination tourism marketing campaign during the next
11 fiscal year. The **state shall pay two-thirds of the costs of the** contract, **and** [MAY
12 BE AWARDED ONLY IF] the qualified trade association **shall pay one-third**
13 [PROVIDES MATCHING FUNDS EQUAL TO AT LEAST 50 PERCENT] of the
14 costs of the [MARKETING CAMPAIGN DESCRIBED IN THE] contract. **The state**

money used for the contract may not exceed \$12,000,000. The marketing campaign may promote distinct segments of tourism, such as highway tourism, seasonal tourism, ecotourism, cultural tourism, regional tourism, and rural tourism. Before the contract is executed, the marketing campaign plan must be approved by the department. A qualified trade association may satisfy its one-third payment of the costs of the contract by providing in-kind contributions. In this subsection, "in-kind contributions" includes fees for services, partnership contributions, event participation, research, brochure placement, cooperative advertising, loaned employee value, discounted services, free services, radio airtime, television airtime, print space promotions, Alaska-specific travel advertising, and items contributed for use in promotions.

* **Sec. 2.** AS 44.33.125(a) is repealed and reenacted to read:

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

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

TASK FORCE. (a) The Alaska Promotion and Marketing Task Force is created in the legislative branch.

(b) The task force consists of 11 members, as follows:

- (1) three members appointed by the Speaker of the House of Representatives;
- (2) three members appointed by the President of the Senate; and
- (3) five members appointed by the governor who are involved in an industry located in the state.

1 (c) The members of the task force shall select a chair from the task force's members.

2 (d) Task force members do not receive compensation but may receive travel and per
3 diem expenses authorized for boards and commissions under AS 39.20.180.

4 (e) The task force shall meet during and between legislative sessions to accomplish its
5 duties.

6 (f) The task force shall develop and recommend model legislation to market and
7 promote activities to support the state's economy. The proposed model legislation must
8 include, to the extent constitutionally permissible,

9 (1) a board to

10 (A) evaluate project proposals by entities, including government
11 entities, for activities to promote and market the industries and economy of the state;
12 and

13 (B) make recommendations annually to the legislature for funding of
14 the recommended proposals;

15 (2) a fund, including the endowment and contents of the fund, to fund projects
16 for marketing and promoting activities to support the state's economy; the fund may not be a
17 dedicated fund;

18 (3) a methodology for determining the order for recommending projects to
19 receive funding;

20 (4) requirements for monetary matching by entities that receive project
21 funding;

22 (5) a process for application for funding.

23 (g) The task force shall provide to the legislature, by January 30, 2012, a final report
24 with the task force's recommendations on model legislation, including draft model legislation
25 for consideration.

26 (h) The chair of the task force shall be available for legislative hearings on its
27 recommendations.

28 (i) The task force shall terminate on the first day of the First Regular Session of the
29 Twenty-Eighth Alaska State Legislature.

30 (j) In this section, "task force" means the Alaska Promotion and Marketing Task
31 Force.

1 * **Sec. 4.** Section 3 of this Act is repealed on the first day of the First Regular Session of the
2 Twenty-Eighth Alaska State Legislature.

3 * **Sec. 5.** The uncodified law of the State of Alaska is amended by adding a new section to
4 read:

5 CONDITIONAL EFFECT. Section 2 of this Act takes effect only if the Twenty-
6 Seventh Alaska State Legislature does not pass legislation that is based on the model
7 legislation recommended to the legislature by the Alaska Promotion and Marketing Task
8 Force created by sec. 3 of this Act.

9 * **Sec. 6.** Section 1 of this Act takes effect July 1, 2011.

10 * **Sec. 7.** If, under sec. 5 of this Act, sec. 2 of this Act takes effect, it takes effect on the first
11 day of the First Regular Session of the Twenty-Eighth Alaska State Legislature.

12 * **Sec. 8.** Section 3 of this Act takes effect immediately under AS 01.10.070(c).