

HOUSE BILL NO. 478

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTIETH LEGISLATURE - SECOND SESSION

BY THE HOUSE FINANCE COMMITTEE

Introduced: 3/31/98

Referred: Finance

A BILL

FOR AN ACT ENTITLED

1 "An Act relating to tourism; relating to grants for tourism marketing; eliminating
2 the division of tourism and the Alaska Tourism Marketing Council; and providing
3 for an effective date."

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

5 * **Section 1.** AS 39.25.120(c)(15) is amended to read:

6 (15) [THE DEPUTY DIRECTOR OF THE DIVISION OF TOURISM
7 AND] the deputy director of the division of insurance in the Department of Commerce
8 and Economic Development;

9 * **Sec. 2.** AS 39.50.200(a)(8) is amended to read:

10 (8) "public official" means a judicial officer, the governor, the
11 lieutenant governor, a person hired or appointed as the head or deputy head of, or
12 director of a division, a department in the executive branch, an assistant to the
13 governor, chair or member of a state commission or board, state investment officers
14 and the state comptroller in the Department of Revenue, [THE EXECUTIVE

1 DIRECTOR OF THE ALASKA TOURISM MARKETING COUNCIL,] and each
 2 appointed or elected municipal officer;

3 * **Sec. 3.** AS 44.33.119 is amended to read:

4 **Sec. 44.33.119. Tourism promotion [PURPOSES]. The Department of**
 5 **Commerce and Economic Development shall** [THE PURPOSES OF AS 44.33.119 -
 6 44.33.135 AND AS 44.33.700 - 44.33.735 ARE TO]

7 (1) encourage the expansion and growth of the state's visitor industry
 8 for the benefit of the citizens of the state;

9 (2) ensure that the economic benefits to be derived from tourism in the
 10 state are retained in the state, to the greatest extent possible;

11 (3) ensure that a maximum number of residents of the state are
 12 employed in the tourism industry;

13 (4) promote cooperation between the state and private sector in the
 14 planning and execution of a generic visitor marketing campaign in the public interest;

15 (5) promote the development of visitor industry facilities, both in the
 16 public sector and the private sector, through the use of state resources, as appropriate;

17 (6) ensure that the visitors' experience in the state is and continues to
 18 be satisfactory and leads to word-of-mouth advertising and return visits to the state;

19 (7) ensure that consideration is given in the development and
 20 implementation of the tourism program to local community goals and objectives, to
 21 impacts on existing private enterprises, and to impacts on recreational and subsistence
 22 opportunities for the residents of the state;

23 (8) promote the development of tourism opportunities along the
 24 highway system of the state, including the marine highway, and in rural areas of the
 25 state.

26 * **Sec. 4.** AS 44.33 is amended by adding a new section to read:

27 **Sec. 44.33.125. Grants for tourism marketing.** (a) Subject to appropriations
 28 for the purpose, the Department of Commerce and Economic Development shall, on
 29 or before July 15 of each year, make a grant to a single qualified trade association for
 30 the purpose of planning and executing a generic visitor marketing campaign. The
 31 campaign may include media advertising, establishing and operating a system for

1 responding to visitor inquiries, publishing and distributing information regarding
2 vacation planning, establishing and maintaining Internet sites that provide tourist
3 information, and other activities related to tourism that the department may designate
4 in the grant.

5 (b) Materials produced and marketing information and tourism related data
6 generated under a grant are the sole property of the qualified trade association.

7 (c) A qualified trade association shall provide, on request, to the Department
8 of Commerce and Economic Development materials produced and marketing
9 information and tourism related data generated by the qualified trade association under
10 a grant, but the materials, information, and data provided to the department are not
11 public records under AS 09.25.110 or 09.25.120.

12 (d) A qualified trade association may not use money granted under this section
13 to lobby a municipality or an agency of a municipality or to lobby the state or an
14 agency of the state as defined in AS 44.99.030(b).

15 (e) In this section, "qualified trade association" means a private, nonprofit
16 organization whose primary purposes are the promotion of tourism within the state and
17 encouraging tourists to visit the state and that has a statewide membership consisting
18 of representatives of all major sectors of the visitor industry, including hotels, airlines,
19 cruise lines, wholesale and retail travel agencies, visitor attractions, and convention and
20 visitors bureaus.

21 * **Sec. 5.** AS 39.25.110(27); AS 39.50.200(b)(49); AS 44.33.120, 44.33.135, 44.33.700,
22 44.33.705, 44.33.710, 44.33.715, 44.33.720, 44.33.723, 44.33.725, 44.33.727, 44.33.730,
23 44.33.733, 44.33.735; AS 44.66.010(a)(15); AS 44.99.030(a)(14); and AS 45.90.020(b) are
24 repealed.

25 * **Sec. 6.** This Act takes effect July 1, 1999.