

HOUSE RESOLUTION NO. 9

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTIETH LEGISLATURE - SECOND SESSION

BY REPRESENTATIVE ELTON

Introduced: 2/16/98

Referred: House Special Committee on International Trade and Tourism, Finance

A RESOLUTION

1 Establishing a House Task Force on Tourism Marketing.

2 BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES:

3 WHEREAS tourism is the state's fastest growing industry and the second largest
4 private sector employer in Alaska, creating 15,300 primary year-round jobs and affecting
5 another 52,000 jobs; and

6 WHEREAS tourism draws over 1,000,000 visitors a year to Alaska and generates
7 \$1,600,000,000 in annual revenue, including \$123,000,000 in state and local taxes; and

8 WHEREAS state funding for tourism promotion has declined each year from
9 \$10,000,000 in FY 90 to \$5,300,000 today; and

10 WHEREAS media and promotion costs are rising sharply, and other states and
11 countries are competing for visitors and increasing their tourism marketing efforts; and

12 WHEREAS cooperative marketing benefits all communities and businesses,
13 particularly small businesses that cannot afford national advertising on their own; and

14 WHEREAS marketing efforts are currently shared and coordinated by the division of
15 tourism, Department of Commerce and Economic Development; the Alaska Visitor
16 Association; and the Alaska Tourism Marketing Council; and

1 **WHEREAS** declining state funds prompt a need to review the public and private
2 marketing efforts of the state's major tourism trade organizations; and

3 **WHEREAS** there exist in other states and Canada tourism marketing models to review
4 before restructuring the state's public and private tourism marketing efforts; and

5 **WHEREAS** it is critical that a variety of industry and state perspectives be involved
6 in restructuring future tourism promotions; and

7 **WHEREAS** the state needs to ensure that public funds benefit state residents to the
8 maximum extent possible in terms of jobs and revenue generated inside the state;

9 **BE IT RESOLVED** by the House of Representatives that the House Task Force on
10 Tourism Marketing is established to study the alternatives for structuring and funding tourism
11 marketing in the state and to recommend the best possible public and private structure and
12 funding mechanism for tourism marketing for the state; and be it

13 **FURTHER RESOLVED** that the speaker of the House of Representatives shall
14 appoint from the House of Representatives three members of the majority and two members
15 of the minority to serve as members of the task force, and a person from the Alaska Tourism
16 Marketing Council and a person from the Division of Tourism in the Department of
17 Commerce and Economic Development to serve as ex-officio members of the task force; and
18 be it

19 **FURTHER RESOLVED** that the speaker of the House of Representatives shall
20 designate a member to chair the House Task Force on Tourism Marketing; and be it

21 **FURTHER RESOLVED** that the House Task Force on Tourism Marketing may meet
22 during and after the Second Session and any other sessions of the Twentieth Alaska State
23 Legislature and shall report to the House of Representatives before the convening of the First
24 Session of the Twenty-First Alaska State Legislature; and be it

25 **FURTHER RESOLVED** that the House Task Force on Tourism Marketing is
26 terminated on the convening of the First Session of the Twenty-First Alaska State Legislature.