

**CS FOR HOUSE BILL NO. 420(FIN)**

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-FIRST LEGISLATURE - SECOND SESSION

BY THE HOUSE FINANCE COMMITTEE

Offered: 3/6/00

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 May [AUGUST] 1 of each fiscal year,  
7 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 **May** [AUGUST] 1 of each **fiscal** year,  
4 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, contract with a single qualified trade association for the  
17 purpose of planning and executing a destination tourism marketing campaign for fiscal year  
18 2001.

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

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

21 \* **Sec. 5.** Section 3 of this Act takes effect immediately under AS 01.10.070(c).