

CS FOR SENATE BILL NO. 254(FIN)

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-THIRD LEGISLATURE - SECOND SESSION

BY THE SENATE FINANCE COMMITTEE

Offered: 5/4/04

Referred: Rules

Sponsor(s): SENATOR THERRIAULT

A BILL

FOR AN ACT ENTITLED

1 **"An Act relating to tourism marketing contracts; and providing for an effective date."**

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

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.

4 * **Sec. 3.** This Act takes effect immediately under AS 01.10.070(c).