

SENATE BILL NO. 144

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-FIFTH LEGISLATURE - FIRST SESSION

BY SENATOR MCGUIRE

Introduced: 3/28/07

Referred: State Affairs, Finance

A BILL

FOR AN ACT ENTITLED

1 **"An Act relating to matching funds in state tourism marketing contracts with trade**
2 **associations."**

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

4 *** Section 1.** AS 44.33.125(a) is amended to read:

5 (a) Subject to appropriations for the purpose, the Department of Commerce,
6 Community, and Economic Development shall, on or before April 1 of each fiscal
7 year, 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 **10** [50] percent of the costs of the marketing campaign
11 described in the contract. The marketing campaign may promote distinct segments of
12 tourism, such as highway tourism, seasonal tourism, ecotourism, cultural tourism,
13 regional tourism, and rural tourism. Before the contract is executed, the marketing
14 campaign plan must be approved by the department.