

CS FOR SENATE BILL NO. 144(STA)

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-FIFTH LEGISLATURE - FIRST SESSION

BY THE SENATE STATE AFFAIRS COMMITTEE

Offered: 5/8/07

Referred: Finance

Sponsor(s): SENATOR MCGUIRE

A BILL

FOR AN ACT ENTITLED

1 **"An Act relating to matching funds in state tourism marketing contracts with trade**
2 **associations; establishing the Alaska Tourism Marketing Funding Task Force; and**
3 **providing for an effective date."**

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

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

6 (a) Subject to appropriations for the purpose, the Department of Commerce,
7 Community, and Economic Development shall, on or before April 1 of each fiscal
8 year, contract with a single qualified trade association for the purpose of planning and
9 executing a destination tourism marketing campaign during the next fiscal year. The
10 contract may be awarded only if the qualified trade association provides matching
11 funds equal to at least 30 [50] percent of the costs of the marketing campaign
12 described in the contract. The marketing campaign may promote distinct segments of
13 tourism, such as highway tourism, seasonal tourism, ecotourism, cultural tourism,
14 regional tourism, and rural tourism. Before the contract is executed, the marketing

1 campaign plan must be approved by the department.

2 * **Sec. 2.** AS 44.33.125(a), as amended by sec. 1 of this Act, is amended to read:

3 (a) Subject to appropriations for the purpose, the Department of Commerce,
4 Community, and Economic Development shall, on or before April 1 of each fiscal
5 year, contract with a single qualified trade association for the purpose of planning and
6 executing a destination tourism marketing campaign during the next fiscal year. The
7 contract may be awarded only if the qualified trade association provides matching
8 funds equal to at least 50 [30] percent of the costs of the marketing campaign
9 described in the contract. The marketing campaign may promote distinct segments of
10 tourism, such as highway tourism, seasonal tourism, ecotourism, cultural tourism,
11 regional tourism, and rural tourism. Before the contract is executed, the marketing
12 campaign plan must be approved by the department.

13 * **Sec. 3.** The uncodified law of the State of Alaska is amended by adding a new section to
14 read:

15 ALASKA TOURISM MARKETING FUNDING TASK FORCE. (a) The Alaska
16 Tourism Marketing Funding Task Force is established in the department. The task force
17 consists of the following nine members:

18 (1) one member appointed by the speaker of the house of representatives from
19 among the members of the house of representatives;

20 (2) one member appointed by the president of the senate from among the
21 members of the senate;

22 (3) two members appointed by the Alaska Travel Industry Association from
23 among the members of the Alaska Travel Industry Association;

24 (4) two members appointed by the cruise ship industry from among the
25 members of the cruise ship industry;

26 (5) the governor's special assistant to the department;

27 (6) one member of the department appointed by the governor; and

28 (7) one member appointed by the governor.

29 (b) The task force shall consider long-term tourism marketing funding solutions for
30 the state.

31 (c) The members of the task force shall serve without compensation but are entitled to

1 per diem and travel expenses authorized for boards and commissions under AS 39.20.180.

2 (d) The task force shall operate from September 1 through December 31, 2007.

3 (e) The task force shall select a chair from among its members, shall meet as
4 frequently as necessary, and may meet and vote by teleconference.

5 (f) The task force shall submit its findings and recommendations to the governor and
6 the legislature by the 30th day of the Second Regular Session of the Twenty-Fifth Alaska
7 State Legislature.

8 (g) In this section,

9 (1) "department" means the Department of Commerce, Community, and
10 Economic Development;

11 (2) "task force" means the Alaska Tourism Marketing Funding Task Force.

12 * **Sec. 4.** Section 2 of this Act takes effect July 1, 2008.

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