



AMENDMENT #3

OFFERED IN THE HOUSE  
TO: CSHB 284(FIN)

BY REPRESENTATIVE DOOGAN

Gardner

Gardner

- 1 Page 5, line 22:
- 2 Delete "22,721,400"
- 3 Insert "14,721,400"
- 4 Delete "19,484,200"
- 5 Insert "11,484,200"

- 6
- 7 Page 5, line 23:
- 8 Delete "22,721,400"
- 9 Insert "14,721,400"

- 10
- 11 Page 5, following line 27:
- 12 Insert new material to read:
- 13 "That portion of the amount appropriated by this appropriation that is for tourism marketing is
- 14 contingent on a qualified trade association as defined in AS 44.33.125(j) providing a dollar-
- 15 for-dollar match for the amount appropriated. The amount of the dollar-for-dollar match may
- 16 not exceed \$8,000,000."

**Sec. 44.33.125. Tourism marketing contracts.**

(j) In this section, "qualified trade association" means a private, nonprofit organization whose primary purposes include the promotion of tourism within the state and encouraging tourists to visit the state and that has a statewide membership consisting of representatives of all major sectors of the visitor industry, including hotels, airlines, cruise lines, wholesale and retail travel agencies, visitor attractions, convention and visitors bureaus, bed and breakfast enterprises, wilderness lodges and outfitters, and charter operations.

	FY'07	FY'08	FY'09	FY'10	FY'11	FY'12 as of 1/31/2012
<b>Revenue Sources</b>						
Cruise Lines	\$ 1,714,568.00	\$ 611,061.00	\$ -	\$ -		
Visitors Bureaus	\$ 549,689.00	\$ 562,587.00	\$ 196,919.00	\$ 183,675.00	\$ 180,188.00	\$ 79,040.00
Annual Meeting	\$ 287,315.00	\$ 280,906.00	\$ 261,899.00	\$ 64,978.00	\$ 62,861.00	\$ 29,217.00
Collateral, Vacation Planner and Research	\$ 1,136,351.00	\$ 1,432,907.00	\$ 1,014,851.00	\$ 1,069,398.00	\$ 1,049,668.00	\$ 1,023,798.00
Advertising and Lead Sales	\$ 660,146.00	\$ 793,561.00	\$ 673,318.00	\$ 897,031.00	\$ 742,816.00	\$ 276,997.00
Hot Links and Online Advertising	\$ 246,478.00	\$ 215,791.00	\$ 204,989.00	\$ 179,928.00	\$ 218,116.00	\$ 172,033.00
Public Relations (Media Roadshow, NY Media, Taste of AK)	\$ 183,500.00	\$ 151,728.00	\$ 146,470.00	\$ 131,000.00	\$ 142,350.00	\$ 107,595.00
Taste of Alaska Event Participation			\$ -			
Tourism North	\$ 161,063.00	\$ 350,000.00	\$ 220,000.00	\$ 190,000.00	\$ 300,000.00	\$ 298,350.00
Trade and International	\$ 186,020.00	\$ 227,637.00	\$ 291,850.00	\$ 297,077.00	\$ 285,374.00	\$ 143,147.00
<b>Total Revenue</b>	<b>\$ 5,125,130.00</b>	<b>\$ 4,626,178.00</b>	<b>\$ 3,010,296.00</b>	<b>\$ 3,013,087.00</b>	<b>\$ 2,981,373.00</b>	<b>\$ 2,130,177.00</b>
<b>Total Revenue Submitted for Match</b>	<b>\$ 5,000,000.00</b>	<b>\$ 4,200,000.00</b>	<b>\$ 2,700,000.00</b>	<b>\$ 2,700,000.00</b>	<b>\$ 2,700,000.00</b>	
Match Required	\$ 5,000,000.00	\$ 4,200,000.00	\$ 2,700,000.00	\$ 2,700,000.00	\$ 2,700,000.00	
State Appropriation	\$ 5,000,000.00	\$ 4,200,000.00	\$ 9,000,000.00	\$ 9,000,000.00	\$ 9,000,000.00	

Updated by ATIA with numbers from Audited Financials FY07-FY11

FY12 numbers are as of 1/31/2012 unaudited

FY12 Collateral, Vacation Planner and Research collections are for the 2012 Travel Planner, however, actual collections occurred in both the prior and the current fiscal years.

Prepared by  
Legislative Finance

**State of Alaska - Tourism Marketing Appropriations  
FY2003 through FY2013**

<b>Appropriations</b>	<b>FY03</b>	<b>FY04</b>	<b>FY05</b>	<b>FY06</b>	<b>FY07</b>	<b>FY08</b>	<b>FY09</b>	<b>FY10</b>	<b>FY11</b>	<b>FY12</b>	<b>FY13 Request</b>
Qualified Trade Association (QTA) Contract (Operating)	4,005.1	3,463.3	4,005.1	5,005.1	5,005.1	4,205.1	9,000.0	9,000.0	9,000.0		
QTA Independent Traveler Grants (Operating)					600.0	893.2					
Grant to Named Recipient (Operating)									5,000.0		
Grant to Named Recipient (Capital)					750.0				2,000.0		
Appropriation to DCCED (Capital)										12,000.0	
Appropriation to DCCED (Operating/DED)											16,000.0
<b>Total Appropriated</b>	<b>4,005.1</b>	<b>3,463.3</b>	<b>4,005.1</b>	<b>5,005.1</b>	<b>6,355.1</b>	<b>5,098.3</b>	<b>9,000.0</b>	<b>9,000.0</b>	<b>16,000.0</b>	<b>12,000.0</b>	<b>16,000.0</b>

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