

CS FOR HOUSE BILL NO. 160(EDT)

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-SEVENTH LEGISLATURE - FIRST SESSION

BY THE HOUSE SPECIAL COMMITTEE ON ECONOMIC DEVELOPMENT, TRADE, AND TOURISM

Offered: 3/25/11

Referred: Finance

Sponsor(s): HOUSE SPECIAL COMMITTEE ON ECONOMIC DEVELOPMENT, TRADE, AND
TOURISM

A BILL

FOR AN ACT ENTITLED

1 **"An Act relating to state tourism marketing contracts with qualified trade associations;**
2 **creating and relating to the Alaska Promotion and Marketing 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), as amended by sec. 2, ch. 103, SLA 2008, is amended to
6 read:

7 (a) Subject to appropriations for the purpose, the Department of Commerce,
8 Community, and Economic Development shall, on or before **June 1** [APRIL 1] of
9 each fiscal year, contract with a single qualified trade association for the purpose of
10 planning and executing a destination tourism marketing campaign during the next
11 fiscal year. The **state shall pay two-thirds of the costs of the** contract, **and** [MAY
12 BE AWARDED ONLY IF] the qualified trade association **shall pay one-third**
13 [PROVIDES MATCHING FUNDS EQUAL TO AT LEAST 50 PERCENT] of the
14 costs of the [MARKETING CAMPAIGN DESCRIBED IN THE] contract. **The state**

1 **money used for the contract may not exceed \$12,000,000.** The marketing campaign
 2 may promote distinct segments of tourism, such as highway tourism, seasonal tourism,
 3 ecotourism, cultural tourism, regional tourism, and rural tourism. Before the contract
 4 is executed, the marketing campaign plan must be approved by the department. **A**
 5 **qualified trade association may satisfy its one-third payment of the costs of the**
 6 **contract by providing in-kind contributions through its members. In this**
 7 **subsection, "in-kind contributions" includes fees for services, partnership**
 8 **contributions, event participation, research, brochure placement, cooperative**
 9 **advertising, loaned employee value, discounted services, free services, radio**
 10 **airtime, television airtime, print space promotions, Alaska-specific travel**
 11 **advertising, and items contributed for use in promotions.**

12 * **Sec. 2.** AS 44.33.125(a) is repealed and reenacted to read:

13 (a) Subject to appropriations for the purpose, the Department of Commerce,
 14 Community, and Economic Development shall, on or before April 1 of each fiscal
 15 year, contract with a single qualified trade association for the purpose of planning and
 16 executing a destination tourism marketing campaign during the next fiscal year. The
 17 contract may be awarded only if the qualified trade association provides matching
 18 funds equal to at least 50 percent of the costs of the marketing campaign described in
 19 the contract. The marketing campaign may promote distinct segments of tourism, such
 20 as highway tourism, seasonal tourism, ecotourism, cultural tourism, regional tourism,
 21 and rural tourism. Before the contract is executed, the marketing campaign plan must
 22 be approved by the department.

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

25 TASK FORCE. (a) The Alaska Promotion and Marketing Task Force is created in the
 26 legislative branch.

27 (b) The task force consists of 11 members, as follows:

28 (1) three regular members and three alternate members appointed by the
 29 Speaker of the House of Representatives;

30 (2) three regular members and one alternate member appointed by the
 31 President of the Senate; and

1 (3) five members appointed by the governor who are involved in an industry
2 located in the state.

3 (c) The members of the task force shall select a chair from the task force's members.

4 (d) Regular and alternate task force members do not receive compensation but may
5 receive travel and per diem expenses authorized for boards and commissions under
6 AS 39.20.180.

7 (e) The task force shall meet during and between legislative sessions to accomplish its
8 duties.

9 (f) The task force shall develop and recommend model legislation to market and
10 promote activities to support the state's economy. The proposed model legislation must
11 include, to the extent constitutionally permissible,

12 (1) a board to

13 (A) evaluate project proposals by entities, including government
14 entities, for activities to promote and market the industries and economy of the state;
15 and

16 (B) make recommendations annually to the legislature for funding of
17 the recommended proposals;

18 (2) a fund, including the endowment and contents of the fund, to fund projects
19 for marketing and promoting activities to support the state's economy; the fund may not be a
20 dedicated fund;

21 (3) a methodology for determining the order for recommending projects to
22 receive funding;

23 (4) requirements for monetary matching by entities that receive project
24 funding;

25 (5) a process for application for funding.

26 (g) The task force shall provide to the legislature, by January 30, 2012, a final report
27 with the task force's recommendations on model legislation, including draft model legislation
28 for consideration.

29 (h) The chair of the task force shall be available for legislative hearings on its
30 recommendations.

31 (i) The task force shall terminate on the first day of the First Regular Session of the

1 Twenty-Eighth Alaska State Legislature.

2 (j) In this section, "task force" means the Alaska Promotion and Marketing Task
3 Force.

4 * **Sec. 4.** Section 3 of this Act is repealed on the first day of the First Regular Session of the
5 Twenty-Eighth Alaska State Legislature.

6 * **Sec. 5.** Section 2 of this Act takes effect July 1, 2013.

7 * **Sec. 6.** Except as provided in sec. 5 of this Act, this Act takes effect July 1, 2011.