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1 IN THE HOUSE

BY MR. COGHILL &
MR. OISEN

2 HOUSE BILL NO. 76

3 IN THE LEGISLATURE OF THE TERRITORY OF ALASKA

4 TWENTY-FIRST SESSION

5 A BILL

6 For an Act entitled: "An act to amend Chapter 107, Session Laws
7 of Alaska, 1951, to advertise Alaska's
8 tourist attractions, promote the tourist
9 industry in the Territory, provide for
10 Territorial support thereof, and making
11 an appropriation."

12 BE IT ENACTED BY THE LEGISLATURE OF THE TERRITORY OF ALASKA:

13 Section 1. Chapter 107, Session Laws of Alaska, 1951, is
14 hereby amended to read as follows:

15 Section 1. STATEMENT OF PURPOSE. Recognizing that the
16 tourist industry is one which if properly promoted can
17 become a major source of revenue for the Territory of
18 Alaska and its people, it is hereby declared to be the
19 purpose of the Territorial government to encourage the
20 development of a greater tourist industry for Alaska
21 through public support of an advertising and promotional
22 campaign to attract visitors to the Territory.

23 Section 2. Territorial moneys in the amounts herein and
24 hereafter appropriated shall be expended (EXCLUSIVELY FOR
25 DISPLAY ADVERTISING SPACE IN MAGAZINES AND NEWSPAPERS OF
26 THE) in Alaska, the United States and (/OR) Canada (IN)
27 for the purpose of promoting, advertising and publicizing
28 (THE TERRITORY OF ALASKA FOR THE PURPOSE OF PROMOTING)
29 Alaska's tourist attractions. Such advertising, publicity

1 and promotional activities shall be produced, managed and
2 distributed by or under the direction of the Alaska
3 Visitors Association (INCORPORATED), a corporation
4 organized under the laws of the Territory of Alaska, for
5 the purpose of promoting Alaska's tourist industry.
6 (TERRITORIAL MONEYS SHALL BE ISSUED TO SAID ALASKA
7 VISITORS ASSOCIATION BY WARRANTS OF THE AUDITOR OF ALASKA
8 IN AMOUNTS NOT EXCEEDING THE AMOUNTS THEN CONTRIBUTED TO
9 AND RECEIVED BY THE SAID ASSOCIATION FROM MEMBERS THEREOF
10 FOR EXPENDITURE IN ACCOMPLISHING THE PURPOSE FOR WHICH THE
11 CORPORATION WAS ORGANIZED.) Territorial moneys shall be
12 issued to said Alaska Visitors Association by warrants of
13 the Auditor of Alaska (IN AMOUNTS NOT EXCEEDING THE
14 AMOUNTS THEN CONTRIBUTED TO AND RECEIVED BY THE SAID
15 ASSOCIATION FROM MEMBERS THEREOF) for expenditure in
16 accomplishing the purpose for which the corporation was
17 organized; provided, however, such Territorial moneys
18 shall be limited in any biennium to ten times the amount
19 contributed to and received by said association during such
20 biennium from sources other than the Territory of Alaska.
21 The Auditor of Alaska shall (FURTHER) audit the expenditure
22 of such Territorial funds and ascertain that they have been
23 properly expended. The President or other authorized
24 representative of the Alaska Visitors Association shall
25 certify on each claim for payment of Territorial moneys
26 under this authority that the total of Territorial moneys
27 expended up to that time and including that for which claim
28 is made, does not exceed ten times the total cash receipts
29 of the Alaska Visitors Association, from other sources

1 during the current biennium. (PROVIDED: THAT NO TERRITORIAL
2 MONEYS ISSUED HEREUNDER SHALL BE USED TO PAY SALARIES,
3 OVERHEAD, OR OTHER EXPENSES OF THE ALASKA VISITORS
4 ASSOCIATION, BUT SHALL GO EXCLUSIVELY FOR THE PURCHASE OF
5 ADVERTISING SPACE AS PROVIDED ABOVE).

6 Section 3. The officer of the Alaska Visitors Association,
7 designated by said Association, for certifying for
8 (RECEIVING) and expending Territorial moneys shall furnish
9 a good and sufficient bond in (A SUM NOT LESS THAN ONE-THIRD
10 OF THE TERRITORIAL APPROPRIATION MADE EACH BIENNium TO
11 CARRY OUT THE PROVISIONS OF THIS ACT,) the sum of \$50,000,
12 running to the Territory of Alaska, conditioned upon the
13 faithful performance of his duties relating to the
14 expenditure of Territorial moneys, which bond shall be filed
15 with the Auditor of Alaska.

16 Section 4. The Alaska Visitors Association shall submit to
17 the Legislature at the end of each biennium a detailed
18 account of all expenditures under this Act.

19 Section 5. The sum of (~~\$40,000.00~~) \$487,000.00 (OR SO MUCH
20 THEREOF AS SHALL BE FOUND NECESSARY) is hereby appropriated
21 out of any moneys in the Treasury of the Territory of
22 Alaska not otherwise appropriated to carry out the
23 provisions of this Act in the period beginning from the date
24 of the passage and approval of this Act and ending March 31,
25 (1953) 1955.
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