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IN THE HOUSE

BY MESSRS COGHILL AND OLSEN

SUBSTITUTE FOR HOUSE BILL NO. 71

IN THE LEGISLATURE OF THE TERRITORY OF ALASKA

TWENTY-FIRST SESSION

A BILL

For an Act entitled: "An Act to amend Chapter 107, Session Laws of Alaska, 1951, to advertise Alaska's tourist attractions, promote the tourist industry in the Territory, and to provide for Territorial support thereof."

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

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

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

Section 2. Territorial moneys in the amounts (HEREIN AND HEREAFTER) that shall be appropriated (SHALL) will be expended (EXCLUSIVELY FOR DISPLAY ADVERTISING SPACE IN MAGAZINES AND NEWSPAPERS OF THE) in Alaska, the United States and (/OR) Canada (IN) for the purpose of promoting advertising and publicizing (THE TERRITORY OF ALASKA FOR THE PURPOSE OF PROMOTING) Alaska's tourist attractions. Such

1 advertising, publicity and promotional activities shall be  
2 produced, managed and distributed by or under the direction  
3 of the Alaska Visitors Association (INCORPORATED), a  
4 corporation organized under the laws of the Territory of  
5 Alaska, for the purpose of promoting Alaska's tourist indus-  
6 try. (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 PURPOSES 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 for expenditure in accomplishing the  
14 purpose for which the corporation was organized; provided,  
15 however, such Territorial moneys shall be limited in any  
16 biennium to <sup>three</sup> ~~four~~ times the amount contributed to and re-  
17 ceived by said association during such biennium from  
18 sources other than the Territory of Alaska. The Auditor of  
19 Alaska shall (FURTHER) audit the expenditure of such Terri-  
20 torial funds <sup>and the matching funds of the Alaska Visitors Association</sup> and ascertain that they have been properly  
21 expended. The President or other authorized representative  
22 of the Alaska Visitors Association shall certify on each  
23 claim for payment of the Territorial moneys under this  
24 authority that the total of Territorial moneys expended up  
25 to that time and including that for which claim is made,  
26 does not exceed <sup>three</sup> four times the total cash receipts of the  
27 Alaska Visitors Association, from other sources <sup>and in no event</sup> during  
28 the current biennium. Provided: That no Territorial  
29 moneys issued hereunder shall be used to pay (THE) salaries,

overhead, <sup>travel</sup> for other expenses of the Alaska Visitors Association, but shall go exclusively for <sup>display advertising</sup> (the) (PURCHASE OF ADVERTISING SPACE) <sup>for the</sup> purpose of promoting, advertising and publicizing Alaska's tourist attractions as provided above.

Section 3. The officer of the Alaska Visitors Association, designated by said Association, for certifying for, receiving and expending Territorial moneys shall furnish a good and sufficient bond, in a sum not less than one-third of the Territorial appropriation made each biennium to carry out the provisions of the (THIS) Act, running to the Territory of Alaska conditioned upon the faithful performance of his duties relating to the expenditure of Territorial moneys, which bond shall be filed with the Auditor of Alaska.

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

Section 5. The sum of <sup>(\$40,000.00)</sup> ~~one hundred thousand dollars~~ <sup>(\$120,000.00)</sup> ~~one hundred thousand dollars~~ <sup>one hundred and twenty thousand dollars</sup> is hereby appropriated out of any moneys in the Treasury of the Territory of Alaska, <sup>to be used for the</sup> ~~to be used for the~~ <sup>purpose of carrying out the</sup> ~~purpose of carrying out the~~ <sup>provisions of this Act during</sup> ~~provisions of this Act during~~ <sup>the 1953-55</sup> ~~the 1953-55~~ <sup>biennium</sup> ~~biennium~~ (in the period beginning from the date of the passage and approval of this Act <sup>ending March 31, 1953</sup> ~~ending March 31, 1953~~).

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