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IN THE SENATE

BY SENATORS ELLIS AND OWEN

SENATE BILL NO. 86

IN THE LEGISLATURE OF THE TERRITORY OF ALASKA

TWENTY-SECOND SESSION

A BILL

For an Act entitled: "An Act to amend Section 2 of Chapter 107 SLA 1951, as amended by Chapter 127 SLA 1953, pertaining to the Alaska Visitors Association; and declaring an emergency."

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

Section 1. Section 2 of Chapter 107, Session Laws of Alaska, 1951, as amended by Chapter 127, Session Laws of Alaska, 1953, is hereby amended to read as follows:

Section 2. Territorial moneys in the amounts that shall be appropriated will be expended in Alaska, the United States and Canada for the purpose of promoting ADVERTISING and publicizing Alaska's tourist attractions. Such advertising, publicity and promotional activities shall be produced, managed and distributed by or under the direction of the Alaska Visitors Association, a corporation organized under the laws of the Territory of Alaska, for the purpose of promoting Alaska's tourist industry. Territorial moneys shall be issued to said Alaska Visitors Association by warrants of the Auditor of Alaska for expenditure in accomplishing the purpose for which the corporation was organized; provided, however, such Territorial moneys shall be limited in any biennium to two times the amount contributed to and received by said association during such biennium from sources other than the Territory of Alaska. The Auditor of Alaska shall

1 audit the expenditure of such Territorial funds and the
2 matching funds of the Alaska Visitors Association and
3 ascertain that they have been properly expended. The Presi-
4 dent or other authorized representative of the Alaska Visi-
5 tors Association shall certify on each claim for payment of
6 the Territorial moneys under this authority that the total
7 of Territorial moneys expended up to that time and including
8 that for which claim is made, does not exceed TWO ^{three} ~~four~~
9 times the total cash receipts of the Alaska Visitors Associa-
10 tion, from other sources ^{etc.} AND IN NO EVENT TO EXCEED THE SUM
11 OF \$80,000.00 ^{\$120,000.00} DURING THE CURRENT BIENNIUM, PROVIDED: THAT
12 NO TERRITORIAL MONEYS ISSUED HEREUNDER SHALL BE USED TO PAY
13 SALARIES, OVERHEAD, TRAVEL, OR OTHER EXPENSES OF THE ALASKA
14 VISITORS ASSOCIATION, BUT SHALL GO EXCLUSIVELY FOR DISPLAY
15 ADVERTISING SPACE IN MAGAZINES AND NEWSPAPERS OF THE UNITED
16 STATES AND/OR CANADA, THE PRINTING OF PAMPHLETS, BOOKLETS,
17 FOLDERS, OR OTHER GRAPHIC PUBLICITY MATERIAL, AND DESIGNING
18 AND PRODUCTION COSTS IN THE PREPARATION OF SUCH ADVERTISING
19 AND MATERIAL FOR THE PURPOSE OF PROMOTING, ADVERTISING AND
20 PUBLICIZING ALASKA'S TOURIST ATTRACTIONS AS PROVIDED ABOVE;
21 Section 2. An emergency is hereby declared to exist and
22 this Act shall take effect immediately upon its passage and
23 approval.
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