

1 IN THE SENATE

BY SENATOR MOODY

2

SENATE BILL NO. 79

3

IN THE LEGISLATURE OF THE TERRITORY OF ALASKA

4

TWENTY-THIRD SESSION

5

A BILL

6

For an Act entitled: "An Act relating to the Alaska Visitors

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Association; amending Section 2 of Ch. 107,

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SLA 1951, as amended, by Ch. 127, SLA 1953

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and Ch. 168, SLA 1955."

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

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Section 1. Section 2 of Ch. 107, SLA 1951, as amended by

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Ch. 127, SLA 1953 and Ch. 168, SLA 1955, is amended to read as

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follows:

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Section 2. Territorial moneys in the amounts that shall

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be appropriated will be expended in Alaska, the United States

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and Canada for the purpose of promoting and publicizing

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Alaska's tourist attractions. Such advertising, publicity

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and promotional activities shall be produced, managed and

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distributed by or under the direction of the Alaska Visitors

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Association, a corporation organized under the laws of the

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Territory of Alaska, for the purpose of promoting Alaska's

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tourist industry. Territorial moneys shall be issued to

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said Alaska Visitors Association by warrants of the AUDITOR

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OF ALASKA Director of Finance for expenditure in accomplish-

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ing the purpose for which the corporation was organized;

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provided, however, such Territorial moneys shall be limited

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in any biennium to two times the amount contributed to and

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received by said association DURING for such biennium from

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sources other than the Territory of Alaska. The AUDITOR OF

1 ALASKA/ Director of Finance shall audit the expenditure of
2 such Territorial funds and the matching funds of the Alaska
3 Visitors Association and ascertain that they have been
4 properly expended. The President or other authorized
5 representative of the Alaska Visitors Association shall
6 certify on each claim for payment of the Territorial moneys
7 under this authority that the total of Territorial moneys
8 expended up to that time and including that for which claim
9 is made, does not exceed two times the total cash receipts
10 of the Alaska Visitors Association [,] from other sources
11 AND IN NO EVENT TO EXCEED THE SUM OF \$100,000.00 DURING
12 for the current biennium; Provided, that no Territorial moneys
13 issued hereunder shall be used to pay salaries, overhead,
14 travel or other expenses of the Alaska Visitors Association,
15 but shall go exclusively for display advertising space in
16 magazines and newspapers of Alaska, the United States and/or
17 Canada, the printing of pamphlets, booklets, folders and
18 other graphic and pictorial publicity material, designing and
19 production costs in the preparation of such advertising and
20 material; other supplies and materials needed to answer in-
21 quiries concerning Alaska and its attractions; designing and
22 production costs of travel show materials and displays; dis-
23 tribution costs of such pamphlets, booklets, folders, other
24 graphic and pictorial publicity, literature, travel show
25 materials and displays; surveys relating to advertising media
26 effectiveness and to tourism, for the purpose of promoting
27 and developing the Alaska tourist industry and advertising
28 and publicizing Alaska's tourist attractions as provided
29 above.

1 Section 2. Funds to carry out the provisions of this Act may
2 be appropriated in the General Appropriations Act of the Alaska
3 Legislature.

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