

1 IN THE SENATE

BY SENATOR MCNABB BY REQUEST

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SENATE BILL NO. 100

3

IN THE LEGISLATURE OF THE STATE OF ALASKA

4

FIRST LEGISLATURE FIRST SESSION

5

A BILL

6

For an Act entitled: "An Act relating to the Alaska Visitors Association; amending Sec. 1 of Ch. 107, SLA 1951 as amended by Ch. 127 SLA 1953; amending Sec. 2 of Ch. 107, SLA 1951 as amended by Ch. 127, SLA 1953 and Ch. 168, SLA 1955 and Ch. 91, SLA 1957; amending Sec. 3 of Ch. 107, SLA 1951 as amended by Ch. 127, SLA 1953 and Ch. 82, SLA 1955; amending Sec. 4 of Ch. 107, SLA 1951 as amended by Ch. 127, SLA 1953; amending Sec. 2 of Ch. 91, SLA 1957."

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

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Section 1. Sec. 1 of Ch. 107, SLA 1951 as amended by Ch. 127, SLA 1953 is hereby amended to read as follows:

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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~~ State 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~~ State.

Section 2. Sec. 2 of Ch. 107, SLA 1951 as amended by Ch. 127, SLA 1953 and Ch. 168, SLA 1955 and Ch. 91, SLA 1957, is SB #100

1 hereby amended to read as follows:

2 Section 2. EXPENDITURE OF STATE MONEYS: Alaska
3 Visitors Association. ~~/TERRITORIAL/~~State moneys in the
4 amounts that shall be appropriated will be expended in
5 Alaska, the Continental United States ~~/and/~~, Canada and
6 elsewhere for the purpose of promoting and publicizing
7 Alaska's tourist attractions. Such advertising, publicity
8 and promotional activities shall be produced, managed and
9 distributed by or under the direction of the Alaska Visitors
10 Association, a corporation organized under the laws of the
11 ~~/TERRITORY/~~ State of Alaska, for the purpose of promoting
12 Alaska's tourist industry. ~~/TERRITORIAL/~~ State moneys shall
13 be issued to said Alaska Visitors Association by warrants
14 of the ~~/DIRECTOR/~~ Commissioner of ~~/FINANCE/~~ Administration
15 for expenditure in accomplishing the purpose for which the
16 corporation was organized; provided, however, such
17 ~~/TERRITORIAL/~~ State moneys used for purposes other than
18 national advertising shall be limited in any ~~/BIENNIUM/~~ year
19 to two times the amount contributed to and received by said
20 association for such ~~/BIENNIUM/~~ year from sources other than
21 the ~~/TERRITORY/~~ State of Alaska. The ~~/DIRECTOR/~~ Commissioner
22 of ~~/FINANCE/~~ Administration shall audit the expenditure of
23 such ~~/TERRITORIAL/~~ State funds and the matching funds of the
24 Alaska Visitors Association and ascertain that they have
25 been properly expended. The President or other authorized
26 representative of the Alaska Visitors Association shall
27 certify on each claim for payment of the state moneys under
28 this authority for national advertising that the money for
29 which claim is made will be expended for national advertising.

1 The President or other authorized representative of the
2 Alaska Visitors Association shall certify on each claim for
3 payment of the TERRITORIAL State moneys under this authority
4 for other than national advertising that the total of
5 TERRITORIAL said moneys expended for purposes other than
6 national advertising up to that time and including that for
7 which claim is made, does not exceed two times the total
8 cash receipts of the Alaska Visitors Association from other
9 sources for the current BIENNIUM year ;. PROVIDED,
10 THAT NO TERRITORIAL MONEYS ISSUED HEREUNDER SHALL BE USED TO
11 PAY SALARIES, OVERHEAD, TRAVEL OR OTHER EXPENSES OF THE
12 ALASKA VISITORS ASSOCIATION, BUT SHALL GO EXCLUSIVELY FOR
13 DISPLAY ADVERTISING SPACE IN MAGAZINES AND NEWSPAPERS OF
14 ALASKA, THE UNITED STATES AND/OR CANADA, THE PRINTING OF
15 PAMPHLETS, BOOKLETS, FOLDERS AND OTHER GRAPHIC AND PICTORIAL
16 PUBLICITY MATERIAL, DESIGNING AND PRODUCTION COSTS IN THE
17 PREPARATION OF SUCH ADVERTISING AND MATERIAL; OTHER SUPPLIES
18 AND MATERIALS NEEDED TO ANSWER INQUIRIES CONCERNING ALASKA
19 AND ITS ATTRACTIONS; DESIGNING AND PRODUCTION COSTS OF
20 TRAVEL SHOW MATERIALS AND DISPLAYS; DISTRIBUTION COSTS OF
21 SUCH PAMPHLETS, BOOKLETS, FOLDERS, OTHER GRAPHIC AND
22 PICTORIAL PUBLICITY, LITERATURE, TRAVEL SHOW MATERIALS AND
23 DISPLAYS; SURVEYS RELATING TO ADVERTISING MEDIA EFFECTIVENESS
24 AND TO TOURISM⁷ As used herein national advertising shall
25 mean display advertising space in magazines and newspapers,
26 including design and production costs in the preparation of
27 such advertising for the purpose of promoting and developing
28 the Alaska tourist industry and advertising and publicizing
29 Alaska's tourist attractions as provided above. Other than

1 national advertising shall mean those advertising, publicity
2 and promotional activities engaged in or to be engaged in by
3 the Alaska Visitors Association for the purpose of promoting
4 and developing the Alaska tourist industry that are not
5 included in the aforesaid definition of national advertising.

6 Section 3. Sec. 3 of Ch. 107, SLA 1951 as amended by Ch.
7 127, SLA 1953 and Ch. 82, SLA 1955 is hereby amended to read as
8 follows:

9 Section 3. BOND OF OFFICER OF ALASKA VISITORS ASSOC-
10 IATION. The officer of the Alaska Visitors Association,
11 designated by said Association, for certifying for, receiving
12 and expending [TERRITORIAL] State moneys shall furnish a good
13 and sufficient bond, in a sum not less than one-third of the
14 [TERRITORIAL] State appropriation made each [BIENNIUM] year
15 to carry out the provisions of the Act, running to the
16 [TERRITORY] State of Alaska conditioned upon the faithful
17 performance of his duties relating to the expenditure of
18 [TERRITORIAL] State moneys, which bond shall be filed with
19 the [DIRECTOR] Commissioner of [FINANCE] Administration.

20 Section 4. Sec. 4 of Ch. 107, SLA 1951 as amended by Ch. 127,
21 SLA 1953 is hereby amended to read as follows:

22 Section 4. ACCOUNT OF EXPENDITURES. The Alaska Visitors
23 Association shall submit to the Legislature at the end of
24 each [BIENNIUM] year a detailed account of all expenditures
25 under this Act.

26 Section 5. Sec. 2 of Ch. 91, SLA 1957 is hereby amended to
27 read as follows:

28 Section 5. APPROPRIATIONS. Funds to carry out the
29 provisions of this Act may be appropriated in the General

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Appropriations Act of the Alaska Legislature.