

Introduced: 1/23/70
Referred: State Affairs
and Finance

1 IN THE HOUSE

BY METCALF AND SASSARA

2 HOUSE CONCURRENT RESOLUTION NO. 12

3 IN THE LEGISLATURE OF THE STATE OF ALASKA

4 SIXTH LEGISLATURE - SECOND SESSION

5 Relating to the promotion of the Alaska
6 tourist industry by the preparation of
7 a color movie.

8 BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

9 WHEREAS Alaska's growing tourist industry is providing increased em-
10 ployment and income for the economy of the state; and

11 WHEREAS it is highly desirable to further promote and increase tourist
12 traffic to Alaska by means of effective advertising; and

13 WHEREAS the use of a color movie is an extremely effective way of
14 creating interest on the part of the potential tourist public;

15 BE IT RESOLVED that the Governor is respectfully requested to direct
16 the Department of Economic Development, in cooperation with the Department
17 of Fish and Game, to prepare a color movie briefly portraying the outstand-
18 ing tourist attractions of all major cities in Alaska, a cross section of
19 remote village life, important industrial activity, and the marine highway
20 system; and be it

21 FURTHER RESOLVED that this film be made available for free showing to
22 the public on ferries during the summer tourist season, and for free loan
23 to tourist agencies, fraternal associations, church groups, and to any fair
24 or public exhibit in this state or any other state, or in foreign countries
25 which have frequent contact with the potential tourist public, upon formal
26 request and upon payment of the necessary transportation costs of the film.

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