

**SENATE CS FOR CS FOR HOUSE BILL NO. 342(FIN)
IN THE LEGISLATURE OF THE STATE OF ALASKA
EIGHTEENTH LEGISLATURE - SECOND SESSION**

BY THE SENATE FINANCE COMMITTEE

**Offered: 5/3/94
Referred: Rules**

Sponsor(s): REPRESENTATIVES KOTT, Hudson, Ulmer

A BILL

FOR AN ACT ENTITLED

1 "An Act relating to the Alaska Tourism Marketing Council; increasing to at least
2 25 percent the share of the council's expenses that must be paid through
3 contributions by an association that contracts to jointly manage the council;
4 requiring disclosures in promotions on board tourism cruise ships; and providing
5 for an effective date."

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

7 * Section 1. AS 44.33.705(b) is amended to read:

8 (b) If the commissioner determines that it is in the best interests of the state
9 to promote the state as a destination through the cooperative marketing program, the
10 commissioner shall contract with a single qualified trade association to jointly manage
11 the council if the trade association agrees that, before the end of each fiscal year that
12 the contract covers, the association will contribute at least 25 [15] percent of the total
13 operating expenses of the council for that fiscal year. The term of a contract under

1 this section may not exceed two years.

2 * **Sec. 2.** AS 44.33.715(a)(13) is amended to read:

3 (13) provide space to a qualified trade association in publications and
4 promotional materials developed by the council if the trade association has contracted
5 with the department under AS 44.33.705(b) and pays its pro rata share of the
6 production costs for the publication or promotional material; payment under this
7 paragraph is [NOT] part of the association's required contribution under AS
8 44.33.705(b); and

9 * **Sec. 3.** AS 44.66.010(a)(15) is amended to read:

10 (15) Alaska Tourism Marketing Council (AS 44.33.700) -
11 December 30, 1996 [1994];

12 * **Sec. 4.** AS 45.50.471(b) is amended by adding a new paragraph to read:

13 (37) violating AS 45.50.474 (on board promotions).

14 * **Sec. 5.** AS 45.50 is amended by adding a new section to read:

15 Sec. 45.50.474. **REQUIRED DISCLOSURES IN PROMOTIONS ON BOARD**
16 **CRUISE SHIPS.** A person may not conduct a promotion on board a cruise ship that
17 mentions or features a business in a state port that has paid something of value for the
18 purpose of having the business mentioned or featured, unless the person conducting
19 the promotion clearly and fully discloses orally and in all written materials used in the
20 promotion that the featured businesses have paid to be included in the promotion. A
21 violation of this section constitutes an unfair trade practice under AS 45.50.471. In
22 this section, "cruise ship" means a ship that operates at least 120 days a year anywhere
23 in the world, provides cruises of at least 72 hours in length for ticketed passengers,
24 provides overnight accommodations and meals for those passengers, is operated by an
25 authorized cruise ship operator, and is certified under the International Convention for
26 the Safety of Life at Sea or otherwise certified by the United States Coast Guard.

27 * **Sec. 6. APPLICABILITY.** AS 44.33.705(b) and AS 44.33.715(a) as amended by this
28 Act, apply to contracts entered into or renewed on or after the effective date of this
29 Act.

30 * **Sec. 7.** This Act takes effect immediately under AS 01.10.070(c).