

**SENATE RESOLUTION NO. 3**

**IN THE LEGISLATURE OF THE STATE OF ALASKA**

**EIGHTEENTH LEGISLATURE - SECOND SESSION**

**BY SENATOR KERTTULA**

**Introduced: 2/14/94**

**Referred: L&C, FIN**

**A RESOLUTION**

**1 Declaring support for the Alaska Tourism Marketing Council and support for full  
2 funding of the Alaska Tourism Marketing Council.**

**3 BE IT RESOLVED BY THE SENATE:**

**4 WHEREAS the Alaska Tourism Marketing Council represents the visitor industry on  
5 a statewide basis with a cooperative marketing program that blends marketing expertise from  
6 both the public and private sectors; and**

**7 WHEREAS this cooperative marketing program benefits small state businesses by  
8 placing national tourism markets within their reach; and**

**9 WHEREAS this cooperative marketing program provides the foundation for the  
10 economic stability of the entire visitor industry in the state; and**

**11 WHEREAS over the past five years this cooperative marketing program has  
12 dramatically increased the number of visitors coming to the state, which has stimulated the  
13 economic growth of the state and provided state residents with jobs and prosperity that would  
14 not have been available otherwise; and**

**15 WHEREAS this economic growth and the resulting economic stability far outweigh  
16 the cost of the Alaska Tourism Marketing Council and its programs; and**

- 1       **WHEREAS** economic instability and the loss of jobs for state residents are anathema
- 2 to good government;
- 3       **BE IT RESOLVED** that the Senate declares its support for the Alaska Tourism
- 4 Marketing Council and supports full funding for the Alaska Tourism Marketing Council.