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HOUSE COMMITTEE REPORT

(7)

Date Referred: April 3, 1990

FURTHER REFERRALS:

FINANCE

Date of Committee Action: 4/10/90

The LABOR & COMMERCE Committee considered:

HB 551

HOUSE BILL NO. 551

APPROP: TOURISM PROGRAMS

"An Act making appropriations to the Department of Commerce and Economic Development, division of tourism and Alaska Tourism Marketing Council, for operating expenses and tourism marketing programs; and providing for an effective date."

RECOMMENDATIONS:

- [] be replaced with _____ [] the same title
- [] have attached amendment(s) [] a new title
- [] do pass
- [] do not pass
- [] no recommendation
- [] individual recommendations
- [] additional referral to the _____ Committee

ADOPTS: _____ letter of intent

ATTACHES NEW FISCAL NOTE(S): (Dept) APPROVES PREVIOUS: (Date/Dept)

- [] fiscal impact _____ [] fiscal note(s) _____
- [] zero fiscal note _____ [] zero fiscal note(s) _____
- [] zero with analysis _____ [] zero fn/analysis _____

SIGNING DO PASS:

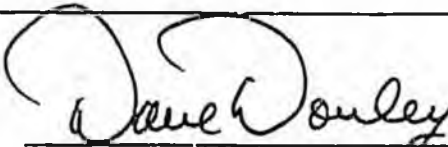
David Wiley Donley
Richard Finnelstein
Charles Collins
Robert Greenberg
Bill Bucher

SIGNING:

(Check approp. column)

Do Not Pass
 No Rec
 Amend

<u>Mark Boyer</u>	X		
<u>Andrew Herman</u>	✓		


 Chairman's Signature

HB551



Representative Jim Zawacki

Alaska State Legislature

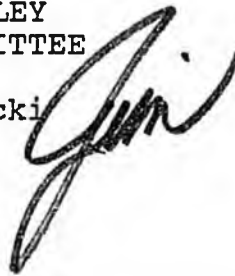
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MEMBER
STATE AFFAIRS COMMITTEE
LEGISLATIVE COUNCIL
FINANCE SUBCOMMITTEE
PUBLIC SAFETY
ANCHORAGE CAUCUS
CO-CHAIRMAN

M E M O R A N D U M

TO: REPRESENTATIVE DAVE DONLEY
LABOR AND COMMERCE COMMITTEE

FROM: Representative Jim Zawacki 

DATE: April 3, 1990

RE: House Bill 551

I would like to respectfully request that the House Labor and Commerce Committee hold a hearing on House Bill 551 at the earliest convenience of the Chair.

Thank you.



Representative Jim Zawacki

Alaska State Legislature


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M E M O R A N D U M

TO: REPRESENTATIVE DAVE DONLEY
LABOR AND COMMERCE COMMITTEE

FROM: Representative Jim Zawacki 

DATE: April 3, 1990

RE: House Bill 551, An act making appropriations for
tourism operating expenses and marketing programs

HB551 will elevate tourism to a top priority position in the budget process of the state of Alaska and will establish a mechanism to properly fund vital tourism programs.

I introduced HB551 because I strongly believe that investment in tourism programs and the promotion of Alaska as a vacation and adventure destination is our strongest and most attractive economic development tool and will aid in the diversification of Alaska's economy.

Over the years, funding for tourism marketing programs has been eroded due to the expansion of existing programs and the initiation of new programs, which in turn increased the demands on funding. At this time increased funding is imperative, as well as established commitment by the Legislature to support and guarantee funding for tourism marketing.

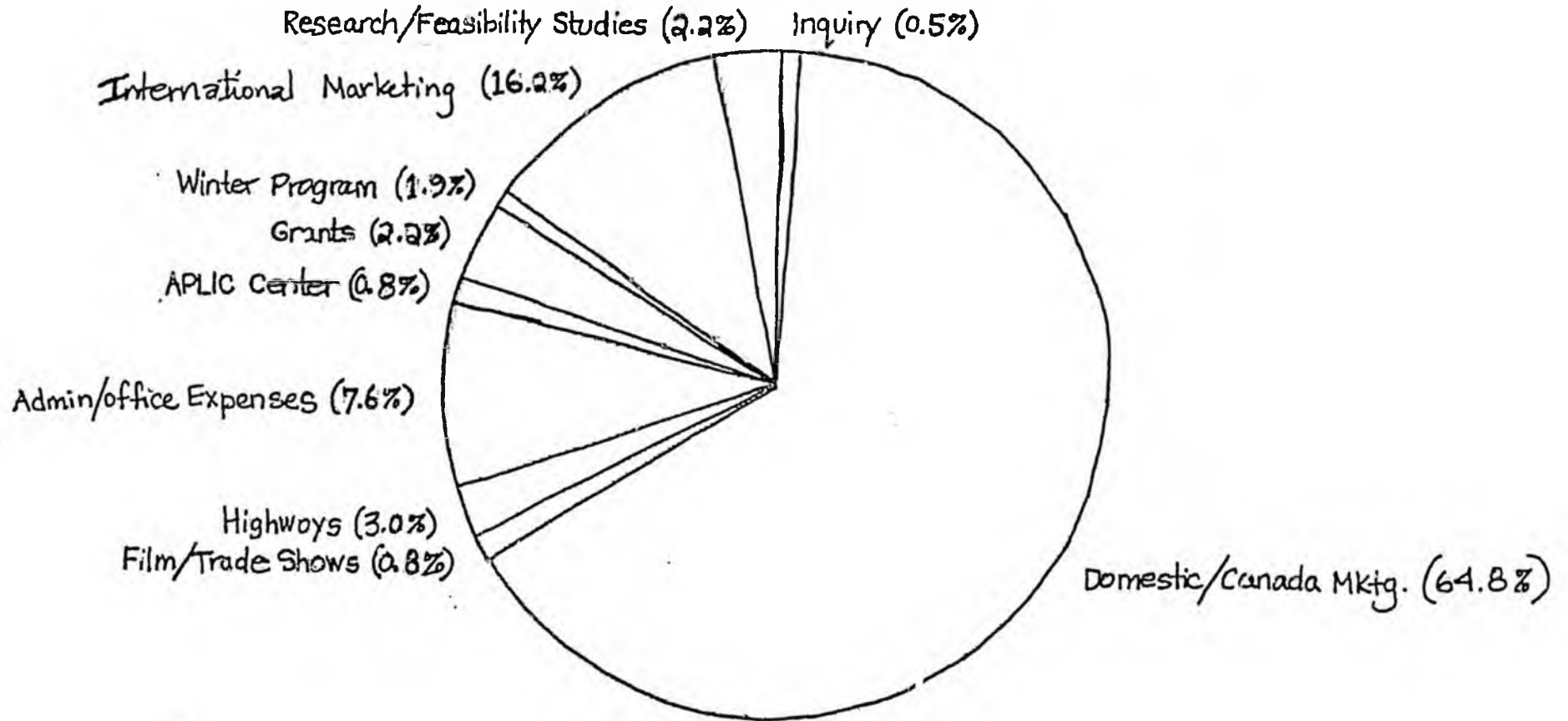
I believe it is time for the Legislature to show their commitment to economic diversification and to environmentally sound development by establishing a special tourism funding mechanism.

By separating all areas of funding for tourism marketing from the general budget and delineating specific levels of funding, the state can attain support and commitment from all tourism interests and entities and increase Alaska's marketability worldwide.

I would appreciate your support for HB551.

HB 551

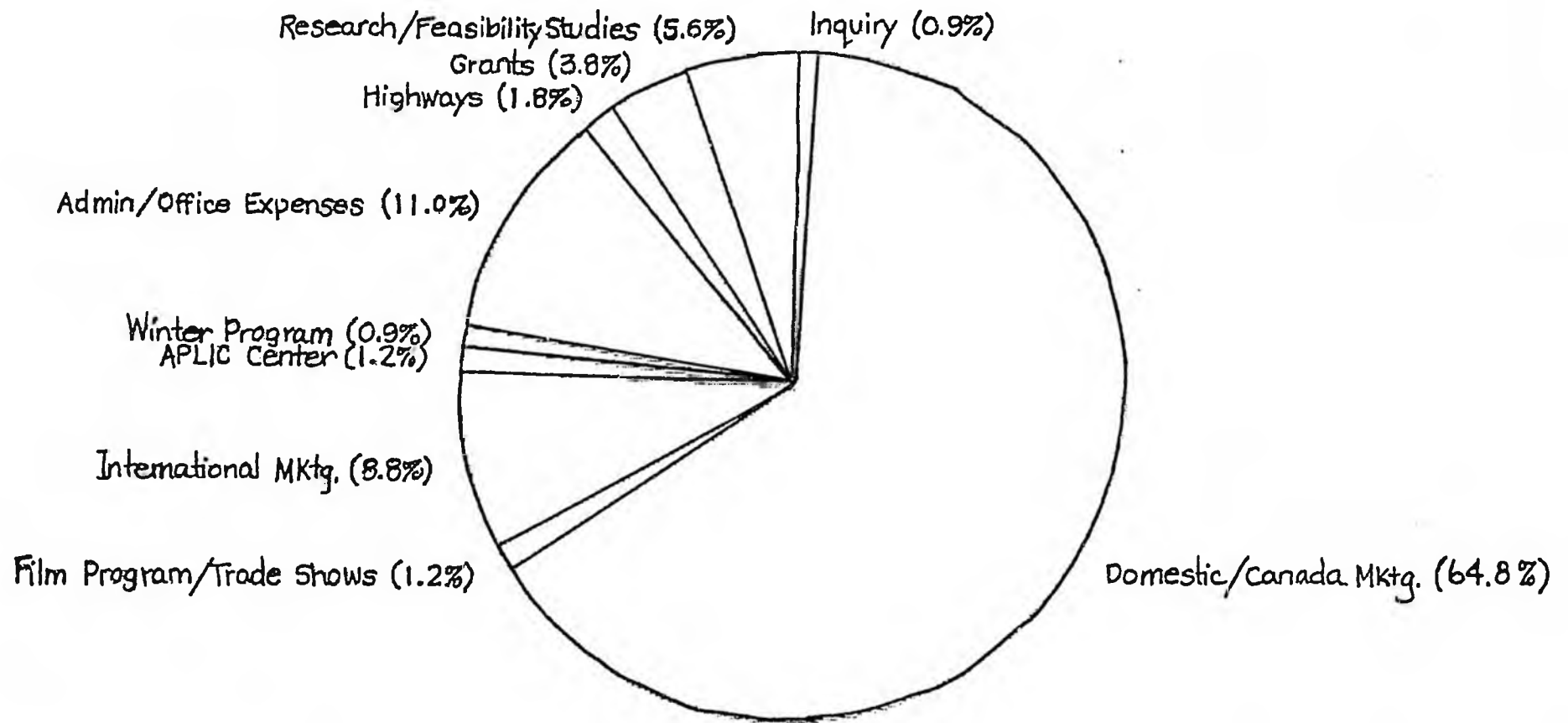
Tourism/ATMC FY 91 Base
Budget Categories



TOURISM/ATMC FY91
Budget Categories

Research/Feasibility Studies	\$ 400,000
Grants	400,000
APLIC Center	150,000
Highway tourism program	550,000
Film/trade shows	150,000
Inquiry	100,000
Administration/office Expenses	1,100,000
International tourism marketing program	3,000,000
Administrative/office expenses (ATMC)	300,000
Domestic tourism marketing program	12,000,000
Winter tourism marketing program	350,000
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TOTAL:	\$18,500,000

Tourism/ATMC FY 90
Budget Categories



Funding Information: General Fund \$18,500,000
Other Funds -0-
\$18,500,000

Original sponsor(s): REP. ZAWACKI, Collins, C.Davis, Hanley, Miller, Taylor

1 IN THE HOUSE

2 CS FOR HOUSE BILL NO. 551 (TOURISM)
3 IN THE LEGISLATURE OF THE STATE OF ALASKA
4 SIXTEENTH LEGISLATURE - SECOND SESSION

5 A BILL

6 For an Act entitled: "An Act making appropriations to the Department of
7 Commerce and Economic Development, division of tour-
8 ism and Alaska Tourism Marketing Council, for operat-
9 ing expenses and tourism marketing programs; and
10 providing for an effective date."

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

12 * Section 1. The following amounts are appropriated from the general
13 fund to the Department of Commerce and Economic Development, division of
14 tourism, for the purposes listed for the fiscal year ending June 30, 1991:

15 PURPOSE	16 APPROPRIATION
17 Administrative and office expenses	\$ 1,100,000
18 International tourism marketing program	3,000,000
19 Highway tourism marketing program	550,000
20 Research and feasibility studies	400,000
21 Grants	400,000
22 Alaska Public Lands Information Center	150,000
23 Film promotion and trade show participation	150,000
24 Response to information requests	100,000

M90 2.030 w/ SUPP
1.030 w/o SUPP

25 * Sec. 2. The following amounts are appropriated from the general fund
26 to the Department of Commerce and Economic Development, Alaska Tourism
27 Marketing Council, for the purposes listed for the fiscal year ending
28 June 30, 1991:

29 PURPOSE	APPROPRIATION
Administrative and office expenses	\$ 300,000

1 Domestic tourism marketing program 12,000,000

2 Winter tourism marketing program 350,000

3 * Sec. 3. This Act takes effect July 1, 1990.

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