

SB

86

HFIN

FILE

HOUSE COMMITTEE REPORT

(11)

Date Referred to Committee: March 28, 1996

FURTHER REFERRALS:

Date of Committee Action: 4/17/96 a.

The FINANCE Committee considered:

CSSB 86(FIN)

CS FOR SENATE BILL NO. 86(FIN)

COMMEMORATIVE GOLD RUSH LICENSE PLATES

“An Act relating to issuance of commemorative gold rush motor vehicle license plates.”

recommends it be replaced with the following committee substitute HCS(S) SB 86 (FIN) the same title a new title

additional referral to _____ Committee
 attached amendment(s)

ADOPTS: _____ Letter of Intent

ATTACHES NEW FISCAL NOTE(S): _____ (Dept)

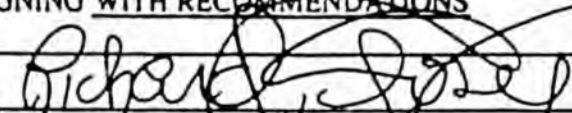

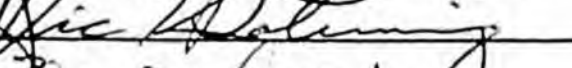
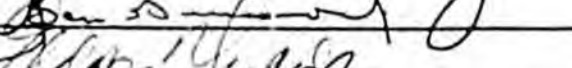


APPROVES PREVIOUS: _____ (Dept/Date)

fiscal note(s) _____

fiscal note(s) DPS 3/14/96

zero fiscal note(s) _____

zero fiscal note(s) _____

| SIGNING WITH RECOMMENDATIONS | | DP | DNP | NR | AM |
|---|----------------|----|-----|----|----|
|  | FOSTER | X | | | |
|  | Martha Kohring | X | | | |
|  | Grussendorf | X | | | X |
|  | Mulder | X | | | |
|  | Kelly | X | | | |
|  | Hanky | | | | X |

CHAIR'S SIGNATURE 
 Hanley


 Foster

FISCAL NOTE N 3

STATE OF ALASKA
1996 LEGISLATIVE SESSION

BILL Bill Version: CSSB 86(FIN)

(S) Publish Date: 3-14-96

Revision Date: 3/13/96
 Title: An Act relating to the issuance of special license plates depicting gold rush era....
 Sponsor: Senator Sharp
 Requestor: S. FIN.

Dept. Affected: Public Safety
 BRU: Motor Vehicles
 Component: Field Services
 COMPONENT SERIAL NO. 0502

EXPENDITURES/REVENUES: (Thousands of Dollars) (inflation not included)

| | FY 97 | FY 98 | FY 99 | FY 00 | FY 01 | FY 02 |
|----------------------------------|-------|-------|-------|-------|-------|-------|
| OPERATING | | | | | | |
| PERSONAL SERVICES | | | | | | |
| TRAVEL | | | | | | |
| CONTRACTUAL | 10.0 | 34.4 | 34.4 | 34.4 | 34.4 | 34.4 |
| SUPPLIES | | | | | | |
| EQUIPMENT | | | | | | |
| LAND & STRUCTURES | | | | | | |
| GRANTS CLAIMS | | | | | | |
| MISCELLANEOUS | | | | | | |
| TOTAL OPERATING | 10.0 | 34.4 | 34.4 | 34.4 | 34.4 | 34.4 |
| CAPITAL EXPENDITURES | -0- | -0- | -0- | -0- | -0- | -0- |
| CHANGE IN REVENUES (1005) | | | | | | |
|) Revenue Code | | | | | | |

FUNDING: (Thousands of Dollars)

| | | | | | | |
|--------------------------|------|------|------|------|------|------|
| 1002 Federal Receipts | | | | | | |
| 1003 GE Match | | | | | | |
| 1004 GE | 10.0 | 34.4 | 34.4 | 34.4 | 34.4 | 34.4 |
| 1005 GE/Program Receipts | | | | | | |
| 1006 GE/MHTJA | | | | | | |
| Other | | | | | | |
| TOTAL | | | | | | |

Estimate of current year (FY 96) impact: \$ _____

POSITIONS:

| | | | | | | |
|-----------|---|---|---|---|---|---|
| FULL-TIME | 0 | 0 | 0 | 0 | 0 | 0 |
| PART-TIME | 0 | 0 | 0 | 0 | 0 | 0 |
| TEMPORARY | 0 | 0 | 0 | 0 | 0 | 0 |

ANALYSIS: (Attach a separate page if necessary.)

SEE ATTACHED

Prepared By: Charles R. Hosack Phone: 269-5559
 Division: Motor Vehicles Date: 3/13/96
 Approved by Commissioner: *Ronald L. Otto* Date: 3/13/96
 Agency: Ronald L. Otto, Dept. of Public Safety

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This analysis assumes the new Gold Rush plates will be phased in rather than having a general replacement of all existing plates. The new plates would then be issued to new vehicles being registered for the first time, vehicles from other states being registered in Alaska, and vehicles whose current plates must be replaced due to loss or damage.

The license plate contract must be rebid or renegotiated to include the new design. It is anticipated that the costs of plates will increase due to normal inflation that has occurred since the last contract date and for the added complexity of the new graphic design. There will be additional design costs associated with a new plate design. This will compensate the manufacturer for the work in assisting the state with design and special manufacture of samples for approval and for the initial set up costs to produce the reflective sheeting for the plates.

Plates are normally ordered in July for the following calendar year. The contract specifies a five month lead time for delivery so that the vendor may purchase the exact amount of materials needed. There is not sufficient time to rebid the contract and order plates before July 96 when the next order must be placed. The design work for the new plate will be completed in FY 97 before the contract for plates is bid since the use of colors in the design will be a factor in the cost for the vendors. The actual order for the new plates will be placed in July 1997 in place of the normal plate order in order to arrive in time for issue by January 1998 to coincide with the start of the gold rush centennial period.

Summary of Expenses

FY 97

Design and Set-up costs for new sheeting (one time cost) 10.0

FY 98

10% plate vendor price increase 34.4

272

amended language
include transition
Back to Blue: gold
AMENDMENT 2

9-LS0689AK.2

Ford
4/16/96

OFFERED IN THE HOUSE
TO: CSSB 86(FIN)

NO OBJ
95
amended

- i Page 1, line 2, after "plates":
2 Insert "; and providing for an effective date"
- 3 Page 2, after line 8:
4 Insert new bill sections to read:
5 ** Sec. 3. AS 28.10.161(b) is repealed and reenacted to read:
6 (b) Every passenger vehicle registration plate, except as specifically provided
7 in AS 28.10.181, shall have displayed upon it
8 (1) the Alaska flag;
9 (2) the traditional colors of yellow-gold and blue;
10 (3) the slogan "The Last Frontier";
11 (4) the registration number assigned to the vehicle for which it is
12 issued;
13 (5) the name of this state, which may be abbreviated; and
14 (6) the registration year number or expiration date for which time it
15 is validated; the registration year number or expiration date may be part of the license
16 plate or contained on a suitable sticker or tab device issued by the department;
17 however, only one sticker or tab device may be issued for each pair of plates and the
18 sticker or tab device must be affixed to the rear plate.
19 * Sec. 4. Section 3 of this Act takes effect January 1, 2005."

Legal
① transition - people can continue to have their plates
can keep old design

CS FOR SENATE BILL NO. 86(FIN)

IN THE LEGISLATURE OF THE STATE OF ALASKA

NINETEENTH LEGISLATURE - SECOND SESSION

BY THE SENATE FINANCE COMMITTEE

Offered: 3/12/96

Referred: Rules

Sponsor(s): SENATOR SHARP

②

REVERT BACK IN 2004

A BILL

FOR AN ACT ENTITLED

1 "An Act relating to issuance of commemorative gold rush motor vehicle license
2 plates."

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

4 * Section 1. PURPOSE. It is the purpose of this Act to commemorate the period between
5 1994 and 2004 as the decade of the Alaska Gold Rush Centennial.

6 * Sec. 2. AS 28.10.161(b) is amended to read:

7 (b) Every passenger vehicle registration plate, except as specifically provided
8 in AS 28.10.181, shall have displayed upon it

9 (1) a design and color commemorating 1994 - 2004 as the decade
10 of the centennial of the gold rush period in the state; in determining the design
11 and color of the registration plate, the commissioner shall consult with the Alaska
12 Gold Rush Centennial Task Force [THE ALASKA FLAG;

13 (2) THE TRADITIONAL COLORS OF YELLOW-GOLD AND BLUE;

14 (3) THE SLOGAN "THE LAST FRONTIER";]

1 (2) [(4)] the registration number assigned to the vehicle for which it is
2 issued;
3 (3) [(5)] the name of this state, which may be abbreviated; and
4 (4) [(6)] the registration year number or expiration date for which time
5 it is validated; the registration year number or expiration date may be part of the
6 license plate or contained on a suitable sticker or tab device issued by the department;
7 however, only one sticker or tab device may be issued for each pair of plates and the
8 sticker or tab device must be affixed to the rear plate.

adopted NO OBJ

AMENDMENT 1

OFFERED IN THE HOUSE

TO: CSSE 86(FIN)

1 Page 1, line 7, following "plate":

2 Insert "issued by the department after January 1, 1997"

3 Page 2, following line 8:

4 Insert a new bill section to read:

5 "* Sec. 3. TRANSITION. Notwithstanding AS 28.10.161(b), as amended by sec. 2 of this
6 Act, the Department of Public Safety may continue to issue passenger vehicle registration
7 plates as provided under AS 28.10.161(b) as it read immediately before the effective date of
8 this Act until the new registration plate required under AS 28.10.161(b), as amended by sec.
9 2 of this Act, is available and until the Department of Public Safety issues the remaining
10 supply of passenger registration plates displaying the design and color required under
11 AS 28.10.161(b) as it read immediately before the effective date of this Act."

Alaska State Legislature

SENATOR
BERT SHARP
DISTRICT P
CHAIRMAN
SENATE STATE AFFAIRS COMMITTEE
MEMBER
FINANCE COMMITTEE
RULES COMMITTEE



Senate

FAIRBANKS
DENALI BANK BUILDING
119 N. CUSHMAN, SUITE 201
FAIRBANKS, ALASKA 99701
(907) 452-7885/7886
SESSION ADDRESS
STATE CAPITOL, ROOM 514
JUNEAU, ALASKA 99801-1182
(907) 465-3004/4921

SPONSOR STATEMENT SB - 86 "COMMEMORATIVE GOLD RUSH LICENSE PLATES"

The purpose of Senate Bill 86 is to commemorate the period between 1994 and 2004 as the Alaska Gold Rush Centennial Decade with the issuance of a new motor vehicle license plate. The Commissioner of Public Safety will design the license plate in consultation with the Alaska Gold Rush Centennial Task Force and license plate manufacture.

This legislation was requested by the Alaska Gold Rush Centennial Task Force which has over 125 members in 25 Alaskan communities and Canada. The Gold Rush Task Force was established to coordinate statewide celebrations of the 100th anniversaries in order to promote the understanding of the importance of the gold rush era in Alaska's history and to enhance tourism opportunities.

As you can see from the letters of support, organizations and individuals statewide are involved in the Gold Rush Task Forces' celebrations efforts and support SB 86 in the current form.

SB 86 Should be familiar to many legislators, the 18th Alaska Legislature passed SB 407 changing our standard plate to Gold Rush license plates but Governor Hickel vetoed the bill because it removed the 2 plate requirement.

REPRESENTING
GOLDEN HEART
OF ALASKA

TONY KNOWLES, GOVERNOR

**DEPARTMENT OF COMMERCE AND
ECONOMIC DEVELOPMENT**

DIVISION OF TOURISM

P.O. BOX 110801
JUNEAU, ALASKA 99811-0801
PHONE: (907) 465-2012

March 14, 1996

Senator Sharp
Alaska State Senate
State Capitol
Juneau, Alaska 99801-1182

Dear Senator Sharp:

The Division of Tourism, on behalf of the Knowles Administration and the statewide grass roots membership of the Alaska Gold Rush Centennial Task Force, applauds your sponsorship of the CS for Senate Bill 86, relating to the issuance of a gold rush centennial license plate. In 1994, the Alaska State Legislature issued a resolution dedicating the gold rush centennial decade and urging widespread participation in commemorations. Since then, Task Force members have met by teleconference and in small groups, taking a new look at Alaska during the turn of the century. They have created events and activities to commemorate this important historic period along with some very exciting educational and promotional material.

The Governor's Marketing Alaska initiative encourages gold rush centennial efforts as promotional opportunities that can successfully leverage partnerships with a variety of groups. The license plate is a personal opportunity for all Alaskans to join the partnership. And, it is a wonderful way to honor the statewide significance of our gold rush history as both a magnet for visitors and a source of pride for Alaskans.

I urge your colleagues to join you in supporting CS for SB 86.

Sincerely



Tom Garrett
Director

CC: Senator Drue Pearce
Senator Jim Duncan
Pat Pourchot

03/13 '96 17:03

ID:311 ALASKA

FAX:907-522-1645

PAGE

1

Alaska Branch Sales Center/3M

11151 Calaska Circle
Anchorage, Alaska 99516
907/522 5200

3M

March 13, 1996

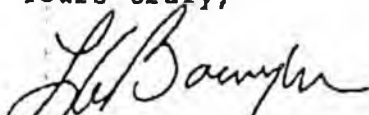
Senator Bert M. Sharp
Alaska State Senate
State Capitol
Juneau, Alaska

Re: Senate Bill No. 86

Dear Senator Sharp:

Concerning the design of a new graphic license plate for the state of Alaska, 3M would be willing to make the services of a graphic design artist available. This individual is experienced in the design of license plates in other U.S. jurisdictions.

Yours truly,



Lyle W. Bowyer
Manager
3M Alaska

STATE OF ALASKA

THE LEGISLATURE

1994

Source
SCR 13

Legislative
Resolve No.
37



Relating to the Gold Rush Centennial Decade.

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

WHEREAS the discoveries of gold in Alaska and the Yukon in the late 1890s set off the last great American gold rush, luring thousands of men and women north, some to escape economic depression, others to seek adventure; and

WHEREAS prospectors searched throughout Alaska, including the Southeast panhandle, the Kenai Peninsula, the Seward Peninsula, and the vast Interior, discovering gold and other precious metals and establishing new towns such as Circle, Nome, Juneau, Skagway, Fairbanks, Hope, Iditarod, and Valdez; and

WHEREAS along with the prospectors came people, both honest and crooked, to provide services to the miners and, in the process, to stimulate the development of communications, local governments, and establishment of transportation routes like the Chilkoot, Iditarod, Valdez, Kantishna, Bonnifield, Dalton, and Circle City trails; and

WHEREAS, while the participants were predominantly white males, there were also women, Asians, and African-Americans who were part of the Gold Rush story; and

WHEREAS Alaska Natives participated in the Gold Rush and the changes the Gold

Rush brought to the territory dramatically changed their way of life, impacting land rights, hunting grounds, and trade and travel routes; and

WHEREAS the gold mining industry has become an integral part of Alaska's economy, with over 200 producing gold mines, employing hundreds of persons, and producing over 260,000 ounces of gold in 1992 worth more than \$88,000,000; and

WHEREAS the Governor and Lieutenant Governor formed the Alaska Gold Rush Centennial Task Force in 1993, consisting of 124 members from 25 Alaska communities, Washington, and the Yukon Territory, representing federal, state, and municipal governments, tourism organizations, historical groups, museums, libraries, the news media, private businesses, educational institutions, and Native organizations; and

WHEREAS the mission of the task force is to coordinate statewide celebration of the 100th anniversary in order to promote the understanding of the importance of the Gold Rush Era in Alaska's history and to enhance tourism opportunities; and

WHEREAS the task force supports education, research, documentation, and preservation of historical resources from the Gold Rush Era;

BE IT RESOLVED that the Alaska State Legislature designates the years 1994 through 2004 as the Gold Rush Centennial Decade; and be it

FURTHER RESOLVED that the Alaska State Legislature recognizes the Alaska Gold Rush Centennial Task Force as coordinator and promoter of statewide centennial activities; and be it

FURTHER RESOLVED that the Alaska State Legislature urges schools, public and private organizations, and the people of the state to coordinate statewide celebrations of the 100th anniversary in order to promote an understanding of the importance of the Gold Rush Era in Alaska's history and to enhance tourism opportunities.

ALASKA GOLD RUSH CENTENNIAL TASK FORCE

Alaska Division of Tourism
P.O. Box 110801
Juneau, Alaska 99811-0801
(907) 465-2012 • Fax (907) 465-2287

Alaska Office of History and Archaeology
P.O. Box 107001
Anchorage, Alaska 99510-7001
(907) 762-2822 • Fax (907) 762-2828

October 14, 1993

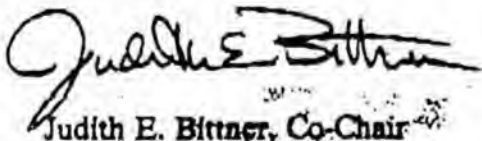
Mr. Jay Dulany, Director
Division of Motor Vehicles
5700 E. Tudor Rd.
Anchorage, AK 99507

Dear Mr. Dulany:

We, the undersigned, are the Executive Committee of the Alaska Gold Rush Centennial Task Force. The Task Force is a grass-roots, statewide organization established to create a permanent historic, economic, and educational gold rush legacy for the citizens of Alaska. We understand that the Division of Motor Vehicles is thinking of changing the state's license plate design. We request that it be a design to commemorate the gold rush era.

Americans discovered gold in Alaska as early as the 1870s. In 1896, prospectors found gold in the Yukon. A series of discoveries in Alaska followed: at Nome in 1898, Fairbanks in 1902, Iditarod in 1906, and Livengood in 1914. Thousands of people participated in these gold rushes. Transportation routes, civil government, and communication systems were advanced because of the influx of people into Alaska. We urge you to observe the centennials of these historical events by creating a new license plate design with a gold rush theme.

Sincerely,



Judith E. Bittner, Co-Chair
Office of History and Archaeology
Department of Natural Resources



Wendy Wolf, Co-Chair
Division of Tourism
Department of Commerce and
Economic Development

Other executive committee members:

Bob Miller
Camden Toohey
Tammy Larson
Kristi Kantola
Sandra Anderson



March 8, 1996

Senator Sharp
Senate Finance Committee
State Capitol Building
Juneau, Alaska 99801-1182

RE: Senate Bill No. 86(TRA)

Dear Senator Sharp:

I was quite enthused to hear that the Senate is considering a commemorative gold rush license plate. It is a tremendous opportunity for the state to demonstrate its excitement and endorsement of the coming centennial celebration. Similar to the Alaska Highway license plates, the gold rush plate will be something the residents will have for many years to come, reminding them and visitors alike of the 100 year celebration.

As the centennial draws near, we look forward to the many occasions to participate in the festivities. Thank you for the opportunity to comment on this Bill.

Sincerely,

Jan Marie Tronrud
President

cc; Senator Fred Zharoff
Representative Jerry Mackie



Alaska Historical Society



P.O. BOX 100299
ANCHORAGE, ALASKA 99510-0299
PHONE (907) 563-3711

March 13, 1996

Bert Sharp
Alaska State Senate
State Capitol, Room 514
Juneau, Alaska 99801-1182

Dear Senator Sharp:

On behalf of the over five hundred members of the Alaska Historical Society, thank you for sponsoring Senate Bill 86 to change Alaska's license plate to one commemorating the state's gold rush history. The society wholeheartedly supports the bill.

License plates are an educational tool. They call attention to symbols and significant events in a state. I know that many young people notice them and start to learn geography and history from license plates.

It is appropriate for Alaska to remember one of the pivotal events in its past. The gold discoveries and rushes impacted everyone. Prospectors sought gold in every corner of Alaska, and found it many places--Juneau, Circle, Fairbanks, Nome, Iditarod and Kenai to mention only a few. It brought people, jobs, and international attention to Alaska at the turn of the century, and mining continues today. As a result of gold discoveries, Americans resolved many of its boundary issues with Canada, built Alaska's first roads, and convinced the U.S. Government to organize Alaska as a Territory to put it on the path to becoming a state.

Thank you for your interest in commemorating Alaska's history. Please keep me advised of the status of the legislation. If I can provide additional information, please let me know.

Sincerely,

A handwritten signature in cursive script that reads "Sandra Faulkner".

Sandra Faulkner
President

1982 Waldron Dr.
Anchorage, AK 99507
March 13, 1996

Sen. Bert Sharp
Alaska State Legislature
Juneau, AK 99811
Attn: Cam Toohey

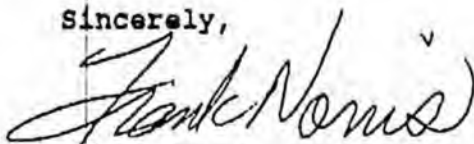
Dear Senator Sharp;

I fully support the idea of a historical license plate that can commemorate the gold rush centennial period. History, during this period, can be an effective way to educate our residents and visitors, and it can also be an effective way to generate economic opportunities for our state.

For all these reasons, I strongly support the passage of the committee substitute for SB 86.

Thank you, in advance, for your efforts regarding this bill.

Sincerely,



Frank Norris



3/11/96

Senator Bert Sharp
Alaska State Senate
State Capitol
Juneau, Alaska 99801-1182

Dear Senator Sharp:

On behalf of the Alaska Association for Historic Preservation, I want to express our support for SB 86 relating to Gold Rush motor vehicle license plates.

The license plates are an excellent way to highlight this dramatic chapter in Alaska's history.

We think the Gold Rush plates will have a series of benefits for the state. Tourism will be enhanced; Alaskans will be better acquainted with their state's history; and the plates will eventually become valued collectors' items.

Thank you for your good work on behalf of Alaskans.

Sincerely,

Janet McCabe
Legislative Committee
Alaska Association for Historic Preservation



March 11, 1996

Senator Bert Sharp
Juneau, Alaska

Fax: 907-465-2070

I strongly support the replacement of our current blue and yellow license plates with an appropriate plate that will publicize the Gold Rush Anniversary. I assume the new plates will be valid over the same time period as our current plates instead of getting involved with the fiasco we had on the 50th Highway Anniversary plates which were valid only on a calendar year basis. In order to maximize their publicity value I believe it should be a double plate issue.

Thank you in advance for your support in this matter.

Sincerely,

A handwritten signature in cursive script that reads "Brad Phillips".

Brad Phillips
President

Senator Bert Sharp
Alaska State Senate

Attn: Cam Toohey, 907-465-2070 (fax)

Dear Senator Sharp:

I am writing in favor of Senate Bill 86 - to make Alaska's license plate a commemorative gold rush plate. It's certainly a timely measure, we need a new design, it's a non-controversial theme, and we promise to not ask again for this one for another one hundred years.

Sincerely,



M. Diane Brenner
121 West Seventh Avenue
Anchorage, Alaska 99501

**HOPE & SUNRISE HISTORICAL SOCIETY****BOX 1888 HOPE, ALASKA 99803**

3/11/96

Senator Bert Sharp
Alaska State Senate
State Capitol
Juneau, Ak. 99801-1182

Dear Senator Sharp:

The Hope and Sunrise Historical Society strongly supports SB 86, establishing a Gold Rush theme for vehicle license plates.

We think Gold Rush plates would be an excellent way to commemorate an important chapter in the history of many Alaskan communities.

On the Kenai Peninsula "Hope City", was founded in 1896 by miners in the Resurrection Valley. 1996 is the centennial of the naming of our community, and we would hope that the new license plates can be available this year.

The Gold Rush plates would benefit tourism, and also encourage Alaska residents to take pride in the history of their state and their community.

Thank you for introducing and supporting this bill.

Sincerely,

Ann Miller
Secretary,
Hope and Sunrise Historical Society

FAX

Date 03/09/96

Number of pages including cover sheet 1

To:

Senator Bert Sharp

From:

Phone

Fax Phone (1-907)465-2070

Phone

Fax Phone

REMARKS:

4310 Seeley Court
Anchorage, AK 99502-1957

I urge you to support S.B. 86, which designates the Alaska license plate to a 10-year designation to honor and commemorate the Alaska Gold Rush decade (1994-2004). Alaskans have long suffered from a boring, monotonous license plate which has remained unchanged for years. At my first arrival in Fairbanks in 1985, the colors and design were new and different, but it's now been over ten years with the same, tired theme. I am excited about the prospect of honoring the prospectors who mined in Fairbanks, Ruby, Iditarod, Juneau, Nome, and elsewhere. The new license plate would recognize our gold rush heritage, enhance Alaska's rugged individualism with "Outsiders," and serve to promote tourism with the thousands of visitors who are expected to come to Alaska, Washington, and the Yukon to visit historic sites during this time. Furthermore, the Alaska Gold Rush plate would be a revenue-producer for the State of Alaska. The plate would serve to educate Alaskans of all ages who may not be very familiar with Alaska's rich heritage.

Thank you for your support.

Sincerely,
R. Bruce Parham



United States Department of the Interior

NATIONAL PARK SERVICE
Klondike Gold Rush National Historic Park
P. O. Box 517
Skagway, Alaska 99840

IN REPLY REFER TO:

March 8, 1996

Sen. Bert Sharp
Senate Finance Committee
State Capitol Building
Juneau, Alaska 99801-1182

Dear Sen. Sharp,

I am writing in support of Senate Bill 86 that would authorize newly designed motor vehicle license plates to recognize the significant role played by gold rushes in the history of Alaska. As manager of Klondike Gold Rush National Historical Park I am reminded every day of the contributions and sacrifices made by the stampeders in their quest for gold.

In 1994 the Alaska Legislature designated the decade to 2004 as the Decade of Gold Rushes in Alaska. The issuance of license plates carrying the gold rush theme will give identity to the centennial of a series of significant events that shaped the heritage of our state.

The present license plates have not been redesigned for a number of years. It is time for a change and this would be a positive way to promote Alaska's next "boom" in a way that is paid for through an existing fee structure that does not place a financial burden on the people of Alaska.

Sincerely

Clay Alderson
Clay Alderson, Supt.

OPTIONAL FORM 99 (7-90)

FAX TRANSMITTAL

of pages 1

| | |
|----------------------|-------------------------------|
| To <u>Sen. Sharp</u> | From <u>Alderson</u> |
| Dept./Agency | Phone # <u>(907) 983-2921</u> |
| Fax # | Fax # |



March 11, 1996

Senator Bert Sharp
Senate Finance Committee
State Capitol Building
Juneau, Alaska 99801-1182

Dear Senator Sharp:

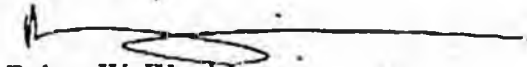
I am writing on behalf of the Skagway Convention and Visitors Bureau in support of Senate Bill 86 that would authorize an Alaska Gold Rush Centennial's license plate. As you know, the decade of gold discoveries throughout the north were the springboard for additional settlement and development of Alaska after the turn of the century. The celebration of these centennials across the State will generate a new gold rush of visitation, as well as a greater understanding of our gold rush roots.

A newly designed license plate commemorating these events will lend certification and credibility to the State, communities, groups and individuals who are endeavoring to make the most of this centennial decade.

Finally, this new plate can be paid for through an existing fee structure, while providing a fresh new look to Alaskan motor vehicle license plates that have been unchanged for years.

I thank you and the finance committee for considering this legislation.

Sincerely,


Robert W. Ward Jr.,
Executive Director

cc: Representative Mackie
Senator Zharoff

SKAGWAY CONVENTION
AND VISITORS BUREAU
P. O. B O X 4 1 5
SKAGWAY, ALASKA 99940
(907) 983-2154
FAX (907) 983-2151

Carr
Tooley
465-2070

March 13, 1986

Sen. Bert Sharp
State Capitol, Room 514
Juneau, AK 99801-1182

Dear Senator Sharp:

This letter is in support of SB 86 to change Alaska's official license plate to one commemorating our Gold Rush heritage. The gold rush period of Alaska's history was a pivotal time in our state's development. Much of what is Alaska today is because of that time period of our history. Given the present gold rush centennial era, it is fitting that the state recognize our history with a new license plate design.

Sincerely,



Martha Levansaler
1921 Sunrise Dr.
Anchorage, AK 99508



8 March, 1996

Senator Bert Sharp
State Senate
State Capitol
Juneau, AK 99801-1182

Dear Senator Sharp:

I am writing in support of Senate Bill 86. I think it's a terrific idea to allow Alaskans to choose license plates which celebrate our state's Gold Rush Centennial!

Sincerely,

Julie L. Johnson
Executive Director

CITY OF SKAGWAY

GATEWAY TO THE GOLD RUSH OF "98"

P. O. BOX 415 SKAGWAY, ALASKA 99840

(PHONE) 907-983-2297

(FAX) 907-983-2151

March 11, 1996

The Honorable Bert Sharp
Capitol Room 514
Alaska State Legislature
Juneau, Alaska 99801-1182

Re: CSSB 86

Dear Senator Sharp,

The City of Skagway is most pleased to see your sponsorship of SB 86 authorizing a new motor vehicle license plate design in commemoration of the period between 1994 and 2004 as the decade of the Alaska Gold Rush Centennial. We encourage and support the passage of this and any reasonable legislation that recognizes the significant role of the great Gold Rush to the state of Alaska.

With the tremendous visitor increase and its positive economic impact soon to come, we all have responsibility in various ways to appropriately promote our very special historical heritage. It is a matter of pride to the people of this state, and Skagway in particular, as well as a way to share with visitors the importance of all the gold rushes in Alaska. To this end, SB 86 is an excellent piece of legislation we fully endorse and would hope to have an immediate or soonest effective date once passed.

Please enter this letter of support into all pertinent committee records, and thank you for the opportunity to address SB 86.

Sincerely,



Sioux Plummer
Mayor

Box 715
Nome, Alaska 99762
March 11, 1996

Dear Senators and House Members:

We are writing regarding SB 86 "Commemorative gold rush motor vehicle license plate".

We support changing our current license plate to a commemorative gold rush motor vehicle license plate that will help establish the celebration of our state's gold rush heritage. We believe that a new gold rush plate will help promote the gold rush theme and statewide celebrations.


Please support the statewide gold rush celebration and change our license plate to reflect that support.

Some of you will recall the plate issued in the 1960's which was the totem pole in commemoration of the centennial, the grizzly bear issued in more recent years. Let's make our plate the best looking and most attractive of the 50 states.

Sincerely,

Two Old Nomeites,


Cussy Reader Reardon


Linda E. Doyle Conley



SKAGWAY CENTENNIAL COMMITTEE

City of Skagway, P.O. Box 415
Skagway, Alaska 99840-0415

March 9, 1996

Rep. Jerry Mackie
State Capitol
FAX: 465-3517

Dear Rep. Mackie

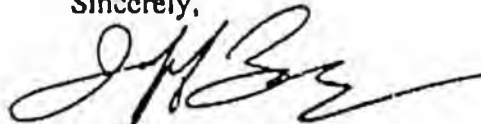
On behalf of the Skagway Centennial Committee, I have been asked to request your support for the gold rush license plate bill that is now before the Legislature:

SB 86, introduced by Sen. Sharp, which will allow the state to issue special request commemorative gold rush license plates.

Our committee and the Alaska Gold Rush Centennial Task Force support having *all* state license plates changed for the centennial years. This would greater enhance the state's marketing of the centennial. SB 86 is an acceptable compromise, but we are hoping you can generate support in the Legislature for an amended version that changes all plates during the Gold Rush Centennial Decade that is already here.

Thank you for your timely attention to this bill, which is beginning to gain momentum in committee. If you have any questions about our positions, please contact me at 983-2354.

Sincerely,



Jeff Brady
secretary

1026 Barrow St.
Anchorage, Alaska 99501-3647
March 14, 1996

Senator Bert Sharp
Alaska State Senate
Capitol Building
Juneau, AK 99801

Dear Senator Sharp:

Thank you for introducing Senate Bill 86. I think Alaskans should know about the gold rushes and license plates are a good educational and marketing tool. My son learned a lot of history and geography from license plates--North Carolina is first in flight, Minnesota has 10,000 lakes, Pennsylvania is the Keystone State, Nevada is the silver state, and Idaho has famous potatoes.

The gold rushes around Alaska at the turn-of-the-century changed Alaska forever. People need to know this. Please add my name to your list of supporters of Senate Bill 86.

Sincerely,

Joan M. Antonson

Joan M. Antonson

HOUSE COMMITTEE REPORT

3/28/96
Finance

(7)
 Date Referred to Committee: March 18, 1996

FURTHER REFERRALS:

Date of Committee Action: 3/27/96

The TRANSPORTATION Committee considered:

CSSB 86(FIN)

CS FOR SENATE BILL NO. 86(FIN)

COMMEMORATIVE GOLD RUSH LICENSE PLATES

“An Act relating to issuance of commemorative gold rush motor vehicle license plates.”

recommends it be replaced the same title
 with the following committee substitute _____ a new title

additional referral to _____ Committee
 attached amendment(s)

ADOPTS: _____ Letter of Intent

ATTACHES NEW FISCAL NOTE(S): (Dept) _____
 fiscal note(s) _____

APPROVES PREVIOUS: (Dept/Date)
 ^{Senate} fiscal note(s) Pub. Safety 3/14/96

zero fiscal note(s) _____

zero fiscal note(s) _____

| SIGNING WITH RECOMMENDATIONS | DP | DNP | NR | AM |
|-------------------------------|-----|-----|--------------|----|
| <i>Beverly Masek</i> Masek | ✓ | | 3 | |
| <i>Don Long</i> Long | | | X | |
| <i>Tom Brice</i> Brice | A | | | |
| <i>Jim Sanders</i> Sanders | ✓ | | | |
| <i>W.R. Williams</i> Williams | X | | | |
| <i>Greg Davis</i> G. Davis | X | | | |
| | | | | |
| | (5) | | (1) | |
| | | | | |

CHAIR'S SIGNATURE *Greg Davis*

STATE OF ALASKA

DEPARTMENT OF PUBLIC SAFETY

OFFICE OF THE COMMISSIONER

TONY KNOWLES, GOVERNOR

P.O. BOX 111200
JUNEAU, ALASKA 99811-1200
PHONE: (907) 465-4322
FAX: (907) 465-4362

April 3, 1996

The Honorable Bert Sharp
Alaska State Senate
State Capitol #514
Juneau, AK 99801-1182

Dear Senator Sharp:

This letter is in response to a request from your staff for information on the license plate orders by the Division of Motor Vehicles. I understand this information has been requested for committee hearings on SB 86.

This bill will replace the current gold and blue plate design with a plate commemorating the Alaska Gold Rush Centennial. The intent of this bill is to phase in the plates rather than doing a complete replacement of existing plates. There has not been a change in the plate design since 1982, and the license plates ordered each year are used for new vehicles sold in the state, for vehicles coming into the state from other states, and for replacing existing plates that have been lost or damaged. This bill only requires the new plate for passenger vehicles, but consideration will be given to changing the color scheme of the other plates as well. There may be some price advantage to purchasing the sheeting in larger volume. It is desirable to maintain consistency in plate appearance to aid law enforcement efforts.

In addition to the traditional gold and blue passenger plates with the state flag, DMV issues 40 other types of plates for various vehicle or registration categories. Not all of these are ordered on an annual basis as are the passenger plates because the demand may vary considerably. For example, your legislative plates are only ordered every other year when there are changes in the legislature, whereas personalized plates are ordered twice monthly to stay current on orders. The figures shown below reflect the total amount spent for all types of plates and the actual number of passenger plates ordered. The regular passenger

The Honorable Sharp
April 3, 1996
Page 2

plate is the plate that will change under this bill. The numbers for past fiscal years are actual numbers, and the numbers for FY 96 and FY 97 are projected numbers.

| | <u>Passenger Plates Order</u> | <u>Total Plate Expenditure</u> |
|-------|-------------------------------|--------------------------------|
| FY 93 | 70,200 | \$316,228 |
| FY94 | 54,000 | \$314,702 |
| FY 95 | 40,000 | \$220,015 |
| FY 96 | 56,700 | \$286,800 |
| FY 97 | 55,000 | \$344,384 |

The budget estimates are made a year in advance due to the timing of the budget submission. The actual orders are made using the most recent on-hand inventory counts. Any excess plates from the previous year are kept for use later and the annual order is reduced accordingly. This same procedure would apply to any new plate design that is adopted.

If you have any questions on this information, the DMV staff will be available to assist you.

Sincerely,



Ronald L. Otte
Commissioner

cc: Jay Dulany, Director
Division of Motor Vehicles