

**Alaska Travel Industry Association****FY2012 Request: \$7,000,000****Reference No: 50611****AP/AL:** Appropriation**Category:** Development**Location:** Statewide**House District:** Statewide (HD 1-40)**Estimated Project Dates:** 07/01/2011 - 06/30/2016**Project Type:** Research / Studies / Planning**Recipient:** Alaska Travel Industry Association**Contact:** JoEllen Hanrahan**Contact Phone:** (907)465-2506**Brief Summary and Statement of Need:**

Funding to generate a statewide tourism marketing program to generate Alaskan employment and economic activity. This request contributes to the Department's mission of promoting a healthy economy and strong communities by providing economic growth in the communities it serves.

| <b>Funding:</b> | <b>FY2012</b>      | <b>FY2013</b> | <b>FY2014</b> | <b>FY2015</b> | <b>FY2016</b> | <b>FY2017</b> | <b>Total</b>       |
|-----------------|--------------------|---------------|---------------|---------------|---------------|---------------|--------------------|
| CSG Tax         | \$7,000,000        |               |               |               |               |               | \$7,000,000        |
| <b>Total:</b>   | <b>\$7,000,000</b> | <b>\$0</b>    | <b>\$0</b>    | <b>\$0</b>    | <b>\$0</b>    | <b>\$0</b>    | <b>\$7,000,000</b> |

|   |   |   |  |  |
|---|---|---|--|--|
| <input type="checkbox"/> State Match Required | <input type="checkbox"/> One-Time Project | <input type="checkbox"/> Phased - new       | <input type="checkbox"/> Phased - underway | <input checked="" type="checkbox"/> On-Going |
| 0% = Minimum State Match % Required           | <input type="checkbox"/> Amendment        | <input type="checkbox"/> Mental Health Bill |  |  |

**Operating & Maintenance Costs:**

|                      | <u>Amount</u> | <u>Staff</u> |
|----------------------|---------------|--------------|
| Project Development: | 0             | 0            |
| Ongoing Operating:   | 0             | 0            |
| One-Time Startup:    | 0             |              |
| <b>Totals:</b>       | <b>0</b>      | <b>0</b>     |

**Additional Information / Prior Funding History:**

Refer to the funding matrix in the project description.

**Project Description/Justification:**

This project provides funding to generate Alaskan employment and economic activity by developing and executing a statewide tourism marketing program. The multi-media program creates awareness and demand among prospective visitors in North America and numerous international locations. Additionally, the program provides the travel planning information needed to convert interest into actual bookings. Continued marketing investment will be needed to restore the loss of more than 260,000 visitors and 5,000 direct and indirect jobs over the past two years.

**Prior funding history:**

| YEAR | AMOUNT       | LEGISLATION                     |
|------|--------------|---------------------------------|
| FY11 | \$ 2,000,000 | SLA 10, Ch 43, Pg 162, Ln 17    |
| FY11 | \$ 5,000,000 | SLA 10, Ch 41, Pg 79, Ln 14(OP) |
| FY08 | \$ 893,200   | SLA 07, Ch 28, Pg 6, Ln 5 (OP)  |
| FY07 | \$ 750,000   | SLA 06, Ch 82, Pg 7, Ln 19      |