

**Alaska Travel Industry Association**

**FY2009 Request: \$3,000,000**

**Reference No: 45654**

**AP/AL:** Appropriation

**Category:** Development

**Location:** Statewide

**House District:** Statewide (HD 1-40)

**Estimated Project Dates:** 07/01/2008 - 06/30/2013

**Project Type:** Planning

**Recipient:** Alaska Travel Industry Association

**Contact:** Samuel Thomas

**Contact Phone:** (907)465-2506

**Brief Summary and Statement of Need:**

This project will provide funding for travel marketing campaigns to generate awareness of Alaska as a premier travel destination. This project contributes to the Department's mission of promoting a healthy economy and strong communities by providing economic growth in communities.

<b>Funding:</b>	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	Total
VehRntlTax	\$3,000,000						\$3,000,000
<b>Total:</b>	\$3,000,000	\$0	\$0	\$0	\$0	\$0	\$3,000,000

- |   |   |                                       |   |  |
|---|---|---------------------------------------|---|--|
| <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
<u>One-Time Startup:</u>	0	0
<b>Totals:</b>	0	0

**Additional Information / Prior Funding History:**

FY 2007: \$750,000 SLA 06 Ch 82 Page 7 Line 19

**Bill Language:**

The amount appropriated to the Alaska Travel Industry Association includes \$1,500,000 of the unexpended and unobligated balance on June 30, 2008, of the vehicle rental tax receipts collected under AS 43.52.080.

**Project Description/Justification:**

Since FY2003, voluntary cruise line contributions have provided \$2.0 million of private sector match. As a result of the cruise ship tax initiative, voluntary cruise line contributions declined by \$1.4 million in FY2008 and no voluntary cruise line contributions will be received in Fiscal Year 2009.

Funding for this project will be utilized as a part of the Alaska Travel Industry Association's core marketing plan. This provides TV and newspaper advertising, and builds consumer confidence. In combination with the existing operating budget and private sector contributions, the total marketing budget will be comparable to previous year's core marketing programs.