

Alaska Travel Industry Association

FY2011 Request: \$2,000,000

Reference No: 50611

AP/AL: Appropriation

Category: Development

Location: Statewide

House District: Statewide (HD 1-40)

Estimated Project Dates: 07/01/2010 - 06/30/2011

Project Type: Research / Studies / Planning

Recipient: Alaska Travel Industry Association

Contact: Jo Ellen Hanrahan

Contact Phone: (907)465-2506

Brief Summary and Statement of Need:

amendment to HCS SB230 to finance a national television campaign to promote Alaska and increase the number of visitors to Alaska for the fiscal year ended June 30, 2011.

Funding:	<u>FY2011</u>	<u>FY2012</u>	<u>FY2013</u>	<u>FY2014</u>	<u>FY2015</u>	<u>FY2016</u>	<u>Total</u>
Gen Fund	\$2,000,000						\$2,000,000
Total:	\$2,000,000	\$0	\$0	\$0	\$0	\$0	\$2,000,000

<input type="checkbox"/> State Match Required	<input checked="" type="checkbox"/> One-Time Project	<input type="checkbox"/> Phased - new	<input type="checkbox"/> Phased - underway	<input 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	
Totals:	0	0

Additional Information / Prior Funding History: