

Alaska Travel Industry Association - Tourism Marketing and Development

FY2019 Request: \$3,000,000
Reference No: 61718

AP/AL: Appropriation
Category: Development
Location: Statewide
Impact House District: Statewide (HD 1-40)
Estimated Project Dates: 07/01/2018 - 06/30/2023

Project Type: Workforce Dev
Recipient: Alaska Travel Industry Association
House District: Statewide (HD 1-40)
Contact: Catherine Reardon
Contact Phone: (907)465-2506

Brief Summary and Statement of Need:

This project provides economic development opportunities through the expansion of Alaska’s visitor industry through a grant to the Alaska Travel Industry Association (ATIA).

| Funding: | FY2019 | FY2020 | FY2021 | FY2022 | FY2023 | FY2024 | Total |
|-----------------|-------------|--------|--------|--------|--------|--------|-------------|
| 1004 Gen Fund | \$3,000,000 | | | | | | \$3,000,000 |
| Total: | \$3,000,000 | \$0 | \$0 | \$0 | \$0 | \$0 | \$3,000,000 |

| | | | | |
|---|--|---------------------------------------|---|-----------------------------------|
| <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 | 0 |
| Totals: | 0 | 0 |

Prior Funding History / Additional Information:

Sec1 Ch1 SLA2017 P3 L8 SB23 \$3,000,000

Project Description/Justification:

Prior to FY2017, tourism marketing activities were performed by a division within the Department of Commerce, Community, and Economic Development and funded through an annual operating appropriation. In FY2017, tourism marketing and development activities were transitioned to the Alaska Travel Industry Association (ATIA) through an operating grant. In FY2018, Tourism development and marketing was transitioned to a multi-year capital grant to ATIA.

ATIA is a member based trade association dedicated to promoting Alaska as a visitor destination and promoting and growing the tourism industry. ATIA will perform tourism development and marketing on behalf of the state, which may include providing a marketing program for instate, national and international tourism; collecting and analyzing visitor statistics; funding and managing any marketing contracts; managing sales, marketing and distribution of the Alaska Vacation Planner; the TravelAlaska website; booth rental and coordination at domestic and international travel fairs; full support for the Alaska Tourism Marketing Board; and reporting on activities funded by the grant.