



# Alaska State Legislature

**Senate Majority** Web: <http://www.akrepublicans.org>

---

**Sponsor:** Senator Gene Therriault  
**Current Version:** CSSB 254 (FIN) (efd fld)  
**Contact:** Joe Balash, 465-4797 Interim: 488-0857  
**Date:** May 10, 2004

## Fact Sheet for: Senate Bill 254

**Short Title:** Tourism Marketing Contracts

**Summary:**

- Reduces the Millennium Plan match from the current 60 percent private sector/40 percent State to a 50/50 match.

**Benefits:**

- The inability to meet the 60/40 split has impacted many tourism programs, forced suspension of advertising contracts and possible elimination of several marketing components.

**Background:**

In 2000, the Legislature approved the Alaska Travel Industry Association Millennium Plan that called for a match requirement of 70 percent state contribution and 30 percent industry contribution to fund the statewide tourism marketing program beginning in 2001. The industry match is generated from small Alaskan tourism businesses in addition to cruise lines and Convention and Visitor Bureaus. In fiscal year 2003 the statute required that the industry match increase from 30 percent to 60 percent. The 40/60 split has been a severe challenge for the industry.