

1 SJR18
2 156644-2
3 By Senators Orr, Allen, Beasley, Beason, Bedford, Blackwell,
4 Brewbaker, Bussman, Coleman, Dial, Dunn, Fielding, Figures,
5 Glover, Hightower, Holley, Holtzclaw, Irons, Keahey, Marsh,
6 McGill, Pittman, Reed, Ross, Sanders, Sanford, Scofield,
7 Singleton, Smith, Smitherman, Taylor, Waggoner, Ward, Whatley,
8 and Williams
9 RFD:
10 First Read: 15-JAN-14

1 SJR18

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4 ENROLLED, SJR18,

5 CONCURRING WITH THE ALABAMA TOURISM DEPARTMENT IN

6 ADOPTING SWEET HOME ALABAMA AS THE DEPARTMENT TAGLINE.

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8 BE IT RESOLVED BY THE LEGISLATURE OF ALABAMA, BOTH

9 HOUSES THEREOF CONCURRING, That we concur with the Alabama

10 Tourism Department in adopting and designating "Sweet Home

11 Alabama" as the official marketing campaign tagline for the

12 department for purposes of advertising, public relations,

13 media marketing, and social media marketing.

14 BE IT FURTHER RESOLVED, That we urge the Department

15 of Tourism to expend available revenue proceeds of state

16 lodgings taxes to place and maintain signs designating the

17 phrase "Sweet Home Alabama" at or near entrances to the state

18 along interstate highways.

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President and Presiding Officer of the Senate

Speaker of the House of Representatives

SJR18
Senate 15-JAN-14
I hereby certify that the within Senate Joint Resolution
originated in and was adopted by the Senate.

Patrick Harris
Secretary

House of Representatives
Adopted: 20-FEB-14

By: Senator Orr