

1 SJR18
2 156644-1
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

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8 CONCURRING WITH THE ALABAMA TOURISM DEPARTMENT IN
9 ADOPTING SWEET HOME ALABAMA AS THE DEPARTMENT TAGLINE.

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11 BE IT RESOLVED BY THE LEGISLATURE OF ALABAMA, BOTH
12 HOUSES THEREOF CONCURRING, That we concur with the Alabama
13 Tourism Department in adopting and designating "Sweet Home
14 Alabama" as the official marketing campaign tagline for the
15 department for purposes of advertising, public relations,
16 media marketing, and social media marketing.

17 BE IT FURTHER RESOLVED, That we urge the Department
18 of Tourism to expend available revenue proceeds of state
19 lodgings taxes to place and maintain signs designating the
20 phrase "Sweet Home Alabama" at or near entrances to the state
21 along interstate highways.