


Memo

To: Mayor and Assembly
From: John Stein, Municipal Administrator 
CC: Wells Williams, Planning Director
Jim Steffen, Chairman, Long Range Planning Commission
Date: 11/7/05
Re: Tourism Planning Project

There appears to be strong support for a municipal tourism planning effort. Citizens, Sitka Convention and Visitor's Bureau, Sitka Economic Development Association, Sitka Chamber of Commerce, Sitka Conservation Society, Citizens for a Clear Vote, the Northwest Cruise Ship Association, and others have interests in a study of Sitka's tourism issues and development of a community tourism plan. The Islands Institute recommends a collaborative, high-participation process similar to the process used for the 2003 solid waste study. The range of interests include maximizing economic potential and maintaining Sitka's quality of life.

The Assembly's Long Range Planning and Economic Development Commission (LRPEDC) has indicated a willingness to help facilitate a tourism planning process. The planning process is expected to take about one year.

The assembly has indicated that development of the multi-purpose ocean dock at Sawmill Cove, which includes tour-ship service, should proceed concurrently with any tourism planning effort.

REQUEST

Administration respectfully requests that the Assembly move to:

- 1) assign the tourism planning project to the Long Range Planning and Economic Development Commission
- 2) direct the commission to organize an inclusive, transparent, public process similar to the solid-waste planning effort
- 3) direct the administrator to prepare a budget and identify funding sources for Assembly approval to pay for consulting services to assist the LRPEDC to facilitate, record, report and write the tourism plan.

Enclosed: Member list, LRPEDC
Request for letters of interest: tourism planning services



City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

REQUEST FOR LETTERS OF INTEREST Community Tourism Planning Consulting Services

The City and Borough of Sitka (CBS) requests a ONE PAGE letter of interest from individuals or firms experienced in Alaska tourism planning.

The CBS intends to complete a Sitka Community Tourism Plan that may include:

- Review of earlier studies and planning documents
- Input from community members, ad hoc groups, political leaders and representatives of retail, cruise ship industry, land transport, local tour operators, harbor, homeland security, wharf operators, lightering operators, municipal and tribal governments, Convention and Visitors Bureau, economic development agencies, US Forest Service, National Park Service and others
- Development of community involvement, buy-in and ownership of recommendations
- Logistics for handling 250,000 annual cruise ship visitors and peak visitation days
- Plan for controlling, dispersing, and scheduling visitors among the major points of interest
- Recommendations for development of other tourism categories including independent travel, off season
- Projections for visitation numbers
- Carrying capacity estimates for existing attractions
- Land transportation study: Bus, taxi, van, pedestrian, parking, loading
- Identification of needed improvements to existing or new visitor services
- Identification of visitor-related capital improvement projects
- Identification of revenue sources to support both operation and capital costs

Final report is to be presented through the Sitka Long Range Planning/Economic Development Commission on or about December 15, 2006.

The letter should establish experience with insular maritime communities, cruise ship destinations, knowledge of the southeast Alaska market and the global cruise industry.

Attachments are invited describing principal staff and previous successes.

Respond to: John C. Stein
Municipal Administrator
City and Borough of Sitka
100 Lincoln St.
Sitka AK 99835
P: 907-747-1808 F: 907-747-7403
E-mail: johnstein@cityofsitka.com

11/4/05

LONG-RANGE PLANNING & ECONOMIC DEVELOPMENT COMMISSION

7 Members from selected categories
 EDC established by Ordinance 88-818/SGC 2.32
 Revised by Ordinance 01-1649- seven members of which
 one from each of the following: tourism, seafood, education
 and health care
 LRPC established by Ordinance 99-1538
 Third Thursday, 6:30 p.m. – Harrigan Hall

Planner is staff member
 Secretary:
 Erin Burkhart
 2005 Sawmill Creek Rd #B
 747-3710
alaskagirlem@hotmail.com

| <u>APPOINTED</u> | <u>EXPIRED</u> | <u>SEAT</u> | <u>APPOINTEE</u> |
|---------------------|---|------------------------------------|---|
| 11/16/04 9/27/05 | 10/08/05 9/27/08 | Health Care | Julia Smith 4775 HPR 747-6333 day/fax; 738-6336 cell julias@gci.net |
| 10/25/05 | 01/11/07 | Tourism | Hugh Bevan (Sherrod's term) 720 Pherson St. (w) 747-2660 (h) 747-2709 (fax) 747-7688 hughbevan@gci.net |
| 03/08/05 | 12/30/05 | Natural Resources/ Fisheries | Cleo Brylinsky (McLain's Term) 709 Biorka St. (w) 747-2683 (h) 747-4719 cklemzak@hotmail.com |
| 10/08/02 9/27/05 | 10/08/05 9/27/08 | Education | Carol Liberty 700 Etoin Street (w) 747-7718 (h) 747-8145 carol.liberty@uas.alaska.edu |
| 02/05/02 2/22/05 | 1/27/02 2/05/05 2/22/08 | At-large President | Jim Steffen PO Box 936 (w) 747-5394 (h) 747-0514 fax 747-6394 norcoast@ptialaska.net |
| 03/08/05 | 03/08/08 | At-large | Gus Adams 805 HPR #2 (w) 747-5088 (h) 747-7558 gusbiha@yahoo.com |
| 03/08/05 | 03/08/08 | At-large | Reber Stein 2330 SMC Rd. 747-3960 reber@mochamail.com |
| Assembly Liaison | Jay Stelzenmuller P.O. Box 6173 (c) 738-0164 (h) 747-5342 jstelzen@ptialaska.net | Alt | John Holst P.O. Box 1954 747-7935 holstj@gci.net |

Originally named the Sitka Economic Development Commission
 EDC was RECESSED for two years beginning 2-13-96, REACTIVATED 8-28-96
 LRPEDC was established 6/22/99
 Reactivated in January 2002

Revised: October 27, 2005

Agenda Oct

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August 23, 2005

City and Borough of Sitka

Assembly Members:

Mr. Marko Dapcevich
Ms. Valerie Nelson
Ms. Doris Bailey
Mr. Al Duncan, Sr.
Mr. Bill Paden
Mr. Jay Stelzenmuller
Mr. John Sherrod

Dear Assembly Members:

Last fall, the Sitka Convention and Visitors Bureau (SCVB) Board of Directors discussed the merits and complexity of developing a long-range tourism plan for Sitka. Because the city's long-range planning committee was fully occupied with addressing issues associated with Sitka's shortage of affordable housing and not able to direct any discussion of a tourism plan, our board concluded that the SCVB does not have the staff or resources necessary to undertake a project of this scope. However, we have decided to proceed in compiling information about Sitka's tourism history and existing tourism infrastructure. We feel that this information will be helpful as a "baseline" of data to incorporate in a long-range plan. Additional Sitka information, obtained this summer in a cooperative effort, through The McDowell Group's survey and research will add Sitka's current statistical documentation that can be reflected into a long-range tourism plan.

When the City of Sitka begins the process of a long-range tourism plan, we hope the Sitka Convention and Visitors Bureau and other appropriate organizations will be included. In the meantime, our agency will continue to further its efforts to compile statistics. Tourism is an important stable economic base that we hope will be managed and maintained appropriately.

Respectfully submitted on behalf of the SCVB Board:

John Litten, John Dunlap, Ron Hauck, Pat Fager, Jeff Budd, Tina McNamee and Rachel Roy

By:



Sandy Lorrigan
Executive Director
Sitka Convention and Visitors Bureau

cc: John Stein, City Administrator

JS



SITKA
CONVENTION AND
VISITORS BUREAU

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