

To: Mayor and Assembly
From: The Long Range Planning and Economic Development Commission
Date: December 19th
Re: Collaborative Effort Toward the Development of a Long Range Tourism Plan for Sitka

At our recent work session on December 15th our commission and interested members of the community met to discuss the next steps in the start up of a collaborative process regarding our tourism plan. We would like to present you with our mission statement, goals for the collaboration, our view of the near term steps and our request for funding.

Mission statement: To create a plan that provides for sustainable tourism business development and maintains Sitka's quality of life, recognizing the characteristics that make Sitka attractive to both residents and visitors.

Goals for the Collaboration:

- Define the issues and opportunities inherent in tourism in Sitka.
- Develop strategies for addressing those issues and opportunities.
- Produce a written report documenting the process including conclusions and recommendations that will become the framework for Phase II.

Phase I: The Collaboration

- Identify a steering committee (LRPC members and interested public) who will identify a stakeholder group, and then monitor the collaboration process.
- Hire an administrative person to plan agendas, schedule meetings, respond to informational needs of stakeholders, plan outreach activities with general public, work with media, interface with steering committee, keep records of what transpires at meetings.
- Hire a local meeting facilitator who will help with initiating work, convene stakeholders, keep meetings focused and fair, link stakeholders with Assembly and steering committee, discuss process with collaboration consultant as directed by steering committee. This person will have knowledge of and experience with collaboration and mediation techniques.
- Retain the services of a professional collaboration consultant with expertise in the collaborative process. This person would conduct a meeting in January with the public to kick off the project, and meet with the steering committee.
- Consult with data experts regarding tourism statistics.
- Stakeholders (reflect the diversity of the larger community), committed to meet every other week from January until April 15th, then monthly through the summer, with an objective to have the collaboration completed by October 31, 2006.

Phase II: The Strategic Tourism Plan

- LRPC will present a scope of services and a budget at the conclusion of Phase I.

Budget for Phase I: The Collaboration

- Administrative assistant, at about \$18.00 per hour. Estimated budget \$5,500.
- Meeting facilitator at \$50.00 per hour. Estimated budget \$5,400.
- Collaboration consultant estimated budget \$10,800.
- Data consultant estimated budget \$2,500.

Collaborative Effort Toward the Development of a Long Range Tourism Plan for Sitka

Total Budget

Administrative Assistant	\$5,500
Facilitator	\$5,400
Collaboration Consultant	\$10,800
Data Consultant	\$2,500
Advertising	\$4,000
Office supplies	\$500
Total	\$28,700

At the end of the summer the LRPC will be better equipped to address Phase II. At that time we anticipate approaching the Assembly with a request for financing for the writing of the Strategic Tourism Plan.

Thank you for your consideration of this request.

Relational Diagram for the Collaborative Tourism Effort

