

Sitka Collaborative Tourism Plan

Question: What do we need to know in order to make good decisions about our concerns?

Topic: Planning

1=High 1=easy
13=low 15=difficult

1=lots 1=subjective 1=Expensive
13=little 10=objective 10=Free

| Urgency | Accessibility | Information | Number | Delivery | Who Has It? | Time | Credibility | Cost |
|---------|---------------|---|--------|----------|-------------|------|-------------|------|
| 1 | 2 | City Reports: Sales tax/bed tax generated from visitors vs. locals - where does the money go? | 1 | Homework | City | 9 | 9 | 7 |
| 2 | 9 | What is the capacity & impact on infrastructure, support services, NPS, hospitals, SPD, airport, Trail Works, City of Sitka, STA, NFS, etc. ? | 3 | Homework | | 2 | 5 | 7 |
| 3 | | how does or can current zoning address visitor industry and local housing needs? | 17 | | | | | |
| 3 | 7 | What control and planning tools have worked in other communities (in AK and elsewhere)? | 14 | Homework | | 4 | 3 | 5 |

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|---|----|--|----|----------|--|---|---|---|
| 4 | 14 | Comparative data within other S.E. communities used in planning processes | 2 | Homework | | 6 | 7 | 6 |
| 4 | | What economic mechanism triggers the investment of larger chain stores into Sitka, like Little Switzerland, Costco, etc. | 19 | | | | | |
| 4 | | How have plans been implemented elsewhere? | 25 | | | | | |
| 4 | | Local transportation studies | 22 | | | | | |
| 4 | | visitor traffic pattern studies | 23 | | | | | |
| 4 | 15 | What governmental tools have worked elsewhere? | 16 | Homework | | 3 | 3 | 2 |
| 5 | | Environment impact comparison: large ship to small | 21 | | | | | |
| 5 | 8 | Good Demographics & Stats on Sitka's Visitors | 6 | Homework | | 4 | 5 | 3 |
| 6 | | What does the city need to do in order to collect property tax from ALL business, including seasonal? | 18 | | | | | |
| 6 | 5 | Cost of current visitor operations to the City of Sitka specifically. | 4 | Homework | | 8 | 5 | 7 |

| | | | | | | | | |
|----|----|--|----|----------------|----------|----|----|----|
| 7 | 11 | Separate Stats on Independent vs. Cruise ship visitors | 7 | Homework | | 3 | 5 | 4 |
| 7 | 6 | Visitor Statistics: Numbers month by month | 12 | Homework | | 7 | 10 | 6 |
| 8 | 10 | What have other communities done to promote "off" season (in AK and elsewhere)? | 13 | Homework | | 4 | 6 | 8 |
| 9 | 1 | VIS Tourism Study, 2004 | 5 | Homework | SCS | 12 | 3 | 9 |
| 10 | 3 | McDowell Reports | 10 | Homework | McDowell | 11 | 2 | 8 |
| 11 | 12 | What are effects of a cruise ship dock (including a non-visitor dock)? | 8 | Content Expert | | 1 | 1 | 1 |
| 11 | | Do we need to first assess advantages/disadvantages of attracting off-season visitors? | 20 | | | | | |
| 11 | 13 | What are effects of no cruise ship dock? | 9 | Content Expert | | 5 | 2 | 2 |
| 12 | 5 | Current resources from harbormaster / possible development of harbors? | 15 | Homework | | 10 | 4 | 9 |
| 13 | | how will this plan be implemented? | 24 | | | | | |
| 13 | 4 | Who has control of Causeway? | 11 | Homework | | 13 | 8 | 10 |