

**The following are root causes that block Sitka’s ability to realize its common vision (working draft):**

<b>No unified vision and implementation process</b>	<b>Plans require compromise</b>	<b>Assumption of no win/win solutions</b>	<b>Change has costs; not changing has costs</b>	<b><i>Lack of community understanding about V.I.</i></b>	<b><i>Cmty assumptions about process and people (inv. w/ process)</i></b>	<b><i>Perception of greed</i></b>
Ignorance of the vision and the rewards of the work	Most people too busy to be passionately involved	Assumption: concern that biz community cannot thrive without growth in V.I.	Assumption that we will lose control of our economy	Public perception of the visitor industry	Community jaded towards tourism plans	Assumption that more is better
No permanent forum for discussion and decisions on visitor industry	Too many definitions of healthy, diverse, sustainable economy	Perception of a loss of community uniqueness if diverse economy is developed	Assumption that stewardship of the environment need not be active	Assumption that visitors & impacts = cruise ships (not all travelers to Sitka are on cruise ships)	Assumption that SH process is not appropriate for “free enterprise” (i.e. Sitka biz)	Assumption that nature is inexhaustible
Outdated transportation policies	Different tolerance for viz (what is the right #?)	Assumption that we all have conflicting goals	Community remains divided on past issues	Belief that the market will regulate visitor numbers	Assumption that the maj. of SH are anti-tourism	Unlimited opport.; limited resources
Fragmented public opinion	Creating blame not solutions	Assumption of “either/or” attitude	New markets contain inherent risks	Community jaded towards tourism	Assumption that Native culture is not included or addressed in plan	Assump. that plan restricts biz
No commission or forum within governing body	Powerful special interests perceive plan as threat	Perception that green spaces and open views should be used for development		Sitkans underestimate our uniqueness		
City no acknowledging / implementing public input	Assumption that those in power will protect their own turf	Assumption of commerce vs. community (can’t have balance)		Addressing visitor desires before residents’ needs	Loopholes will be exploited	Impact on residents will not be addressed
Disconnect between public and bureaucracies	Diversity of Sitka’s population prevents consensus building	Personal gain vs. public/common good		Income generated by local resources leaves town	“Beauty” has no place in public policy.	
Producers of the plan lack the power to implement it	Assumption that plan must be implemented as a whole			Assumption that community-supported viz. #s are immeasurable		
Need for agreed-upon city identity	Everyone wants to lose nothing			Assumption that year-round visitor industry is unviable		
No comprehensive marketing of yr-round visitor industry						
Dependence on “authority”						
Absence of appropriate infrastructure						
Path of least resistance						
Current policy not providing incentive						

10/23/06 -- The Stakeholder group was asked the question: What are the blocks that keep us from reaching our vision? The Stakeholders brainstormed the items in the boxes. Next they named the major themes of these blocks. Those major themes are in bold. After grouping the brainstormed list under these names, four new categories emerged. These are