

**The common vision for Sitka’s visitor industry includes these elements:**

<b>Beautiful, efficient public spaces and amenities</b>	<b>Unique year-round attractions, festivals, and celebrations</b>	<b>Maintain distinct city identity focused on meeting residents’ needs</b>	<b>Visitor industry contributes to a healthy, local economy</b>	<b>Active stewardship of historical and cultural resources and the wild and clean environment</b>	<b>Broad array of transportation choices to/from and within Sitka</b>	<b>Broad community consensus on implementation of visitor industry plan</b>	<i>Something about a general target for visitor numbers (title still in progress)</i>	<b>Unique educational opportunities</b>
more restrms; sidewalks & streets - enough & in good shape	Historic water-taxis operated by Sitka Maritime Historical Society	Healthy diverse economy		No natural resource depleted	Katlan dock space for small luxury cruise ships	Community people still making decisions for the community	Thriving downtown year round community	National Outdoor Leadership / Outward Bound school/ site
open green spaces	World reknown SJ SeaLife Aquarium	Children return to raise families		Environmental incentives in place	Still have cruise ships, ferries, and jets	community tourism board	Visitor/Resident ratio same as 2006	Whalefest week visitor to local ratio 2:1
Downtown ped. zone								
Preserve / Increase green spaces & open views	Sitka Spruce wood / instrument festival	locally owned historic business district		Islands & Beaches still wild & undeveloped	Well defined community supported dock	practical indicators for plan success	Maintain current visitor #'s through spread-out year	Eco-tourism major & institute at SJC / UAS
Marine boardwalk along Katlian	8 <sup>th</sup> cross Baranof island foot race	thriving local artist market		Comp. recycling program (inc. plastics)	Shuttle links between visitor attractions	high (50% +) voter turnout		
Well maintained trail system	Spring arts and music festival	Ability to live and work in Sitka		Maintained rural status through proactive community participation	Locally owned cruise ship	People are friendly, smiling		
Alt. transport: bike paths, green belts	Baranof castle rebuilt as museum	Employees earning living wage			Sitka operates own ferry with beneficial schedules for locals and visitors			
Crescent green strip still there	Visitor -cmtY interactive center	affordable WIFI available to all		Tour buses and public transportation using alternative fuels				
Architectural standards	Build on local attractions – jazzfest, health & Wellness, Art Fest	active, healthy local commercial and charter fleets						
Outdoor mall on Lincoln street								

10/16/06 -- The Stakeholder group was asked the question: When you envision Sitka 10 years from now, what do you see that demonstrates how our actions have maximized the contributions of the visitor industry and mitigated the impacts of the visitor industry so that a good quality of life of Sitkans is realized? The Stakeholders brainstormed and grouped the items in the boxes. Next they named each of the groups. Those names, in bold, are the answer to the question.  
 10/23/06 – The Stakeholders refined the statement.