

		Benchmarks 2007				Benchmarks 2008				Beyond 2008			
		1 st qtr. Jan - March	2 nd qtr. April - June	3 rd qtr. July - Sept	4 th qtr. Oct - Dec	1 st qtr. Jan - March	2 nd qtr. April - June	3 rd qtr. July - Sept	4 th qtr. Oct - Dec				
VI Plan Oversight	City - endorsed Visitor Industry Board established to assure ongoing development, implementation, and coordination of the Visitor Industry plan	Visitor Industry plan is a part of the Sitka Comprehensive Plan	Oversight Board has established a web presence and utilizes other tools to communicate with community about the Visitor Industry and the implementation of this plan	Necessary funding for studies and surveys required to implement plan are secured	Oversight Board has met with local tourism-related entities to explore and define their relationships with each other and the plan	Promotions and incentives to cruise line employees entice more passengers to disembark in Sitka, mitigating the impact of fewer total ships visiting Sitka	VI Board has forum for citizens with concerns about the Visitor Industry and a process to address those concerns	Large cruise lines respond to Sitka's request for a return to 2006 passenger levels by redirecting some boats to Sitka on days when 1 or 0 boats are scheduled (except on weekends)	Dialogue with large cruise ship industry results in the following schedule for 2008: visitor capacity at 2006 levels with no more than 3 large ships per day, and most weekends with no ships	Oversight Board understands parameters of using the head tax and has a plan to use it on projects identified in the VI plan	City has hired employee to manage plan implementation, industry oversight, and head tax revenues	Public review process for plan is completed – new benchmarks have been identified	
		Plan-based marketing budget has been established	Sitka partnership with large cruise user groups (those that book an entire ship) is successful in lobbying ships to come to Sitka	Small cruise lines respond to Sitka's request for a return to 2006 passenger levels by redirecting some boats to Sitka on days when 1 or 0 boats are scheduled	Marketing themes and a branding campaign unique to Sitka and relevant to this plan are being consistently utilized in Sitka's promotional strategies	Website presence established (either new or through existing sites) that promotes all Sitka businesses and events	Desirable, yet under-represented visitor markets see Sitka promotional information	Seasonal attractions are available to visitors during designated off-season events	Visitors have easy and ready access to information on a comprehensive array of Sitka's attractions	Fisheries awareness pamphlet (inc. species ID, history, recipes, handling, conservation, know your limits, etc.) distributed with all sport fishing licenses	80%-100% of cruise ship passengers are disembarking, regardless of weather	Sitka is recognized as a "pedestrian and bicycle friendly city"	Sitka appears in 20 national publications as "a great place to visit"
Marketing & Promotion	Policies and incentives on pedestrian density make 3-ship days seem like 2-ship days (large ships)	City adequately supports local residents trying to start new businesses in the Visitor Industry through financial assistance and programs	Three cultural/historical events are targeted for promotion through collaborative partnerships	Community dialogue is held to discuss and define "downtown character" and possibilities for preserving and enhancing that character	Subcommittee of Oversight Board has reviewed existing environmental and economic standards, and has researched how other communities provide incentives to meet their standards	Visitors and residents can easily access a public telephone and wireless internet	More public restrooms have been made available; public restrooms are clean, accessible, and open year-round	A fishing user group is working on common local concerns	Sitka VI Oversight Board and Juneau Tourism Partnership have met to discuss plan implementation strategies and challenges	Promotion of regional tourism is being explored with SE Conference and with individual SE communities	"Marketing and Promotion" and "Transportation and Infrastructure" Strategic Directions set and adjust benchmarks based on visitor feedback of their likes/dislikes	Key visitor statistics are collected monthly	Eco-tourism is a college major and institute in Sitka
		Visitor Industry-related capital projects for next 5 years identified	An Assembly resolution states that issues regarding the Visitor Industry that are indicated as divisive by the public go through a community dialogue before the Assembly makes major decisions on those issues.	Comprehensive list of existing meeting spaces has been compiled and is being housed in a central location as a resource	Oversight Board liaison has met with Parks and Rec and/or the Tree and Landscape committee to discuss existing plans for Sitka's green spaces and to cooperatively plan for protecting and maintaining those spaces (esp. Crescent Harbor strip)	Outreach committee has developed parameters and incentives for conducting inclusive community dialogue around divisive issues.	Community concerns about charter fisheries are addressed through a public forum; input included into this plan.	City, Chamber of Commerce, Sitka Convention and Visitors Bureau and Sitka Economic Development Association institute method for tracking visitor dollars.	Awards given to businesses that minimize environmental impact based on community-developed standards	Incentives established for broad array of environmentally-friendly transportation	Incentives in place for business owners to pay living wage to employees	Partnership between City and Sitka Tribal Enterprises provides improved shuttle and tour services	Congestion mitigation plan implemented on heavy visitor days
Incentives & Policies	City adequately supports local residents trying to start new businesses in the Visitor Industry through financial assistance and programs	Assembly resolution passed recognizing the City's commitment to open dialogue with large corporations regarding the Visitor Industry	Outreach committee has been created	Assembly and a subcommittee of the Oversight Board initiate dialogue with cruise lines to discuss relevant aspects of the VI Plan.	Assembly resolution passed regarding City's commitment to intergovernmental partnering on Visitor Industry projects.	Convention capacity has expanded downtown	Local colleges and high school collaborate with the Oversight Board on data collection and analysis	Sitka recognized statewide as model community for data collection	Sitka recognized in visitor trade journals for visitor industry data collection	Infrastructure/capacity for ongoing data collection needs achieved	0% vacant downtown business spaces	Increased utilization of off-season bed capacity and event promotion results in a 5% increase since 2006 in conventions and events in Sitka	
		Visitor Industry-related capital projects for next 5 years identified	An Assembly resolution states that issues regarding the Visitor Industry that are indicated as divisive by the public go through a community dialogue before the Assembly makes major decisions on those issues.	Comprehensive list of existing meeting spaces has been compiled and is being housed in a central location as a resource	Oversight Board liaison has met with Parks and Rec and/or the Tree and Landscape committee to discuss existing plans for Sitka's green spaces and to cooperatively plan for protecting and maintaining those spaces (esp. Crescent Harbor strip)	Outreach committee has developed parameters and incentives for conducting inclusive community dialogue around divisive issues.	Community concerns about charter fisheries are addressed through a public forum; input included into this plan.	City, Chamber of Commerce, Sitka Convention and Visitors Bureau and Sitka Economic Development Association institute method for tracking visitor dollars.	Awards given to businesses that minimize environmental impact based on community-developed standards	Incentives established for broad array of environmentally-friendly transportation	Incentives in place for business owners to pay living wage to employees	Partnership between City and Sitka Tribal Enterprises provides improved shuttle and tour services	Congestion mitigation plan implemented on heavy visitor days
Transportation & Infrastructure	City adequately supports local residents trying to start new businesses in the Visitor Industry through financial assistance and programs	Assembly resolution passed recognizing the City's commitment to open dialogue with large corporations regarding the Visitor Industry	Outreach committee has been created	Assembly and a subcommittee of the Oversight Board initiate dialogue with cruise lines to discuss relevant aspects of the VI Plan.	Assembly resolution passed regarding City's commitment to intergovernmental partnering on Visitor Industry projects.	Convention capacity has expanded downtown	Local colleges and high school collaborate with the Oversight Board on data collection and analysis	Sitka recognized statewide as model community for data collection	Sitka recognized in visitor trade journals for visitor industry data collection	Infrastructure/capacity for ongoing data collection needs achieved	0% vacant downtown business spaces	Increased utilization of off-season bed capacity and event promotion results in a 5% increase since 2006 in conventions and events in Sitka	
		Visitor Industry-related capital projects for next 5 years identified	An Assembly resolution states that issues regarding the Visitor Industry that are indicated as divisive by the public go through a community dialogue before the Assembly makes major decisions on those issues.	Comprehensive list of existing meeting spaces has been compiled and is being housed in a central location as a resource	Oversight Board liaison has met with Parks and Rec and/or the Tree and Landscape committee to discuss existing plans for Sitka's green spaces and to cooperatively plan for protecting and maintaining those spaces (esp. Crescent Harbor strip)	Outreach committee has developed parameters and incentives for conducting inclusive community dialogue around divisive issues.	Community concerns about charter fisheries are addressed through a public forum; input included into this plan.	City, Chamber of Commerce, Sitka Convention and Visitors Bureau and Sitka Economic Development Association institute method for tracking visitor dollars.	Awards given to businesses that minimize environmental impact based on community-developed standards	Incentives established for broad array of environmentally-friendly transportation	Incentives in place for business owners to pay living wage to employees	Partnership between City and Sitka Tribal Enterprises provides improved shuttle and tour services	Congestion mitigation plan implemented on heavy visitor days
Outreach	City adequately supports local residents trying to start new businesses in the Visitor Industry through financial assistance and programs	Assembly resolution passed recognizing the City's commitment to open dialogue with large corporations regarding the Visitor Industry	Outreach committee has been created	Assembly and a subcommittee of the Oversight Board initiate dialogue with cruise lines to discuss relevant aspects of the VI Plan.	Assembly resolution passed regarding City's commitment to intergovernmental partnering on Visitor Industry projects.	Convention capacity has expanded downtown	Local colleges and high school collaborate with the Oversight Board on data collection and analysis	Sitka recognized statewide as model community for data collection	Sitka recognized in visitor trade journals for visitor industry data collection	Infrastructure/capacity for ongoing data collection needs achieved	0% vacant downtown business spaces	Increased utilization of off-season bed capacity and event promotion results in a 5% increase since 2006 in conventions and events in Sitka	
		Visitor Industry-related capital projects for next 5 years identified	An Assembly resolution states that issues regarding the Visitor Industry that are indicated as divisive by the public go through a community dialogue before the Assembly makes major decisions on those issues.	Comprehensive list of existing meeting spaces has been compiled and is being housed in a central location as a resource	Oversight Board liaison has met with Parks and Rec and/or the Tree and Landscape committee to discuss existing plans for Sitka's green spaces and to cooperatively plan for protecting and maintaining those spaces (esp. Crescent Harbor strip)	Outreach committee has developed parameters and incentives for conducting inclusive community dialogue around divisive issues.	Community concerns about charter fisheries are addressed through a public forum; input included into this plan.	City, Chamber of Commerce, Sitka Convention and Visitors Bureau and Sitka Economic Development Association institute method for tracking visitor dollars.	Awards given to businesses that minimize environmental impact based on community-developed standards	Incentives established for broad array of environmentally-friendly transportation	Incentives in place for business owners to pay living wage to employees	Partnership between City and Sitka Tribal Enterprises provides improved shuttle and tour services	Congestion mitigation plan implemented on heavy visitor days
Information and Data	City adequately supports local residents trying to start new businesses in the Visitor Industry through financial assistance and programs	Assembly resolution passed recognizing the City's commitment to open dialogue with large corporations regarding the Visitor Industry	Outreach committee has been created	Assembly and a subcommittee of the Oversight Board initiate dialogue with cruise lines to discuss relevant aspects of the VI Plan.	Assembly resolution passed regarding City's commitment to intergovernmental partnering on Visitor Industry projects.	Convention capacity has expanded downtown	Local colleges and high school collaborate with the Oversight Board on data collection and analysis	Sitka recognized statewide as model community for data collection	Sitka recognized in visitor trade journals for visitor industry data collection	Infrastructure/capacity for ongoing data collection needs achieved	0% vacant downtown business spaces	Increased utilization of off-season bed capacity and event promotion results in a 5% increase since 2006 in conventions and events in Sitka	
		Visitor Industry-related capital projects for next 5 years identified	An Assembly resolution states that issues regarding the Visitor Industry that are indicated as divisive by the public go through a community dialogue before the Assembly makes major decisions on those issues.	Comprehensive list of existing meeting spaces has been compiled and is being housed in a central location as a resource	Oversight Board liaison has met with Parks and Rec and/or the Tree and Landscape committee to discuss existing plans for Sitka's green spaces and to cooperatively plan for protecting and maintaining those spaces (esp. Crescent Harbor strip)	Outreach committee has developed parameters and incentives for conducting inclusive community dialogue around divisive issues.	Community concerns about charter fisheries are addressed through a public forum; input included into this plan.	City, Chamber of Commerce, Sitka Convention and Visitors Bureau and Sitka Economic Development Association institute method for tracking visitor dollars.	Awards given to businesses that minimize environmental impact based on community-developed standards	Incentives established for broad array of environmentally-friendly transportation	Incentives in place for business owners to pay living wage to employees	Partnership between City and Sitka Tribal Enterprises provides improved shuttle and tour services	Congestion mitigation plan implemented on heavy visitor days