

Benchmarks 2007

1st qtr. Jan - March

2nd qtr. April - June

3rd qtr. July - Sept

4th qtr. Oct - Dec

1st qtr. Jan -

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

Marketing themes and a branding campaign unique to Sitka and relevant to this plan are being consistently utilized in Sitka's promotional strategies

Oversight Board understands of using the head tax and use it on projects identifying

City has hired employees implementation, industry head tax revenues

Marketing & Promotion

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

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

Visitors have easy and information on a comprehensive Sitka's attractions

Incentives & Policies

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

Seasonal attractions are available to visitors during designated off-season events

Community dialogue is held to discuss and define "downtown character" and possibilities for preserving and enhancing that character

Transportation & Infrastructure

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

Subcommittee of Oversight Board has reviewed existing environmental and economic standards, and has researched how other communities provide incentives to meet their standards

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)

Visitors and residents can use a public telephone and

More public restrooms are available; public restrooms accessible, and open year

A fishing user group is addressing common local concerns

Outreach

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.

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.

Sitka VI Oversight Board Tourism Partnership has plan implementation strategies challenges

Promotion of regional tourism explored with SE Conference individual SE communities

Information and Data

Visitor Industry-related surveys and data collection needs have been identified; budget request included

Trial actions taken to mitigate impacts of high-density days are studied for effectiveness

First annual count of disembarking cruise ship passengers has been recorded by month

Positive and negative impacts of different visitor types have been identified

"Marketing and Promotion and Infrastructure strategies set and adjust based on visitor feedback of their

Key visitor statistics are

Benchmarks 2008

Jan - March	2 nd qtr. April - June	3 rd qtr. July - Sept	4 th qtr. Oct - Dec
<p>Understands parameters of tax and has a plan to address identified in the VI plan</p>	<p>Fisheries awareness pamphlet (inc. species ID, history, recipes, handling, conservation, know your limits, etc.) distributed with all sport fishing licenses</p>	<p>Sitka is recognized as a "pedestrian and bicycle friendly city"</p>	<p>Sitka appears in 20 national publications as "a great place to visit"</p>
<p>Employee to manage plan and industry oversight, and</p>	<p>80%-100% of cruise ship passengers are disembarking, regardless of weather</p>	<p>Sitka is recognized as a "pedestrian and bicycle friendly city"</p>	<p>Increased utilization of off-season bed capacity and event promotion results in a 5% increase since 2006 in conventions and events in Sitka</p>
<p>and ready access to comprehensive array of</p>	<p>Dialogue with cruise lines results in fair promotion of Sitka businesses</p>	<p>Sitka is recognized as a "pedestrian and bicycle friendly city"</p>	<p>Increased utilization of off-season bed capacity and event promotion results in a 5% increase since 2006 in conventions and events in Sitka</p>
<p>Awards given to businesses that minimize environmental impact based on community-developed standards</p>	<p>Incentives established for broad array of environmentally-friendly transportation</p>	<p>Sitka is recognized as a "pedestrian and bicycle friendly city"</p>	<p>Increased utilization of off-season bed capacity and event promotion results in a 5% increase since 2006 in conventions and events in Sitka</p>
<p>Incentives in place for business owners to pay living wage to employees</p>	<p>Incentives established for broad array of environmentally-friendly transportation</p>	<p>Sitka is recognized as a "pedestrian and bicycle friendly city"</p>	<p>Increased utilization of off-season bed capacity and event promotion results in a 5% increase since 2006 in conventions and events in Sitka</p>
<p>Partnership between City and Sitka Tribal Enterprises provides improved shuttle and tour services</p>	<p>Incentives in place for business owners to pay living wage to employees</p>	<p>Sitka is recognized as a "pedestrian and bicycle friendly city"</p>	<p>Increased utilization of off-season bed capacity and event promotion results in a 5% increase since 2006 in conventions and events in Sitka</p>
<p>Congestion mitigation plan implemented on heavy visitor days</p>	<p>Partnership between City and Sitka Tribal Enterprises provides improved shuttle and tour services</p>	<p>Sitka is recognized as a "pedestrian and bicycle friendly city"</p>	<p>Convention capacity has expanded downtown</p>
<p>Local colleges and high school collaborate with the Oversight Board on data collection and analysis</p>	<p>City, Chamber of Commerce, Sitka Convention and Visitors Bureau and Sitka Economic Development Association institute method for tracking visitor dollars.</p>	<p>Sitka is recognized as a "pedestrian and bicycle friendly city"</p>	<p>Annual report is prepared on Visitor Industry contributions and impacts and how these affect Sitka's Quality of Life indicators</p>
<p>Sitka recognized statewide as model community for data collection</p>	<p>City, Chamber of Commerce, Sitka Convention and Visitors Bureau and Sitka Economic Development Association institute method for tracking visitor dollars.</p>	<p>Sitka is recognized as a "pedestrian and bicycle friendly city"</p>	<p>Sitka recognized in visitor trade journals for visitor industry data collection</p>
<p>Infrastructure/capacity for ongoing data collection needs achieved</p>	<p>City, Chamber of Commerce, Sitka Convention and Visitors Bureau and Sitka Economic Development Association institute method for tracking visitor dollars.</p>	<p>Sitka is recognized as a "pedestrian and bicycle friendly city"</p>	<p>Oversight communication strategy refined through resident survey on their perspectives of visitors, the visitor industry and their impacts and contributions</p>

Beyond 2008

<p>Public review process for plan is completed – new benchmarks have been identified</p>
<p>New target(s) for visitor numbers have been set based on evaluation of visitor impacts and contributions</p>
<p>Eco-tourism is a college major and institute in Sitka</p>
<p>90% of downtown businesses open and doing good sales in off-season</p>
<p>0% vacant downtown business spaces</p>
<p>Local colleges and high school collaborate with the Oversight Board on data collection and analysis</p>
<p>Sitka recognized statewide as model community for data collection</p>
<p>Sitka recognized in visitor trade journals for visitor industry data collection</p>
<p>Infrastructure/capacity for ongoing data collection needs achieved</p>