



CITY AND BOROUGH OF SITKA

ASSEMBLY CHAMBERS
330 Harbor Drive
Sitka, AK
(907)747-1811

Meeting Agenda

City and Borough Assembly

*Mayor Steven Eisenbeisz,
Deputy Mayor Kevin Mosher,
Vice Deputy Mayor Timothy Pike,
Thor Christianson, Chris Ystad,
JJ Carlson, Scott Saline*

*Municipal Administrator: John Leach
Municipal Clerk: Sara Peterson*

Tuesday, July 9, 2024

6:00 PM

Assembly Chambers

REGULAR MEETING

I. CALL TO ORDER

II. FLAG SALUTE

III. RECITAL OF LANDS ACKNOWLEDGEMENT

IV. ROLL CALL

V. CORRESPONDENCE/AGENDA CHANGES

[24-098](#) Reminders, Calendars, and General Correspondence

Attachments: [Reminders and Calendars](#)

VI. CEREMONIAL MATTERS

None.

VII. SPECIAL REPORTS: Government to Government, Municipal Boards/Commissions/Committees, Municipal Departments, School District, Students and Guests (five minute time limit)

[24-096](#) Update - Sitka Airport Terminal Improvement Project

Attachments: [SIT Terminal Special Report.](#)

VIII. PERSONS TO BE HEARD

Public participation on any item off the agenda. All public testimony is not to exceed 3 minutes for any individual, unless the mayor imposes other time constraints at the beginning of the agenda item.

IX. CONSENT AGENDA

All matters under Item IX Consent Agenda are considered to be routine and will be enacted by one motion. There will be no separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and will be considered separately.

X. BOARD, COMMISSION, COMMITTEE APPOINTMENTS

- A** [24-097](#) Appoint Michelle Kavouras to a three-year term on the Health Needs and Human Services Commission

Attachments: [Motion and application](#)

XI. UNFINISHED BUSINESS:

- B** [24-094](#) Action Plan for Tourism Task Force Recommendations (postponed at the 6/25 Assembly meeting)

Attachments: [01 Outline](#)

[02 Memo_TTF Action Plan](#)

[03 TTF Action Plan](#)

XII. NEW BUSINESS:

- C** [RES 24-14](#) Approving submittal and execution of a Municipal Harbor Facility Grant Tier II application to the State of Alaska, Department of Transportation and Public Facilities (DOT&PF) in the amount of \$240,408 for the Eliason Harbor Float System and Utilities Repairs Project (1st and final reading)

Attachments: [Motion Res 2024-14](#)

[Memo and Res 2024-14 harbor grant](#)

- D** [RES 24-15](#) Authorizing a 50/50 matching grant application to the Department of Justice, Bureau of Justice Assistance for body-worn cameras (1st and final reading)

Attachments: [Motion Res 2024-15](#)

[Memo and Res 2024-15](#)

- E** [ORD 24-19](#) Amending the official Sitka zoning map to rezone 201 Price Street from Industrial (I) to General Commercial Mobile Home (C-2) (1st reading)

Attachments: [00 Motion Ord 2024-19](#)

[01 Memo_201 Price Street](#)

[02 Ord 2024-19_exhibit](#)

[03 Planning Commission Materials](#)

- F** [ORD 24-20](#) Making supplemental appropriations for fiscal year 2025 (Chamber/Visit Sitka Base and Supplemental Funding) 1st reading
Attachments: [01 Motion Ord 2024-20](#)
[02 MemoSupFund-CVBS-Ord2024-20_final](#)
[03 Ord 2024-20 FY2025 funding for Visit Sitka contract](#)
[04 June 7 Visit Sitka email and materials.](#)
[05 Contract](#)
- G** [ORD 24-16](#) Proposing to amend Section 11.13 “Administration of Budget” of the Home Rule Charter and, submitting the question of such an amendment to the qualified voters at the regular election on October 1, 2024 (1st reading)
Attachments: [01 Motion Ord 2024-16](#)
[02 Memo Ord 2024-16](#)
[03 Ord 2024-16](#)
- H** [ORD 24-17](#) Proposing to amend Section 20.01 “Sitka Community Hospital Dedicated Fund” of the Home Rule Charter and, submitting the question of such an amendment to the qualified voters at the regular election on October 1, 2024 (1st reading)
Attachments: [01 Motion Ord 2024-17](#)
[02 Memo Ord 2024-17](#)
[03 Ord 2024-17](#)
- I** [ORD 24-18](#) Proposing to amend Section 6.02 “Recall” of the Home Rule Charter and, submitting the question of such an amendment to the qualified voters at the regular election on October 1, 2024 (1st reading)
Attachments: [01 Motion Ord 2024-18](#)
[02 Memo Ord 2024-18](#)
[03 Ord 2024-18](#)

XIII. PERSONS TO BE HEARD:

Public participation on any item on or off the agenda. Not to exceed 3 minutes for any individual.

XIV. REPORTS

a. Mayor, b. Administrator, c. Attorney, d. Liaison Representatives, e. Clerk, f. Other

XV. EXECUTIVE SESSION

Not anticipated.

XVI. ADJOURNMENT

Note: Detailed information on these agenda items can be found on the City website at <https://sitka.legistar.com/Calendar.aspx> or by contacting the Municipal Clerk's Office at City Hall, 100 Lincoln Street or 907.747.1811. A hard copy of the Assembly packet is available at the Sitka Public Library. Regular and Special Assembly meetings are livestreamed through the City's website and YouTube channel, and aired live on KCAW FM 104.7. To receive Assembly agenda notifications, sign up with GovDelivery on the City website.

*Sara Peterson, MMC, Municipal Clerk
Publish: July 3*



CITY AND BOROUGH OF SITKA

Legislation Details

File #: 24-098 **Version:** 1 **Name:**
Type: Item **Status:** AGENDA READY
File created: 7/3/2024 **In control:** City and Borough Assembly
On agenda: 7/9/2024 **Final action:**
Title: Reminders, Calendars, and General Correspondence
Sponsors:
Indexes:
Code sections:
Attachments: [Reminders and Calendars](#)

Date	Ver.	Action By	Action	Result
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REMINDERS

<u>DATE</u>	<u>EVENT</u>	<u>TIME</u>
Tuesday, July 9	Regular Meeting	6:00 PM
Tuesday, July 23	Regular Meeting	6:00 PM



MUNICIPAL ELECTION

Monday, July 15	First day to file candidate petitions
Tuesday, July 24	Last scheduled meeting to introduce ordinance for charter changes and ballot measures
Friday, August 2	5:00 PM deadline for filing candidate petitions
Tuesday, August 13	Last scheduled meeting to adopt ordinances for Charter and ballot measures
Tuesday, October 1	Municipal Election

Expiring Terms:

Mayor and Assembly
Steven Eisenbeisz
Kevin Mosher
Scott Saline

School Board
Tristan Guevin
Todd Gebler

Assembly Calendar

[2023](#) [Jan](#) [Feb](#) [Mar](#) [Apr](#) [May](#) [Jun](#) [Jul](#) [Aug](#) [Sep](#) [Oct](#) [Nov](#) [Dec](#) [2025](#)

August 2024

Sunday		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
28	Jul	29	30	31	1	Aug	2	3
4		5	6	7	8	9	10	
		6:00pm <u>Sustainability Commission-< Liaison Mosher</u>		6:00pm <u>School Board-Liaison Mosher</u> 7:00pm <u>Planning Commission-Liaison Christianson</u>				
11		12	13	14	15	16	17	
			12:00pm <u>Parks and Recreation Committee-Mosher</u> 6:00pm <u>Regular Assembly Mtg</u>	5:30pm <u>Tree and Landscape Committee-Liaison Saline</u> 6:00pm <u>Historic Preservation Commission-Carlson</u>				
18		19	20	21	22	23	24	
				12:00pm <u>Health Needs and Human Services Commission-Liaison Carlson</u> 7:00pm <u>Planning Commission-Liaison Christianson</u>				
25		26	27	28	29	30	31	Sep
			6:00pm <u>Regular Assembly Mtg</u>	5:30pm <u>Police and Fire Commission-Liaison Pike</u>				



CITY AND BOROUGH OF SITKA

Legislation Details

File #: 24-096 Version: 1 Name:
Type: Special Report Status: AGENDA READY
File created: 7/1/2024 In control: City and Borough Assembly
On agenda: 7/9/2024 Final action:
Title: Update - Sitka Airport Terminal Improvement Project
Sponsors:
Indexes:
Code sections:
Attachments: [SIT Terminal Special Report.](#)

Date	Ver.	Action By	Action	Result
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A light gray line-art illustration serves as the background. On the left, a fisherman is shown from the chest up, wearing a cap and a jacket, looking towards the right. On the right, a fishing boat is depicted on the water, with the number '99835' visible on its side. The overall style is sketchy and minimalist.

Special Report

**Update - Sitka Airport Terminal
Improvement Project**

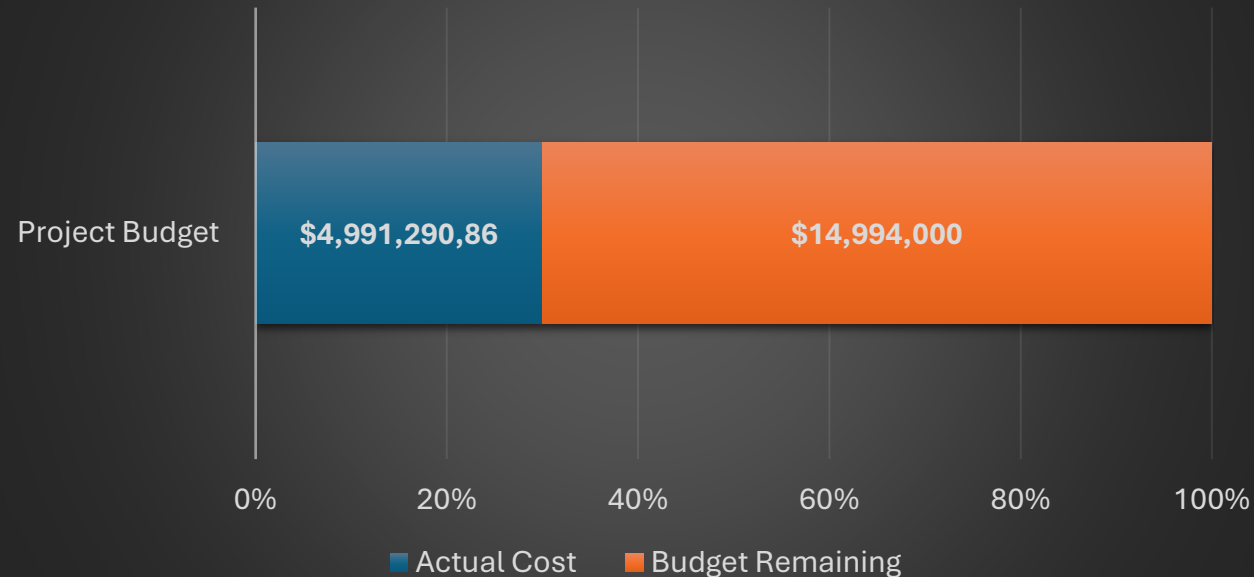
Joseph Bea, Airport Manager



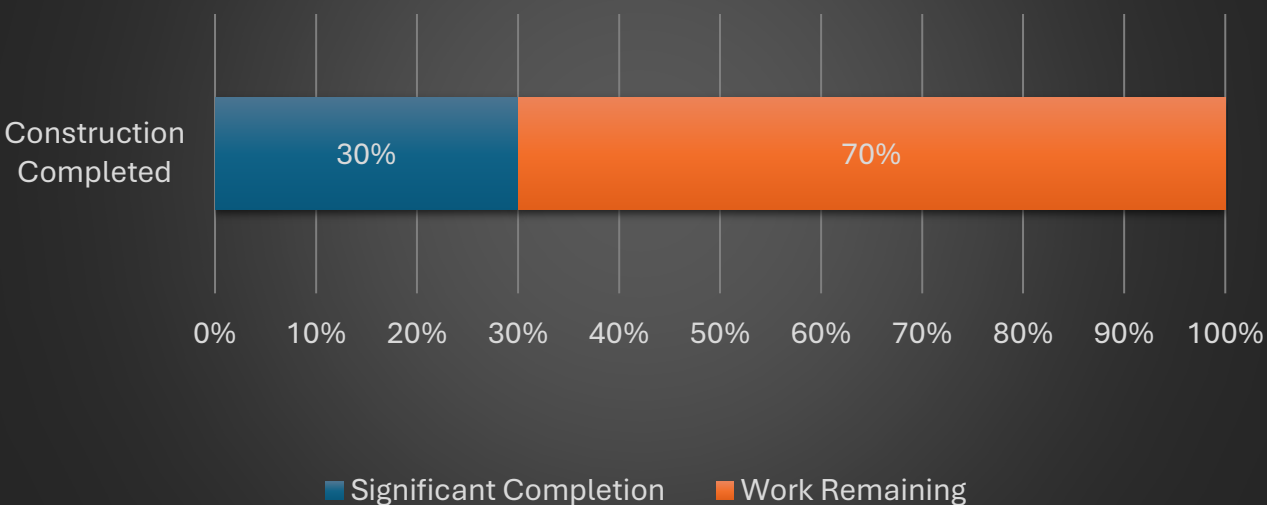
SIT Terminal Construction Update

2024. 6. 26

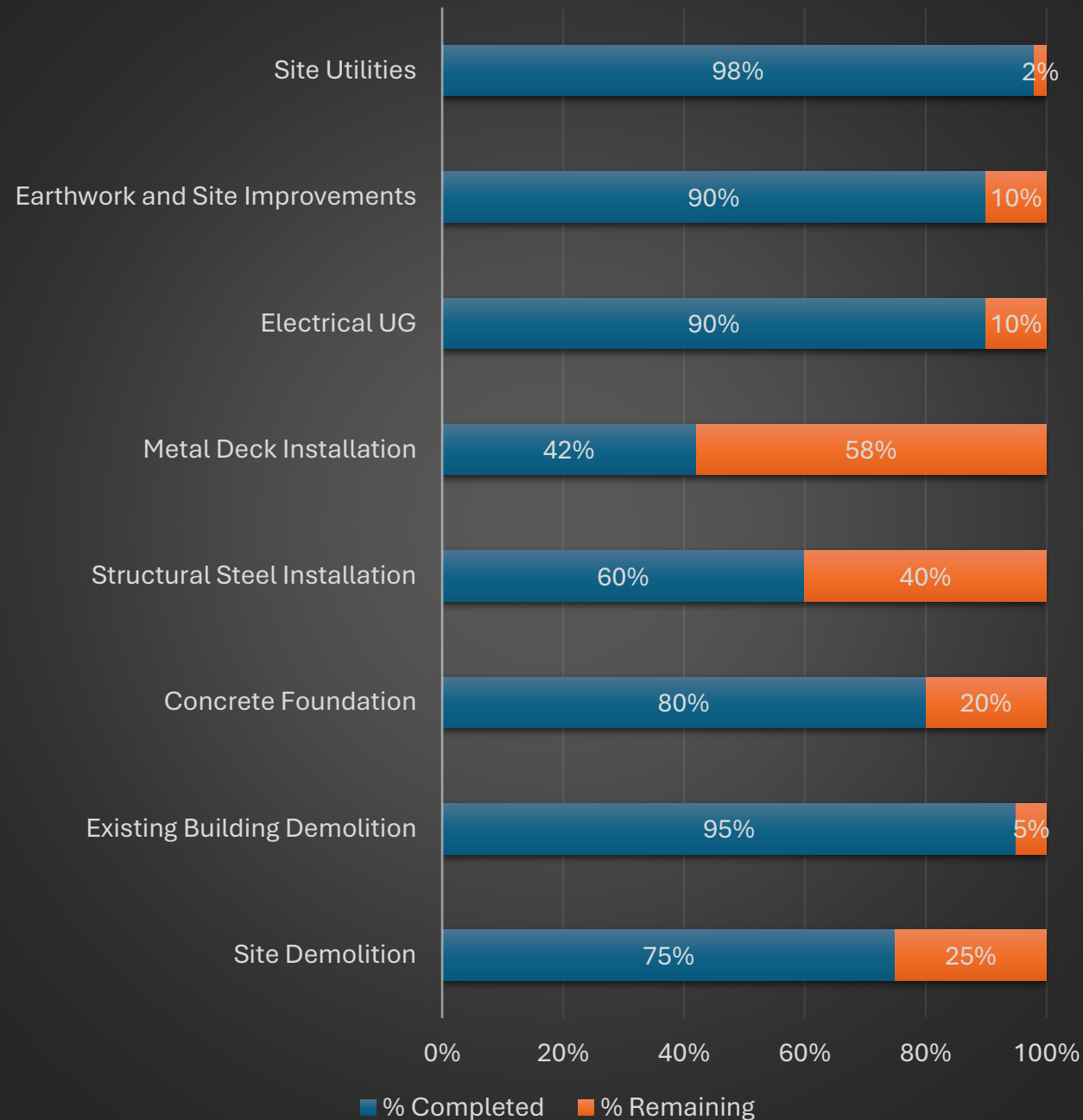
Construction Status of Principle

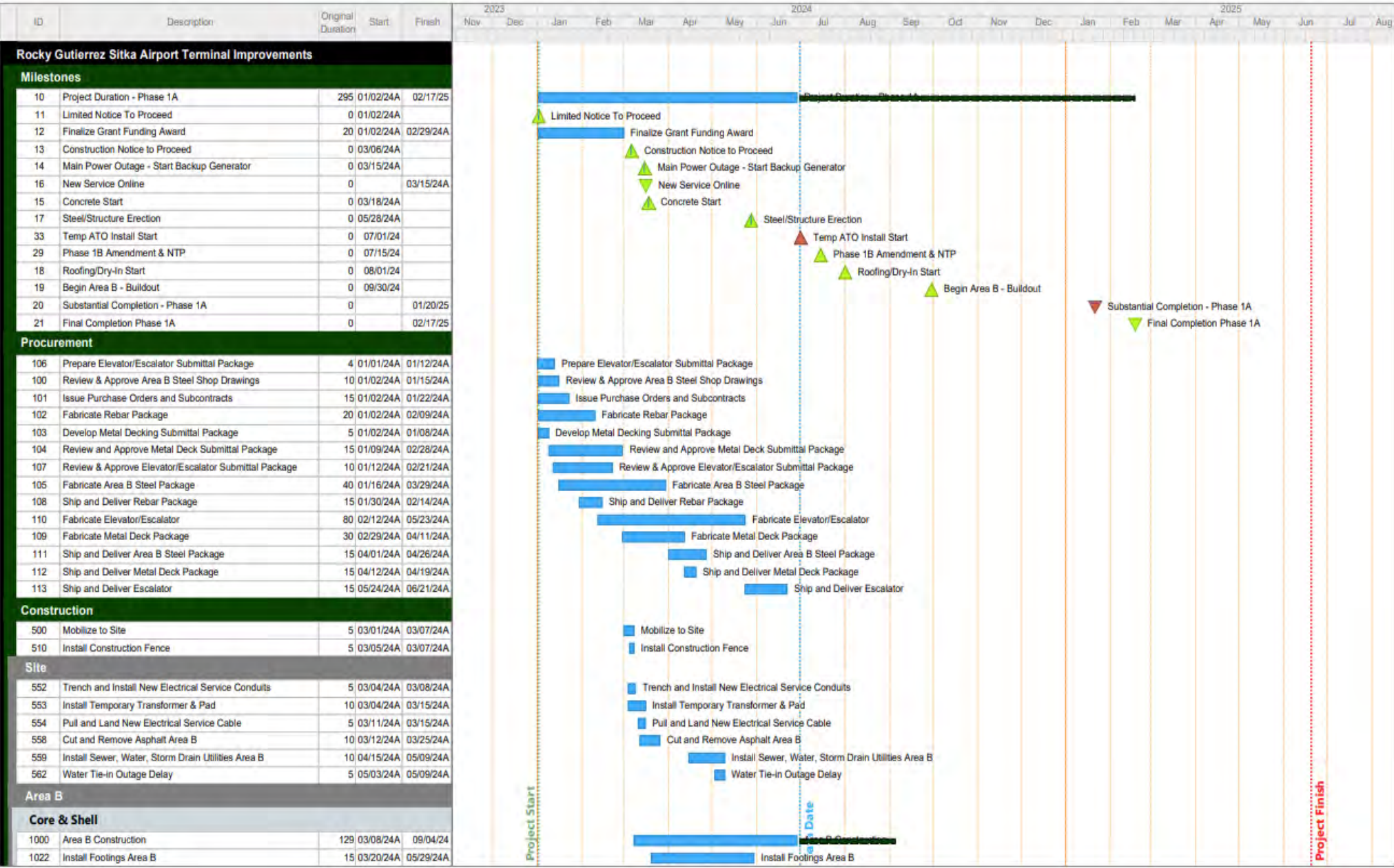


Phase 1A Completion by Percentage



Construction Item Status





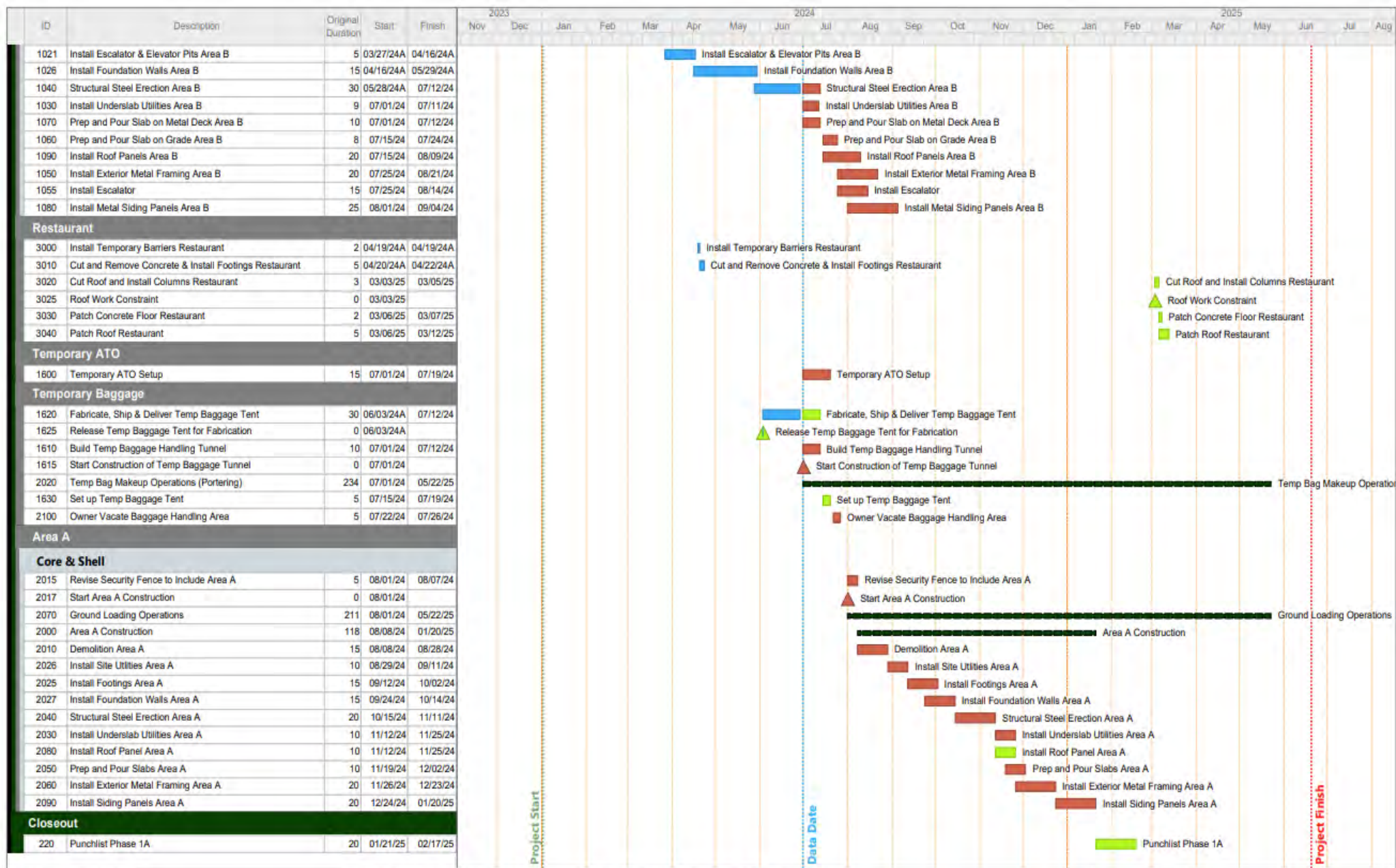
Completed Milestones

- Underground & Temporary Utilities installed
- Earthwork and Foundations
- Structural Steel Erection
- Escalator delivery
- Temporary operations prepared and in construction.
- Construction within the Nugget restaurant expedited.

Start Date: 01/02/24
 Finish Date: 06/19/25
 Data Date: 07/01/24
 Run Date: 06/28/24

JOB #22.501- Rocky Gutierrez Sitka Airport Terminal Improvements
 Owner: City & Borough of Sitka
 Architect: MCG Explore Design
 Contractor: McG/Dawson Joint Venture





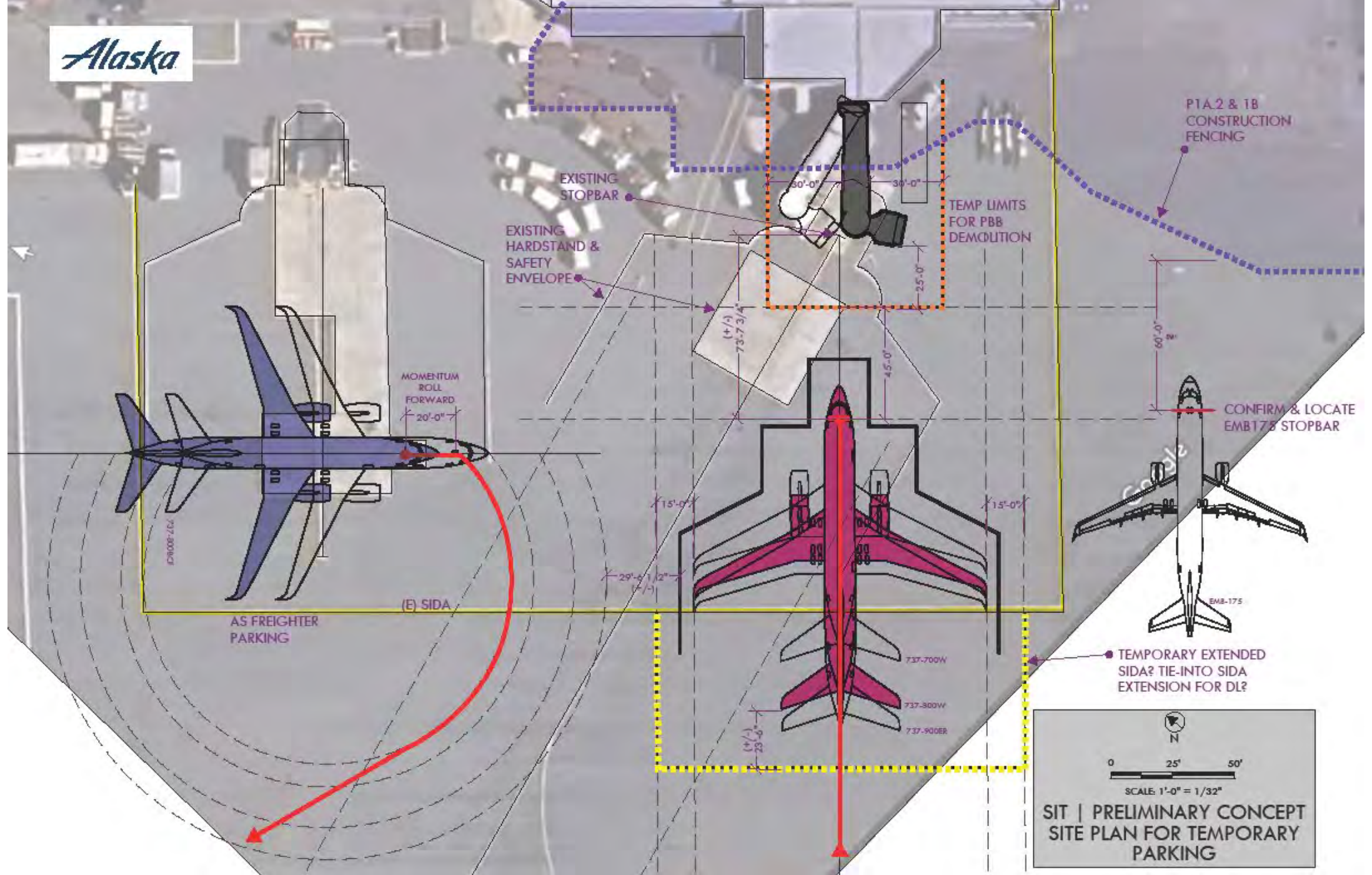
Upcoming Milestones

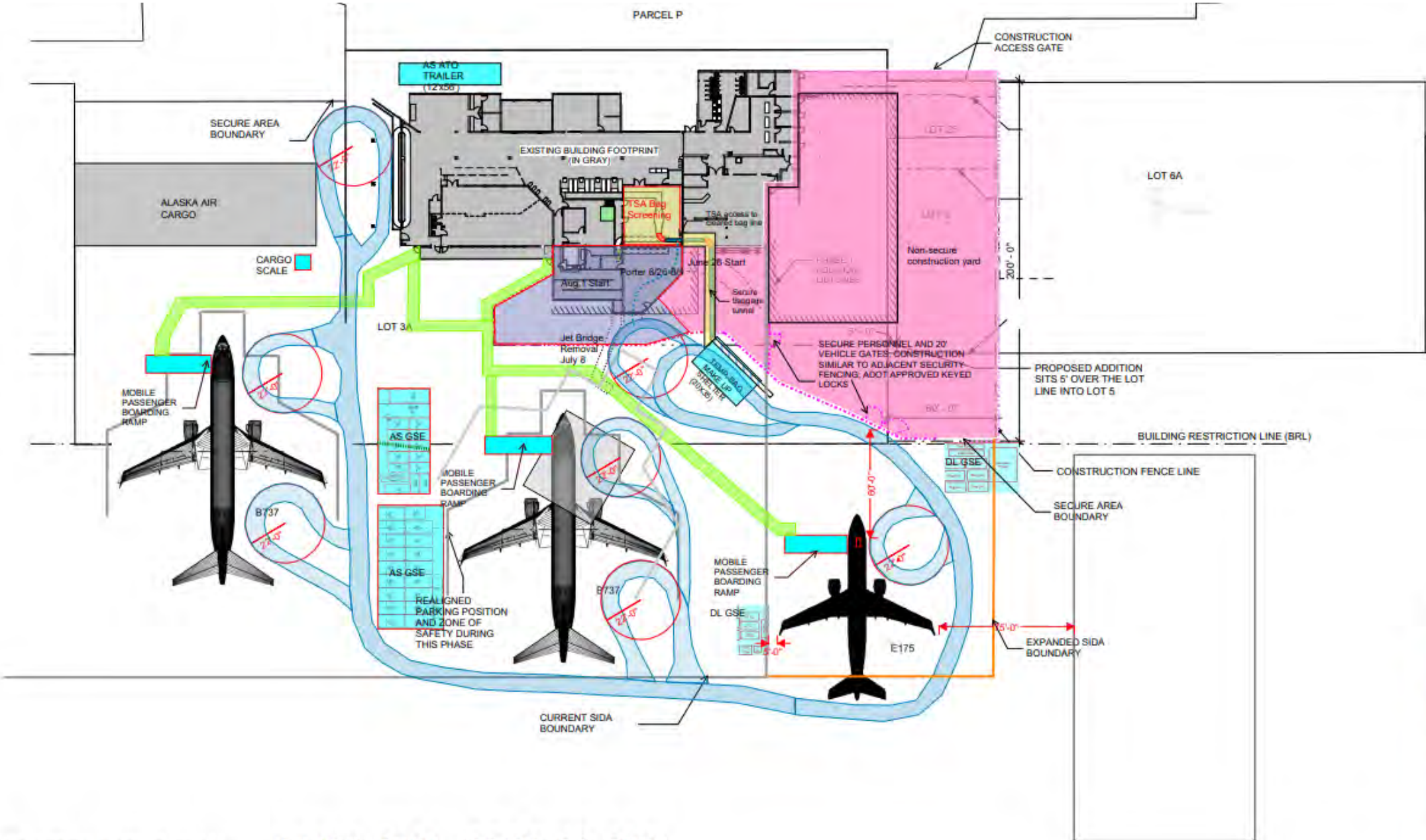
- Concrete slabs poured on 1st and 2nd floors of the addition in preparation for escalator installation.
- Siding and Roof Panel installation.
- Decommissioning of the Jet Bridge

Coordination

- 10 months of Temporary Operations to facilitate demolition and construction of the southwest terminal building.

Alaska





1 SITE LAYOUT PLAN - JULY 8, 2024 - SEPT. 30, 2024
 G105 1/32" = 1'-0"

Ground
Loading
7/24 - 5/25





CITY AND BOROUGH OF SITKA

Legislation Details

File #: 24-097 Version: 1 Name:

Type: Item Status: AGENDA READY

File created: 7/1/2024 In control: City and Borough Assembly

On agenda: 7/9/2024 Final action:

Title: Appoint Michelle Kavouras to a three-year term on the Health Needs and Human Services Commission

Sponsors:

Indexes:

Code sections:

Attachments: [Motion and application](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTION

I MOVE TO appoint Michelle Kavouras to a three-year term on the Health Needs and Human Services Commission.



CITY & BOROUGH OF SITKA
BOARD/COMMITTEE/COMMISSION APPLICATION

Municipal Clerk's Office, 100 Lincoln Street, Floor 3
Phone: 907.747.1826 Fax: 907.747.7403 Email: clerk@cityofsitka.org

Submit this completed application AND either a letter of interest or resume to the Municipal Clerk's Office by noon on the Wednesday prior to an advertised Assembly meeting.

Board/Commission/Committee Applying For: Health Needs & Human Services Commission

Name: Michelle Kavounas Phone Number: [REDACTED]

Mailing Address: [REDACTED]

Email Address: [REDACTED]

Length of Residence in Sitka: 10 months Registered to vote in Sitka? Yes No

Employer Business Name and your position: Sitka Counseling & Prevention Program Mgr

Organizations you belong to or participate in:
H.O.P.E. Coalition, Sitka Homeless Coalition, DART, SAFV, NAADAC, Mobile Recovery, Opioid Response Network, Empower Project, NASW, Peer COE, SAMHSA, ROSC's

Explain your main reason for applying:
I want to learn as much as I can about what we are seeing as needs for residents in Sitka in order to be a part of the solution

What experience or credentials will you bring to the board, commission, or committee membership?
Certified Alcohol & Drug Counselor, National Certified Recovery Specialist, Recovery Coach Professional Facilitator, Harm Reductionist, Counselor, Program Manager

Appointments are typically made during Assembly meeting open sessions. However, Assembly members may vote to discuss applicant(s) in closed executive session. In this case, do you wish to be present when your application is discussed? Yes No

Potential conflicts of interest that may arise from your appointment must be disclosed. These may include, but are not limited to, a substantial financial interest of \$1000 annually that could be influenced by your appointment, or an immediate family member employed within the scope of this appointment. Do you have any potential conflicts of interest to disclose? Yes No

If yes, please explain:

I understand this is a volunteer position appointed by the City and Borough of Sitka Assembly and requires regular meeting attendance. I further understand this application is public information and the merits of my appointment may be discussed at a public forum. In addition, my name may be published in media outlets. If I am appointed to serve, I will follow all laws, procedures, and practices associated with my appointment.

I certify that the information in my application is true and accurate.

Date: 6/27/24 Applicant Signature: Michelle Kavounas

From: [Michelle Kavouras](#)
To: [Clerk](#)
Cc: [REDACTED]
Subject: Application for Health Needs and Human Services Commission
Date: Saturday, June 29, 2024 8:00:43 AM
Attachments: [Health Needs and Human Services Commission application.pdf](#)

You don't often get email from [REDACTED]. [Learn why this is important](#)

Hi,

I am interested in serving on the Health Needs and Human Services Commission board. Relocating to Sitka in September last year to assume the position of Program Manager of Residential at Sitka Counseling and Prevention, I have recently transitioned to the role of Program Manager of Prevention. With 8 years of experience providing healthcare services to individuals in Illinois, my dedication to aiding others is deeply rooted in my personal experiences. I am grateful for the consideration of my application and welcome any queries you may have.

Michelle Kavouras, CADC, NCRS, CPRS

[REDACTED]

[Schedule time with me](#)



Health Needs and Human Services Commission

NAME	CONTACT NUMBERS	TERM STARTS	EXPIRES	CATEGORY
CRYSTAL DUNCAN 721 Lake Street	907-738-6986 clduncan@alaska.edu	12/13/23	2/9/25	Chair
ANNETTE EVANS PO Box 902	406-579-1936 wannitta12@yahoo.com	1/24/23 2/13/24	12/8/23 2/13/24	Vice Chair
WOODY WIDMARK 444 Katlian Street	907-752-0152 woodywidmark@gmail.com	9/13/23	9/13/26	
AMANDA ROBERTS 1212 Seward Avenue	907-966-8745 amandar@searhc.org	8/9/23	11/9/24	
PAUL BAHNA 3001 Barker Street	907-623-7758 bnbahna@alaska.edu	12/13/23	11/8/25	
<i>RACHEL WORTHEY 705 Sawmill Creek Road</i>	<i>731-610-5199 rachelworthey@gmail.com</i>	<i>6/14/23</i>	<i>8/24/24</i>	<i>Resigned 5/7/2024</i>
<i>ELISE DAVIDSON KITKA 113 Metlakatla Street</i>	<i>907-738-7057 lisamarie.davidson@gmail.com</i>	<i>2/28/23</i>	<i>4/13/24</i>	
Jess Earnshaw Deputy Clerk	907-747-1826 jessica.earnshaw@cityofsitka.org			Secretary
JJ Carlson 100 Lincoln Street	907-738-4190 assemblycarlson@cityofsitka.org			Assembly Liaison
Kevin Mosher 100 Lincoln Street	907-752-0467 assemblymosher@cityofsitka.org			Alternate Assembly Liaison

Established by Ordinance 2013-23

7 members, 3-year terms. A vacancy on the commission shall be filled by appointment by the Assembly for any remainder of an unexpired term.

Meeting schedule: 3rd Wednesday of the month; Noon at Harrigan Centennial Hall, 330 Harbor Drive – Meetings are to be held no less than four times per year.

Revised: June 25, 2024



CITY AND BOROUGH OF SITKA

Legislation Details

File #: 24-094 Version: 1 Name:

Type: Item Status: AGENDA READY

File created: 6/19/2024 In control: City and Borough Assembly

On agenda: 7/9/2024 Final action:

Title: Action Plan for Tourism Task Force Recommendations (postponed at the 6/25 Assembly meeting)

Sponsors:

Indexes:

Code sections:

Attachments: [01 Outline](#)
[02 Memo_TTF Action Plan](#)
[03 TTF Action Plan](#)

Date	Ver.	Action By	Action	Result
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Action Plan for Tourism Task Force Recommendations

This item was postponed at the 6/25 Assembly meeting

Step 1

Discussion of Action Plan

Overview provided by Amy Ainslie, Planning & Community Development Director

Step 2

Discussion/Direction of Action List

Provide feedback on whether any additional details, clarifications, actions, or changes to the described actions and their priority level, are needed

Step 3

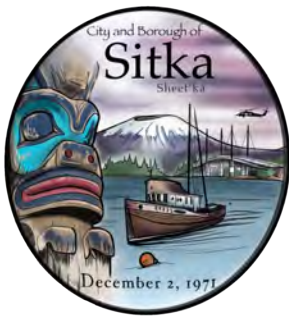
Assembly Direction – Tasking List

Provide the Administrator with direction to either take the action as described, or schedule further discussion on specific action(s) for a future meeting date

Step 4

Assembly Sponsors – Tasking List

Identify 2-3 sponsors for a future ordinance related to each action item





CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members

Thru: John Leach, Municipal Administrator 

From: Amy Ainslie, Planning & Community Development Director 

Date: June 19, 2024

Subject: Action Plan for Tourism Task Force Recommendations

Background

The Assembly adopted the Tourism Task Force Recommendations at a special meeting on May 16, 2024. The Assembly further directed the Administrator to prepare an Action Plan for the recommendations that would return to the Assembly for their consideration at their June 25, 2024, regular meeting.

The Task Force recommendations were translated into action items, and prioritized in terms of how soon action is wanted/needed based on the Assembly's discussion at the special meeting in the "Action List". This was further pared down to the "Tasking List" which removed actions marked as "Ongoing". The items on the Tasking List are separated into actions requiring Assembly direction to the Administrator, and actions that require Assembly sponsorship for an ordinance.

Analysis

Staff recommends the following process for tonight's meeting:

1. **Action List:** Provide feedback on whether any additional details, clarifications, actions, or changes to the described actions and their priority level, are needed.
2. **Tasking List, Assembly Direction:** Provide the Administrator with direction to either take the action as described, or schedule further discussion on specific action(s) for a future meeting date.
3. **Tasking List, Assembly Sponsors:** Identify 2-3 sponsors for a future ordinance related to each action item.

Fiscal Note

Actions from the Tasking List that have a financial need will either require a supplemental appropriation, or can be covered within approved budgets.

It is anticipated that supplemental appropriations will be needed for TBMP administration (Action 3A) and any commissioned surveys or studies (Action 1B). Direction given to the Administrator on these items include soliciting interest/quotes, and therefore more detailed financial information can be provided along with the supplemental appropriations.

The annual membership fee for the Port Communities group (Action 5B) is still undetermined, as fees are based on the level of administrative support the group wishes to have from AML and the number of participating municipalities. The membership fee may be able to be covered in the Administrator's budgeted expenses (Dues & Publications) for FY25. The action as described in the Action List has the Administrator reporting back to the Assembly on what the membership fee would be for further consideration.

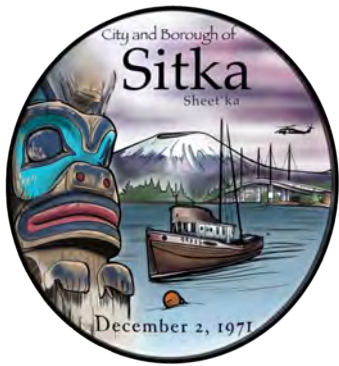
Designating a smoking area in the downtown area (Action 4M) could be a relatively low-cost proposal with signage and waste receptacles. At this level, these expenses can be covered within Streets or Grounds Maintenance budgeted expenses for FY25. If something larger such as a covered shelter is desired, staff recommends that this be considered as a capital project in the FY26 budget.

E-bike regulations (Action 4A) and addressing downtown vacancy (Action 4L) are identified as "potentially" requiring expenditures. This would be wholly dependent on the policy direction determined by the Assembly sponsors for these actions. Potential expenses under these actions could include incentives for, or cost-sharing with, businesses. Supplemental appropriations would be needed, and therefore more detailed financial analysis would be completed along with those proposals.

Recommendation

Review the Action Plan, including the Action List and Tasking List. Provide feedback, direction, and identify Assembly sponsors as needed.

Encl: Action Plan for Tourism Task Force Recommendations



Action Plan

for

Tourism Task Force Recommendations

Includes:

Action List

Tasking List

Assembly Adopted Tourism Task Force Recommendations

Priority Levels	
High	1-3 months
Medium	4-6 months
Ongoing	Ongoing or in process operation/project/policy focus

Action List for Tourism Task Force Recommendations						
Directive #	Rec #	Recommendation	Action #	Action	Priority Level	Lead
1	1	Pursue mutual agreements with the industry	1A	Direct the Municipal Administrator to negotiate preliminary terms for an agreement that achieves the goals for levels of tourism as identified in the Task Force recommendations under Directive #1. Final approval of the agreement and terms by the Assembly	High	Assembly & Administrator
	2	Flatten the curve				
	3	Take out the peak				
	4	Designated quiet days				
	5	Shorten the length of the season				
	6	Continue collecting data	1B	Assembly to determine any additional studies or surveys to be commissioned - direction for Administrator to proceed needed. Ordinance for supplemental appropriation may be needed (Visitor Enhancement potential source of funds)	Medium	Assembly & Administrator
	7	Prioritize quality of life	1C	Ongoing, long-term effort. No specific action needed	Ongoing	Assembly
2	8	Establish a tourism commission	2A	Assembly sponsors needed for an ordinance to establish the Tourism Commission	High	Assembly Sponsors
	9	Establish an annual review cycle				
3	10	Determine program administration	3A	Identify an organization to administer the TBMP program. Potential options include adding it to the visitor services contract or soliciting interest from other organizations. Direct the Administrator to seek an amendment of the visitor services contract or solicit interest (i.e. a bid or RFP)	High	Assembly & Administrator
	11	Implementation				
	12	Maximize participation and compliance				
	13	Training is key				
	14	Centralize information sharing				
5	31	Continued engagement	5A	Ongoing, long-term effort. No specific action needed	Ongoing	Assembly & Administrator
	32	Enhanced engagement	5B	Tourism Manager position created. Assembly direction needed for Administrator to pursue membership in the Port Communities working group through AML. Administrator to report back on membership fee required	Medium	Assembly & Administrator

Priority Levels	
High	1-3 months
Medium	4-6 months
Ongoing	Ongoing or in process operation/project/policy focus

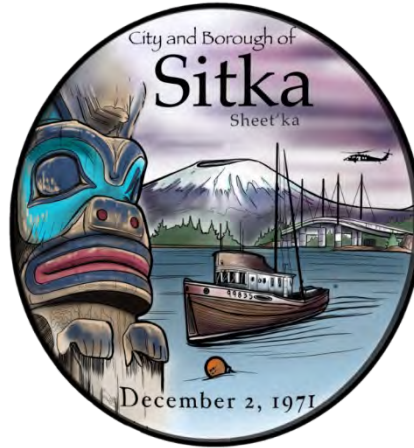
Action List for Tourism Task Force Recommendations

Directive #	Rec #	Recommendation	Action #	Action	Priority Level	Lead
4	15	Classify e-bikes as motorized vehicles	4A	Assembly sponsors needed for code amendments/additions to regulate e-bikes. Changes should be jointly reviewed by the Parks & Recreation Committee and the Tourism Commission	High	Assembly Sponsors
	16	Identify multi-use paths to be used by rental e-bikes				
	17	Require equipment on rental e-bikes				
	18	Identify and protect priority recreation sites	4B	Planning staff is currently in the data collection process for use of recreation sites. Additional public engagement on priority use sites for residents to be conducted in the fall in conjunction with the ongoing Parks and Recreation Asset Management Plan. Results and potential code changes regarding commercial land use permits to be lead by Planning staff and vetted by the Parks & Recreation Committee and the Tourism Commission	Ongoing	Administrator
	19	Create a designated tourism position within CBS	4C	Action completed - position was designated and approved in the FY25 budget. Advertisement for the position will begin in July	Ongoing	Administrator
	20	Food cart permits	4D	Assembly sponsors needed for an ordinance to change food cart codes including any specific regulation changes and permit administration. Review with Tourism Commission	Medium	Assembly Sponsors
	21	Align berthing policies and fees	4E	Ongoing, long-term effort. No specific action needed	Ongoing	Administrator
	22	Address tourism-related traffic at GPIIP	4F	GPIIP Board has drafted provisions for a potential code change regarding traffic at GPIIP. Assembly direction to Administrator to proceed with ordinance	Medium	Assembly & Administrator
	23	Zoning for future cruise docks	4G	Assembly direction to Administrator to proceed with zoning text amendment. Planning staff will draft the code change and ordinance, and vet through Planning Commission	Medium	Assembly & Administrator
	24	Zone Katlian Bay	4H	Assembly direction to Administrator to engage property owners on potential zoning designations	Medium	Assembly & Administrator
	25	Continue work with ADOT/PF to address critical areas	4I	Ongoing, long-term effort. No specific action needed	Ongoing	Administrator
	26	Identify locations for permanent public restrooms	4J	Work ongoing in conjunction with Crescent Harbor Restroom Replacement project	Ongoing	Administrator
	27	Lincoln Street closures	4K	Ongoing - Lincoln Street Repaving Project currently in the 5-year capital budget	Ongoing	Administrator
	29	Downtown improvements				
	28	Addressing downtown vacancy	4L	Assembly sponsors needed for potential code amendments/additions	Medium	Assembly Sponsors
30	Smoking in the downtown area	4M	Assembly direction for Administrator to investigate potential designated smoking area downtown and installation of waste receptacles	Medium	Assembly & Administrator	

Tasking List for Tourism Task Force Recommendations

Action #	Synopsis	Action Needed	Priority Level	Need for Expenditure?	Direction Provided 7/9:
1A	Negotiated agreement for visitor numbers	Assembly direction	High	No	
3A	TBMP administration	Assembly direction	High	Yes	
1B	Additional surveys/studies	Assembly direction	Medium	Yes	
4G	Zoning for future cruise docks	Assembly direction	Medium	No	
4H	Zoning for Katlian Bay	Assembly direction	Medium	No	
4M	Smoking in the downtown area	Assembly direction	Medium	Yes	
5B	AML Port Communities working group	Assembly direction	Medium	Yes	
4F	Traffic at GPIIP	Assembly direction	Medium	No	

Action #	Synopsis	Action Needed	Priority Level	Need for Expenditure?	Sponsors Identified 7/9:
2A	Establishing a Tourism Commission	Assembly sponsors	High	No	
4A	E-bike regulations	Assembly sponsors	High	Potentially	
4D	Food cart permits	Assembly sponsors	Medium	No	
4L	Addressing downtown vacancy	Assembly sponsors	Medium	Potentially	



CITY AND BOROUGH OF SITKA

TOURISM TASK FORCE RECOMMENDATIONS

Tourism Task Force Established by Resolution 2023-11
Final Recommendations Approved on April 30, 2024
Assembly Adoption May 16, 2024

Members:

- Jim Michener, Chair, Downtown Business Corridor Category
- Rich McClear, Vice Chair, Community At-Large Category
- Camille Ferguson, Sheet'ka Kwáan Sitka Tribe of Alaska Appointee Category
- Scott Wagner, Ports and Harbors Commission Appointee Category
- Barbara Bingham, Sustainability Commission Appointee Category
- Jeremy Plank, Tours and Attractions Category
- Cambria Holmes, Business in General Category
- Chris McGraw, Sitka Sound Cruise Terminal Category
- Ryan Gluth, Community At-Large Category
- Rachel Roy, Ex-Officio, Visit Sitka
- Amy Ainslie, Ex-Officio, CBS Planning & Community Development
- Jessica Earnshaw, CBS Staff Liaison
- JJ Carlson, CBS Assembly Liaison
- Chris Ystad, CBS Assembly Liaison

Former Members:

- Phyllis Hackett, Chair, Community At-Large
- Laurie Booyse, Ex-Officio, Visit Sitka

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Appendices

- Appendix A: November 13, 2023 Town Hall Results
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- Appendix E: Correction to Sales Tax Projections

TOURISM TASK FORCE ESTABLISHMENT AND DIRECTIVES

The Tourism Task Force was established on March 14, 2023, by the passage of Resolution 2023-11 (“the establishing resolution”). The establishing resolution created the Tourism Task Force (“the Task Force”) with the intent to facilitate the City and Borough of Sitka’s (CBS) transition from short-term management of cruise tourism into a long-term perspective. It is notable that through the language of the establishing resolution and the initial joint-work session between the Assembly and Task Force that the focus of the directives and recommendations was to be on cruise visitation rather than the broader visitor industry.

The establishing resolution designated the following seats by category. All members were appointed by the Assembly.

- One seat filled by a member recommended by the Sheet’ka Kwáan Sitka Tribe of Alaska
- One seat filled by a member recommended by the Ports and Harbors Commission
- One seat filled by a member recommended by the Sustainability Commission
- One seat representing the downtown business corridor
- One seat representing tours and attractions
- One seat representing business in general
- One seating representing the Sitka Sound Cruise Terminal
- Two seats representing the community at-large

The establishing resolution also designated the following non-voting seats:

- Visit Sitka representative, ex-officio
- Planning and Community Development Director (or designee), ex-officio
- Staff Liaison
- Assembly Liaison

The establishing resolution gave the Tourism Task Force five main directives to explore and make recommendations on:

1. Levels of tourism in Sitka
2. Annual review cycle of CBS operations and tourism funding
3. Assisting in the development of a Tourism Management Best Practices (TBMP) program
4. Land use regulations and waterfront development policies
5. Regional strategies to advance Sitka’s interests regarding cruise tourism

Initial appointments were made on April 25, 2023. The establishing resolution required that the Task Force make its final recommendations to the Assembly no later than April 30, 2024.

MEETINGS AND PUBLIC ENGAGEMENT

All meetings of the Task Force were open to the public.

- April 27, 2023: Assembly and Tourism Task Force Joint Work Session
- May 31, 2023: Work Session
- July 12, 2023: Regular Meeting
- August 9, 2023: Work Session
- September 6, 2023: Work Session
- September 28, 2023: Work Session
- November 1, 2023: Work Session
- November 27, 2023: Work Session
- December 6, 2023: Work Session
- December 13, 2023: Work Session
- January 4, 2024: Work Session
- January 25, 2024: Regular Meeting
- February 7, 2024: Work Session
- February 26, 2024: Work Session
- March 18, 2024: Work Session
- April 8, 2024: Work Session
- April 30, 2024: Regular Meeting

Public engagement events:

- October 11 – November 1, 2023: Survey on Draft TBMP
- November 13, 2023: Town Hall Meeting
- December 7, 2023: Town Hall Meeting
- December 20, 2023 – January 15, 2024: Survey on Level of Cruise Tourism for Sitka
- January 16, 2024: Town Hall Meeting
- February 12, 2024: Attractions Focus Group

Throughout the process, the public regularly contacted task force members via email, letters, phone calls, and in-person conversation. Given the importance of the topic, and broad membership of the task force, members regularly reported upon the stories, concerns, and feedback received from the public through these channels.

DIRECTIVE ONE: LEVELS OF TOURISM IN SITKA

A. Findings

The first directive was of most interest and importance to the public, and the “right” level of cruise tourism continues to be the most prominent topic of community concern and debate. For more detailed results/analysis of the public feedback on this directive, please review Appendices A – C which contain the results from two town hall meetings and the community survey. The following is a very abbreviated summary of findings, but aims to provide the key takeaways regarding levels of cruise tourism in Sitka.

Community Importance

This topic carries incredible emotional weight for the community. Concerns about personal livelihoods, community character, Sitka’s unique lifestyle, economic sustainability, environmental impact, social justice and cohesion, and health/safety are all intertwined in the consideration of what the “right” level of cruise tourism is for Sitka. This finding is highlighted to emphasize the care and reverence needed in continuing conversation and deliberation on cruise tourism.

This topic is also very polarized, with strong opinions voiced in favor of both drastic reduction as well as continued/increased levels of cruise tourism. Finding a “middle” or “balance” point is challenging given the polarization.

Difficulties of a Quantitative Approach

A quantitative approach to determining the “carrying capacity” of Sitka for cruise visitation levels was not determined to be feasible (in the time given and without making significant assumptions that could invalidate the analysis) because there aren’t strict space constraints in evaluating the carrying capacity of the entire community. Carrying capacity analyses are usually performed in relation to more specific locations like a historic site, downtown/townsite, or park. Carrying capacity analyses have been performed within the independent traveler market which is possible due to its fixed constraints such as number of hotel rooms, rental cars, and daily airline capacities. Sitka’s capacity for cruise visitors is highly dependent on the variables of dispersion and the capacity of new tours and attractions, factors that will inevitably change over time.

Considering Community Impacts

A helpful framework for considering how the community is impacted by cruise tourism is a question asked at the first town hall meeting, “What makes Sitka a great place to live, and why do you choose to live here?”. By knowing what makes Sitka a great and desirable place to live, we can consider cruise visitation impacts on these grounds. The top themes were:

- Community and small-town feel: close knit community, familiar faces, caring neighbors, safety, and small-town atmosphere
- Access to nature/outdoor recreation: Natural beauty, wilderness, pristine environment, access to recreation and subsistence activities
- Pace of life: slower pace of life, lack of “hustle and bustle”, and peaceful, quiet, and relaxed lifestyles

Given the above, it follows that the biggest concerns raised in terms of community impact from growth in cruise numbers were those listed below. This feedback was also incorporated into recommendations for TBMP and land use regulations.

- Loss of small-town feel during the cruise season
- Fear of losing community character/uniqueness, becoming a seasonal community
- Safety issues experienced (particularly those related to transportation)
- Congestion (both vehicular and pedestrian)
- Overcrowding of recreational and subsistence sites
- Environmental impacts including emissions, noise, and litter

Financial and Economic Impacts

The financial and economic impacts of cruise tourism were prominent points in public discussions regarding levels of cruise tourism. Following strong interest voiced by the community in learning more, significant time on the part of the task force was spent on pulling together, sharing, and explaining how cruise visitation impacts the municipal budget.

Two-thirds of respondents at the November 13th town hall meeting cited economic benefit from the cruise industry in the form of direct benefits through jobs/businesses in the industry for themselves or family members, increased tax revenue, and benefits to the general economy.

There was broad recognition that the visitor industry as a whole is currently a critical industry for Sitka’s economy. At the December 7th town hall:

- 90% of respondents agreed with the statement, “I recognize that some of my friends, neighbors, and/or fellow community members rely on cruise tourism to make a living in Sitka.”
- 75% agreed that at least some level of cruise tourism is necessary for Sitka.

- Public comments that cited the economic benefits of cruise tourism most commonly shared considerations for young Sitka residents and their opportunities to work in, or own a business related to, the cruise industry.

From a tax revenue perspective, the key findings were:

- Sales tax revenue, equalizing for inflation and new tax collection for online sales, has experienced significant growth from pre-pandemic levels to present. New and improved municipal services have been made available, and substantial contributions to public infrastructure have been made as a result.

It is also notable that many felt that the financial and economic considerations had an outsized impact on the discussions regarding levels of cruise tourism. Almost two-thirds of respondents at the December 7th town hall disagreed that the economic benefits of cruise tourism should be the most important factor in determining the right level of cruise tourism for Sitka.

Public Input on the “Right” Level of Cruise Tourism in terms of Numbers

It was encouraging to see that 80% of respondents at the December 7th town hall meeting wanted the community to reach common ground so that Sitka can find a balance when it comes to cruise tourism. Another 70% agreed that the ideal number of cruise tourists for Sitka balances economic opportunities and benefits with preserving quality of life. In the community survey, 60% of respondents stated that they believe CBS should take an active role in determining the number of cruise visitors that come to Sitka. However, the “balanced” number was difficult to discern from the input received.

Daily Numbers

As a starting point, participants at the November 13th town hall identified that their top priority for managing cruise levels, by a wide margin, was the daily number cruise visitors. At that same meeting, 30% responded to what they thought the “right” level of cruise tourism is in the form of a daily number; the highest number of these responses (38%) cited a daily number of cruise daily passengers in the 5,000 – 5,999 range. The next highest priority was related – the days per week with “large ships”, the those with 4,000+ passenger capacity.

Somewhat polarized responses regarding daily numbers were received at the December 7th town hall:

- In response to the question, “On average, how many days per week in 2023 felt too congested?”, the highest responses were for zero and five days a week, with noticeably lower responses dispersed across one-four and six-seven days per week.
- In response to the question, “Going forward, what is the maximum days per week Sitka should have 7,000 or more passengers?”, the highest responses were for zero and seven days a week, with significantly lower responses dispersed fairly evenly across one-six days per week.

In the community survey, the following data points were collected regarding daily numbers of visitors:

- For those who felt there should be a maximum number of daily cruise passengers (81%), the average reported (less statistical outliers) was 5,484, and the median was 5,000.
- When asked to narrow their choice of maximum number of daily cruise passengers to the options of 3,000 – 7,000, the largest response was for 7,000 passengers (34%), followed by 3,000 (23%), 5,000 (18%), 4,000 (16%), 6,000 (9%), and 6% skipped the question.
- There was not strong consensus around how many days per week there should be large ships in town. Seven days per week had the highest response with 20%, followed by 15% for five days, and 14% for zero days.

Questions also arose concerning emergency/health service impacts in relation to daily numbers. Ultimately, the information found did not highlight a clear correlation. Reports from the CBS Fire/EMS as well as SEARHC did not indicate that volumes correlated to high-passenger count days. In fact, some of the peak volumes for emergency and health services correlated to low-passenger days, citing that the smaller cruise vessels have less capacity on-ship for health/medical attention.

A focus-group meeting was held with representatives from attraction sites, and daily passenger numbers were a strong topic of discussion. Fortress of the Bear, the Sitka Sound Science Center, and the Raptor Center had to institute their own daily limits (most consistently ~5,000/day) to appropriately manage congestion in their facilities as well as the stress put on animals at these facilities. Despite the significant growth in cruise visitation to Sitka between 2022 and 2023, visitor numbers at these facilities were similar between the two seasons due to their facility constraints.

Season Total

While a lesser priority as identified at the November 13th town hall, the season total of cruise passengers was continually discussed in public engagement. At that same meeting:

- 31% of respondents responded to what they thought was the “right” level of cruise tourism for Sitka in the form of a season total. The season totals shared as the “right” level did not have a strong lead response; 21% said 451k – 550k, 20% said 151k-250k, and 18% said 251-350k.
- 15% of respondents responded to what they thought was the “right” level of cruise tourism for Sitka in the form of an era/time period, with 52% citing 2023 levels and 44% citing pre-pandemic levels.

In the community survey, the following data points were collected regarding the season total of cruise passengers in Sitka:

- 55% of respondents stated that going forward, cruise tourism levels should be less than 2023 levels, and 44% felt it should be the same or more than 2023.
- For those who felt there should be a maximum number of cruise passengers per season (66%), the average (less statistical outliers) was 376,715, with a median of 350,000. The most common response (the mode) was 300,000. However, it’s important to note that this question had a high number of “skipped” responses, presumably because they did not believe there should be a season maximum.
- When asked to narrow their choice of season total maximum to 250,000 – 550,000, the highest selected option was 550,000 (38%), followed by 250,000 (27%), 350,000 (22%), 450,000 (13%), and 9% skipped the question.

Length of Cruise Season

While the public generally did not indicate that the length of the cruise season was a strong priority for cruise management, it was a strong priority raised in the attractions focus group. They voiced the enormous strain the lengthening of the cruise season (the introduction of ships in April - early May and late September - October) had put on their organizations and staff. They all cited the near impossibility of finding seasonal staff for these shoulder months, and the stress put upon year-round staff to fill those holes. The visitors’ experience during these shoulder months was also reported to be largely negative, citing factors such as bears being in hibernation and poor weather conditions.

Mitigations

Several “mitigations” to higher levels of cruise visitation were explored during the process. The most popular idea was for “designated quiet days”, which came from public comments at the November 13th town hall. Designated quiet days were proposed as consistent day(s) of the week throughout the whole season with minimal cruise ship visitors (which the task force defined as 1,000 passengers or less), such as the example of “No Ship Saturdays”. Having designated quiet day(s) would provide community members with more consistency and certainty as they plan errands, shopping, recreation, and other events/activities.

- At the December 7th town hall, participants identified Saturdays and Sundays as their top choices for designated quiet days.
- In the community survey, 59% stated that CBS should advocate for designated quiet day(s), with 44% preferring two per week, 29% preferring one per week (27% skipped the question, presumably because they did not believe CBS should advocate for designated quiet days).
- Participants at the attractions focus group also advocated for a designated quiet day(s), as it would provide them with more certainty and consistency for operations planning such as staff scheduling.

This and other mitigations considered at the December 7th town hall had low-to-moderate levels of potential effectiveness as reported by participants. Participants were asked whether they would support 2023 levels of cruise tourism going forward if:

- Passengers were more dispersed throughout town, meaning fewer came downtown at once: 45% agreed, 45% disagreed
- There was less noise and/or air pollution from shuttle buses: 33% agreed, 45% disagreed
- There was less pedestrian crowding and jaywalking around Harrigan and the nearby traffic light: 33% agreed, 45% disagreed
- There were 1-2 quiet days per week: 35% agreed, 55% disagreed

When asked whether participants would support limiting cruise ships at city docks to reach a more balanced level of cruise tourism, 30% agreed and almost 60% disagreed.

B. Recommendations

As evidenced through the findings, making a quantitative recommendation on the “right” level of cruise tourism in Sitka that is representative of overall community needs and desires is a difficult task, to say the least. Given the emotional weight of the topic, polarity of data collected, limitations on quantitative approaches to answer the question, and lack of data on what economic impacts would be experienced at different levels of cruise tourism, the task force was not prepared to make a recommendation on singular numbers defining the right level of cruise tourism. However, the task force does offer the following recommendations:

1. Pursue mutual agreements with the industry

Following the examples of other communities in Alaska and nationwide, CBS should pursue mutual agreements (preferably through Memorandums of Understanding) to advocate for community goals related to cruise visitation. Specific points of advocacy are outlined in the recommendations that follow.

2. Flatten the curve

While maintaining current levels of cruise tourism will not satisfy those in the community who would like significant reductions from current levels, ensuring that, at a minimum, Sitka does not experience continued exponential growth such as that seen in 2022 and 2023 would ease the anxiety of many residents regarding future growth.

3. Take out the peak

As the public's top priority for visitor number management was the daily number, and most impacts cited were in relation to large visitor days (congestion, safety concerns, telecommunication challenges), CBS should advocate to reduce "peak" days in the cruise ship schedule. This should include limiting "large ships", the neopanamax ships with 4,000+ passenger capacity, to one per day. Also consider limiting their visitation on a weekly basis, with a potential range of two to four days per week. Based on the results of the community survey, it appears that a daily limit between 5,000 – 7,000 cruise passengers is most agreeable; that comes with the significant caveat that the range of responses was vast and lacked a clear majority consensus. Another element of "taking out the peak" includes operational considerations. The disbursement of visitors throughout town and staggering of ship arrivals can also reduce congestion on peak days.

As CBS has direct control over its lightering facilities, consideration should be given to the role they play in contributing to peak days. The task force recommends the development and implementation of a lightering policy that would limit the size of ships (particularly those with lower berth capacities over 900 passengers) utilizing CBS lightering facilities on days when 5,000 or more visitors are expected at the Sitka Sound Cruise Terminal and other docks.

4. Designated quiet days

CBS should advocate to designate one to two quiet days per week, with preferences from the community for Fridays, Saturdays, and/or Sundays. Based on the 2024 cruise ship schedule, it appears that Saturdays may be the most achievable in a negotiated agreement as it would affect the least number of sailings.

5. Shorten the length of the season

CBS should advocate to limit sailings in April – early May, as well as late September – October. Maintaining the historic, standard season of mid-May through mid-September would reduce the strain and burnout experienced by local businesses and the public generally, as well as protect the visitor experience cruise passengers have in Sitka that may encourage them to return as independent travelers.

6. Continue collecting data

Continuous data collection from the community, industry trends, evaluation methodologies for sustainable tourism, and economic data should be prioritized to inform future MOUs or MOAs as discussed in Recommendation #1. Additional community surveys, impact studies, and economic impact studies should be commissioned and funded.

7. Prioritize initiatives that enhance and protect Sitka’s character and quality of life

Many of the recommendations made under the other directives speak to potential priority actions and projects that would enhance and protect both Sitka’s character and quality of life. In addition to those recommendations made under directives three and four, the following should also be considered:

- Continue to invest tax revenues gained through cruise tourism in services and infrastructure that promote quality of life. Improve communication to residents about how the revenue and services/infrastructure are related.
- Promote and foster other industries, particularly those that operate year-round or in the winter months to keep Sitka a vibrant, year-round community with diverse economic pillars.
- Protect local enjoyment of holidays such as the 4th of July, and protect use of public facilities for important events such as voting by reducing conflict with cruise visitation. Advocate for changes in the cruise ship schedule and/or traffic re-routing to achieve this.
- Protect and maintain Sitka’s federally designated Rural Status.

**DIRECTIVE TWO:
ANNUAL REVIEW CYCLE OF CBS OPERATIONS AND TOURISM FUNDING**

The rapid growth of cruise tourism in Sitka has necessitated the mobilization of new CBS operations, budgetary considerations, and the need for continued public input regarding tourism management. The establishing resolution noted that based on a recommendation by the task force, a Tourism Commission may be pursued in order to have a permanent body that advises the Assembly on tourism-related issues. The task force makes the following recommendations:

8. Establish a tourism commission

A permanent body is needed to continue the work done by the Planning Commission on the Short-Term Tourism Plan, the recommendations of the task force, and additional tourism-related issues currently at hand and those that will undoubtedly arise in the future. A permanent commission is also the best way to facilitate a consistent annual review cycle. This commission could operate year-round, or could follow the seasonal structure currently utilized by the Ports and Harbors Commission (which does not meet in June, July, and August).

9. Establish an annual review cycle

The seasonality of the visitor industry will largely guide the annual review cycle. Additionally, Ordinance 23-17 established an annual process to consider public proposals for use of commercial passenger vessel (CPV) excise tax contingent on Assembly authorization to call for such proposals each year. The following annual review schedule is proposed, starting at the beginning of the fiscal year:

- July – August (if meeting over summer)
 - Promote the availability of the public proposal process for CPV funds
 - Monitor CBS operations
 - Monitor public input received through community feedback line/TBMP feedback line
 - Continue work on near-term and on-going action items
- August - September
 - Review public proposals made for CPV funds
 - Provide recommendations on public proposals made for CPV funds to the Administrator for presentation to the Assembly
- October
 - Solicit community feedback on the most recent visitor season
 - Review TBMP data

- November – December
 - Using community feedback and other data/input, and consider potential recommendations for funding, regulation/land use provisions, changes or additions to CBS operations, and changes to TBMP provisions.
 - Prepare an annual report to the Assembly on input collected and recommendations. Identify immediate actions to be taken before the next visitor season, near-term actions (those to be addressed over the course of the next 12 months), and long-term/ongoing actions
- January
 - Present annual report to the Assembly, seek approval for action items to be prioritized by the Commission
- February – April
 - Prioritize work on immediate actions
 - Continue work on near-term and long-term actions
- May – July (if meeting over summer)
 - Promote the availability of the public proposal process for CPV funds, help provide education to the public on appropriate usage of CPV funds
 - Monitor CBS operations
 - Monitor public input received through community feedback line/TBMP feedback line
 - Continue work on near-term and on-going action items

**DIRECTIVE THREE:
ASSIST IN THE DEVELOPMENT OF A TOURISM MANAGEMENT BEST
PRACTICES (TBMP) PROGRAM**

A Tourism Management Best Practices (TBMP) program is intended to service as a voluntary compliance structure that establishes the best practices for tourism related businesses to provide high quality visitor experiences, reduce the potential for conflict between businesses, and promote community interests related to tourism business operations. A successful TBMP program will have stated goals with a concise framework for administration, communication, training, monitoring and evaluation. Its recommended practices will be practical, adequate for desired outcomes and supported by member partners. It will also fairly and satisfactorily address concerns voiced by the wider community so as to gain broad support.

The initial draft provisions of a TBMP program are included in Appendix D. It was largely based on Juneau’s program, and edited to fit Sitka through industry review and contributions from a community-wide survey.

Overall, the task force is very supportive of a TBMP program in Sitka and is optimistic about the benefits it could bring. The task force makes the following recommendations regarding TBMP:

10. Determine program administration

The program must be administered by an organization with the capacity to manage the myriad responsibilities that come with the program including enrollment, monitoring, compliance, reception and dissemination of community feedback, and continuous improvement. This could potentially be included as a responsibility in the Visit Sitka contract, or by soliciting feedback from other interested organizations.

11. Implementation

The task force recommends a “soft launch” for the 2024 season to promote awareness of the program and some limited enrollment to trial provisions/processes. For the last two summers, a “community feedback line” has been operated by Visit Sitka; this should continue in 2024 and become part of the TBMP program. A complete launch should take place for the 2025 season.

12. Maximize participation and compliance

The program administrator should compile and continuously update a list of tourism related businesses to maximize outreach. The CBS sales tax registration process could be used to identify and do outreach with new businesses to make them aware of the program.

In Juneau, certain municipal permits require participation in the TBMP program. This should be considered in Sitka to bolster the effectiveness of the program.

A “Preferred Providers Program” should be developed to identify and reward program members for meeting and exceeding applicable guidelines potentially in the form of a Gold, Silver, and Bronze status system. This part of the program would require further development to define actions and standards for each status which could include provisions for documented employee training, collaboration with other program members, good reviews, responsiveness to reported problems/complaints, etc. Status in the Preferred Providers Program could come with identification in marketing materials and at their business.

13. Training is key

With many employees new to Sitka every year in the tourism industry, accessible training for TBMP members and their employees is key to ensuring familiarity and compliance with TBMP provisions. Training materials should be developed by the program administrator in conjunction with members and updated as needed. Track training completed, and consider mid-season training/check-ins to ensure program compliance.

14. Centralize information sharing

A searchable inventory of resources such as existing regulations and requirements for tour businesses, responsible tourism guidelines such as Whale Sense, Adventure Green Practices, health and safety practices, tool-kits, and printable signs should be established as a resource along with the TBMP program.

The program administrator should also serve as a centralized disseminator of information to program members and the public regarding the cruise ship schedule and changes, traffic disruptions, events, etc.

Additionally, guidelines for visitors should be provided regarding transportation, traffic safety, littering, smoking, and general courteousness that Sitkans ask of its visitors such as respect for indigenous culture, language, artwork, and sites, historical sites, the local ecosystem, trail etiquette, etc.

**DIRECTIVE FOUR:
LAND USE REGULATIONS AND WATERFRONT DEVELOPMENT POLICIES**

Encompassing a wide variety of issues, findings and recommendations under this directive are organized by topic below.

A. E-Bikes

Through our public engagement efforts, the task force found that a top concern among residents is transportation-related safety issues on roads, sidewalks, and recreational trails resulting from e-bikes rented by visitors. The task force makes the following recommendations:

15. Classify e-bikes as motorized vehicles

This would better define their use, and ensure that they are regulated similarly to other vehicles in terms of traffic laws. A primary concern to address through this action would be ensuring that e-bikes are not used on pedestrian sidewalks.

16. Identify multi-use paths to be used by rental e-bikes

Determine which multi-use paths in Sitka should allow rental e-bikes and work with operators in the proposed TBMP program to inform their renters. Also consider whether a regulatory process such as a permitting requirement for e-bike rentals could be implemented to enforce multi-use path restrictions. A regulatory solution is included as an option rather than a definitive solution because of the potential challenges associated with regulatory differentiation between rented versus owned e-bike utilization of multi-use paths.

If a Tourism Commission is created, we recommend that they work in conjunction with the Parks and Recreation Committee as well as other land holders such as the U.S. Forest Service, State of Alaska Parks, and the Alaska Mental Health Trust to identify desirable/undesirable trails and multi-use paths for use by rental e-bikes.

17. Require equipment on rental e-bikes

Require operators to install bells on rental e-bikes. E-bikes can move at considerable speed, but are very quiet. The installation and use of a bell can help alert other pedestrians, rollers, or bikers that they intend to pass.

Require rental e-bike operators to install a GPS tracking system on their rentals to determine if e-bikes are being used in areas “off limits” as established through regulation and/or TBMP. This will also collect data to see use patterns for better future planning. An additional option would be to have “geofencing,” a virtual fence or perimeter, as part of the GPS system which would disable the motorization component of the e-bike if taken to areas not allowed for rental e-bike use.

B. Commercial recreational use permits

Closely related to the concerns related to e-bike use on multi-use paths, there were broad concerns raised by the public regarding overcrowding at recreational sites and on trails. CBS currently requires a “commercial recreational use permit” for those wishing to guide, outfit/rent equipment, or provide transportation services using municipal lands. The provisions for this permit and its administration are outlined in SGC Chapter 14.10. Currently, the Parks and Recreation Committee reviews all applications, and makes recommendations to the Administrator for their approval. The task force makes the following recommendation:

18. Identify and protect priority recreation sites

The task force gathered some preliminary information about priority recreational sites for residents at its November 13th town hall meeting. This information should be used as a starting point to more definitively identify priority sites, and establish acceptable levels of use at all sites by commercial recreational use permittees. An ordinance may be needed to adjust the permit regulations/administration to incorporate these findings. Additionally, TBMP should also be used as a tool to protect priority recreational sites.

If a Tourism Commission is created, we recommend that they work in conjunction with the Parks and Recreation Committee, and other agencies that are recreational land holders, on this action.

C. Permit Administration

CBS has six departments which issue various permits related to the tourism industry. Public comments have indicated that the community and industry would benefit from a streamlining/centralizing these permits within CBS. In addition to making the permitting process more understandable and accessible to potential permittees, streamlining/centralizing tourism related permits would enable more responsive review/revision of the permit regulations and better ensure consistency of requirements, fees, and enforcement since the administration of said permits would be less dispersed throughout CBS. The task force makes the following recommendations:

19. Create a designated tourism position within CBS

Create a CBS position that would coordinate permit requirements for businesses engaged in the tourism industry. There currently is a dedicated tourism position in the Administrator's Draft FY25 budget which could potentially perform this role. The position would administer the application processes and also assess ongoing compliance with permits.

20. Food cart permits

Relocate the administration of the "mobile, nonmotorized food cart" permits established in SGC 6.20.015 from within the CBS Police Department to a more appropriate department.

D. CBS Harbors and GPIIP Policies Related to Tourism

Due to the existing organizational structure, berthing policies and fees for municipal harbors and the deepwater dock at the Gary Paxton Industrial Park (GPIP) are managed separately, meaning that there isn't consistency between these facilities. Additionally, GPIIP is experiencing increasing tourism-related traffic in the park and currently lacks traffic/parking regulations such as those in place for Crescent Harbor. The task force makes the following recommendation:

21. Align berthing policies and fees

If these facilities continue to be under separate management, alignment may be achieved in the short-term, but will likely diverge in the future. A new management structure which brings these facilities together is recommended. This may require forming a Port Authority or Port Director position which could encompass CBS Harbors, GPIIP, the CBS float plane facility and the CBS Rocky Guterrez Airport. A particular priority should be standardizing CBS head tax fees and collection.

22. Address tourism-related traffic at GPIIP

Given the busy, industrial nature of the park, businesses within the park and the GPIIP Board have raised concerns regarding increased tourism-related vehicle and pedestrian traffic that has been observed over the last two visitor seasons. The GPIIP Board recommended adding provisions to the SGC that would regulate stopping, standing, and parking of buses and commercial passenger vehicles within the park. Regulation that protects pedestrian/traffic safety and the industrial uses of the park should be considered by the Assembly.

E. Zoning

The Planning and Community Development Department, Planning Commission, and Assembly should evaluate zoning changes necessary to manage the number of cruise passengers arriving in Sitka in the future. The task force makes the following recommendations:

23. Zoning for future cruise docks

Currently, the zoning code does not differentiate between types or sizes of commercial use docks. Commercial use docks are allowed by-right in the general commercial zones, the waterfront district, and the industrial district.

The task force recommends creating a separate use in the zoning code that would distinguish large docks that could berth cruise ships, and make that use conditional in all zones that currently allow commercial use docks. The definition could be based on the size of the dock, the size of vessel it can berth, and/or the number of passengers that could disembark from a vessel berthed at the dock. As a reference point, SGC 18.15.014 states that the Assembly may authorize an advisory vote that would authorize the sale or lease of municipal property for use of a dock or transfer facility that could be used by cruise ships exceeding 300 feet in length.

24. Zone Katlian Bay

While Katlian Bay and the uplands are in CBS jurisdiction, the area currently does not have a zoning designation which means that there are few, if any, zoning provisions that apply to land use in this area. With construction of the road to Katlian Bay by the State of Alaska, this area will become more accessible and more readily developable. The task force recommends that this area be zoned, and in particular, ensure that whatever zoning designation is applied makes development of another cruise ship dock not allowed by-right.

F. Pedestrian Safety

Overall, there has been tremendous concern from the public with congestion downtown on large cruise passenger days, and the resulting impacts to pedestrian safety. The task force makes the following recommendations:

25. Continue work with ADOT/PF to address critical areas

CBS should continue to advocate that ADOT/PF address pedestrian safety issues along their routes, with particular emphasis on Harbor Drive and on the section of Sawmill Creek Road near the National Historical Park and the Raptor Center. Potentially add or relocate crosswalks at these locations to reduce the local impact of vast pedestrian use by visitors and associated safety issues.

G. Downtown bathroom availability

A concern raised by the public were the lack of publicly available restrooms in the downtown area, and a desire to get away from use of the temporary restrooms currently in use during the Lincoln Street closures. The task force makes the following recommendation:

26. Identify locations for permanent public restrooms

With restrooms at HCH and the corner of Lake and Lincoln Streets, the west end of Lincoln Street is a priority area for a new, permanent public restroom. Totem Square could be an attractive option, however, it is owned by the State of Alaska which may preclude its use for this purpose. CBS could explore leasing an underutilized business location downtown to create a public restroom. CBS should also consider installation of a permanent restroom facility for the Crescent Harbor Playground, as it would serve residents utilizing the playground as well as visitors utilizing the Seawalk.

H. Lincoln Street Closures

The closure of Lincoln Street on busier cruise-ship days came up throughout the public engagement process. While there are still mixed opinions in the community regarding the closures, a sizable number of participants at public engagement events who voiced preference for a reduction in cruise visitation cited the Lincoln Street closures as a primary reason for why visitor numbers should be lower than current levels. The task force makes the following recommendation:

27. Lincoln Street closures

The task force recommends maintaining the current threshold in place for Lincoln Street closures. The Lincoln Street Repaving Project should be prioritized, taking into consideration the additional recommendations for enhancements as listed in Recommendation #29, as a design that expands pedestrian space on the street could greatly reduce (or eliminate) the need for street closures.

I. Downtown character and use

Another priority raised by the public was the character of our downtown. Highly valued for its unique, local feel, the public expressed concern with the number of vacant store fronts downtown, and fear that it will continue to decline in terms of year-round business and general vibrancy. The task force makes the following recommendations:

28. Addressing vacancy downtown

A proposal for a “vacancy tax” modeled on its use in other communities was considered. Ultimately, the task force was divided on making this recommendation. There was more agreement in favor of an incentive-based approach to address vacancy.

29. Downtown improvements

As noted above, the pending Lincoln Street Repaving Project should be prioritized to both enhance the function of downtown, as well as the aesthetics. Community members expressed interest in more amenities such as increased pedestrian walking space, benches, planters, lighting, and plaza/food vending spaces. These improvements would enhance both the local and visitor experience, and help make downtown feel more vibrant.

30. Smoking in the downtown area

Current smoking laws prohibit smoking within 25 feet of a business entrance. This makes a significant portion of Lincoln Street a non-smoking area, at least on sidewalks. Designating smoking areas will better enforce smoking laws by providing an opportunity to redirect those currently violating this law, and, with proper receptacles, prevent more smoking litter.

**DIRECTIVE FIVE:
REGIONAL STRATEGIES TO ADVANCE SITKA’S INTERESTS
REGARDING CRUISE TOURISM**

Regional collaboration with Southeast Alaska communities allows Sitka to participate in creating solutions for our community and engage with planning efforts while they are taking place. Cruising is a regional industry; changes at one port can have cascading effects for other ports in the region (as was experienced in 2022 when Skagway had to unexpectedly close certain dock facilities). Relationships that are forged through the following groups allow Sitka representatives to engage with other communities throughout the year, advance Sitka’s interests in regional tourism efforts, and have greater access to data, information, and best practices.

Regional Initiatives

Port Communities Working Group

Municipal staff from port communities in the region have been meeting informally since 2022 to share updates and information related to cruise tourism. These meetings have facilitated learning and collaboration between regional port communities on cruise-related issues. In future, this group could serve as a unique platform to advocate for the individual and shared needs of port communities. Given the interconnected nature of this regional industry, taking a regional approach to managing cruise tourism (particularly in terms of scheduling) could be highly advantageous and amplify Sitka’s voice on cruise management. The group is working to organize under the Alaska Municipal League; CBS has voiced interest in joining this effort, but has not yet made any commitments.

The Pacific Northwest to Alaska Green Corridor

The Pacific Northwest to Alaska Green Corridor project (“the Green Corridor project”) is a collaborative partnership between the major cruise lines, homeports, and several ports of call in the Alaska cruise market to work together to explore low and zero greenhouse gas (GHG) emission cruising from between Washington, British Columbia, and Alaska. Current partners include port communities, cruise lines, and industry associations. Sitka is a participating port community. 2024 priorities for the Green Corridor project include launching a green methanol feasibility study, exploring approaches to measuring and tracking GHG emissions, and coordinating across partners on policy engagement, funding, and early action opportunities.

Visitor Products Cluster Working Group

Juneau Economic Development Council (JEDC) leads the Southeast Alaska Cluster Initiative, this approach brings private sector firms together with federal, state and local agencies, university faculty, trade association representatives, economic development organizations, community leaders and other stakeholders into facilitated Cluster Working Groups. JEDC recently revived the Visitor Products Cluster Working Group (VPCWG) with funding from a five-year agreement with the U.S. Forest Service. The VPCWG has outlined seven “Action Initiatives”, each led by a private-sector business leader: Winter Tourism; Seasonal Workforce Housing; Staff Recruitment, Retention, and Development; Cultural Tourism (appropriate integration of Native heritage); Infrastructure and Access; Shared Value (includes Regenerative Tourism); and Outreach, Engagement, and Advocacy. Visit Sitka representatives regularly attended initial workgroup meetings on housing, staff recruitment, and infrastructure and access; it may be beneficial for a CBS staff member to participate in the future.

Cruise Industry Engagement

CLIA Northwest Cruise Symposium

Cruise Lines International Association’s (CLIA’s) first Pacific Northwest Symposium took place from January 31- 1 February 2024, in Seattle. The Symposium brought together CLIA’s cruise line members, executive partners, port communities, business and community partners, and special guests to discuss opportunities and topics that impact the cruise industry throughout the greater Pacific Northwest region, including Washington, Alaska, and British Columbia. CBS representatives attended the Symposium and reported that it was a unique opportunity to have more direct, individualized time with CLIA member lines and a distinct focus on cruise issues and opportunities in the Pacific Northwest.

Seatrade Cruise Global

Seatrade Cruise Global is held annually in Florida and brings together over 11,000 cruise professionals. ATIA and CLIA Alaska host destination education and connections with a tradeshow booth and a reception featuring Alaska seafood and spirits. Top decision makers in deployments, port excursions and marketing from all large cruise lines attend. Historically, Sitka representatives have attended, had in-person meetings with cruise leadership, hosted a podium or space within the Alaska Booth and supported the reception with a take-away gift branded to represent Sitka. With the advent of the Northwest Cruise Symposium, representatives from CBS and Visit Sitka did not attend in 2024, but the Sitka Sound Cruise Terminal was represented via reception sponsorship. If the Symposium does not take place in the future, attendance at SeaTrade should be re-evaluated.

Information Sharing and Professional Associations

Southeast Conference

Southeast Conference is the regional economic development organization. They have two meetings each year with keynote and panel discussions from the economic sectors of the region. Attending both meetings at Southeast Conference is an important tool for keeping abreast of economic trends and issues in Southeast Alaska and develops important partnerships regarding economic development. Sitka has been selected as a host of the Annual Conference, alternating years with Ketchikan. This gives us an opportunity to showcase our community particularly to key state and federal officials; this exposure and relationship building is critical for managing joint-jurisdictional issues and garnering support for new projects/initiatives. Both CBS and Visit Sitka have memberships and attend the meetings in person. Visit Sitka also participates in the Tourism, Economic Development, and Conference committees throughout the year.

The Alaska Travel Industry Association

The Alaska Travel Industry Association (ATIA) is the state's leading industry organization for travel-related businesses and supporters. Made up of about 600 members representing businesses both large and small across the state, ATIA works to increase the economic impact of tourism in Alaska. The ATIA Annual Convention & Trade Show is Alaska's largest annual gathering of tourism professionals. Network with tourism businesses – including tour operators, wholesalers, vendors, destination marketing organizations and elected officials – while learning the latest travel industry best practices and business skills. Visit Sitka's participation in the conference gives the team access to hundreds of travel industry professionals, advocates, and vendors for Alaska's Tourism Industry. Networking with other Alaska tourism professionals creates a strong network of advocates for Sitka.

DMO meetings are held on a monthly basis with attendees from visitor bureaus from large and small communities. These meetings are an opportunity to hear the latest updates on tourism developments throughout the state as they are in the planning stages. Visit Sitka maintains an annual membership to ATIA and leadership attends the convention and monthly meetings.

Southeast Alaska Tourism Council

The Southeast Alaska Tourism Council (SATC) is a nonprofit, cooperative marketing organization which represents the convention and visitors' bureaus of the Inside Passage (Sitka and Yakutat are also included/members of SATC). Participation with SATC allows communities to connect as a region and strategically plan with Destination Marketing Organizations (DMOs) to find solutions for challenges found across Southeast. One example of this is the creation of a pledge that we share with visitors who come in various modes that encourages sustainable actions during their time here. With SATC's collaboration, this pledge will be placed in strategic ways throughout the region so no matter where they first arrive, they'll read this message. Visit Sitka has a membership to SATC, and the Executive Director is the current Board President.

Heritage and Cultural Tourism Conference

The Sitka Tribe of Alaska hosts the Heritage and Cultural Tourism Conference in Sitka to facilitate learning, networking, and business building with tourism and cultural professionals from across the United States. This conference highlights the importance of authentic and respectful heritage and cultural tourism that promotes indigenous values, shares best practices, and provides entrepreneurs with training and networking opportunities. CBS and Visit Sitka have sponsored this conference, and representatives from both organizations attend and/or present at the conference.

The task force makes the following recommendations:

31. Continued engagement

CBS staff, officials, and visitor services should continue to engage with regional initiatives, cruise lines, professional associations, and conferences. This requires the commitment of financial and staff resources; this represents an investment in advancing Sitka's interests regarding cruise tourism by expanding access to information, collaboration, resources, and advocacy.

32. Enhanced engagement

CBS should enhance its engagement in regional strategies through two particular actions:

- a) Related to Recommendation #19, create a dedicated tourism position within CBS to increase staff availability to participate in regional strategies.
- b) Make a commitment to the Port Communities working group through the Alaska Municipal League, and begin exploring regional advocacy on ship scheduling (which is also related to Recommendation #1).



CITY AND BOROUGH OF SITKA

Legislation Details

File #: RES 24-14 Version: 1 Name:
Type: Resolution Status: AGENDA READY
File created: 7/2/2024 In control: City and Borough Assembly
On agenda: 7/9/2024 Final action:
Title: Approving submittal and execution of a Municipal Harbor Facility Grant Tier II application to the State of Alaska, Department of Transportation and Public Facilities (DOT&PF) in the amount of \$240,408 for the Eliason Harbor Float System and Utilities Repairs Project (1st and final reading)

Sponsors:

Indexes:

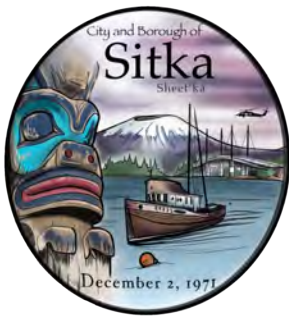
Code sections:

Attachments: [Motion Res 2024-14](#)
[Memo and Res 2024-14 harbor grant](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTION

I MOVE TO approve Resolution 2024-14 on first and final reading approving submittal and execution of a Municipal Harbor Facility Grant Tier II application to the State of Alaska, Department of Transportation and Public Facilities (DOT&PF) in the amount of \$240,408 for the Eliason Harbor Float System and Utilities Repairs Project.




CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members

Thru: John Leach, Municipal Administrator 

From: Stan Eliason, Harbormaster and Melissa Wileman, Public and Government Relations Director

Date: July 2, 2024

Subject: ADOT&PF Municipal Harbor Facility Tier II Grant Application: Eliason Harbor Float System and Utilities Repairs

Background

The Alaska Legislature established the State of Alaska Municipal Harbor Facility 50/50 Grant Program in 2006 to provide financial assistance for municipally owned harbor facilities. The grant program is funded on an annual basis at the discretion of the Governor and Legislature. Applications for the grant program are competitively scored on weighted criteria.

The 50/50 Grant Program is comprised of two tiers: Tier I applications are for expansion, new construction, or repair/replacement of facilities. Tier II applications are for expansion, new construction, or repair/replacement of facilities whether formerly State-owned or not. Eliason Harbor was never State-owned therefore this project would fall under the Tier II grant funding.

The FY2026 Municipal Harbor Grants Program applications are due by 5:00 p.m. August 9. Minimum application amount is \$50,000 with a maximum of \$5,000,000.

Analysis

Eliason Harbor was evaluated as a part of the Harbor System Master Plan in late 2011. While the overall harbor facility was deemed in good condition with a remaining safe and useful life of approximately 20 years, the consultants noted that the electrical system required substantial rehabilitation within the next 5 years. Significant issues within the electrical system including feeder cable abrasion/failure and rusting panels and load centers to the point of structural failure.

Moffatt and Nichol recently completed a condition assessment to include a scope of work. The condition assessment found Eliason Harbor to be in fair condition. The primary structural elements were sound, but minor to moderate defects affecting the utility of the harbor were present. There were also localized areas of moderate to advanced deterioration found, which if

unchecked in the future may reduce the load bearing capacity of the float system. The scope of the work consists of major repairs of the electrical system and portions of the float systems:

- Rehabilitate the electrical system
- Replace water system hangers and hardware
- Replace or righten missing, damaged, or loose hinge hardware
- Replace damaged deck boards, bullrail, and rub boards

It is recommended that we apply for funding for the major repairs, and not for full replacement being that this harbor will need to be replaced in phases starting in 2030. This also allows the fund to grow the required capital over time for full replacement.

Fiscal Note

The engineer's estimate for this project to include engineering services, design and permitting is \$1,119,800. Total construction costs are \$480,816. The grant program funds half of the construction costs. The remaining match costs are available and will come from the Harbor Department Enterprise Fund Working Capital. Note that this capital project has been funded at a much higher level than we currently anticipate will be needed. The goal of this project is to extend the life of the electrical system to match the anticipated life of the harbor. Once the final budget has been details any appropriated funding that is not needed will be returned to the Harbor Fund's unrestricted working capital.

Recommendation

Approve this Resolution and authorize the Municipal Administrator to submit an ADOT&PF Municipal Harbor Facility Tier II Grant Application for Eliason Harbor Float System and Utilities Repairs and execute the grants if received.

CITY AND BOROUGH OF SITKA

RESOLUTION NO. 2024-14

A RESOLUTION OF THE CITY AND BOROUGH OF SITKA APPROVING SUBMITTAL AND EXECUTION OF A MUNICIPAL HARBOR FACILITY GRANT TIER II APPLICATION TO THE STATE OF ALASKA, DEPARTMENT OF TRANSPORTATION AND PUBLIC FACILITIES (DOT&PF) IN THE AMOUNT OF \$240,408 FOR THE ELIASON HARBOR FLOAT SYSTEM AND UTILITIES REPAIRS PROJECT

WHEREAS, the State of Alaska, Department of Transportation and Public Facilities administers the Municipal Harbor Facility Grant program; and

WHEREAS, the City and Borough of Sitka owns and maintains Eliason Harbor which is eligible for the Municipal Harbor Facility Tier II Grant which, if awarded, will pay 50 percent of the eligible construction costs (\$240,408) of this project; and

WHEREAS, the City and Borough of Sitka will provide the required 50 percent in local matching funds for construction of the project per the Municipal Harbor Facility Grant program; and

WHEREAS, the working waterfront at Eliason Harbor serves Sitka with moorage, tidal grid, gear work floats, and drive-down load/unloading zones that accommodates up to 242 permanently moored vessels and has averaged approximately 323 unique transient vessels in a given year including commercial fishing, recreation, and charter vessels; and

WHEREAS, the Eliason Harbor system is critical infrastructure and is in need of repairs to the utilities and portions of the float systems.

NOW, THEREFORE, BE IT RESOLVED that the Assembly of the City and Borough of Sitka supports the Eliason Harbor Float System and Utilities Repairs project, and agrees, subject to available Alaska Legislative funding and selection by DOT&PF, to enter into a grant agreement with the State of Alaska DOT&PF through the Municipal Harbor Facility Tier II Grant Program.

BE IT FURTHER RESOLVED by the Assembly that the Municipal Administrator is authorized to apply for the grant and to execute the grant if received.

PASSED, APPROVED AND ADOPTED by the Assembly of the City and Borough of Sitka this 9th day of July 2024.

Steven Eisenbeisz, Mayor

ATTEST:

Sara Peterson, MMC
Municipal Clerk

1st and final reading: 7/9/24

Sponsor: Administrator



CITY AND BOROUGH OF SITKA

Legislation Details

File #: RES 24-15 Version: 1 Name:

Type: Resolution Status: AGENDA READY

File created: 7/2/2024 In control: City and Borough Assembly

On agenda: 7/9/2024 Final action:

Title: Authorizing a 50/50 matching grant application to the Department of Justice, Bureau of Justice Assistance for body-worn cameras (1st and final reading)

Sponsors:

Indexes:

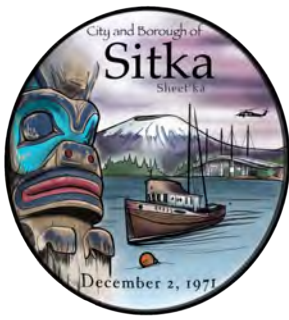
Code sections:

Attachments: [Motion Res 2024-15](#)
[Memo and Res 2024-15](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTION

I MOVE TO approve Resolution 2024-15 on first and final reading authorizing a 50/50 matching grant application to the Department of Justice, Bureau of Justice Assistance for body-worn cameras.




CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members

Thru: John Leach, Municipal Administrator 

From: Robert Baty, Chief of Police

Date: June 28, 2024

Subject: Approval of Application for U.S. Department of Justice, Office of Justice Programs, Bureau of Justice Assistance (BJA) 50/50 Matching Grant for Body-Worn Cameras

Background

Body-worn camera (BWC) programs have evolved to become indispensable tools, that when strategically implemented, can be integrated as part of a jurisdiction's holistic problem-solving and community-engagement strategy, helping to increase both trust and communication between the police and the communities they serve. Properly implemented BWC programs also can be highly effective in providing an objective audio and visual record of interactions, capturing empirical evidence at crime scenes, during police-citizen interaction, and in use-of-force incidents.

Analysis

With this solicitation, BJA seeks to support the purchase and lease of BWCs by publicly funded law enforcement agencies as part of comprehensive BWC programs guided by sound policy and broad stakeholder input. In addition, the solicitation seeks to support demonstration projects that advance digital evidence management, leveraging BWC digital footage to promote evidence-based and procedurally just practices in agencies with established BWC programs.

Fiscal Note

This is a 50/50 matching grant. CBS would be responsible for 50% of the cost of all body-worn cameras purchased. With this request CBS will be asking for a \$120,000 grant and would be committing \$120,000 in working capital as a match. A new appropriation of \$240,000 would be required if this grant is approved.

Recommendation

Approve this Resolution authorizing the Municipal Administrator to apply for this grant and execute it should it be awarded.

Encl: Res 2024-15

CITY AND BOROUGH OF SITKA

RESOLUTION NO. 2024-15

A RESOLUTION OF THE CITY AND BOROUGH OF SITKA AUTHORIZING A 50/50 MATCHING GRANT APPLICATION TO THE DEPARTMENT OF JUSTICE, BUREAU OF JUSTICE ASSISTANCE FOR BODY-WORN CAMERAS

WHEREAS, the City and Borough of Sitka Police Department seeks to obtain financial assistance to purchase body-worn cameras; and

WHEREAS, the Department of Justice has a 50/50 Federal Matching Grant program thru the Bureau of Justice Assistance for Body-Worn Cameras; and

WHEREAS, the Federal Matching Grant program will provide 50% reimbursement for the purchase of all standard issue body-worn cameras.

NOW, THEREFORE, BE IT RESOLVED by the Assembly of the City and Borough of Sitka that the Administrator is authorized to apply for and execute a grant with the Bureau of Justice Assistance for the purchase of Body-Worn Cameras.

PASSED, APPROVED, AND ADOPTED by the Assembly of the City and Borough of Sitka, Alaska on this 9th day of July, 2024.

Steven Eisenbeisz, Mayor

ATTEST:

Sara Peterson, MMC
Municipal Clerk

1st and final reading: 7/9/24

Sponsor: Administrator



CITY AND BOROUGH OF SITKA

Legislation Details

File #: ORD 24-19 Version: 1 Name:

Type: Ordinance Status: AGENDA READY

File created: 7/2/2024 In control: City and Borough Assembly

On agenda: 7/9/2024 Final action:

Title: Amending the official Sitka zoning map to rezone 201 Price Street from Industrial (I) to General Commercial Mobile Home (C-2) (1st reading)

Sponsors:

Indexes:

Code sections:

Attachments: [00 Motion Ord 2024-19](#)
[01 Memo 201 Price Street](#)
[02 Ord 2024-19_exhibit](#)
[03 Planning Commission Materials](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTION

I MOVE TO approve Ordinance 2024-19 on first reading amending the official Sitka zoning map to rezone 201 Price Street from Industrial (I) to General Commercial Mobile Home (C-2).

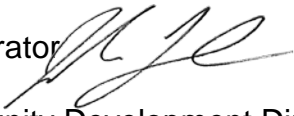



CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members

Thru: John Leach, Municipal Administrator 

From: Amy Ainslie, Planning & Community Development Director 

Date: July 1, 2024

Subject: 201 Price Street Rezone

Background

The owner of the property located at 201 Price Street, Paddy Hansen (for Hansen & Hansen Enterprise, LLC), has requested to rezone the property from the Industrial (I) district to the General Commercial Mobile Home district (C-2).

The property is approximately 36,000 square feet and largely cleared/flat. There is a 6,000 square foot building on the property that is currently used as a boat repair shop, and the remainder of the lot is used for boat storage. The owner would like to subdivide the property (subject to Planning Commission approval of a minor subdivision action), with one lot containing the existing shop, and the other lot to become a mobile/manufactured home park. The requested zoning change is necessary to facilitate this action, as mobile/manufactured home parks are not presently allowed in the Industrial district.

The Planning Commission reviewed this request at their May 1, 2024, meeting and unanimously recommended approval.

Analysis

The staff report for the May 1st Planning Commission meeting included general analysis of the proposal, and specific points of analysis for zoning map amendments. Staff concluded that the request would not result in spot zoning or nonconformities, and that the resultant rezone would better align district boundaries to well-defined boundaries (namely the Price Street right-of-way). The Planning Commission determined that the Comprehensive Plan housing action (H1.1e) which calls for encouraging higher density development supports this action, and that concerns regarding incompatible land uses were minimal given that the property already borders the C-2 zone on two sides and is

accessed through a lot that is zoned as C-2. If this rezoning request is successful, the property owner will then proceed with the minor subdivision of the property subject to further review with the Planning Commission – the concept was approved by the Planning Commission on May 1st, but preliminary and final plat approval are still needed. Once final plat approval is given, the owner will then begin development of the new mobile/manufactured home.

Fiscal Note

No fiscal notes are associated with this rezoning. Redevelopment of this property is still subject to other Planning Commission and administrative approvals; changes in the property's taxable value are not known/solidified at this time.

Recommendation

Approve the zoning map amendment to rezone 201 Price Street from I – industrial district to C-2 – general commercial mobile home district.

Encl: Ordinance & Exhibit A
Planning Commission Materials (minutes, staff report, maps, photos, applications)

CITY AND BOROUGH OF SITKA

ORDINANCE NO. 2024-19

AN ORDINANCE OF THE CITY AND BOROUGH OF SITKA AMENDING THE OFFICIAL SITKA ZONING MAP TO REZONE 201 PRICE STREET FROM INDUSTRIAL (I) TO GENERAL COMMERCIAL MOBILE HOME (C-2)

1. CLASSIFICATION. This ordinance is of a permanent nature and is intended to become a part of the Sitka General Code (SGC).

2. SEVERABILITY. If any provision of this ordinance or any application to any person or circumstance is held invalid, the remainder of this ordinance and application to any person or circumstance shall not be affected.

3. PURPOSE. The purpose of this ordinance is to rezone 201 Price Street from the Industrial district to the General Commercial Mobile Home district. The property is also known as Lot 1, Breedlove Subdivision, according to Plat 2007-2, Sitka Recording District. The boundaries of the zoning change shall be the property lines. The zoning is consistent with the goals and policies of the 2023 Sitka Comprehensive Plan, namely Housing Action H1.1e, "encourage higher density development".

4. ENACTMENT. NOW, THEREFORE, BE IT ENACTED by the Assembly of the City and Borough of Sitka that the official zoning map is amended to rezone 201 Price Street from the Industrial district to the General Commercial Mobile Home district. Exhibit A is attached showcasing the zoning map amendment.

5. EFFECTIVE DATE. This ordinance shall become effective on the day after the date of its passage.

PASSED, APPROVED, AND ADOPTED by the Assembly of the City and Borough of Sitka, Alaska, this 23rd day of July, 2024.

Steven Eisenbeisz, Mayor

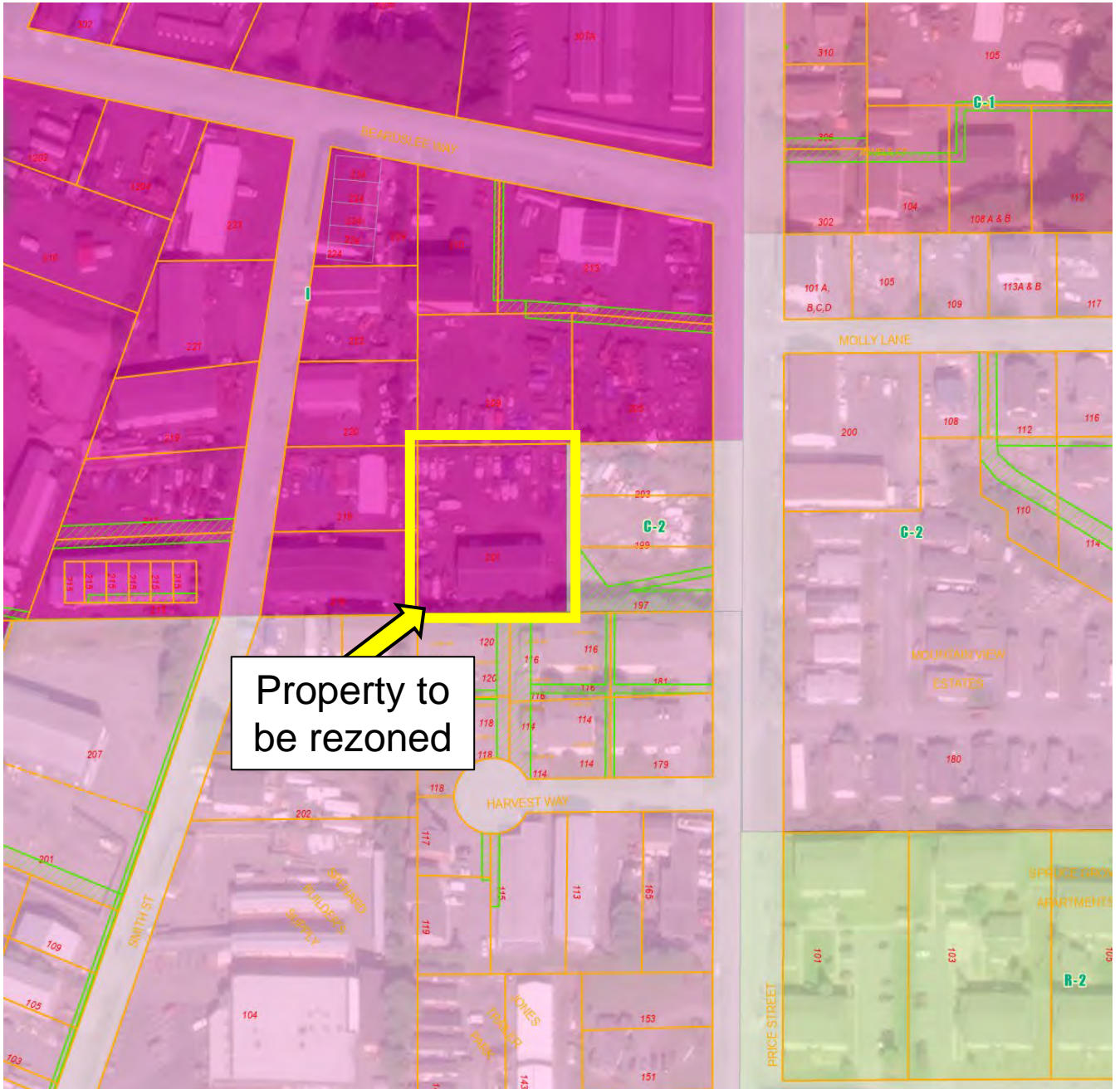
ATTEST:

Sara Peterson, MMC
Municipal Clerk

1st reading: 7/9/24
2nd and final reading: 7/23/24

Sponsor: Administrator

EXHIBIT A



Property Address: 201 Price Street

Property Legal Description: Lot 1, Breedlove Subdivision, according to Plat 2007-2, Sitka Recording District, First Judicial District, State of Alaska.

VI. REPORTS

VII. THE EVENING BUSINESS

C [ZA 24-01](#) Public hearing and consideration of a request for a zoning map amendment to rezone 201 Price Street from I industrial to C-2 general commercial mobile home district. The property is also known as Lot 1, Breedlove Subdivision. The request is filed by Paddy Hansen. The owner of record is Hansen and Hansen Enterprise, LLC.

Ainslie introduced a request for a zoning map amendment at 201 Price Street. The request was to change from I industrial to C-2 general commercial mobile home district. This was also part of the next agenda item P 24-01 for a minor subdivision to create two lots, one that was to be developed as a mobile home park. This lot was large and had been prepared for development with an existing 6,000 SF building which was currently being used for boat repair. Access and utilities were from Price Street via a private easement.

There were three considerations for zoning map amendments such as spot zoning, district boundaries, and creation of non-conformities. This property was bordered by the C-2 zone on two sides which would not result in a spot zone. This change would better align to the boundary of Price Street. The property was currently being used for boat repair and boat storage, both uses allowed in the C-2 zone. Staff recommended approval.

The applicant Paddy Hansen was present. He was planning to create five mobile home park spaces on the property. Public comment from Wayne Winter was in support, he had staffing problems with his business due to housing issues. Karen Martinsen was in favor of the change but would like to see Price Street paved. Adam Chinalski was in support and stated this area of town had noise and odors property owners should expect in these zones. Commissioners discussion was in support of the zoning change and supportive of more housing options.

M/Riley-S/Sherman moved to recommend approval of the zoning map amendment to rezone 201 Price Street from the I Industrial to C-2 General Commercial Mobile Home District. The property was also known as Lot 1, Breedlove Subdivision. The request was filed by Paddy Hansen. The owner of record was Hansen & Hansen Enterprise, LLC. Motion passed 4-0 by voice vote.

M/Riley-S/Sherman moved to adopt the findings as listed in the staff report. Motion passed 4-0 by voice vote.

D [P 24- 01](#) Public hearing and consideration of a concept plat for a minor subdivision resulting two lots at 201 Price Street in the I Industrial district. The property is also known as Lot 1, Breedlove Subdivision. The request is filed by Paddy Hansen. The owner of record is Hansen and Hansen Enterprise, LLC.

Ainslie introduced a proposal for a conceptual plat for a minor subdivision at 201 Price Street resulting in two lots. The current lot was 35,895 SF with an improvement of 6,000 SF. The applicant has two proposed lots; one lot at 15,409 SF and the other lot

at 20,423 SF. The conceptual plat currently showed a 10-foot easement, that would need to be adjusted to 20 feet for access and utilities on the preliminary plat. Staff recommend approval.

The applicant Paddy Hansen was present. He had plans to sell one lot with the building and create a mobile home park on the other lot. There was no public comment. Commissioners discussed the conceptual plat and suggested adding a plat note for the mobile home park.

M/Alderson-S/Riley moved to support the conceptual design for a plat of a minor subdivision at 201 Price Street in the C-2 General Commercial Mobile Home District subject to additional review of a preliminary plat. The property was also known as Lot 1, Breedlove Subdivision. The request was filed by Paddy Hansen. The owner of record was Hansen & Hansen Enterprise, LLC. Motion passed 4-0 by voice vote.

E [P 24-02](#)

Public hearing and consideration of a plat for a lot merger of 605 Merrill Street and 604 Geodetic Way in the R-1 single-family and duplex residential district. The property is also known as Lot 48 and Lot 62 of the Amended Pinehurst Subdivision. The request is filed by Clayton and Ashleigh Stromquist. The owners of record are Clayton and Ashleigh Stromquist.

Ainslie stated the applicant was not present for the request. The item would be postponed to the next meeting.

F [VAR 24-06](#)

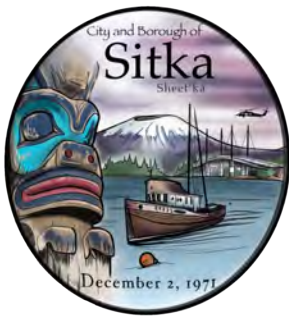
Public hearing and consideration of a zoning variance to reduce the front setback from 14' to 7' at 450 Alice Loop in the WD waterfront district. The property is also known as Lot 11A, William Paul Subdivision. The request is filled by Diana Twaddle. The owner of record is Diana Twaddle.

Ainslie introduced a zoning variance request to reduce the west front setback from 14 feet to 7 feet at 450 Alice Loop in the WD waterfront district. The applicant was proposing to build a tri-plex and place the structure on the property to not block the neighboring property's view from their deck. The property fronts a 30' access easement from Alice Loop which serves two other properties. The distance from the access easement to the structure ensured visibility would not be impeded. Staff recommended approval.

The applicant Diana Fulton-Twaddle was present. She was building a tri-plex and didn't want to build in front of the neighbor's rear deck. She was requesting the variance to place the structure out of their view shed and improve neighborhood harmony. A letter read into public comment from Lucienne and Kellan Shoemaker at 440 Alice Loop was in favor of the request as it was their rear deck in question. They didn't see any potential safety issues with the front setback reduction. There was no other public comment. Commissioners discussed the item and were in support.

M/Riley-S/Alderson moved to approve the zoning variance for a reduction to the front setback at 450 Alice Loop in the WD-waterfront district subject to the attached conditions of approval. The property was also known as Lot 11A, William Paul Subdivision. The request was filed by Diana Twaddle. The owner of record was Diana Twaddle. Motion passed 4-0 by voice vote.

M/Riley-S/Alderson moved to adopt and approve the required findings for variances involving major structures or expansions as listed in the staff report. Motion passed 4-0 by voice vote.



CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

Planning and Community Development Department

AGENDA ITEM:

Case No: ZA 24-01
Proposal: Zoning Map Amendment
District: I Industrial to C-2 General Commercial Mobile Home
Applicant: Paddy Hansen
Owner: Hansen & Hansen Enterprise, LLC
Location: 201 Price Street
Legal: Lot 1, Breedlove Subdivision
Zone: I - Industrial District
Size: 35,895 SF
Parcel ID: 3-0370-001
Existing Use: Industrial
Adjacent Use: Industrial, Commercial
Utilities: Existing, Price Street
Access: Price Street

KEY POINTS AND CONCERNS:

- Proposal to change the zoning from industrial to commercial.
- Property borders C-2 zone to the east adjacent to Price Street and south towards Sawmill Creek Road.
- Property borders industrial to the north and west.
- Current use of property includes a large building for boat repair and boat storage on the property.
- This action is also related to a proposed platting action (case file P 24-01).

ATTACHMENTS:

Attachment A: Aerial
Attachment B: Zoning Map
Attachment C: Current Plat
Attachment D: Photos
Attachment E: Applicant Materials

BACKGROUND & PROJECT DESCRIPTION

The applicant is requesting a zoning map amendment from I industrial to C-2 general commercial mobile home district for their property at 201 Price Street. It is the desire of the applicant to subdivide the property (see case file P 24-01) and develop a lot for future residential use as a mobile home park. The property is 35,895 SF with an improvement - a 6,000 SF building. Adjacent industrial uses include marijuana cultivation, marijuana manufacturing, marijuana retail facilities, seafood processing, storage of commercial fishing gear, construction materials, heavy equipment storage, and fabricated metal products. Adjacent commercial uses include single-family and multifamily dwellings, mobile home parks, boat storage, and retail.

Descriptions of each zoning district:

SGC 22.16.110 – I industrial district.

- A. *Intent. The industrial district is intended for industrial or heavier commercial uses including warehousing, wholesale, and distribution operations, manufacturing, natural resource extraction, contractors' yards and other such uses that require larger property or larger water and sewer services.*

SGC 22.16.080 – C-1 general commercial district or C-2 general commercial mobile home district.

- A. *Intent. The general commercial district is intended to be served by major essential utilities and to include those areas which are heavily dependent on vehicular access. The district is intended for those areas surrounding major intersections where personal services, convenience goods, and auto-related service facilities are desirable and appropriate land uses. The extension of the general commercial district long the roads in a strip fashion is to be discouraged.*
- B. *All provisions of the C-1 district apply in the C-2 district, except that permitted uses also include manufactured homes on single lots and manufactured home parks, and tiny houses on chassis on a single lot as a conditional use.*

ANALYSIS

Project/Site: Lot is large at 35,895 SF and has been prepared for development. There is a 6,000 SF building on the property currently being used for boat repair.

Traffic: The property is accessed via an easement from Price Street through Lot 4 of Breedlove Subdivision. As rezoning enables more dense development of the area, more traffic could result from passage of the zoning map amendment. Price Street is a developed municipal ROW.

Parking: Parking requirements will not be changed or impacted by the zoning change. Parking requirements are calculated based on the size and type of developments on the lot.

Noise: Industrial use generally generates more noise than general commercial use.

Public Health, Safety, and Welfare: No impacts to public health or safety anticipated.

Habitat: No concerns for habitat – the lot is already cleared and developed.

Property Value or Neighborhood Harmony: Industrial property is generally valued higher as there are fewer usage restrictions. However, the value of added allowable uses involving single-family and multifamily dwellings, sales of goods and services may be higher. As this property directly borders the C-2 zone, there are similar uses to those proposed by the applicant (and those generally allowed in the C-2 zone) via this zoning change in the immediate/nearby vicinity. It is anticipated that the new uses enabled through this zoning change would largely be harmonious with the neighborhood. However, the C-2 zone also allows for low density housing such as single-family housing which may not be as harmonious with neighboring uses. While this is not the applicant's intended use of the lot (and there may be market factors that would limit interest in use of the lot for single-family housing), it is a use that is enabled by this zoning change.

Comprehensive Plan: The proposal could contribute to issues identified in LU 6.2: *Prevent future incompatible land use between residential, light commercial, heavy commercial, and industrial uses* as the C-2 zoning has already contributed to (what some may consider) non-complementary uses in the area; the mix of residential, commercial, and industrial uses within a condensed area. Whether or not this zoning change would alleviate, or exacerbate, incompatible land use is likely dependent on the overall view of the neighborhood and the community and ultimately driven by the actual use/development of the property.

The proposal is also supported by Housing Action H1.1e “encourage higher density development” by providing avenues for higher density development generally, and particularly development of higher density housing in the C-2 zone.

ADDITIONAL POINTS OF ANALYSIS FOR ZONING MAP AMENDMENTS

There are three additional considerations specifically for zoning map amendments – spot zoning, adherence of district boundaries to proper and well-defined boundaries such as streets, natural features, or topography, and the creation of nonconformities.

Spot Zoning: Spot zoning is, in essence, creating an “island in sea” where a property is not in a contiguous zoning district with neighboring properties. This property is bordered by the C-2 zone on two sides which would not result in a spot zone.

Zoning District Boundaries: The current district boundaries in this area do not neatly adhere to well-defined boundaries such as streets. Good evidence of this is the fact that this lot is accessed via Price Street through a lot that is zoned C-2. While this zoning change does not closely adhere to well-defined boundaries, that is more due to how the existing boundaries have been drawn and the change would better align to well-defined boundary of Price Street.

Nonconformities: When rezoning a developed property, we want to ensure that we are not creating a nonconformity. The setback requirements for the C-2 zone are lower than the Industrial zone, building coverage maximums are higher, and the maximum building height is the same for the two districts, so there are no concerns for nonconformities with development standards. The property is currently used for boat repair and boat storage – both uses are also allowed in the C-2 zone so there are no concerns for nonconformities from a use perspective.

RECOMMENDATION

Based on the more objective standards for zoning map amendments listed in the zoning code (spot zoning, zoning district boundaries, and nonconformities), staff recommends approval of proposal. However, there are more subjective considerations the code asks the Commission to make with consultation from the applicant and the public.

Industrial zoned land in Sitka is scarce; maps of the Industrial land are provided in the packet. The Commission should consider the ramifications of removing these properties from the “inventory” of Industrial land. There may be opportunities to open more industrial land; however, Industrial land can be difficult to establish as it is generally the highest impact use.

Additionally, whether the proposal aligns with Comprehensive Plan action LU 6.2 needs to be discussed, as there are fair considerations on both sides. There is also potential tension between action LU 6.2 and action H1.1e that needs to be weighed.

The goal of the Planning Department is to “facilitate citizen directed, community growth.” The community-driven, policy questions this ZMA raises must be heard by, commented on, and ultimately decided by the community. Staff maintains a neutral position on these issues.

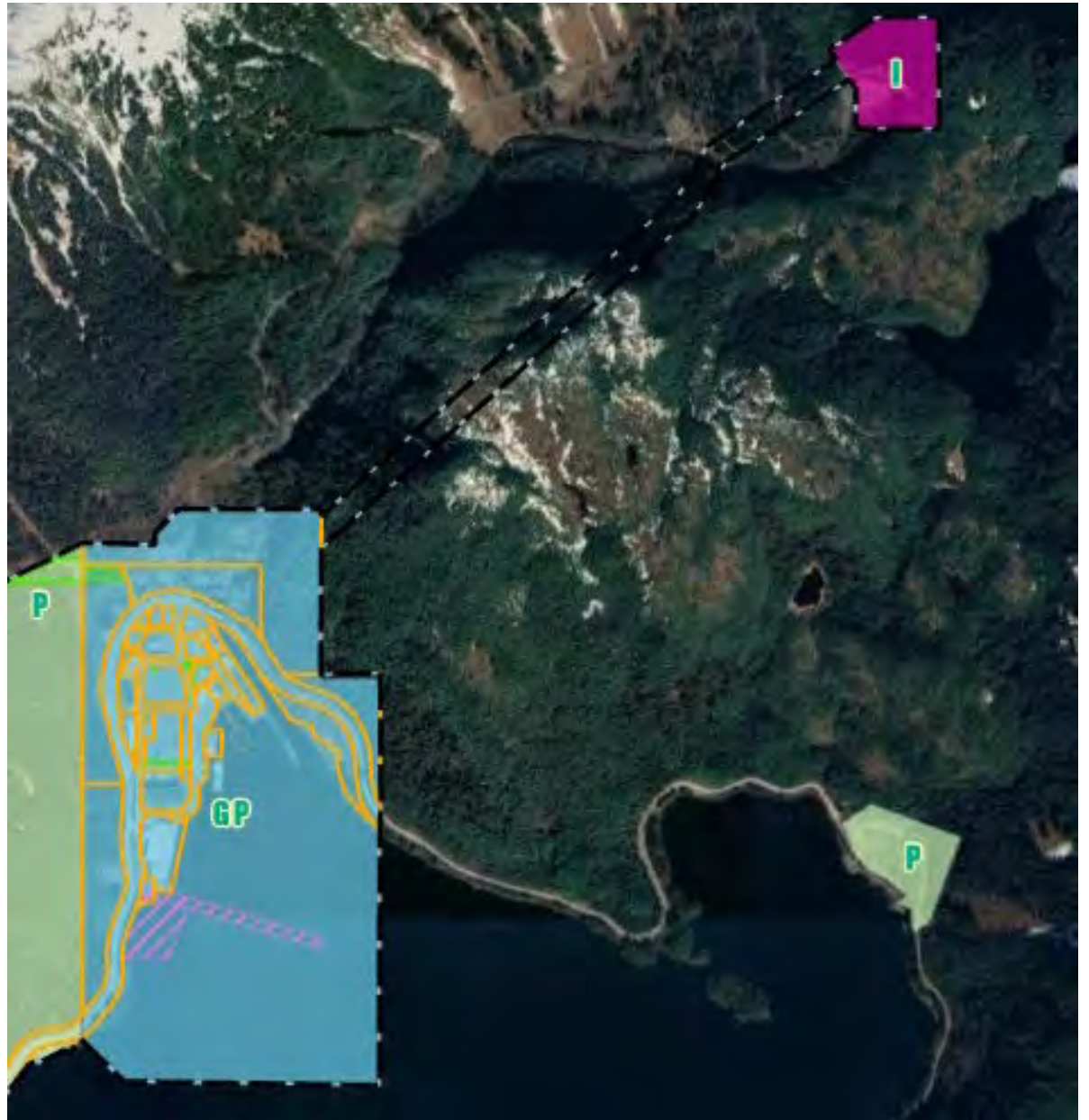
RECOMMENDED MOTIONS

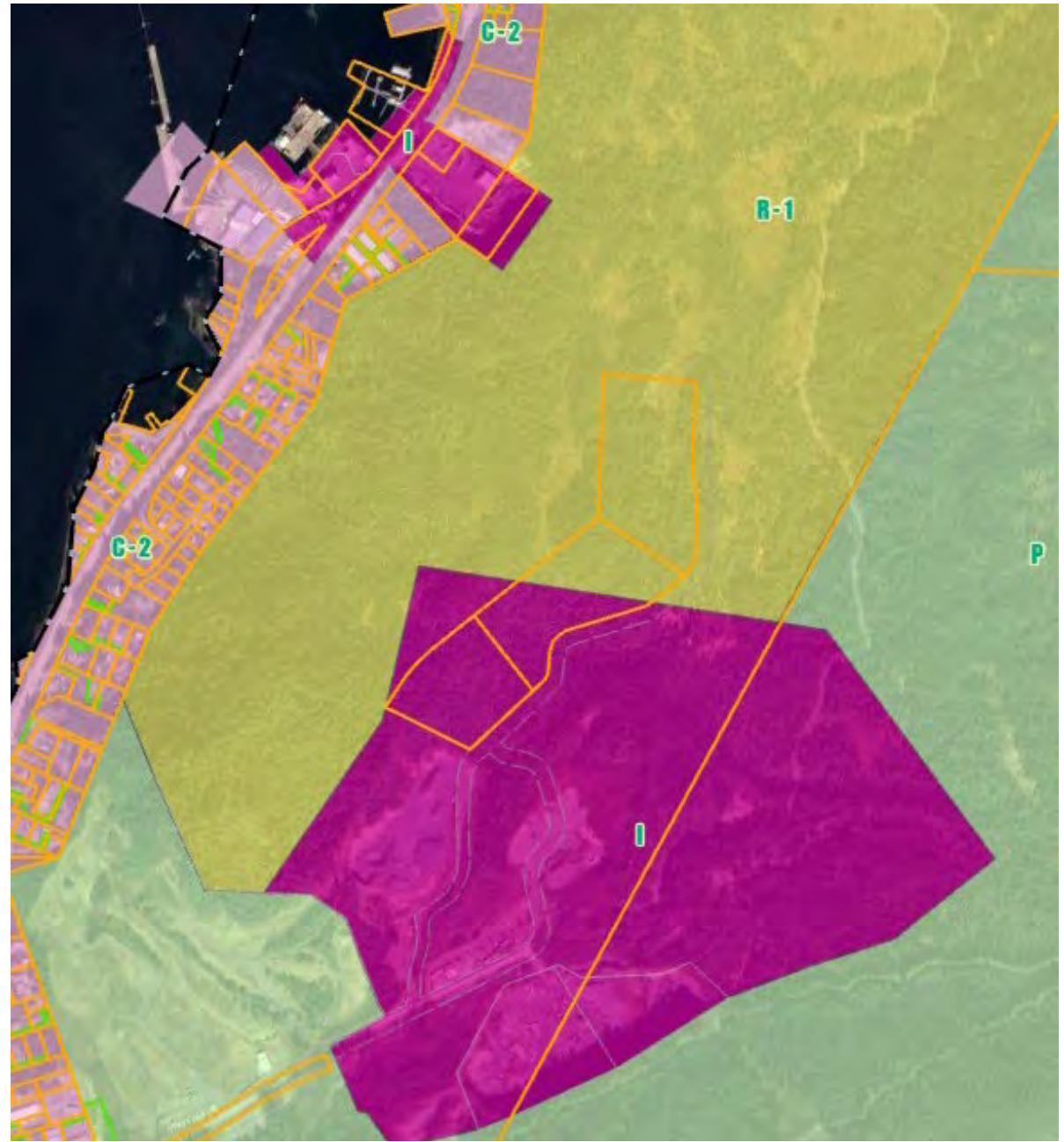
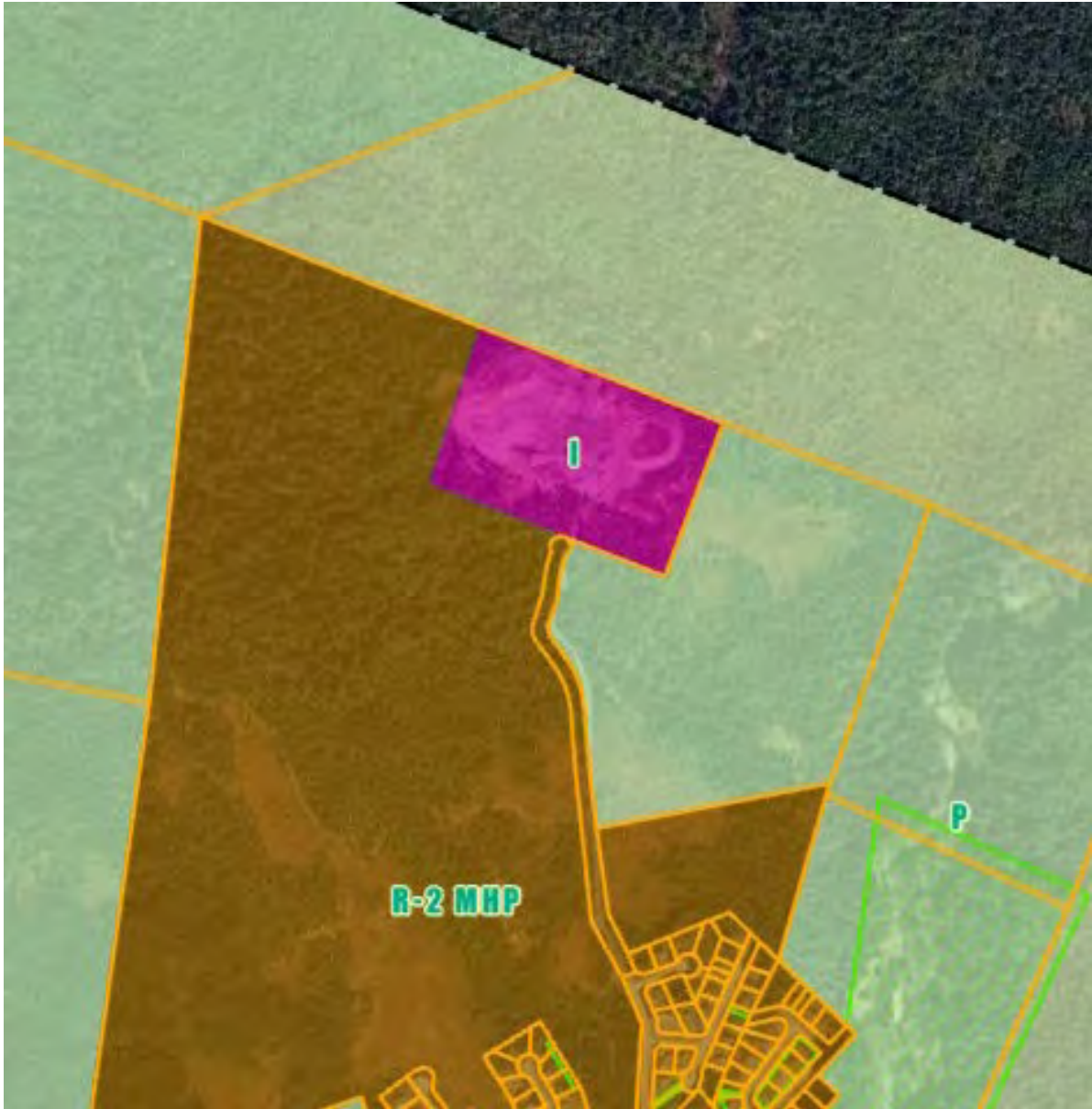
- 1) **“I move to recommend approval of the zoning map amendment to rezone 201 Price Street from the I Industrial to C-2 General Commercial Mobile Home District. The property is also known as Lot 1, Breedlove Subdivision. The request is filed by Paddy Hansen. The owner of record is Hansen & Hansen Enterprise, LLC.”**
- 2) **“I move to adopt the findings as listed in the staff report.”**

The commission finds that:

- a. The zoning map amendment does not negatively impact the public health, safety, and welfare *because the lot is already developed and in an area with high density/intensity uses;*
- b. The zoning map amendment will not result in adverse effects on surrounding neighbors *because of C-2 zoning and existing uses within the vicinity and would not result in nonconformities;*
- c. The zoning map change does not result in spot zoning *because it is immediately adjacent to the C-2 district on two sides;*
- d. The zoning map amendment follows proper and well-defined boundaries because *the property is accessed via Price Street through a property that is zoned as C-2;* and
- e. The zoning map amendment is consistent with the Comprehensive Plan *by aligning with goal Housing Action H1.1e, “encourage higher density development” because the C-2 zone allows for higher density development through lower development standards and high-density housing.*







CERTIFICATE OF OWNERSHIP AND DEDICATION

WE HEREBY CERTIFY THAT WE ARE THE OWNERS OF THE PROPERTY SHOWN AND DESCRIBED HEREIN AND THAT WE HEREBY ADOPT THIS PLAN OF SUBDIVISION WITH OUR FREE CONSENT AND DEDICATE ALL STREETS, ALLEYS, WALKS, PARKS AND OTHER OPEN SPACES TO PUBLIC OR PRIVATE USE AS NOTED.

DATE 1-29-07 Dorothy Breedlove as owner of Sitka House Bus. Org.
 (OWNER) (SIGNATURE) (OR)

DATE _____ OWNER _____ (SIGNATURE)

NOTARY'S ACKNOWLEDGMENT

US OF AMERICA
 STATE OF ALASKA
 CITY & BOROUGH OF SITKA

THIS IS TO CERTIFY THAT ON THIS 29 DAY OF January, 2007, BEFORE ME, THE UNDERSIGNED, A NOTARY PUBLIC IN AND FOR THE STATE OF ALASKA, DULY COMMISSIONED AND SWORN, PERSONALLY APPEARED Dorothy Breedlove, owner of Sitka House Business Organization

TO ME KNOWN TO BE THE IDENTICAL INDIVIDUAL(S) MENTIONED AND WHO EXECUTED THE WITHIN PLAT AND SHE ACKNOWLEDGED TO ME THAT SHE SIGNED THE SAME FREELY AND VOLUNTARILY FOR THE USES AND PURPOSES THEREIN SPECIFIED.

WITNESS MY HAND AND NOTARY SEAL THE DAY AND YEAR IN THIS CERTIFICATE FIRST HEREIN WRITTEN.
 MY COMMISSION EXPIRES 4-15-07
Sara Russell
 NOTARY PUBLIC IN AND FOR THE STATE OF ALASKA



CERTIFICATE STATE OF ALASKA (FIRST JUDICIAL DISTRICT)

I, THE UNDERSIGNED, BEING DULY APPOINTED AND QUALIFIED, AND ASSESSOR FOR THE CITY & BOROUGH OF SITKA, HEREBY CERTIFY THAT ACCORDING TO THE RECORDS IN MY POSSESSION, THE FOLLOWING DESCRIBED PROPERTY IS CARRIED ON THE TAX RECORDS OF THE CITY & BOROUGH OF SITKA, IN THE NAME OF Sitka House Business Organization AND THAT ACCORDING TO THE RECORDS IN MY POSSESSION, ALL TAXES ASSESSED AGAINST SAID LANDS AND IN FAVOR OF THE CITY & BOROUGH OF SITKA ARE PAID IN FULL; THAT CURRENT TAXES FOR THE YEAR 2007 WILL BE DUE ON OR BEFORE AUGUST 31, 2007, DATED THIS 6 DAY OF February, 2007.

James A. Corak
 ASSESSOR, CITY AND BOROUGH OF SITKA

CERTIFICATE OF APPROVAL BY THE BOARD

I HEREBY CERTIFY THAT THE SUBDIVISION PLAT SHOWN HEREIN HAS BEEN FOUND TO COMPLY WITH THE SUBDIVISION REGULATIONS OF THE CITY & BOROUGH OF SITKA PLATTING BOARD, AND THAT SAID PLAT HAS BEEN APPROVED BY THE BOARD BY PLAT RESOLUTION NO. 2007-2 DATED 20 AND THAT THE PLAT SHOWN HEREIN HAS BEEN APPROVED FOR RECORDING IN THE OFFICE OF THE DISTRICT MAGISTRATE, EX-OFFICIO RECORDER, SITKA, ALASKA.

DATE 1/29/07 Sara Russell CHAIRMAN, PLATTING BOARD
 SECRETARY

CERTIFICATE OF APPROVAL BY THE ASSEMBLY

I HEREBY CERTIFY THAT THE SUBDIVISION PLAT SHOWN HEREIN HAS BEEN FOUND TO COMPLY WITH THE SUBDIVISION REGULATIONS OF THE CITY & BOROUGH OF SITKA ASSEMBLY AS RECORDED IN MINUTE BOOK PAGE _____ DATED _____ 20____ AND THAT THE PLAT SHOWN HEREIN HAS BEEN APPROVED FOR RECORDING IN THE OFFICE OF THE DISTRICT COURT, EX-OFFICIO RECORDER, SITKA, ALASKA.

DATE 2-7-7 MK WATER
 CITY AND BOROUGH CLERK



CERTIFICATE OF PAYMENT OF LOCAL IMPROVEMENT DISTRICT

I, THE UNDERSIGNED, BEING DULY APPOINTED AND QUALIFIED, AND FINANCE DIRECTOR FOR THE CITY & BOROUGH OF SITKA, DO HEREBY CERTIFY THAT, ACCORDING TO THE RECORDS OF THE CITY & BOROUGH OF SITKA, THE FOLLOWING DESCRIBED PROPERTY IS CARRIED ON THE RECORDS IN THE NAME OF Sitka House Business Organization (CALL OWNERS OF RECORD), AND THAT, ACCORDING TO THE RECORDS IN MY POSSESSION, ALL L.I.D.'S ASSESSED AGAINST SAID LANDS AND IN FAVOR OF THE CITY & BOROUGH OF SITKA ARE PAID IN FULL.

DATED THIS 6 DAY OF February, 2007, AT SITKA, ALASKA.

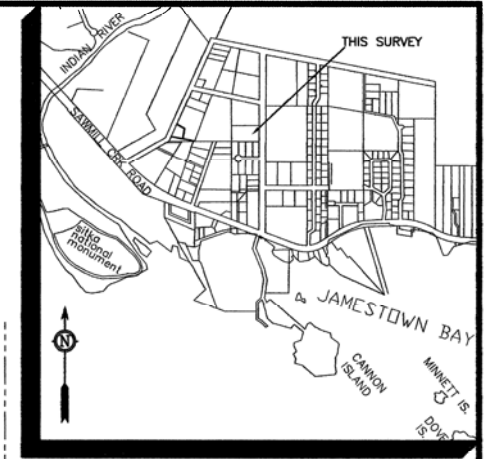
Sara Russell
 FINANCE DIRECTOR
 CITY & BOROUGH OF SITKA

LEGEND

- ⊕ PRIMARY CONTROL MONUMENT RECOVERED (BRASS CAP)
- ⊕ BLM/VGLD PRIMARY BRASS CAP (RECOVERED)
- SECONDARY MONUMENT (SET)
- SECONDARY MONUMENT (RECOVERED)
- 4 X 4 WOOD POST (RECOVERED)
- X CALCULATED CORNER POSITION
- (R) RECORDED DATA
- (C) COMPUTED DATA
- (M) MEASURED DATA

NOTES

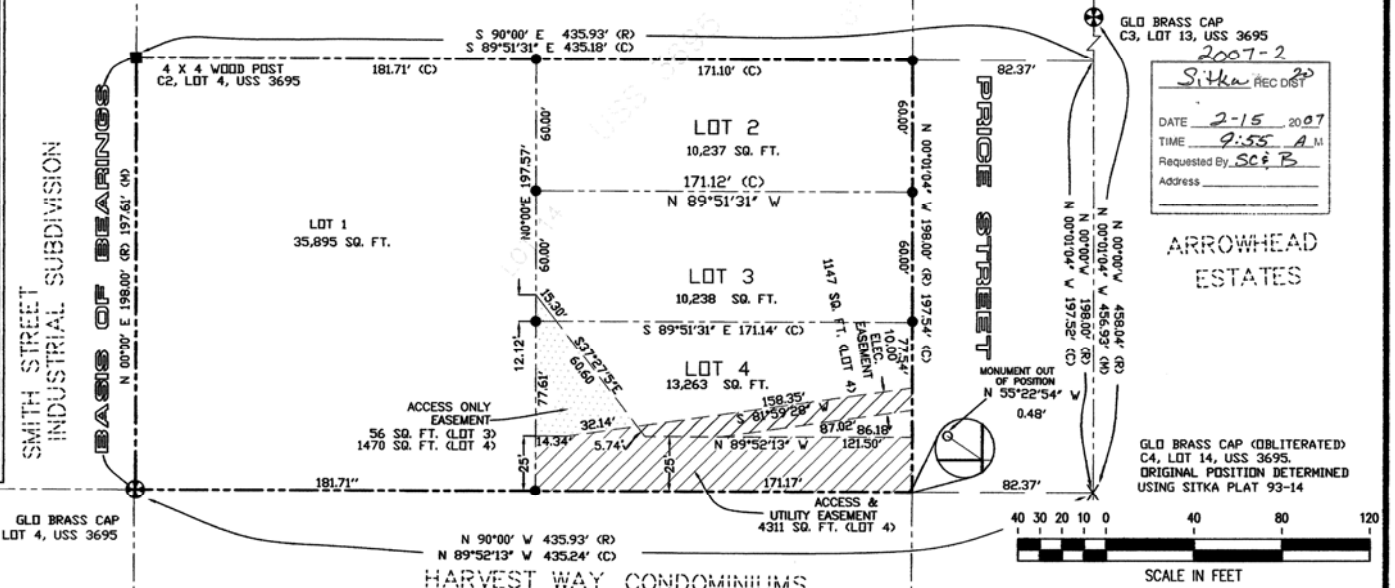
1. THE PURPOSE OF THIS PLAT IS TO SUBDIVIDE LOT 14 INTO 4 LOTS.
2. MAINTENANCE OF THE ROADWAY ACCESSING LOT 1 THRU EASEMENTS ACROSS LOTS 3 AND 4 IS TO BE THE SOLE RESPONSIBILITY OF THE OWNER OF LOT 1.
3. MAINTENANCE OF UTILITIES SERVING LOT 1 THRU EASEMENTS ACROSS LOT 4 ARE TO BE THE SOLE RESPONSIBILITY OF THE OWNER OF LOT 1.



VICINITY MAP

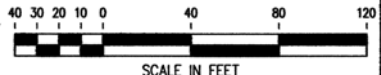
SCALE 1"=1,000'

GLD BRASS CAP C3, LOT 13, USS 3695
 2007-2
 Sitka REC DIST
 DATE 2-15 2007
 TIME 9:55 A.M.
 Requested By SC&B
 Address _____



ARROWHEAD ESTATES

GLD BRASS CAP (OBLITERATED) C4, LOT 14, USS 3695. ORIGINAL POSITION DETERMINED USING SITKA PLAT 93-14



O'NEILL SURVEYING AND ENGINEERING

BOX 1849 SITKA, ALASKA 99835
 PHONE: (907) 747-5700
 FAX: (907) 747-7290
 EMAIL: oesurvey@worldnet.att.net

BY	DATE	REV.	DESCRIPTION OF CHANGE



DESIGNED P. O'NEILL
 DRAWN MARILYN ACARD
 CHECKED PKO
 DATE OF PLATTING 20.0007.01.20.03
 SCALE: 1" = 40'
 DRAWING NAME: 0802-02
 PROJECT NO. 30482-02

SURVEYOR'S CERTIFICATE
 I HEREBY CERTIFY THAT I AM A REGISTERED SURVEYOR, LICENSED IN THE STATE OF ALASKA, AND THAT IN 2007, A SURVEY OF THE HEREIN DESCRIBED LANDS WAS CONDUCTED UNDER MY DIRECT SUPERVISION AND THAT THIS PLAT IS A TRUE AND ACCURATE REPRESENTATION OF THE FIELD NOTES OF SAID SURVEY, AND THAT ALL DIMENSIONS AND OTHER DETAILS ARE CORRECT ACCORDING TO SAID FIELD NOTES.
 DATE 1/29/07 Patrick K. O'Neill
 PATRICK K. O'NEILL, L.S. 6304

BREEDLOVE SUBDIVISION

LOT 14
US SURVEY 3695
 CLIENT: DOROTHY BREEDLOVE
 319 SEWARD STREET #B
 SITKA, ALASKA 99835





REQUIRED SUPPLEMENTAL INFORMATION:

For All Applications:

- Completed General Application form
- Supplemental Application (Variance, CUP, Plat, Zoning Amendment)
- Site Plan showing all existing and proposed structures with dimensions and location of utilities
- Floor Plan for all structures and showing use of those structures
- Proof of filing fee payment
- Other: _____


For Marijuana Enterprise Conditional Use Permits Only:

- AMCO Application

For Short-Term Rentals and B&Bs:

- Renter Informational Handout (directions to rental, garbage instructions, etc.)
- Documentation establishing property as primary residence (motor vehicle registration, voter registration, etc.)
- Signed Affidavit of Primary Residence for Short-term Rental Conditional Use Permit

CERTIFICATION: I hereby certify that I am the owner of the property described above and that I desire a planning action in conformance with Sitka General Code and hereby state that all of the above statements are true. I certify that this application meets SCG requirements to the best of my knowledge, belief, and professional ability. I acknowledge that payment of the review fee is non-refundable, is to cover costs associated with the processing of this application and does not ensure approval of the request. I understand that public notice will be mailed to neighboring property owners and published in the Daily Sitka Sentinel. I understand that attendance at the Planning Commission meeting is required for the application to be considered for approval. I further authorize municipal staff to access the property to conduct site visits as necessary. I authorize the applicant listed on this application to conduct business on my behalf.



Owner

3-25-24

Date



Owner

3-25-24

Date

I certify that I desire a planning action in conformance with Sitka General Code and hereby state that all of the above statements are true. I certify that this application meets SCG requirements to the best of my knowledge, belief, and professional ability. I acknowledge that payment of the review fee is non-refundable, is to cover costs associated with the processing of this application and does not ensure approval of the request.

Applicant (If different than owner)

Date

Hansen

Last Name

3-25-24

Date Submitted

201 Price St.

Project Address



CITY AND BOROUGH OF SITKA
 PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT
 SUPPLEMENTAL APPLICATION FORM
 ZONING AMENDMENT APPLICATION

APPLICATION FOR

- ZONING MAP AMENDMENT
 ZONING TEXT AMENDMENT

ANALYSIS: (Please address each item in regard to your proposal)

- **NEED/HARDSHIP/JUSTIFICATION FOR PROPOSAL:** The need for housing is a well documented necessity within the community. Consequently, the approval of this proposal will enable the conversion of ten units that we are currently renting into available housing inventory.
- **PUBLIC BENEFIT OF PROPOSAL:** Affordable housing has far reaching benefits for the community. Housing security, workforce retention, and community cohesion are just a few of many benefits.
- **CONSISTENCY WITH PHYSICAL BOUNDARIES (Streets, Major Creeks, etc.):** No physical boundaries will be impacted by the proposal.
- **COMPATIBLE WITH NEIGHBORING USES BECAUSE:** To the SW and E of the proposed site are residential neighborhoods and to the north are retail stores.
- **ANY IMPACT ON PUBLIC HEALTH, SAFETY, AND WELFARE:** The impact of this additional affordable housing will have a positive impact on mental health and public welfare.

Freddy Hansen
 Applicant

3-25-24
 Date

Hansen
 Last Name

3-25-24
 Date Submitted

201 Price St.
 Project Address



CITY AND BOROUGH OF SITKA

Legislation Details

File #: ORD 24-20 Version: 1 Name:

Type: Ordinance Status: AGENDA READY

File created: 7/2/2024 In control: City and Borough Assembly

On agenda: 7/9/2024 Final action:

Title: Making supplemental appropriations for fiscal year 2025 (Chamber/Visit Sitka Base and Supplemental Funding) 1st reading

Sponsors:

Indexes:

Code sections:

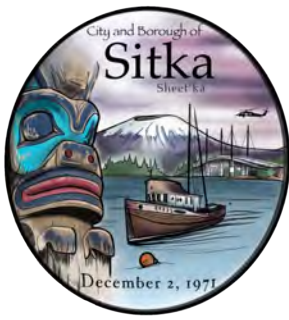
Attachments: [01 Motion Ord 2024-20](#)
[02 MemoSupFund-CVBS-Ord2024-20_final](#)
[03 Ord 2024-20 FY2025 funding for Visit Sitka contract](#)
[04 June 7 Visit Sitka email and materials.](#)
[05 Contract](#)

Date	Ver.	Action By	Action	Result
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Sponsors: Eisenbeisz/ Ystad/ Carlson

POSSIBLE MOTION

I MOVE TO approve Ordinance 2024-20 on first reading making supplemental appropriations for fiscal year 2025 (*Chamber/Visit Sitka Base and Supplemental Funding*).



CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members

From: Mayor Eisenbeisz, Assembly Members Ystad, and Carlson

Date: July 9, 2024

Subject: Supplemental Appropriations for Convention and Visitor Bureau Services

Background

The Sponsors intend to fund three aspects of the Convention and Visitor Bureau Services (CVBS) Contract between the City and Borough of Sitka and the Greater Sitka Chamber of Commerce.

The Assembly asked for additional detail following the presentation of the initial Visit Sitka FY25 budget at the annual work session on March 26, 2024. This revised budget was presented to the assembly with math errors. The third version is enclosed in the packet tonight having been submitted to the clerk's office on June 7, 2024.

This year initiated the consideration of using Commercial Passenger Vessel (CPV) funds to cover a portion of this contract. Accessing CPV funds will increase expenditure tracking to meet the reporting needs of this funding source. This has prompted a closer look at financial procedures of the Contractor and expenditures related to cruise tourism.

Analysis

It is written in the contract that the Contractor shall receive a minimum of \$300,000 annually following the calendar year to provide Convention and Visitor Bureau Services for the municipality. The annual work session between the contractor and the Assembly in March of each year is intended to determine the funding for the next contract term (calendar year) and "specific projects" (fiscal year). Specific project funding is available more quickly compared to the annual funding.

Please note that the Contractor's current use of "supplemental budget" requests is outside language not present in the contract. Exhibit B of the contract refers to "annual contract amount" and "specific projects" only. The amount of "supplemental budget" request has grown significantly over the years. Although this has always been granted with Assembly approval, the Sponsors find this practice to be incongruent with the intent

of the contract due to “specific projects” funds being available sooner, and off cycle, from the base contract that the requested funds are intended to supplement. This practice unnecessary confuses the situation.

The “supplemental budget” request for the current budget is \$275,000. The base budget is \$300,000.

The Sponsors do not wish to fund any of the proposed Special Projects suggested at the bottom of the Contractor’s included budget.

Sponsors request the Contractor track and report services and supplies provided direct to cruise visitors starting in July 2024 as stated in the Analysis of Use of CPV Funds section of the enclosed Budget Details materials. Sponsors acknowledge the estimate of around \$140,000 as plausible funding to be potentially covered by CPV funds at a later date.

Fiscal Note

This ordinance funds three different items from the Visitor Enhancement Fund per the current Convention and Visitor Bureau Services contract.

1. \$300,000 to the Greater Sitka Chamber of Commerce to fund base operations from January 1, 2025 through December 31, 2025 (calendar year 2025).
2. \$275,000 to fund special projects between July 1, 2024 and June 30, 2025 (CBS fiscal year 2025).
3. \$10,000 for the CBS to directly contract an independent financial firm to review use of CBS funds in alignment with Section 10 of the Convention and Visitor Bureau Services contract.

It is intended that the expenditures from the Visitor Enhancement Fund can be partially refunded from the Commercial Passenger Vessel Fund when the annual allocations are made similar to the process with other CBS funds. Sponsors request that the Contractor work with the CBS Finance Department to ensure tracking and reporting follows CBS content and format requirements.

Encl: Visit Sitka FY25 Budget, Revision 2, dated June 7 2024
CVBS Contract
Ordinance 2024-20

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CITY AND BOROUGH OF SITKA

ORDINANCE NO. 2024-20

AN ORDINANCE OF THE CITY AND BOROUGH OF SITKA MAKING SUPPLEMENTAL APPROPRIATIONS FOR FISCAL YEAR 2025

(Chamber/Visit Sitka Base and Supplemental Funding)

BE IT ENACTED by the Assembly of the City and Borough of Sitka, Alaska as follows:

1. **CLASSIFICATION.** This ordinance is not of a permanent nature and is not intended to be a part of the Sitka General Code of the City and Borough of Sitka, Alaska.

2. **SEVERABILITY.** If any provision of this ordinance or any application thereof to any person or circumstance is held invalid, the remainder of this ordinance and application thereof to any person and circumstances shall not be affected thereby.

3. **PURPOSE.** The purpose of this ordinance is to make a supplemental operating appropriation for FY2025.

4. **ENACTMENT.** In accordance with Section 11.10 (a) of the Charter of the City and Borough of Sitka, Alaska, the Assembly hereby makes the following supplemental appropriation for the budget period beginning July 1, 2025 and ending June 30, 2025.

<u>FISCAL YEAR 2024 EXPENDITURE BUDGETS</u>
VISITOR ENHANCEMENT FUND
Fund 195 – Contract/Purchased Services: Increase appropriations in the amount of \$300,000 to execute an extension of the base contract for the Greater Sitka Chamber of Commerce to fulfill Sitka Convention and Visitors Bureau duties for the period of 1/1/2025 through 12/31/2025. These funds will come from the Visitor Enhancement Fund.
Fund 195 – Contract/Purchased Services: Increase appropriations in the amount of \$275,000 to fund specific projects to take place during July1, 2024 and June 30, 2025 as approved by the Assembly per exhibit B of the contract.
Fund 195 – Contract/Purchased Services: Increase appropriation in the amount of \$10,000 to contract an independent finance professional to conduct a financial review of the use and allocation of CBS funds paid out under the contract signed with the Great Sitka Chamber of Commerce in 2018.

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EXPLANATION

This funding is needed to exercise the extension of the Chamber’s base service contract from 1/1/2025 through 12/31/2025 and to fund specific project as approved by the assembly for fiscal 2025. Upon execution of the extension of the base contract, the full \$300,000 will be encumbered and \$150,000 will roll over into FY2026 to cover July through December of 2025.

5. **EFFECTIVE DATE.** This ordinance shall become effective on the day after the date of its passage.

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**PASSED, APPROVED, AND ADOPTED by the Assembly of the City and Borough of Sitka,
Alaska this 23rd day of July 2024.**

ATTEST:

Steven Eisenbeisz, Mayor

**Sara Peterson, MMC
Municipal Clerk**

1st reading: 7/9/2024

2nd and final reading: 7/23/24

Sponsors: Eisenbeisz/Ystad/Carlson

Sara Peterson

From: Rachel Roy <director@sitkachamber.com>
Sent: Friday, June 7, 2024 4:39 PM
To: Sara Peterson
Subject: Additional Information Requested from Visit Sitka
Attachments: Supplemental Budget Coverage Breakdown.pdf

Hi Sara,

Please share this information with the Assembly. The attached and linked are the additional information that has been requested since the April meeting. I am available anytime at 907-738-1186 or via email at director@sitkachamber.com.

We wanted to share this Meeting & Convention Planners' guide with you. It is in its last revision before being sent to the printer.

[Draft 2024-25 Meeting & Convention Planners' Guide - CBS.pdf](#)

Also, the draft of the Biking Guide is available at the link below. The stakeholders met and made final recommendations. Once we receive that back from the designers, we will be able to place the first order and get it out to educate bike riders.

[Biking Guide Draft for Assembly.pdf](#)

Thank you,

Rachel

Rachel Roy, MBA, ACE
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FY25 Base and Supplemental Budget Detail

The Visit Sitka Comprehensive Budget detail serves as a means to demonstrate the areas of spending for the Visit Sitka programs as well as explain the methodology in creating the Comprehensive Budget. When the current contract was established in 2018 a base (minimum) amount of \$300,000 was set for the contract with the ability to request additional funding above that about Base and Supplemental Budget. Since 2018, the number of visitors to Sitka has nearly tripled which means more staff and printed collateral. These costs for providing visitor information services are a significant part of the program costs.

The FY23 revenue for the Visitor Enhancement Fund was \$792,950. Visit Sitka's funding request is \$575,00 with options for special projects for FY25. This boost in revenues opened the opportunity for some special projects to support community needs and visitor navigation in the community. A potential decrease in Transient Lodging Tax revenue for FY25 is expected due to the removal of 70 rooms at Totem Square Hotel from the market, now being used for workforce and medical housing (and therefore not collecting Transient Lodging Tax). However, an increased demand in hotel prices has caused nightly rates to increase during peak season. Additionally, Visit Sitka has received feedback from hotel partners over the last season that they have seen sold-out dates earlier than ever, leaning into the shoulder seasons of April and May. Considering these factors, Visit Sitka anticipates that the large increase shown in the past two fiscal years will level off and Sitka will see numbers similar to historical fund levels moving forward.

Budget spreadsheet methodology

Revenue: Revenue is shown as Contracted Revenue Total Contract Budget to maintain Visit Sitka Programs at \$575,000. The increase over the FY24 level is to account for additional staffing costs, printing costs and a facilitated 3-year marketing strategy (detailed below on page 4). The Total Contract is then broken down into two budgets, Base Contract Budget and Supplemental Budget. The final column is Visit Sitka DMO Unrestricted Revenue, revenue used to support the programs outside of the contract funds. These funds are raised from partners through advertising and partnership dues.

Operating Expenses: Expenses are listed next with personnel shown in all three budgets. The base contract does not cover the full staffing costs and in 2023, unrestricted funds were used to subsidize this line item. Below you will see the detail for each of the expense items with explanation of what is covered in the base contract and what the supplemental budget covers.

Total Profit (Loss): Visit Sitka spends down the full contract each year so there is no profit from year to year. The unrestricted funds budget has a contingency that can be used in areas needed for the program, i.e. personnel costs in summer of 2023.

Special Projects: The optional special projects are in the following section. These items are in response to Assembly member and City staff requests and the recent Tourism Task Force. They will move into the budget line items if they are chosen to be funded.

FY25 Visit Sitka Comprehensive Budget- Draft 5/17/24

July 1 , 2024-June 30, 2025	Total Contract Budget to maintain VS programs	Base Contract	Supplemental Budget	VS DMO Unrestricted Revenue
Revenue				
Contract Revenue- Requested (FY24 \$525,000, FY23 \$525,000)	\$575,000	\$300,000	\$275,000	
Unrestricted Revenue				\$157,250
Revenue Total	\$575,000	\$300,000	\$275,000	\$157,250
Operating Expenses				
Personnel Salaries	\$241,304	\$188,134	\$53,170	\$45,390
Payroll taxes, worker's comp insurance <i>3.5 FTE year-round, 10 Seasonal positions</i>	\$24,130	\$18,813	\$5,317	\$4,539
Market/Industry Promotion	\$19,100	\$5,000	\$14,100	
<i>ATIA, SE Conference attendance</i>				
Occupancy	\$41,350	\$41,350	-	
<i>Rent, utilities, phone, internet, insurance</i>				
Advertising	\$42,315	\$2,000	\$40,315	\$2,400
<i>Social media contract, TravelAlaska, Milepost, Alaska map</i>				
Website, online services	\$29,220	\$12,500	\$16,720	
<i>Website maintenance, App, internet-based subscription services</i>				
Promotion	\$12,750	-	\$12,750	\$15,000
<i>Branded collateral, hosting for meetings, conference sponsorships</i>				
Contracted Services	\$89,015	\$4,500	\$84,515	\$22,901
<i>Contracts for visitor guide design, photo & video, graphic design, accounting, dues/subscriptions</i>				
Supplies, Printing & Postage	\$61,187	\$27,703	\$33,484	\$30,670
<i>Office supplies, visitor center, collateral printing, shipping & postage</i>				
Professional Development	\$3,129	-	\$3,129	\$3,850
<i>Staff attendance at industry & business trainings in-person & via web</i>				
Media & Public Relations	\$11,500	-	\$11,500	\$2,500
<i>On-site hosting of visiting journalists & media</i>				
	\$575,000	\$300,000	\$275,000	\$127,250
Income	\$575,000			\$157,250
Expense	\$575,000			\$127,250
Profit (Loss)- Contingency*	\$0			\$30,000
Total Profit (Loss)	\$0			
SPECIAL PROJECTS				
Tourism Best Management Practices (TBMP)	\$40,000	-	\$40,000	*Contingency to cover unexpected program
<i>Staffing, database development, tracking community input, online submission forms, brand development and design, initial season beta testing Summer 24, season end update, implementation</i>				
Workforce Development & Recruitment Campaign	\$25,000	-	\$25,000	
<i>Collateral development, digital marketing for year-round jobs in Sitka</i>				
Wayfinding Phase II Planning & Scope	\$10,000	-	\$10,000	
<i>Research, public meetings, graphic design, signage location plans including vehicular wayfinding</i>				
Destination Development Project Planning & Scope	\$10,000	-	\$10,000	
<i>Planning for expanded visitor education, improvements to enhance experience for independent travelers</i>				
Total Special Projects	\$85,000	\$0	\$85,000	
Total with special projects	\$660,000			
<i>Total Transient Lodging Tax revenue FY24: \$ 792,950</i>				

Personnel

The Visit Sitka team is critical to the success of the programs. Personnel expenses include payroll costs for 3.5 FTE year-round staff and 10 seasonal employees, payroll taxes, and worker's comp insurance. Visit Sitka does not charge an overhead fee, nor does it currently provide health insurance benefits which keeps the staffing costs at a much lower cost allowing more dollars to be spent on the program.

Base Funding: \$206,947

- Payroll for management, communications, convention support and visitor information.

Supplemental Funding: \$58,487

- Additional visitor information staff

Market/Industry Promotion

Base Funding: \$5,000

- In-person attendance at one major industry event

Supplemental Funding: \$14,100

- In-person attendance at major industry events (ATIA Annual Convention, Southeast Conference, Seatrade/CLIA Symposium)
- In-person promotion at state/regional events to promote Meetings & Conventions market

Occupancy

Base Funding: \$41,350

- Includes the costs associated with the Visitor Information Center and Visit Sitka's business office. No supplemental budget for this.

Advertising

Base Funding: \$2,000

- Paid ads in local printed collateral

Supplemental Funding: \$40,315

- Social media contract
- All printed, display, and digital advertisements (local, regional, state, and global)

Website & Online Subscription Services

Base Funding: \$12,250

- Maintaining visitsitka.org website

Supplemental Funding: \$16,720

- ChamberMaster: Member database management tool (accounts receivable, accounts payable, used to populate directories in printed collateral)
- Driftscape: Visit Sitka mobile visitor information app
- Canto: Photo/video storage database system
- Adobe Acrobat Suite
- Trello: Project management tool and payroll tracking
- Canva: Graphic design program
- MailChimp: Monthly newsletter and e-blast tool
- Joomag: Interactive digital publication program for Visitor Guide
- Zoom: Paid memberships to host meetings

Promotion

Base Funding: \$0

- Promotional activities would be done through sponsorships use of unrestricted funds and in-kind donations from partners

Supplemental Funding: \$12,750

- All branded collateral (stickers, note pads, pens, chargers, lanyards, etc.)
- All sponsorships for community, regional, state, and global events
- VIP, familiarization trips, and hosting for influential figures (convention organizers, CEOs, etc.)
- New business grand openings
- Memberships and subscriptions for local, regional, state, and global organizations (ATIA, AIANTA, SEC, DMA West, AND, Destination Development, Southeast Alaska Tourism Council, etc.)

Contracted Services

Base Funding: \$4,500

- Accounting services

Supplemental Funding: \$84,515

- Sub-Contracting for Visitor guide (planning, copywriting, photography, design, print/digital coordination), photo and video sourcing, graphic design for maps, and 3-year marketing plan
- Additional graphic design services

Supplies, Printing, & Postage

Base Funding: \$27,703

- Reduced amount of printed collateral (visitor guide, attractions maps, pocket guide, hiking guide, biking guide)

Supplemental Funding: \$33,484

- Full order of printed collateral to maintain current distribution numbers
- Shipping of visitor guides sent to prospective visitors
- Shipping of Printed visitor guides sent to other visitor centers
- Ability to supply printed collateral to businesses outside of visitor center (Lodging, retail)
- Printed Meetings & Conventions Planners' Guide (Draft Included at the end of this document)
- Printed signage and office displays
- Stamps.com subscription (print postage in-office)

Professional Development

Base Funding: \$0

- Staff would use unrestricted funds for professional development

Supplemental Funding: \$3,129

- In-person & virtual attendance in industry and/or business trainings

Media & Public Relations

Base Funding: \$0

- Media hosting activities would be done through sponsorships, use of unrestricted funds, and in-kind donations from partners

Supplemental Funding: \$11,500

- Travel Writer hosting (on-site support, lodging, meals, sponsored activities)
- Alaska Media Roadshow attendance (one-on-one meetings with media covering Alaska for independent traveler market)
- TBEX Media Conference attendance *Hosted in Anchorage Fall 24

3-Year Marketing Strategy

Included in the Supplemental budget is development of a comprehensive 3-year strategic marketing plan. Visit Sitka will hire a sub-contractor to support the project and facilitate discussions, provide research, stakeholder engagement, and strategic planning services to ensure the plan aligns with our goals and the community's vision.

This work will culminate in a 3-year strategic marketing plan outlining goals, strategies, and implementation details, designed to drive off-season travel, attract Sitka's conventions and C-suite audiences, and focus on opportunities for visitor education.

Facilitated Strategic Workshops

Visit Sitka, with support of a contracted facilitator, will host two in-person strategic workshops aimed at gathering insights and aligning goals for a comprehensive 3-year marketing plan. These workshops will include a dedicated internal staff session and a community round table, focusing on attracting independent travelers and convention attendees to bolster off-season visits and enhance in-season visitor education. By engaging key stakeholders, these workshops will address community concerns and ensure a strategic approach that meets the diverse needs of Sitka's tourism sector.

- **Workshop 1: Internal Visit Sitka Staff Workshop**

The first of these workshops will be a dedicated day workshop for internal Visit Sitka staff. This workshop will focus on collaborative planning, goal setting, and aligning the project team with Visit Sitka's strategic vision. The full-day workshop (approximately 5 hours) will include activities such as a state analysis, vision and goal setting, strategic initiatives development, and detailed action planning, concluding with a review to ensure clarity and alignment in preparation for the community roundtable workshop.

- **Workshop 2: Community Round Table Workshop**

Following the staff workshop, Visit Sitka will host a facilitated in-person roundtable, bringing together key stakeholders including local businesses, community leaders, CBS representatives, and tourism partners. This half-day community workshop (approximately 3-4 hours) will focus on gathering insights and ideas from stakeholders to ensure the strategic plan reflects the broader community's needs and aspirations. The agenda will include an overview of Visit Sitka's current marketing efforts, an interactive discussion on the community's vision for tourism, and a collaborative planning session to identify opportunities and challenges. The workshop will conclude with a summary of feedback and identification of actionable items.

Market Research

Visit Sitka will work with a sub-contractor to conduct comprehensive market research to understand current trends in visitor education, audience demographics, competitor landscapes, and emerging opportunities. The primary demographic research will target convention, C-suite, and independent travel audiences. Based on this data, a SWOT analysis will be completed to identify strengths, weaknesses, and opportunities, forming a solid foundation for strategic planning.

Developing the 3-Year Plan

Utilizing the collected data, Visit Sitka will develop our 2025-2027 3-year strategic marketing plan. The plan will include strategic goals, messaging strategies, audience personas, and actionable marketing strategies, and a path for moving forward to implement the new plan.

Special Projects

The following Special Projects can be supported with funding if selected by the Assembly as part of the Convention & Visitors Services Contract. The budget lists these additional costs under special projects.

Tourism Best Management Practices (TBMP)

FY25: \$40,000*

Key areas include:

- Development of database for tracking community input and online submission forms
- Brand development and design
- Initial season beta testing Summer 24 and end of season assessment
- Implementation Summer 25

The Tourism Task Force was tasked with supporting the development of the initial TBMP and with their submission to the Assembly on May 16th, this document can serve as a starting point for the program. Visit Sitka participated in this effort by engaging tourism businesses in review and recommendations for inclusions and collaborating with the task force members during the editing process.

As a part of the Convention & Visitor Services Contract- Special projects, Visit Sitka can serve as the lead organization to ensure the program is implemented. This may include development of database for tracking community input, online submission forms, phone system for telephonic feedback, brand development and design. There will be opportunities for community input prior to the establishment of the first set of best practices and outreach to tourism industry businesses to get buy in and commitment to the program. Monitoring of the input and communication to businesses will ensure that concerns are relayed throughout the season and an end of season meeting will be held to discuss need for additional best practices to be implemented the following visitor season.

*Note: The amount requested for FY25 is for the implementation of the program with an expanded scope. In FY24, Visit Sitka proposed a special project to create the initial best practices document for \$20,000. This project request was not funded and was done through the task force process instead.

Workforce Development and Recruitment Campaign

FY25: \$25,000

Key areas include:

- Development of collateral
- Digital marketing campaign targeting year-round jobs

The workforce is essential to support the Visitor Industry in Sitka and a special campaign to develop and implement strategy to attract workforce to Sitka. Visitor Industry jobs are in all sectors and include everything from management to frontline to bookkeepers. These year-round positions will be the focus of the campaign to develop new collateral utilizing Visit Sitka assets and brand. Digital marketing with paid ads will put Sitka based jobs in front of potential employees through visuals showing the lifestyle found in the Sitka community.

Wayfinding Phase II

FY25: \$10,000

Planning & Scoping

Key areas include:

- Research
- Meetings with stakeholders and community members
- Development of a plan for vehicular wayfinding and increase pedestrian wayfinding system

In 2015-17, Sitka's Branding and Wayfinding programs were implemented which included the framework for the initial Visit Sitka brand, 36 wayfinding signs and one kiosk. During the planning process, the scope of the project was limited to the downtown core communicating with pedestrians walking distances to key points of interest and information. The destination assessment and community feedback has brought forward need for additional signs and scope to the pedestrian wayfinding as well as the need for vehicular wayfinding. Vehicular wayfinding not only will serve summer visitors but also help business travelers and new residents. This initial special project will be planning and scoping for Sitka's wayfinding needs. Activities will include research, public meetings, and meetings with property owners and stakeholders.

Destination Development

FY25: \$10,000

Planning & Scoping

Key areas include:

- Development of plan to improve independent traveler experience/spending
- Meet with stakeholders to determine viability and willingness to participate

In 2022, Roger Brooks from completed a destination assessment for Sitka presenting us with suggestions to help improve experiences in the community for independent travelers. As a special project, Visit Sitka will work through the suggestions and create a plan for implantation keeping in mind the timeline and associated costs for each of the tracks of projects. Tracks include downtown utilization and beautification, visitor information distribution - grab and go locations, airport visitor information, and assessing locations for public art. The assessment worked to answer the question: "What can we do locally to become a stronger more successful destination for investment, as a place to live, and that will attract increased visitor spending?" This phase of the project will take it to the next step by assessing the feasibility of the recommendations and creating a plan for next steps. The full destination assessment can be viewed [here](#).

Analysis of Use of CVP Funds

Per your request, we have estimated the direct to cruise support and have prepared a separate budget detailing where those expenses are. According to the City Finance Director, in order for CPV funds to be used, special reporting and tracking will need to be made and submitted to CBS. Visit Sitka will collect this information starting in July for FY25 and will plan to submit these quarterly. The direct to cruise support include personnel expenses for visitor information provided at the Sitka Sound Cruise Terminal, printed collateral provided at the terminal, a portion of the Driftscape app, and if funded, half of the cost for the Special Project: TBMP. Note: The figures provided below are estimates and actuals will come following the activities with justifications and are subject to review and approval from CBS Finance.

Estimated Direct Cruise Support

Personnel and Taxes: \$120,087

Driftscape App: \$2,500

Attractions Maps: \$18,250

Special Project- TBMP: \$20,000

The below budget has an additional column for Direct Cruise Support. The amount of supplemental funding is reduced when the CVP funds are included in the budget estimations and allows Visitor Enhancement Funds to be directed towards the programs. The Tourism Best Management Practices program funding is shown coming from CVP and 50% from Visitor Enhancement Funds.

FY25 Visit Sitka Comp. Budget- Direct CRUISE Support Estimations

July 1 , 2024-June 30, 2025	Total Contract Budget to maintain VS programs	Base Contract	Direct Cruise Support	Supplemental Budget	VS DMO Unrestricted Revenue
Revenue					
Contract Revenue- Requested (FY24 \$525,000, FY23 \$525,000)	\$575,000	\$300,000	\$140,837	\$134,163	
Unrestricted Revenue					\$157,250
Revenue Total	\$575,000	\$300,000	\$140,837	\$134,163	\$157,250
Operating Expenses					
Personnel	\$241,304	\$132,134	\$109,170		\$45,390
Payroll taxes, worker's comp insurance	\$24,130	\$13,213	\$10,917		\$4,539
Market/Industry Promotion	\$19,100	\$19,100			
Occupancy	\$41,350	\$41,350			
Advertising	\$42,315	\$2,000		\$40,315	\$2,400
Website, online services	\$29,220	\$12,500	\$2,500	\$14,220	
Promotion	\$12,750	-		\$12,750	\$15,000
Contracted Services	\$89,015	\$44,500		\$44,515	\$22,901
Supplies, Printing & Postage	\$61,187	\$35,203	\$18,250	\$7,734	\$30,670
Professional Development	\$3,129	-		\$3,129	\$3,850
Media & Public Relations	\$11,500	-		\$11,500	\$2,500
	\$575,000	\$300,000	\$140,837	\$134,163	\$127,250
Income	\$575,000				\$157,250
Expense	\$575,000				\$127,250
Profit (Loss)- Contingency*	\$0				\$30,000
Total Profit (Loss)	\$0				
SPECIAL PROJECTS					
Tourism Best Management Practices (TBMP)	\$40,000		\$20,000	\$20,000	*Contingency to cover unexpected program
Workforce Development & Recruitment Campaign	\$25,000	-		\$25,000	
Wayfinding Phase II Planning & Scope	\$10,000	-		\$10,000	
Destination Development Project Planning	\$10,000	-		\$10,000	
Total Special Projects	\$85,000		\$20,000	\$65,000	
Total with special projects	\$660,000				

Updated 4/10/2024



Annual Workplan & Budget Request

FY25

April 10, 2024

PRESENTED BY THE GREATER SITKA CHAMBER OF COMMERCE
104 Lake Street, Sitka, Ak 99835

Introduction

The Greater Sitka Chamber of Commerce is currently in contract with the City of Sitka to provide Convention & Visitor Services. The initial contract began Oct. 2015; current contract began Jan. 1, 2019, and we are in our three of five one-year renewals. The Sitka Chamber as Visit Sitka will undertake the process to create a 3-year Strategic Marketing Plan 2025-2027 to include industry and community input. The Annual Marketing Workplan FY25 is prepared for the Assembly and presented in a work-session on March 26, 2024.

Exhibit B CVS Contract: "The annual contract amount shall be a minimum of \$300,000. Annual budget to be determined by the Sitka Assembly following an annual work session, with first payment in next fiscal year. If the contribution is increased by Assembly action, the annual contract amount will be adjusted accordingly. The Contractor is encouraged to request additional funding for specific projects above and beyond those included in this contract, pursuant to approval by the Assembly."

The Sitka Chamber has prepared the Visit Sitka program based on the contracted deliverables with consideration of the requests of the CBS Assembly. The items detailed in the following document provide a framework for how Visit Sitka will carry out the scope of services including visitor information, convention sales and services, and marketing to reach the independent travel market.

Following the March 26th annual work session, this document has been updated to include the following:

- **Proposed budget allocations for convention and promotional activities from the Visitor Enhancement Fund (VEF) and direct cruise related expenses from Cruise Vessel Passenger Funds (CPV)**
- **Comprehensive budget**
- **Updated 3-Year Marketing Plan**

Highlights

In 2023 tourism accounted for 15% of SE AK's jobs, and in non-pandemic years tourists spent \$800 million in Alaska.

Sitka hosted the largest number of cruise ship passengers we have seen to date, which brought new challenges and opportunities within the industry and community.

Transient Lodging Tax collected its largest ever amount with \$798,000 brought into the fund!

FY25-Q1-Q4

Budget request \$575,000

Base \$300,000 Supplemental \$275,000

Special Projects \$

FY24 request \$676,180 | funding level \$525,000

FY23 request \$575,000 | funding level \$525,000

FY22 request \$458,600 | funding level \$458,600

FY21 request \$500,200 | funding level \$500,200

Organization Chart

Visit Sitka’s team is partially funded with the funding requested in this annual submission. There are four full-time year-round positions and a team of 10 employees who join the program during the summer months. Below is the staffing structure. The Greater Sitka Chamber of Commerce’s Board of Directors provide policy and fiscal oversight throughout the year. More information about the Board and staff can be found [here](#). At this time, the Director of Visit Sitka position is vacant and the Executive Director is serving in that capacity while recruitment efforts are underway.



Visitor Information Services – Staffing breakdown

Providing visitor services is an integral part of the Visit Sitka program. Ensuring that visitors have the information that they need prior to visiting the community allows them to plan ahead, schedule excursions and these tools help visitors set expectations for what their experience may be in Sitka. These expenses are generally the same as visitor numbers grow as they are primarily using digital assets and communication campaigns that are able to be available electronically 24/7 with the exception of emails and phone calls made to Visit Sitka’s office. When

visitors arrive to Sitka, they use more physical means of getting information in the form of signs, maps, and by visiting the Visitor Information Center in person. Post-pandemic, in 2022, Sitka saw large growth in cruise visitors and Visit Sitka’s visitor information services provided as part of the contract increased accordingly

Visitor Information Staff

Visit Sitka provides information services with a team of staff both year-round and seasonally. The Communications Specialist provides email and telephone support year-round to both independent and cruise passengers contacting the office for support in planning their visit. The Visitor Services Coordinator is a 6-month full-time position that supports the direct services and coordinates the Visitor Information Center and Kiosk staffing. The Visitor Information Staff serve at both the Visitor Information Center and the Sitka Sound Cruise Terminal during the cruise season. Full job descriptions for each position can be found at the end of this document. The below graph shows the percentage of time that each position provides information to independent and cruise visitors for purposes of budgeting and reflected in the Comprehensive budget.

Staff Position	Convention & Visitor Services (VEF)	Visitor Services (Large Cruise Related CPV)	Total
Director of Visit Sitka	75%	25%	100%
Communications Specialist	75%	25%	100%
Visitor Services Coordinator	25%	75%	100%
Visitor Information Staff	10%	90%	100%

Special Projects

The following Special Projects can be supported with funding if chosen to by the Assembly as part of the Convention & Visitors Services Contract. The budget lists these additional costs under special projects.

Tourism Best Management Practices (TBMP)

FY24: \$40,000 CPV Fund

Key areas include:

- Development of database for tracking community input and online submission forms
- Brand development and design
- Initial season beta testing Summer 24

Tourism Best Management Practices is an industry driven program developed over 25 years ago in Juneau to minimize the impacts to the community made by large scale tourism activities. The program’s framework has been shared and communities are encouraged to implement programs to allow the industry to hear and respond to the concerns of the local community. The Tourism Task Force was tasked with supporting the development of the initial TBMP and with their submission to the Assembly on April 23rd, this document can serve as a starting point for the program. Visit Sitka participated in this effort by engaging tourism businesses in review and recommendations for inclusions and collaborating with the task force members during the editing process.

As a part of the Convention & Visitor Services Contract- Special projects, Visit Sitka can serve as the lead organization to ensure the program is implemented. This may include development of database for tracking community input, online submission forms, phone system for telephonic feedback, brand development and design. There will be opportunities for community input prior to the establishment of the first set of best practices and outreach to tourism industry businesses to get buy in and commitment to the program. Monitoring of the input and communication to businesses will ensure that concerns are relayed throughout the season and an end of season meeting will be held to discuss need for additional best practices to be implemented the following visitor season.

Workforce Development and Recruitment Campaign

FY25: \$25,000-\$40,000

Workforce is essential to support the Visitor Industry in Sitka and a special campaign develop and implement strategy to attract workforce to Sitka. Visitor Industry jobs are in all sectors and include everything from management to frontline to bookkeepers. These year-round positions will be the focus of the campaign will develop new collateral utilizing Visit Sitka assets and brand. Digital marketing with paid ads will put Sitka based jobs in front of potential employees though visuals showing the lifestyle found in the Sitka community.

Wayfinding Phase II

FY24: \$10,000

Planning & Scoping

In 2015-17, Sitka's Branding and Wayfinding programs were implemented which included the framework for the initial Visit Sitka brand, 36 wayfinding signs and one kiosk. During the planning process, the scope of the project was limited to the downtown core communicating with pedestrians walking distances to key points of interest and information. The destination assessment and community feedback has brought forward need for additional signs and scope to the pedestrian wayfinding as well as the need for vehicular wayfinding. Vehicular wayfinding not only will serve summer visitors but also help business travelers and new residents. This initial special project will be planning and scoping for Sitka's wayfinding needs. Activities will include research, public meetings, and meetings with property owners and stakeholders.

Street Signage Planning & Development

FY25: \$10,000

Planning & Scoping

In 2022, Roger Brooks from completed a destination assessment for Sitka presenting us with suggestions to help improve experiences in the community for independent travelers. As a special project, Visit Sitka will work through the suggestions and create a plan for implantation keeping in mind the timeline and associated costs for each of the tracks of projects. Tracks include downtown beautification, visitor information distribution - grab and go locations, airport visitor information, and assessing locations for public art. The assessment worked to answer the question: "What can we do locally to become a stronger more successful destination for investment, as a place to live, and that will attract increased visitor spending?" This phase of the project will take it to the next step by assessing the feasibility of the recommendations and creating a plan for next steps. The full destination assessment can be viewed [here](#).

Marketing & Promotion

Tourism Promotion

Following the contract, Visit Sitka's primary focus remains serving independent travelers and the meetings & conventions market. This is accomplished through a number of ways, primarily the following:

- **Official Visitor's Guide:** Visit Sitka conceptualizes, designs, and prints an Official Visitor's Guide every year, with the new versions becoming available every February. The 2024-25 Visitor's Guide is focused on Sitka year-round. More information about the Visitor's Guide is available in sections to follow.
- **Meetings & Conventions Guide:** Visit Sitka has a digital Meetings & Conventions Guide available online. This collateral piece, designed to be updated every two years, sells Sitka as a premier destination to hold a meeting, event, conference, or staff retreat. The Meetings & Conventions Guide is undergoing an update for 2024, and the goal is to produce a small print run to mail out to convention planners across the state. More information on the Meetings & Conventions Guide is available in sections to follow.
- **Destination Marketing Website:** Visit Sitka developed and currently maintains our website, visitsitka.org. The website acts as an informative guide for potential travelers, with focus on local business through highlighting available things to do and places to stay. General visitor information and a Sitka blog is also available for visitors. Additionally, each of our collateral pieces including our library of digital interactive Official Visitor's Guides are available. There is also a form for visitors to request a printed and mailed visitor's guide. More information on the website, including metrics, is available in sections to follow.
- **Social Media:** Visit Sitka believes social media is a critical source to engage visitors and collect feedback in real-time. Visit Sitka is active on Facebook, Instagram, YouTube, TikTok, and Pinterest. More information on social media is available in sections to follow.
- **Media Relations:** Visit Sitka works closely with the State of Alaska's PR firm, Thompson & Co. to host media throughout the year. Visit Sitka's doors also remain open to assisting independent media as appropriate. More information on media relations, including metrics and media hosting counts for 2023 is available in sections to follow.
- **Blog:** Visit Sitka staff has been actively working towards publishing two blog posts on visitsitka.org per month. Blog posts are a great way to answer frequently asked questions, give insider tips, and promote independent travel and convention interest. Blog posts are shared on Social Media and loaded to the website resulting in increased search engine optimization (SEO). More information about the Visit Sitka blog is available in sections to follow.
- **Consumer Shows:** Following feedback from City & Borough of Sitka Assembly members, Visit Sitka will be reducing the number of consumer shows attended going forward. In 2025, Visit Sitka will not attend Travel & Adventure Consumer Shows, or Holland America's Travel Show. Visit Sitka will instead seek out different opportunities to partner regionally and reach independent travelers.

Cruise/Yacht

Maintaining relationships with cruise line partners is key to keeping cruise market share and Sitka's economic health. Visit Sitka will continue to maintain positive relationships with existing cruise lines by attending inaugural ship visits, ensuring cruise staff have accurate information on Sitka and the things to do, and maintaining the live cruise ship calendar.

Cruise Line Agencies International (CLIA) hosted its first Pacific Northwest Cruise Symposium in Seattle in February. Visit Sitka attended, along with 300 others, to have a regionally focused discussion on cruise tourism. This event allowed Alaska to be one of the primary destinations and a more intimate connection with the cruise industry leadership. With the success of this event, Visit Sitka will not attend Seatrade Cruise Global as we have in previous years.

Services for cruise ship passengers are limited to serving information verbally in-person, through email/phone calls, and through printed information materials, as Visit Sitka's primary focus remains on independent travelers.

Visit Sitka will continue to increase engagement with the independent yacht market, including membership with the US Superyacht Association. Visit Sitka will offer visitor guides to be distributed through the Yacht Services of Alaska and the Sitka Harbormasters office, and actively supply service information to encourage yacht staff to shop for their needs in Sitka.

Local & State Tourism Partners

Visit Sitka's participation in the Alaska Travel Industry Association annual conference gives the team access to hundreds of travel industry professionals, advocates, and vendors for Alaska's Tourism Industry. Networking with other Alaska tourism professionals creates a strong network of advocates for Sitka for referrals. Attending both meetings at Southeast Conference is an important tool for keeping abreast of economic issues in southeast Alaska and develops important partnerships for economic growth in Sitka and across the region. Participation with the Southeast Alaska Tourism Council allows us to connect as a region and strategically plan for marketing with focus on independent travelers.

Visitor's Guide

Visit Sitka's 2024-25 Official Visitors' Guide has a very intentional theme focused on Sitka year-round. The magazine-style format allows us to tell Sitka's stories and this year, readers will learn about "Sitka year-round". This underlying theme is reflected throughout in editorial content, imagery, and highlighted by the herring spawn displayed in the cover is intended to inform potential independent travelers that there are reasons to visit Sitka in all four seasons.

Visit Sitka is proud that our magazine design layout has inspired other DMO's across the state, and each year we receive compliments on our layout, stories, and content. In 2022, Element Agency, our partner in creating the guide, was awarded best in category and a gold award for our publication at the American Institute of Graphic Arts (AIGA) Big One design awards.

This year, we have ordered 20,000 guides to be distributed to independent travelers across the country. Approximate metrics of guide distribution can be seen here:

- ~6,000 mailed directly to prospective visitors (*through request form on visitsitka.org and phone call/email requests for mailed copies*)

- ~ 4,000 mailed to other visitor centers across the state, mailed to travel agents, and distributed at trade shows
- ~10,000 distributed locally to independent travelers through hotels, Visit Sitka and Harrigan Centennial Hall visitor centers, ferry terminal, and taken to trade show events by Visit Sitka and tourism business partners

The interactive digital, online version includes video inserts, scrolling photo galleries and direct website links. The current issue and prior five year's issues are available for readers on the Digital Visitors' Guide Library and can be viewed [here](#).

External Advertising

Digital

Digital marketing spans content creation, social media marketing (video & image creation, paid promotion, and ads) including online advertising with search & display ads plus email marketing. Precise targeting of sponsored content on the web gives Visit Sitka the ability to quickly respond to changes in market conditions and other data. This will also give us access to the mobile phonemarket where a multitude of leisure travelers continue to use their mobile phones to plan their adventures. 96% of leisure travelers regularly use a mobile phone and the use of mobile phones in trip planning before leaving home has become consumers preferred method of research.

Print

Print advertising continues to be a pricier investment across the market. With fluctuating advertising prices and changing times, Visit Sitka continues to prefer digital marketing over print. Print marketing presents ROI tracking challenges and is often difficult to track audiences. Visit Sitka will continue to search out the best publications for our potential visitors and ensure that those ad buys also include a strong digital component. We will continue to advertise in the Alaska Map and the Alaska Milepost, as these are iconic publications that visitors consider to be reliable sources of information.

Social Media

Visit Sitka is currently active on Facebook, Instagram, TikTok, YouTube, and Pinterest, and our social media presence continues to reach large audiences worldwide. Consistency on social media and interacting with comments and messages establishes Visit Sitka as the expert for both visitors and partners, and allows us to improve customer service with real-time feedback. Visit Sitka works with the PR firm Element Agency to contract out consistent, branded social media content. Visit Sitka works closely with Element Agency to create an annual calendar of must-post topics, primarily surrounding prominent year-round events and holidays, as well as sharing our Digital Official Visitor's Guide- a great resource for pre-trip planning and visitor education.

Current social media "wins":

- Instagram followers – 16,000
- Facebook followers – 69,000
- On 8/25/2023, a post featuring Sitka's airport runway went viral with over 10,000 lines and a reach of over 6 million Facebook users.

Branded Content

Branded content is content that does not involve traditional advertising. It can include articles, videos, podcasts, and even live elements that bring relevant value to the consumer. It is not advertising in the way most people think of advertising (commercials, banner ads, social media ads, etc...). Branded content can work better than traditional advertising because it feels organic and authentic rather than ads that are in our face. When a consumer watch branded content, their brand recall is up to 59% higher than it is with display ads. Visit Sitka will continue to maintain relationships with media and influencers to remain open to opportunities for branded content.

Visit Sitka plans to complete a project started in 2024 for an educational video to be played on cruise ships and at the Sitka Sound Cruise Terminal, intended to set visitor expectations and foster a deeper understanding of how to honor and respect the community and culture.

Website

Destination Marketing Organization websites are trusted and valuable resources for travel planning. Visit Sitka continues to maintain our website to include the most up-to-date information, and act as a trustworthy and educational resource for incoming visitors. visitsitka.org has continued to gain traction through analytics, showing that visitors are recognizing Visit Sitka as the reliable resource for planning out their days in our community.

In 2023:

- 123,032 sessions (website visits)
- 389,569 page views
- 54% engagement rate

Moving forward, Visit Sitka will continue updating visitsitka.org with the latest information on traveling to Sitka. We continue to develop fresh content from professional photoshoots and through our annual photo contest. Goals for 2024-25 include building out each directory section with a welcoming narrative, expanding the yacht and wedding sections to gear towards independent travelers, and continuing to expand the Sitka blog with frequently asked questions and hot topics.

For the website to maintain functionality it is necessary to invest in maintenance, including software updates and bug fixes, security scans, minor modifications, and maintaining overall site health. Included in this cost are annual costs such as domain hosting, database support, and online support services.

Driftscape – Interactive Mobile App

Visit Sitka has partnered with the web app developer Driftscape to bring Sitka to visitor's fingertips. The app is free for users to download on iOS and Android, and has an internet-free option for those without connection in Sitka, and to cut down on bandwidth usage. A mobile app for Sitka has been a long-requested item by the CBS Assembly, and we are excited to bring this option to the table to cut down on printed map costs and paper waste.

Visit Sitka supplies printed promotional materials to interested businesses, including printed signage ranging from sandwich board size, all the way to business card-sized QR codes to download the app. We expect interest in Driftscape to rise in 2024 through additional promotion, resulting in additional need for printed promotional materials, outside of the cost of participating on the platform and maintaining the app's content.

Media Hosting

Connecting and working with media outlets and public relations allows us to maintain control in the message spread about Sitka. It is important to continue to build and maintain relationships over time with journalists, influencers, and other media to ensure Sitka is displayed in an accurate and consistent manner throughout media platforms. Visit Sitka will attend Alaska Media Roadshow, held by the Alaska PR firm Thompson & Co. This event is a fantastic opportunity to meet with up to 25 of the most influential travel media in the United States who are working on Alaska projects. This event is a great opportunity to meet face-to-face with these media and tell them about important Sitka updates and begin forming relationships.

Visit Sitka also hosts visiting travel writers in Sitka throughout the year through partnerships with Thompson & Co. Last year Visit Sitka hosted 10 unique journalists, which included hotel nights, guided tours, meals in local restaurants, and logistical support. Many more media members were supported via telephone and email. Visit Sitka will continue to open its doors to media and journalists to continue the consistency of messaging surrounding Sitka as a destination.

In 2023, Visit Sitka began working with the service Critical Mention, which allows us to see any article, tv show, or radio service that mentions Sitka. Visit Sitka has created a monthly internal Media & Mentions Report of monthly tourism-related mentions, estimated publicity value, and mentions by sentiment.

A comprehensive document of all Media & Mentions Reports with an explanatory introduction page can be viewed by [clicking here](#). Some quick metrics:

Since August 2023, Sitka has:

- Been mentioned in 5,308 tourism-related articles, TV productions, and radio shows
- Received an estimated publicity value of \$146,279,420

Visitor Services

Public Inquiries & Visitor Information Center Operations

Visit Sitka keeps our doors open to the public through walk-ins, phone calls, and emails. Visit Sitka keeps the Visitor Center open from 9:00 am – 4:00 pm Monday through Friday, as well as additional weekend hours throughout the heavy visitor season and full days for the Norwegian Bliss every other Sunday.

Visit Sitka hires a seasonal, full-time Visitor Services Coordinator and approximately 10-12 part-time, seasonal Visitor Information Staff to keep a healthy rotation of personnel ready to provide quality information to visitors. Visit Sitka keeps at least one Visitor Information Staff (in addition to the Visitor Services Coordinator) at the Visitor Center during all open business hours to ensure each visitor receives a quality experience, and leaves feeling that their needs were met. The Visitor Services Coordinator schedules and manages all Visitor Information Staff, is the first point-of-contact for all visitor calls and emails, maintains the live cruise ship calendar, and maintains a level of organization and order in the Visitor Center throughout the season.

Additional stats and metrics on visitor walk-ins, emails, and calls can be found in sections to follow.

- **Visitor Information at Cruise Terminal**

As part of the contract deliverable, Visit Sitka staff provides at the visitor information shed at the Sitka Sound Cruise Terminal every day that a ship with over 1,000 berth capacity is in port. Depending on needs, this can be anywhere from 1 – 3 staff members to ensure all passengers receive a quality experience. Staff tasks include distributing attractions maps, directing to shore excursions, connecting visitors with the Driftscape App, and answering general questions.

Visit Sitka staff make contact with at least half of all cruise ship passengers exiting ships at the Sitka Sound Cruise Terminal, with the other half heading directly to shore excursions. Visit Sitka goes through anywhere from 500 – 1500 attractions maps per day at the cruise terminal. Also displayed at the terminal are two sandwich boards and a pop-up sign advertising Driftscape, Visit Sitka’s mobile app platform. Important to note: Visit Sitka utilized unrestricted funds to both increase the staff at the terminal and the increased printing costs related to this increase in cruise visitors. In 2024, we expect to see more visitors utilizing Driftscape, slightly reducing the need for printed maps at the terminal.

Collateral Supply

Visit Sitka supplies collateral on an as-needed basis for Harrigan Centennial Hall, including attractions maps, pocket guides, hiking guides, visitor guides, and Driftscape promotional materials. In addition to this, Visit Sitka also supplies a reasonable amount of collateral as-needed for various high-traffic businesses in town, such as e-bike companies, hotels, restaurants, Fortress of the Bear, Alaska Raptor Center, and more.

In addition to primary collateral pieces, Visit Sitka also developed and maintains a restaurant guide. The guide is displayed in a flip-stand at high-traffic hotels, Harrigan Centennial Hall, and at the Visitor Information Center. Visit Sitka also keeps a rack card system with flyers for local businesses at the Visitor Information Center.

It is important for Visit Sitka to continue to supply collateral items around Sitka to provide a sense of consistency in visitor services throughout the community.

Directory of Tourism Related Business

Each year, Visit Sitka advertises an opportunity for tourism-related businesses to be listed on a directory that is then published on visitsitka.org. The advertising for businesses is run for 30 days through Visit Sitka newsletters and an advertisement in the Daily Sitka Sentinel. In addition to being available on the website, a printed copy of the directory is available at the Visitor Information Center, the Sitka Sound Cruise Terminal information shed, and delivered to Harrigan Centennial Hall for usage at their visitor desk.

Convention Sales & Services

Meetings & Conventions Supported in 2023 & 2024:

Heritage & Cultural Tourism Conference

April 11-13, 2023, 120 attendees

Yaaw Koo.eex

April 15, 2023, 200 attendees

Sustainable Southeast Partnership Annual Spring Retreat

April 26-28, 2023, 75 attendees

North Pacific Fishery Management Council Meeting

April 5-11, 2023, 50+ attendees

Southeast Conference Annual Meeting

Sept. 19-21, 2023, 275 attendees

Region V Basketball Championships

March 6-10, 2024, 1,000 attendees

Heritage & Cultural Tourism Conference

March 19-21, 2024, 120 attendees

Lowell Wakefield Fisheries Symposium

April 16-18, 2024, 100 attendees

Alaska SAF Annual Meeting

April 25-27, 2024, 50+ attendees

Alaska Telecom Association Annual Conference

May 20-22, 2024, 150 attendees

Shee Atika Annual Meeting

June 15, 2024, 50+ attendees

Sealaska Annual Meeting

June 29, 2024, 100 attendees

Sharing Our Knowledge Conference

September 11-15, 2024, 150 attendees

Sitka Whalefest

November 1-3, 2024, 150 attendees

Meetings & Conventions Strategy:

Relationship building and face-to-face interactions with decision makers is essential to building our Meeting & Convention business in Sitka. Visit Sitka has identified incentive travel and C-suite retreats as the best fit for Sitka's strengths and location along with in-state trade, government, and school travel. Projects to complement this strategy include advertising to business-to-business (B2B) meeting planners and maintaining a physical and digital meeting planner to offer easy access to information and tools for planners.

Promotional items are especially important for our emphasis on enhancing visitor experience and taking advantage of word-of-mouth marketing, which research shows is still the number one driver of travel. Event groups are supplied with items to support their meetings including pens, notepads, lanyards, maps, programs, and staff support to create successful events.

The amount of staff support varies with each event, but this may include in-person or virtual meetings with event planners to discuss the logistics, provide recommendations, and execute action plans. Our team will attend recurring meetings leading up to the event to ensure their experience is smooth and easy.

An important part of our strategy is making sure local businesses are being supported. We often act as a liaison for Sitka's business community and connect event planners with partners during the planning process. Our Show Your Badge program is offered to large events. The program lets local businesses offer special deals and discounts to event attendees. It encourages them to shop local while they're in town, and gives exposure to local businesses. We also keep local businesses informed when events are in town through word-of-mouth, email, and flyers.

Recent Meetings & Conventions Successes:

Southeast Conference (SEC) held their annual meeting in Sitka on September 19th-21st, 2023. The meeting brought over 250 business leaders, delegates, and elected officials to Sitka. The Visit Sitka team worked with SEC throughout the year leading up to the event. Visit Sitka provided support with lodging, catering, transportation

and more. During the event Visit Sitka staff supported SEC with their event needs including set-up, recruiting volunteers, and on-site activities. As part of hosting SEC, Visit Sitka coordinated a community-sponsored reception (special project). This event gave Sitka the opportunity to sponsor an important networking event as well as showcase the community to the attendees. We held the reception at Halibut Point Crab & Chowder, located at the Cruise Ship Terminal. The reception included local artists, dancers, and businesses.

The Region V Basketball Championships were held in Sitka on March 6th-10th, 2024. The tournament brought in over 1,000 visitors from across the state. The economic impact the tournament had on our lodging, restaurant, and small business industries was tremendous. In November of 2023, the tournament coordinator reached out and asked Visit Sitka for support. The tournament was in jeopardy of being moved out of Sitka if more lodging was not secured. The Visit Sitka team offered support by working with our lodging partners to find solutions. Adequate lodging was secured, and Visit Sitka's efforts played a large role in keeping the tournament in Sitka. In addition to lodging support, Visit Sitka donated water bottles to tournament participants, visitor guides and maps, and distributed flyers for the tournament throughout town.

Reporting

Quarterly Reports

Visit Sitka meets quarterly with the CBS Municipal Administrator to provide updates on activities throughout the year and get feedback on activities Visit Sitka is undertaking that quarter. Meetings, emails, and phone conversations also provide an opportunity for collaboration with City staff on a regular basis.

Annual Scope of Service Report

As part of the contract renewal process, CBS Municipal Administrator has requested the Scope of Services report be provided by Visit Sitka. This report has been completed directly reporting on each of the deliverables in the contract.

Other Services

Maintaining Current Information & Collateral

Infrastructure projects help visitors and locals find the resources they need to fully experience Sitka. To continue to give excellent service Visit Sitka will maintain visitor information locations, update signage, maintain visitsitka.org, and to encourage visitation to local eateries with menu stands in high traffic areas.

With the significant increase in visitors, additional branded collateral including larger quantities of attractions maps, hiking guides, and downtown pocket guides will be needed. Visit Sitka also supplies maps and collateral for Harrigan Centennial Hall's visitor desk, as well as local businesses as requested. Due to extremely popular demand, the Attractions Map was reordered 7 times throughout the season, at around 20,000 maps per order. Hiking Guides were reordered three times, and Downtown Pocket Guides were reordered twice. With another raise in anticipated visitor count for 2024, we anticipate printing needs and costs to rise again.

See chart below for what was budgeted for the 2023 season, the actual cost, the quantity ordered in 2023, and the projected need for 2024.

Collateral	2023 Budgeted	2023 Actual	Quantity ordered in 2023	Projected quantity needed for 2024
Attractions Map	5400	7,466	130,000	150,000
Pocket Guide	3960	6,912	18,000	20,000
Hiking Guide	4060	5,006	10,000	10,000

NEW Collateral Piece: Visit Sitka is partnering with Sitka Trail Works, Sitka Bike Club members, and local bike rental companies to develop a critically-needed new collateral piece, the Sitka Biking Map. The map is intended to help bikers and e-bikers learn the rules of the road and what trails/locations are best suited for biking. The goal of the piece is to cut down on undesirable behaviors on visiting bikers and e-bikers, educate users and protect local trails and users. The map will be a similar style to the attractions map, and will be ordered through the same printing platform, costing approximately 6¢/map. In previous years, local biking and e-biking companies relied on Visit Sitka’s Hiking Guide for their daily business operations. Moving forward, Visit Sitka intends to supply these companies with the Biking Map instead, and we anticipate needing to order a few thousand of these new maps to start.

Newsletters & Business Support

Visit Sitka sends out monthly newsletters to over 450 local business contacts that include updates and opportunities with Visit Sitka’s programs, cruise schedule updates, and key tourism opportunities, such as upcoming conferences. Visit Sitka also sends e-blast email notifications in addition to the newsletters as-needed for important events and tourism updates. City news releases are included in these communications to help share important CBS updates and project development information directly to the business community.

Visit Sitka’s partners are highly engaged with us and rely on the value of the content provided in email newsletters and e-blasts. Performance indicators for Visit Sitka newsletters over the previous calendar year:

- Average click-through rate: 47% (*industry average: 39%*)
- Average open rate: 5.2% (*industry average: 1.38%*)

Source: Constant Contact Email Performance Analytics

Visit Sitka is dedicated to not only the visitor experience but enhancing the overall tourism experience in Sitka. To reach this goal Visit Sitka continues to develop training and experiential events for locals and tourism businesses. This includes the Sitka Summer Expo, where locals are encouraged to learn about Sitka’s tourism industry: Alaska Host trainings, and visitor industry meetings. Visit Sitka has encouraged community members and visitor industry professionals to engage with programs provided by the Sitka Chamber such as the Sitka’s Emerging Leaders workforce development group and pertinent topics at their Speaker Series which include industry trends and community issues such as housing and childcare.

Cruise Calendar

Visit Sitka develops and maintains a live cruise ship calendar throughout each season. The calendar is managed through Google Calendar, allowing us to update it live for all viewers instantly when cruise ship changes arise. The calendar contains the ship, its arrival and departure time, its docking location, and its berth capacity. The calendar is widely used across the Sitka community due to its convenience of having real-time, updated information.

Visit Sitka monitors emails over the weekends throughout the cruise season to check for changes that may happen over off-days. For major changes such as docking locations or arrival/departure changes, Visit Sitka deploys e-blast email notifications on a timely basis to local businesses, city staff, and Harrigan Centennial Hall staff.

Additional Contracts

In the summers of 2022 and 2023, Visit Sitka bid on and received an additional contract to perform short-term operational and communication support for the cruise ship seasons. It is anticipated that Visit Sitka will provide communication support services during the 2024 season.

Metrics

Conventions

With the addition of a team member with focus on convention support and outreach, VS has begun working processes for gathering data and metrics to include convention bookings, total number of convention attendees, number of room nights, and estimated direct attendee spending. Surveys will be conducted to gather data directly from convention attendees on an on-going basis. It can be difficult to measure full impact because when convention attendees come to Sitka, they create economic activity that ripples throughout the community. We will provide an update in the next quarter with preliminary data points and trends found as part of the survey results.

There were 2,100 attendees for the conventions and meetings we directly supported in FY24. Information sharing on convention bookings at the Harrigan Centennial Hall has not been shared with Visit Sitka. We are working to establish a process for getting this information to report more comprehensive numbers of overall convention bookings.

In an effort to provide the metric specifically on room bookings, Visit Sitka is in conversation with Smith Travel Report who work with national brand hotels to provide hotel occupancy rates. DMOs, such as Explore Fairbanks, can purchase reports to better understand trends in hotel bookings. Currently, none of the Sitka based hotels are reporting to this agency so the goal is to partner with them to work towards reporting. The feedback we have received from lodging partners for the upcoming summer season is that there is room for growth in early May with occupancies nearly sold out from Mid-May through August. This information helps us as we seek visitors and conference attendees to fill in the weeks with space available.

- Total # of meetings and conventions Visit Sitka supported since January 2023: 9

- Total # of meetings and conventions attendees since January 2023: 2,100
- Percentage of total meetings and conventions attendees that came during October-April: 79%
- The majority of meetings and conventions attendees stay in hotels. Meetings and conventions that occur during non-peak season months provide significant economic benefit for hotels in Sitka.

Visitor Inquiries

Emails & Calls

Visit Sitka receives approximately 250 emails/year from visitors seeking additional information.

Visit Sitka receives a very large number of calls from visitors. In the off-season, Visit Sitka receives anywhere from 5-7 calls per day. During peak visitor season, Visit Sitka can receive anywhere from 10-15+ calls per day.

Visitors to the Visitor Information Center

In 2023, approximately 3,000 visitors signed Visit Sitka's guestbook. Guestbook sign-in is not required, and it is estimated that approximately 1 in 5 visitors sign-in. For 2024 and beyond, Visit Sitka is investigating other ways to track visitor foot traffic to provide a more accurate count. Due to extremely busy days at the visitor center, using a clicker or tally system has proven to be an unviable method while still providing a pleasant experience to all guests.

Visits to Website

In 2023:

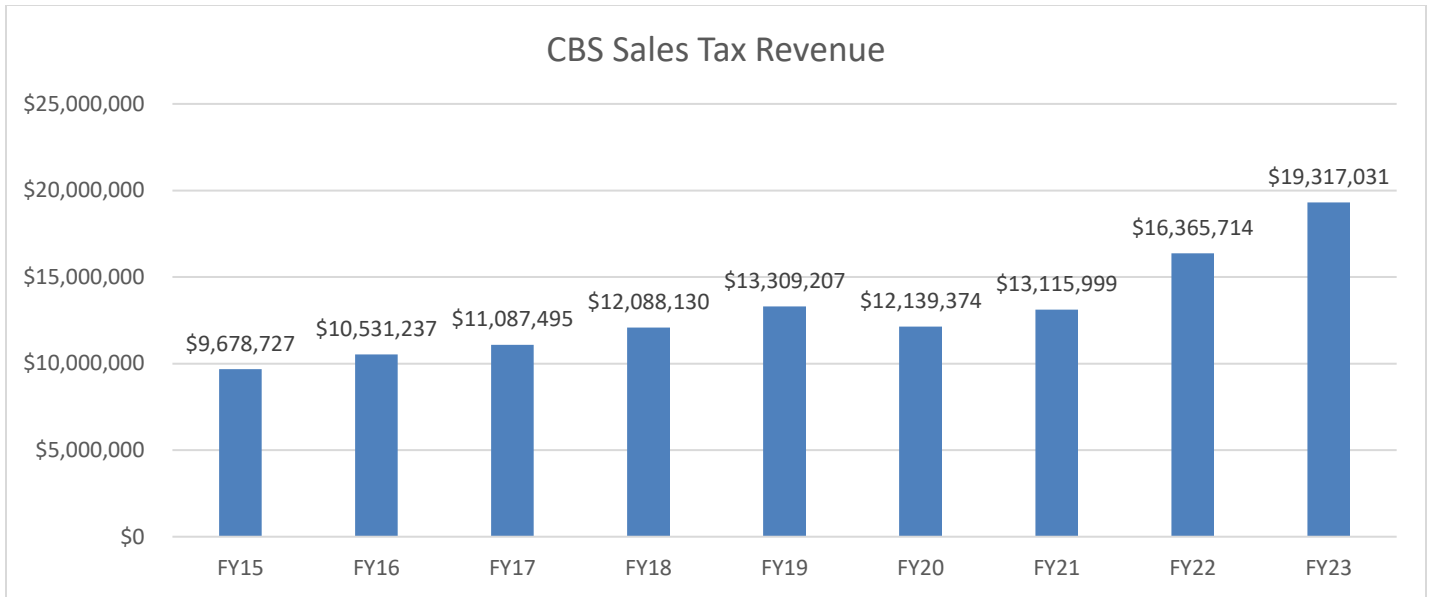
- 123,032 sessions (website visits)
- 389,569 page views
- 54% engagement rate

Economic Indicators

Sales Tax Revenue

The City and Borough of Sitka's sales tax revenues have seen consistent increases aligned with the growth in the visitor industry. These tax increases allow for additional funds to support city services, pay for projects and infrastructure improvements.

In FY19, sales tax receipts were \$13.3 million which fell to \$12.1 million in FY20. The approximate \$1 million reduction of revenue that was seen in FY20 was nearly fully recovered in FY21 with revenues of \$13.1 million. In FY23, \$19.3 million was collected with Retail trade and services being the two highest industries.



Source: CBS 23 ACFR

Transient Lodging Tax Revenue

The Transient Lodging tax has also seen growth over the past several years with large increases in FY23 seen as a result of the increase of independent travelers and the 5-day ATIA Convention of over 500 attendees hosted in Sitka Oct. 2022. The Transient Lodging Tax Revenues are expected to have a full recovery in FY23 with the return of meetings and conventions and a strong independent traveler season.

Fiscal Year	Transient Lodging Tax Revenue
2023	792,950
2022	669,958
2021	458,600
2020	398,187
2019	557,048
2018	540,875
2017	503,439
2016	472,900
2015	411,916

Potential on Investment (POI)

Potential on Investment of a DMO’s social media activities is one way to measure the effectiveness but should also keep in mind the economic factors that are outside the control of the DMO that can affect potential demand. Examples of these include the weather, economy, natural disasters, industry’s ability to convert and pandemics (i.e., COVID-19). This metric is a new fluid concept and is still being explored by DMOs throughout the world. Below is a description of the equation and each of the factors that can be used in calculations.

The Formula:

$$POI = C_v \times C_i \times M_q$$

Calculation of POI

Instagram: $\$917 (Cv) \times 4.51\% (Ci) \times 16,000 \text{ followers (Mq)} = \$661,707$
Facebook: $\$917 (Cv) \times 2.21\% (Ci) \times 68,109 \text{ followers (Mq)} = \$1,341,388$

Net Promoter Score

Sitka has seen a positive rating in customer satisfaction over the past several years. Sitka was chosen as a Top 5 Alaskan Cruise Destination by Cruise Critic for the four years prior to the COVID-19 pandemic (2016 through 2019). Sitka's satisfaction rating, based on the results of the 2017 AVSP, was 78% Very Satisfied, 20% Satisfied.

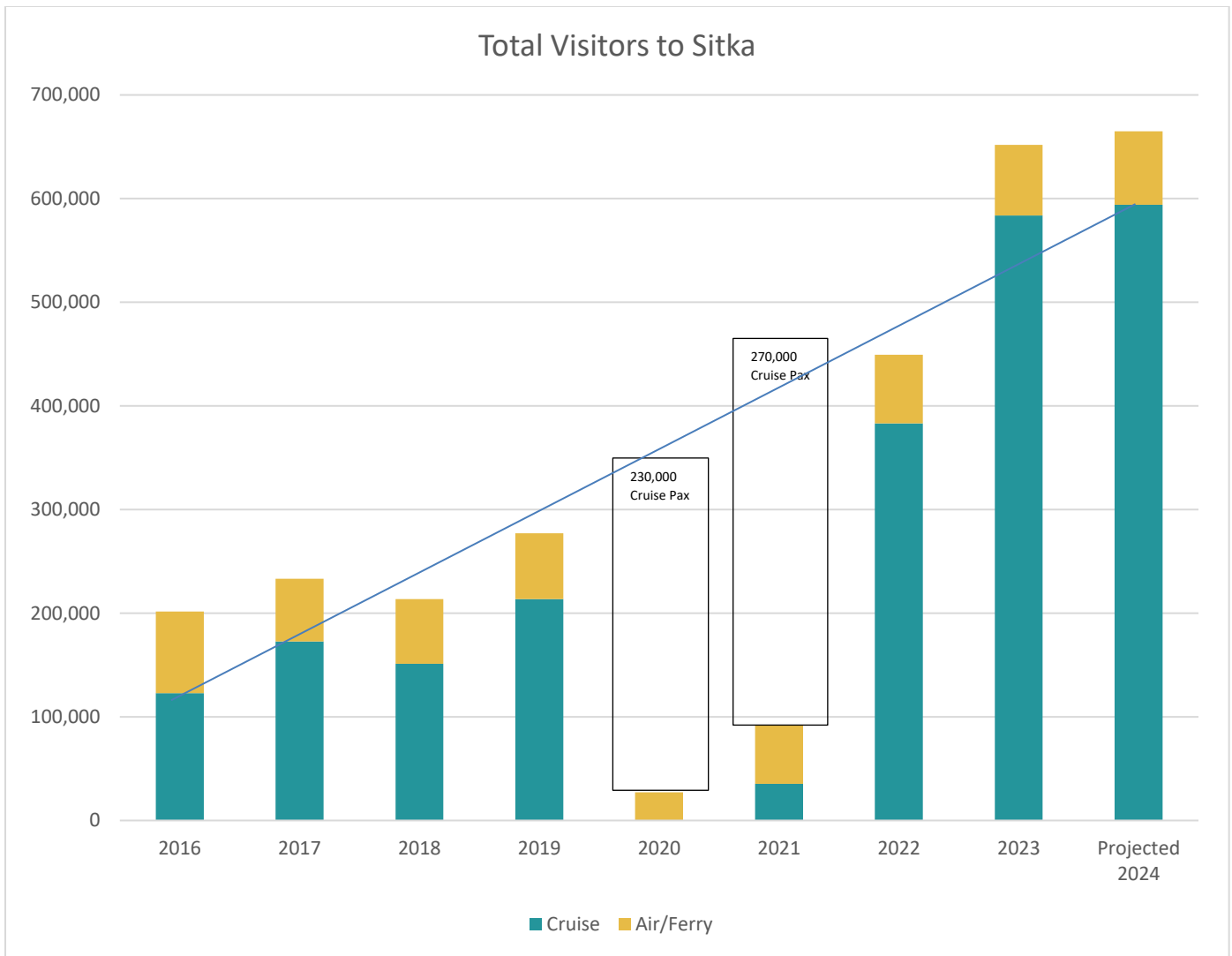
Net Promoter Score is calculated by: **Subtracting the percentage of detractors from the percentage of promoters.** (The percentage of passives is not used in the formula.) For example, if 10% of respondents are detractors, 20% are passives and 70% are promoters, your NPS score would be $70 - 10 = 60$.

78% satisfaction is the benchmark set by Alaska Visitor Statistics Program 7 (Summer 2016) – Alaska Dept. of Commerce, Community, and Economic Development (DCCE). This is the last year that AVSP was funded by Alaska.

Visitors were asked how likely they were to recommend Alaska as a vacation destination. Virtually all visitors said they were or highly likely to recommend Alaska to others, **including 79 percent** who said they were highly likely, and 18 percent who said they were likely. Just 1 percent said they were unlikely to recommend Alaska. - AVSP 7 – Section 6: Visitor Profile - Satisfaction, Repeat Travel, and Trip Planning (2016).

Total Visitors to Sitka

The chart below displays total visitors to Sitka with distinctions for how they arrive. In the years before 2020, Sitka was seeing consistent growth in total visitors, topping 300,000 in 2019. In 2022, travel to Sitka made a full recovery from the COVID-19 Pandemic with more than 450,000 total visitors. By the end of 2023, Sitka saw more than 550,000 total visitors industry hard in 2020, air travel is back into full swing. In 2022, Sitka surpassed the highest total air travelers with 93,550 passengers and in 2023, growth was seen with over 95,000 passengers, 66,00 of which were visitors.



There has been an upward trend in air passengers into Sitka since 2009. While the pandemic hit the travel

Number of passengers to SIT Airport

Year	Airport passengers	Independent Travelers
2023	95,794	66,673
2022	93,550	65,111
2021	79,604	55,404
2020	38,235	26,612
2019	89,518	62,305
2018	87,782	61,096
2017	85,375	59,421

*69.6% of Domestic Air passengers are visitors

Source: <https://www.transtats.bts.gov/DataElements.aspx?Data=1>

Draft

**Draft 2024-25 Meeting & Convention Planners'
Guide**

Visit Sitka

June 2024

HYBRID EVENTS | OUTDOOR ACTIVITIES | UNIQUE LODGING | INSPIRED CATERING

VISIT Sitka ALASKA

Meeting &
Convention
Planners'
Guide

2024-25

[VISITSITKA.ORG/MEETINGS](https://visitsitka.org/meetings)



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Welcome!

"ON BEHALF OF THE CITY AND BOROUGH OF SITKA, I would like to invite you to meet in our community. I am extremely proud of Sitka's wide variety of meeting facilities, restaurants, and amenities. We look forward to sharing our community's warm spirit with you. Come and experience all that Sitka has to offer."

Mayor Steven Eisenbeisz

4 airline companies flying to Sitka in the summer	3 motorcoach companies	1 marine highway system	6+ harbors
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TRANSPORTATION pg.30

ACTIVITIES pg.22

- 50+ miles of designated hiking trails
- 2 wildlife rehabilitation centers
- 20+ fishing charter operators
- 1,600 square miles of backcountry wilderness
- 20+ totem poles
- 2 stoplights in town
- 7 dormant volcanoes
- 24+ nationally recognized historic sites
- 8,600 year-round residents
- 14 miles of road

SCAN THE QR CODE TO CHECK OUT OUR DIGITAL VERSION OF THIS GUIDE.



30+ local shops	2 local florists	5 banks
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SHOP pg.28

20+ restaurants	5 species of pacific salmon	freshly caught local seafood
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DINE pg.25

40+ unique lodging options	40+ unique retreat venues	7 hotels	10+ traditional meeting venues
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MEET pg.6 **STAY** pg.18



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Share in Our History & Culture

ON THIS ISLAND, WE CELEBRATE THE NATURAL WORLD AROUND US while also honoring the people who have carved out a unique and rich way of life here.

Sitka is located on Lingít Aaní, the land of an Alaska Native people who have lived here for over 10,000 years. As the ancestral home of the Tlingít, a base for Russian settlers in the 1800's, and the location of Alaska's transfer to the United States, Sitka's legacies are complex and vast.

As a result of Sitka's history, our community is resilient, vibrant, and truly unlike any other. We believe that no matter who you are or where you are from, our unique history, culture, and people offer many learning opportunities.

Incorporating historical and cultural elements into your event allows attendees to carry this experience with them long after it is over. From land acknowledgements, to business success stories, to lectures on Sitka's WWII history, you can enhance your meeting by inviting one of our dynamic local speakers to present at your event. Our historic spaces, like the Alaska Native Brotherhood Hall, the Sitka Fine Arts Camp, or the Sheet'ka Kwaán Naa Kahidi Tribal Community House, are also available to rent for a banquet or reception. Entertain attendees with a performance from the Naa Kahidi Dancers, a multigenerational Tlingít dance group, or the New Archangel Dancers, an all-female Russian dance troupe. Learn about Sitka's Russian-influenced history by taking in a performance by the island's newest ensemble, Alaska Storytellers.



Kick off your meeting with welcomes from our Alaska Native community and from Sitka's mayor, or start your event with a live performance of the national anthem and our state's "Alaska's Flag" song sung by local singers. Sitka's unique offerings can also be incorporated into meeting breaks with performances from local storytellers, acrobats and aerial performers, dancers, or string quartets. Create a special reception and dinner experience with live music from local blues or rock bands, or even a DJ.

Wow your attendees with a pop-up art market or an early evening art walk that includes demonstrations from local silversmiths, weavers, and beaders. To help you plan these events for your next gathering, Visit Sitka will work alongside you to coordinate these special moments.

Our community is excited to share our stories, talents, and culture with you. Plan your next meeting in Sitka and give your attendees an experience to remember.

Planner Spotlight: WhaleFest

The first weekend in November marks the date for Sitka's WhaleFest, a much-loved event that overlaps with the annual presence of humpback whales in the Sitka Sound as they feed before migrating to Hawaii. The spirit of WhaleFest is closely tied to the history and cultural importance of the ocean and its inhabitants, and every year, the event begins with a Tlingít welcome and land acknowledgment.

During this multi-day festival, WhaleFest hosts an array of Sitkan vendors at a marine-themed artisan's market, and scientists from far and wide fly into Sitka to present their research. WhaleFest's most recent theme was Ocean Connections: Culture and Communication, which challenged participants to explore the many forms of culture and communication that are tied to the marine environment through the lens of Indigenous knowledge and scientific discovery.



Harrigan Centennial Hall

Harrigan Centennial Hall (HCH), located in the harbor of downtown Sitka, is Sitka's civic and convention center. This 32,000-square-foot space was renovated in 2016 and is equipped with state-of-the-art teleconference equipment, multimedia projectors, an audiovisual department, and stunning panoramic views of the nearby mountains.

Interior spaces include seven customizable meeting rooms with retractable divider walls as well as a 4,127-square-foot auditorium, lobby space, and the Sitka Historical Museum. Bring your event outdoors and catch a glimpse of humpback whales breaching in the Sitka Sound with HCH's waterfront plaza and the connecting Sea Walk pathways. With newly remodeled spaces, modernized meeting technology, and an updated commercial kitchen for contracted caterers, HCH is ready to host everything from conventions and tradeshows to symposiums and exhibitions.

Located a short walk away from Sitka's downtown shops, hotel accommodations, restaurants, and attractions, HCH can help you integrate Sitka's unique way of blending the new with the traditional into your event. Find building layouts and more information in our online Meeting Planners' Toolkit.



Heather Holt



Heather Holt



Planner Spotlight: Alaska Chamber

The Alaska Chamber hosted their Fall Forum in the newly updated convention center. With an agenda full of board meetings, presentations, panel discussions, and breakout sessions, the Chamber's 250 delegates were able to utilize the unique spaces throughout the entire venue. When it was time for lunch, chartered catamarans picked up attendees at Crescent Harbor, conveniently situated next door to Harrigan Centennial Hall's waterfront location. Attendees ate their gourmet boxed lunches on the Sitka Sound alongside bubble feeding humpback whales. Additionally, Harrigan Centennial Hall's central location gave Alaska Chamber attendees ample access to downtown shops, nearby marinas, and comfortable, high-end lodging—all only a short walk away.

Kevin G. Smith Photography



High-Tech Meeting Venues

SITKA OFFERS MEETING PLANNERS CURRENT, TOP-NOTCH TECHNOLOGY AND VENUES to help facilitate successful in-person, virtual, or hybrid meetings. With both large and small venues available, meeting hosts are able to cater their needs to better share information and engage all attendees. Sitka's venues provide smartboard technology, multimedia projectors, state-of-the-art teleconference equipment, lighting and sound design capabilities, and more. For meetings with advanced bandwidth needs, the local internet provider can create a special "hot spot" for your meeting attendees. For those who need on-site tech support, Visit Sitka will help connect you with local vendors who can execute your technology needs.



Remote Retreat Meeting Venues

REMOTE RETREAT LOCATIONS IN SITKA ARE WIDELY VARIED, so if you can dream it, Sitka likely has an option. Sitka's remote lodges offer comfortable accommodations and meeting locations with stunning views and serene experiences. These tight-knit meeting quarters come with daily catered meals and special amenities, such as hot tubs, water activity equipment, spa services, yoga, and live demonstrations from private chefs. Remote retreats can also be hosted in venues such as a lighthouse, beachfront homes, or on private islands. These venues look forward to helping you plan all the meals and activities your attendees need.



In-Hotel Meeting Venues

HOTEL MEETING VENUES OFFER CONVENIENCE, serving as accommodations, meeting spaces, and oftentimes catering sites in one location. Sitka's hotels provide a variety of options and meeting space sizes for small- to medium-sized groups, and many include package discounts to those who use the hotel for their meeting needs. Attendees enjoy the ease of going from their hotel room to a meeting or meal without having to put on a coat, while meeting planners can take advantage of quick access to their hotel room "office." After daily meetings wrap up, all can head to an on-site restaurant and lounge for more networking.



Daily Sitka Sentinel, James Poulson

Small Group Meeting Venues

THE BEST THING ABOUT SMALL GROUP MEETINGS IN SITKA is that Visit Sitka will help you find the perfect venue to carry out your unique meeting goals. If you need a formal meeting space with high-tech capabilities, then our convention center has you covered. Looking for a meeting space that will inspire your group? Sitka offers a wide spectrum of options. From spaces inspired by the American Craftsman style with floor-to-ceiling windows, to historical waterfront buildings, to beachfront covered shelters perfect for team-building exercises, Sitka's venues will help you blend creativity with practicality.





The SFAC campus includes a full stage multiuse event space with both large and small reception areas, four accommodation facilities, a fitness center with a gymnasium, and many different classroom-style rooms. Additionally, SFAC manages the off-campus Sitka Performing Arts Center, which can house up to 600 audience members and is equipped with state-of-the-art sound, lighting, and projection systems. The large lawn at SFAC is great for outdoor events and receptions, with tents to shelter attendees.

When you book their facilities, SFAC provides on-site support staff, access to high-speed internet, and tables and chairs as required. They can also assist with catering and bar service, from beer and wine to multicourse meals.

Regardless of whether you're planning a wedding, an overnight wellness retreat, or a grand convention opening, SFAC has the space and on-site support to accommodate your vision.

Sitka Fine Arts Campus

At the Sitka Fine Arts Campus (SFAC), diverse and dynamic venues can be found across the historic grounds. The campus was originally constructed in 1911 as a boarding school known as the Sheldon Jackson School; later, it was the site of Sheldon Jackson College, a private two-year college. With a long, historical legacy, striking wooden architecture, and recently renovated Allen Hall meeting spaces, SFAC offers a venue unlike any other.



Planner Spotlight: ATIA

The Alaska Travel Industry Association (ATIA) holds an annual membership convention and trade show each fall, and with over 400 attendees, they found the Sitka Fine Arts Campus to be the perfect venue. They were able to utilize most of the campus grounds with keynote speakers, live auctions, and a formal banquet set up in the Hames Center, as well as exhibitor booths and receptions in the Odess Theater. On-campus meeting rooms offered convenient break-out spaces, and on-campus dorms were used for additional housing for attendees. Using the dynamic spaces at the Sitka Fine Arts Campus was a great success, and the community of Sitka offered all the elements ATIA needed for a successful convention.

Small Group Retreats



PLAN YOUR PERFECT GROUP RETREAT

With its breathtaking natural beauty and abundance of activities, Sitka is the ideal destination for any group looking to bond and connect in a peaceful and serene environment. Our year-round meeting locations offer a wide range of amenities and services to ensure that your stay is comfortable and enjoyable. From delicious meals prepared with locally sourced ingredients to comfortable lodging options, we have everything you need to create a truly unforgettable experience.

But that's not all - Sitka is also home to a variety of indoor and outdoor activities that are perfect team building for groups of all sizes. Whether you are interested in hiking through the nearby wilderness, fishing in the pristine waters of Sitka Sound, creating art, hosting a golf outing, or simply relaxing, there is something for everyone on your team. So why wait? Contact us today to start planning your perfect group retreat in Sitka!



Green Meetings

LOCATED ON THE WEST COAST OF BARANOF ISLAND, Sitka is blanketed by a temperate rainforest, where spruce green stretches skyward to snowcapped heights.

Eagles, brown bears, whales, sea lions, and all five species of Pacific salmon call this pristine wilderness home. Here, we celebrate the natural world around us, and we encourage you to incorporate Sitka's green practices into your event.

You can reduce your event's carbon footprint by taking advantage of Sitka's centrally located downtown. Hold your meeting in or near your hotel to eliminate the need for vehicle transportation. Encourage guests to explore our walkable city on foot or check out Sitka's local bike shop for electric scooter and bike rentals. When large-scale transportation is needed, consider chartering a shuttle or motor coach to accommodate your guests.

Additionally, you can support energy efficient venues and reduce unnecessary waste for an environmentally friendly event. Harrigan Centennial Hall's recent renovation economized the convention center's energy consumption, cutting the yearly energy use down by more than half. Setting up a recycling station at your venue for proper disposal of materials and taking advantage of the Sitka Green Lending Library, which has 100 reusable place settings, can also keep your event green.

Sitka has always relied on its surrounding waters for sustenance, and today, these waters give us renewable hydroelectric power and a vibrant sustainable fishing industry that supplies our community with fresh seafood. Support our businesses by connecting with local caterers, restaurants, and food suppliers who serve delicious sustainable foods. Check out the Visit Sitka's online Meeting Planners' Toolkit for more ways to make your meeting sustainable.



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Say "I Do" in Sitka

Your Dream Destination Wedding Awaits

Get ready to say "I do" surrounded by the pristine wilderness of Sitka.

Our small island community offers a picturesque backdrop for your unforgettable destination wedding. With stunning views of snowcapped mountains and abundant wildlife, you can exchange vows on a boat or in a rustic island lodge surrounded by your loved ones. Make things extra special - Sitka is home to caterers, bakers, chocolate makers, florists, and artisans who will support you every step of the way. Capture your memories with a professional photo shoot around historic downtown or along a totem lined forest trail. Your guests can arrive early to explore the wilderness, take a whale watching tour, or enjoy the fishing trip of a lifetime. Let us help you plan your dream wedding in Sitka and make it an unforgettable experience for you and your guests.





Hotels

WHETHER YOU BOOK A WORK-FRIENDLY ROOM or a suite in one of our boutique, high-end properties, Sitka's hotels will be your oasis after an action-packed convention or ambitious outdoor adventure.



The thoughtful accommodations and one-of-a-kind service allow guests to soak in the beauty of Sitka and its community. With many different options to choose from, including cozy one-bedroom spaces and larger suites, travelers are sure to find something to fit their group size and personal preferences.

Several hotels have on-site restaurants and bars with food so delicious that locals visit regularly to enjoy their favorite dishes. Menus are ever-changing and innovative, created by chefs who are passionate about what they do. Don't forget to sample Sitka's signature cocktails as well! If you are staying for an extended time, book a suite with a kitchenette to recreate some of the dishes you're sure to discover here with local ingredients.

With central, downtown locations, most of Sitka's hotels are within a short walking distance of our main attractions and meeting venues. Art galleries, museums, and our locally owned storefronts are all just a few minutes away. Hotel staff are highly trained and knowledgeable about activities, so don't hesitate to bring your questions or ideas to the front desk. Staff members will make sure you are connected to the best experiences Sitka has to offer. For longer stays, ask about package tours that include activities. Check out the Visit Sitka online Meeting Planners' toolkit for RFP forms and more information.



Lodges

SITKA'S LODGES ARE MORE THAN JUST A PLACE TO STAY; they are perfect locations for retreats and small group meetings. Sitka's lodges offer intimate, customizable experiences for every kind of traveler. Guests can book a half-, full-, or multi-day fishing trip for the catch of a lifetime. If fishing isn't your thing, the lodges provide personalized packages with activities like kayak tours and wildlife viewing. Just want to unwind? Some lodges have spas, saunas, and yoga studios for the ultimate relaxation. Here, staff treat you like family and mealtimes are highly anticipated events. While some lodges are seasonal, others operate year-round.



Bed & Breakfasts

IF YOU WANT THE INDEPENDENCE THAT COMES WITH A RENTAL HOUSE as well as the hospitality of an inn or lodge, consider staying at one of Sitka's cozy bed and breakfasts. Each B&B provides a different experience; some have access to full decks or outdoor hot tubs, while others boast hearty, hot breakfasts and homemade pastries. Regardless of your preference, a stay with a seasoned Sitka local is sure to give you an inside look at our island community and the many activities it offers.



Vacation Rentals

FROM DREAMY DOWNTOWN APARTMENTS TO MAJESTIC WATERFRONT PROPERTIES, Sitka's vacation rentals are the perfect home away from home. Here, you can truly live like a local: cook wild, fresh-caught Alaskan salmon in your kitchen; enjoy a movie from the comfort of a fully furnished living room; or unwind after a busy day of meetings while watching the sun set over the Sitka Sound. Whether you're looking for a rustic, Alaskan feel or a modern living space, there's something for everyone – even your own private island!



Camping

DREAM OF WAKING UP TO THE TRILL OF BALD EAGLES, THE SOFT MURMUR OF MOUNTAIN SPRINGS, and a gentle breeze whispering through Sitka spruce trees? Sitka provides plenty of opportunities in town to mix the excitement of the outdoors with the modern comforts of a rental. For those who want to get even closer to nature, Sitka has three RV parks and two campgrounds, allowing you to spend as much time as possible breathing in our fresh mountain air. If you're seeking a true outdoor escape, plan your stay at one of the rustic U.S. Forest Service cabins peppered throughout the island.

Calendar of Events

Plan your meeting so it coincides with one of Sitka's annual events! Find out more and explore events when you scan the QR code.



JANUARY

Russian Christmas and Starring, St. Michael's Cathedral
Celebrate the Feast of the Nativity, or "Russian Christmas," with week-long festivities, including caroling, feasts, and sharing the holiday spirit. oca.org/parishes/oca-ak-sitk

FEBRUARY

Sitka Jazz Festival
Enjoy world-class jazz provided by professional jazz musicians and talented students. sitkajazzfestival.com

Sitka Wearable Art Show

Come watch locals share their wearable art on the runway, showcasing outfits made of everything from disco balls to fish bones. sitkaartscouncil.org

MARCH

Herring Return
Every spring, witness the abundant wildlife as herring gather to spawn in Sitka Sound, turning the blue waters a milky green. adfg.alaska.gov

APRIL

Heritage & Cultural Tourism Conference
This conference gathers professionals and business owners from across the state to discuss cultural tourism development. facebook.com/TourismConference

MAY

Ocean Wave Quilters Guild Show
See an array of stunning quilted creations, and vote for your favorites at the local Quilters Guild. facebook.com/groups/oceanwave

Sitka Salmon Derby
Catch prize-winning fish in this angling competition on the sparkling waters of Sitka Sound. facebook.com/Sitka-Salmon-Derby-219533411398857

Porch Fest

Family-friendly music and arts festival that includes live performance stages in the downtown core along Lincoln Street. The event includes musical and dance performances, art workshops, an art walk and food vendors. sitkaartscouncil.org/porchfest

JUNE

Sitka Music Festival
Enjoy Alaska's premier classical music festival, where the best musicians from around the world gather for four weeks of concerts in Sitka. sitkamusicfestival.org

Sitka Fine Arts Camp

This creatively rich program develops artistic interests and skills within an intensive residential experience for all ages. fineartscamp.org

JULY

Sitka Farmer's Market
First Saturday of the month.

Fourth of July Celebration
Join the celebration of our nation's birthday, featuring a parade, a Coast Guard search and rescue demonstration, and the Sitka Fire Department versus Coast Guard water fight. sitkachamber.com

Alpine Adventure Run

Ascend 2,500 feet within the first few miles, traverse a rockslide, and climb over hills and valleys in this seven-mile mountain run! facebook.com/Alpine-Adventure-Run-Sitka-Alaska-224092674299355

Sitka International Cello Seminar

This event showcases top collegiate cellists from around the world who offer public performances. sitkamusicfestival.org/cello-seminar

AUGUST

Sitka Farmer's Market
First Saturday of the month.

Change Your Latitude, 57° North Open Water Challenge
Still the northernmost open ocean race in the United States, this event is a combined 10k/6k/3k/1k open water swim in Sitka Sound. changeyourlatitude.org

SEPTEMBER

Mudball Classic Softball Tournament

This annual Labor Day weekend tournament -- played rain or shine -- is open for men's, women's, and co-ed softball teams. facebook.com/groups/SitkaSoftball/events

OCTOBER

Alaska Day Festival
Commemorate the transfer of Alaska from Russia to the United States with a reenactment ceremony on Baranof Castle Hill, a period costume ball, a parade, and more. alaskadayfestival.org

NOVEMBER

Sitka Whalefest
Take in presentations by world-renowned marine scientists and experience whale watching cruises, concerts, art shows, and a marine-themed market at this multiday festival. sitkawhalefest.org

Native American Heritage Month

Over the month of November, celebrations of Alaska Natives, storytellers, and films will be held, as well as a regalia showcase, parade, and events to honor elders and veterans. sitkatribes.org

DECEMBER

Sitka Artisans Market
This vibrant event features artists, authors, craftspeople, musicians, and cuisine to showcase the diversity of Sitka's local creativity.

Sitka - Always in Season



Spring

SPRINGTIME IN SITKA MEANS RAPIDLY CHANGING WEATHER (sometimes four seasons in a single day!), bountiful wild harvests, and the annual return of the herring that spawn in Sitka Sound. Watch as the migratory birds return to our rainforest from one of Sitka's many hiking trails, and enjoy the unique artifacts in our local museums. If you book a boat charter, you may just see one of our resident year-round whales. Roundout your spring visit by restaurant-hopping across town.



Fall

WHEN SITKA QUIETS DOWN AFTER A BUSY SUMMER SEASON, the sun's low angle in the sky allows visitors to bask in the beauty of the alpenglow as the soft autumn light turns the snow-capped mountains pink and gold. Harvest handfuls of ripe blueberries and salmonberries and watch as pink salmon swim upstream through Indian River to spawn, returning to the same place where they hatched to produce their own young.



Summer

WITH ABUNDANT FISHING OPPORTUNITIES AND PRIME WILDLIFE VIEWING, there's a reason why visitors flock to Sitka in the summer. Sitka's seasonal tour operators offer everything from historical walking tours, to half-day kayaking trips, to cultural dance performances. Kick off the season by participating in the Sitka Salmon Derby or wind down with one of our several music festivals.



Winter

AS DAYS GROW SHORTER, SITKA'S NIGHT SKIES ARE ILLUMINATED WITH BRILLIANT NORTHERN LIGHTS that dance over the water of Sitka Sound. Experience the Christmas Bazaar, the Sitka Artisans Market, and festive concerts that showcase local creativity. After a late-winter snowfall, enjoy Sitka's beautiful backcountry by hiking up Bear Mountain and cruising down on a snowboard, or try cross-country skiing at our golf course.





Meeting Activities & Adventures

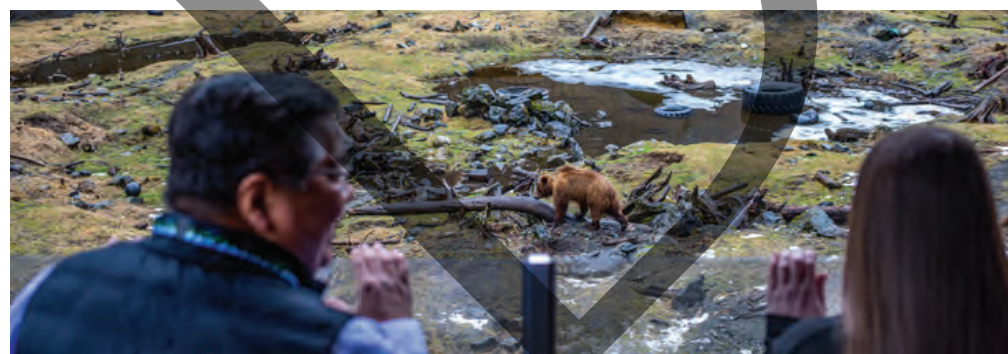
WHETHER YOU'RE LOOKING TO GET OUT ON THE WATER OR EXPLORE DOWNTOWN, give attendees the option to explore Sitka before or after your meetings.

From famous landmarks, to historic buildings, to awe-inspiring totem poles, there's something to see on every corner. Local, expert guides offer historical and cultural tours around town and along Sitka's walking trails.

You can learn about Tlingit history and culture while hiking along the island's rocky coastline, sample local products on a personalized walking tour, or even learn about the ghosts of Sitka's past. Sitka's museums also offer a look at the history and cultures of the island.

The unparalleled, year-round wildlife viewing in Sitka is sure to be one of the most memorable aspects of your stay. Sitka is a premier bird-watching location, and our waters are teeming with whales, porpoises, otters, and sea lions. Our community is also home to two world-class animal rehabilitation centers, where your attendees can learn about Alaska's black and brown bears or get up close and personal with a bald eagle.

Sitka's sportfishing guides allow you to have the Alaskan fishing adventure of a lifetime in fresh and saltwater. Get out on the water with one of our charter operators; they'll bring you to where the fish are.



Planner Spotlight: SEC

Southeast Conference (SEC), a regional economic organization, held their annual meeting in Sitka. Visit Sitka hosted the SEC pre-convention site visits, which allowed for event planning to take place through tours of hotels and venues as well as meetings with caterers. During the convention, attendees immersed themselves in the Sitka community with after-hour tours on wildlife boat excursions and Sitka's two animal rehabilitation centers, where attendees saw everything from bears to whales to eagles.

Their itinerary was planned around SEC's focus on community and economic development, so Visit Sitka arranged tours of the industrial park and the hydroelectric dam to introduce attendees to the building blocks of Sitka's economy. With Visit Sitka's Show Your Badge program, attendees received special discounts in local shops, and guests spent their free time exploring Sitka's downtown while shopping for unique pieces of memorabilia.

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DINE



Catering is the Food of Life

WHEN YOU BOOK A CATERING SERVICE IN SITKA, you'll enjoy locally sourced foods, like fresh seafood, seasonal berries, wild edibles, all artfully incorporated into a picturesque spread.

Visit our Meetings & Conventions Toolkit for more information and catering resources. <https://visitsitka.org/meetings/catering>

"Sourcing local foods is one of our passions, and we are always excited to share what Sitka has to offer with visitors and locals," says Edith Johnson, a professionally trained Tlingit chef and the founder of Our Town Catering.

Some of their ingredients are sustainably harvested, while others, such as hand-crafted sea salt or crunchy kelp pickles, are sourced from Sitka's thriving local maker community. Customizable menus can accommodate every kind of diet, and day-long coffee service and break snacks with refills are standard offerings.

Whether you want to give your attendees an intimate, memorable meal or a multi-course fine dining experience, menu offerings are limited only by your budget and imagination. For larger meals and banquets, Our Town Catering will also provide servers on site and additional support services.

Have you fallen in love with the menu at one of our local restaurants? Contact the manager to ask about their catering options so you can bring their signature meals – or cocktails – to the table.



Harry Race

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Dine & Sip

SITKA IS OFTEN CALLED A FOODIE'S DREAM. From before sunrise to well after sunset, your attendees will have a wide range of culinary options for “meal on your own time.”

On the island, the sun rises as early as 4:00 am, and so do our bakers. By the time they open their doors, the smells of freshly baked bread and confectionary treats will leave your mouth watering. Whether you crave sweet, melt-in-your-mouth handmade cake donuts and cinnamon rolls or freshly baked pastries to go along with your espresso drink, our bakers have you covered. Cater these items ahead of time to have a fresh continental breakfast at your first meeting of the day.

Lunch offerings are so varied you will have difficulty choosing! Guests can gather in local restaurants, or ask for takeout and delivery options. If you want a filling meal, check out burgers at a pub or hearty Mexican-style plates. Looking for something quick and on the go? Grab handmade sandwiches and chips or made-to-order salads. Want something fast and from the ocean? How about fish and chips from a seasonal food truck? If light and healthy is your style, then try out Sitka's fresh pressed juices, acai bowls, and made-to-order crepes. If the day is sunny, take lunch to-go and sit at one of the picnic tables or benches along the waterfront. Order box lunches in advance so your attendees can grab food and get some fresh air midday.

After your meetings, encourage your attendees to dine around town! When it comes to dinner in Sitka, local seafood is a must, so try it all! As you stroll around downtown, you will find tasty options every



few storefronts, and even more options a short drive away. For the foodies who search out new flavors, Sitka boasts multiple chefs who create mouthwatering food fusions using local ingredients. If perfectly grilled steak or gourmet pizza is more your style, there are restaurants ready to satisfy your appetite.

To create inspirational receptions, our chefs and bartenders love to work with planners to create signature drinks and appetizers, and local musicians can add a special musical flair to your event. At the end of the day, head downtown for libations and networking. If you are in the mood for a hand-shaken martini, a signature cocktail, or over 20 beers on tap, you will find what you are craving steps away from your meeting venue. Cozy up with a small group in one of Sitka's small wine bar and dining venues, and be sure to check the local entertainment calendar for live entertainment and the best place for karaoke and dancing.



Planner Spotlight: Rising Tide Communications

When Rising Tide Communications came to town to host a group of culinary media professionals and chefs, Sitka's local food scene embraced them with open arms. While restaurant-hopping in Sitka, the group sampled local cuisine from a variety of our downtown restaurants. They even bought fresh seafood, including local delicacies like spot prawns and salmon, directly from the fisherman who caught them. Attendees met with harvesters who taught them how to sustainably collect ingredients from Sitka's waters and temperate rainforest. From sea asparagus, to beach greens, to berries, they tasted everything Sitka's natural environment had to offer. The group also visited downtown shops like our local salt company, which sources water straight from Sitka Sound to create unique flake salt that's flavored with spruce and blueberries found in the Tongass National Forest.





SHOP

Supporting Your Vision



Gifts & Shopping

WHETHER YOU'RE IN THE MARKET FOR VIP WELCOME PACKAGES, speaker gifts, or mementos for your guests, Sitka offers unique, locally made products your attendees can take home after an unforgettable event. Thank your presenters with sea salt made from regionally harvested ingredients, or gift them handcrafted artwork as a keepsake. Contact Visit Sitka for more information on our locally produced items.

SITKA'S LOCAL SERVICE PROVIDERS ARE PREPARED to make your event the smoothest one yet. Our thriving business community can provide necessary supplies, repairs, or even an extra pair of hands!

One of the best ways to make your meeting prep less stressful is to print your event collateral locally. Our printing services can take care of your signs, banners, handouts, and all of your additional print needs. Send digital files before you come and then pick up in Sitka when you arrive, or even better, have them delivered to your venue. That also goes for your office supplies—why ship pens, markers, printer paper, notepads, or printer toner cartridges when our office product suppliers can

have them waiting for you? Don't worry if you left behind an HDMI cable, camera SD card, or a laser pointer; our electronic suppliers have what you need. Additionally, Sitka is home to four banks and a federal credit union, offering fast and efficient financial services.

If you are looking for decorating ideas and items, our experienced event supplier has a warehouse full of great ideas. Sitkans also love fresh flowers, and our two local florists would be happy to create and deliver your centerpieces and VIP bouquets. Will your meeting need a digital boost? A local Wi-Fi supplier can create a "hot spot" for your attendees.

Whatever you need, our community is open and ready to support your vision.



Closer Than You Think

PART OF SITKA'S MAGIC IS IN ITS REMOTE LOCATION. Far removed from Alaska's road systems and deep in the heart of the Tongass National Forest, our island community is only accessible by air or water.

Fortunately, you only need a two-hour flight from Seattle or a direct flight from Anchorage with a quick stop in Juneau to get here. Alaska Airlines serves Sitka year-round, and Delta Airlines provides seasonal services between May and September.

If you're looking to transport attendees from around Southeast Alaska or conduct regional site visits, Alaska Seaplanes provides service between our neighboring communities. Sitka is a direct flight away from Kake, Klawock, and Juneau, and depending on the season, trips to Juneau may open up an opportunity to fly to Whitehorse. Want customized service and itineraries for your group? Contact one of our airlines to charter your own flight into Sitka.

While you can't drive here directly by car, the Alaska Marine Highway System operates as Southeast Alaska's "road" system with ferry routes starting from Bellingham, Washington. The Port of Sitka is the largest harbor in Alaska! As a yacht-friendly community, Sitka also houses the facilities needed to support yachts and private charters. For small ship and boat arrivals, the Sitka Harbor Department will answer any questions you have about rates, bookings, and regulations.

If you need to ship freight prior to your arrival, Sitka has many different options to choose from. From general air freight to expedited GoldStreak service, Alaska Air Cargo offers daily shipments to a network of over 100 airports. If you're located within Alaska, ACE Air Cargo is another option for hassle-free air freight.

USPS, UPS, and FedEx all have offices in Sitka, and barge shipments arrive in town twice weekly through both Alaska Marine Lines and Samson Tug & Barge. To get your cargo to Southeast Alaska via barge, ship it to their respective Seattle warehouses.

Even with the peaceful, secluded location of our island community, getting here is easy – no matter how big your group is or how large your shipment may be.

Visit <https://visitsitka.org/visitor-info/getting-here> for more information on getting to Sitka.



Getting Around Town

WHETHER YOU'RE PLANNING A LARGE CONVENTION OR A SMALL, INTIMATE GATHERING, there are multiple ways for your attendees to get around town from the minute they arrive.

Some hotels offer airport shuttle services, so check with yours beforehand to see if that is an option.

Sitka is home to three motorcoach transportation companies with options that vary from full-sized motorcoaches for 40+ passengers to medium-sized sprinter vans and smaller passenger vehicles. Under their care, your guests will travel comfortably, safely, and reliably around Sitka.

Our car rental companies offer cars, vans, and even pick-up trucks! Or, if you want to leave the driving to someone else, you can hire a local chauffeur service by the hour or the day. Sitka also has multiple taxis and a public bus service, including two lines of operations that run along Sitka's main road system.

Most of Sitka's meeting venues are located within walking distance of lodging, but our extensive biking trail system, cyclist-friendly streets, and affordable bike rentals are enough to satisfy any biking enthusiast.

For questions about accessibility in Sitka, contact Southeast Alaska Independent Living to learn more about their "loan closet" of durable medical equipment and assistive technology for temporary use.



Robert Wood Johnson Foundation

Transportation Itinerary Example

MONDAY

ATTENDEES ARRIVE IN SITKA

SHUTTLE TO ACCOMMODATIONS:

- 1st shuttle pick up – 1:00 pm
- 2nd shuttle pick up – 6:30 pm
- 3rd shuttle pick up – 10:00 pm

WEDNESDAY

SITE VISITS AROUND SITKA:

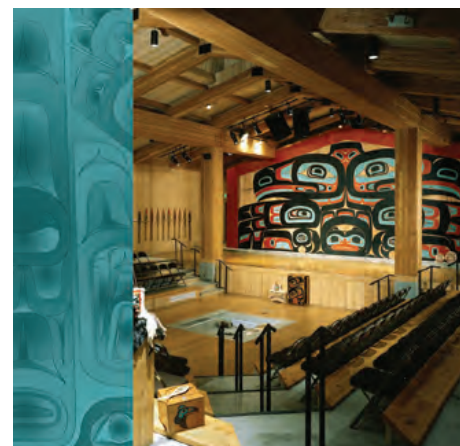
- Coach bus pick up at venue – 11:00 am
- Coach bus arrives at attraction – 11:20 am
- Coach bus pick up at attraction – 12:20 pm
- Coach bus drop off at hotel – 12:40 pm

FRIDAY

SHUTTLE TO AIRPORT:

- 1st shuttle pick up – 4:45 am
- 2nd shuttle pick up – 12:30 pm
- 3rd shuttle pick up – 4:45 pm

DEPARTURE FROM SITKA



Sitka Alaska's Tlingit Clan House is an astonishing venue for your next meeting!

reservations@sitkatriben-sns.gov
www.sitkatriben-sns.gov | (907) 747-7290



Sitka Venue Guide

SPACE	CAPACITY	TYPE	AGENCY/BUSINESS	WEBSITE	PHONE
LARGE PRESENTATION & CONVENTION					
Sitka Performing Arts Center	608	Theater Stadium Seating	Sitka Fine Arts Camp	fineartscamp.org	(907) 623-8511
Coliseum Theater	225	Theater Stadium Seating	Coliseum Theater	sitkamovies.com	(907) 747-0646
Hames Center Gymnasium	400	Auditorium	Hames Wellness Center	hamescenter.org	(907) 747-5080
Harrigan Centennial Hall	500	Auditorium & Meeting Rooms	Harrigan Centennial Hall	cityofsitka.com/departments/HarriganCentennialHall	(907) 747-4090
Sheet'ka Kwaan Naa Kahidi	300	Auditorium Stadium Seating	Sitka Tribal Enterprises	sitkatribalenterprises.com	(907) 747-7290
Sitka Fine Arts Campus Odess Theater	200	Auditorium	Sitka Fine Arts Camp	fineartscamp.org	(907) 623-8511
MID-SIZE CONFERENCE & BANQUET					
Alaska Native Brotherhood Founders Hall	120	Auditorium	Alaska Native Brotherhood	sitkaanb@hotmail.com	(907) 747-4562
Alaska Raptor Center	100	Auditorium	Alaska Raptor Center	alaskaraptor.org	(907) 747-8662
Allen Marine Tours Charters	12-145	Marine Vessel	Allen Marine	allenmarinetours.com	(907) 747-8100
Harrigan Centennial Hall	20-100	Meeting Rooms	Harrigan Centennial Hall	cityofsitka.com/departments/HarriganCentennialHall	(907) 747-4090
Sitka Fine Arts Campus	20-100	Classrooms	Sitka Fine Arts Camp	fineartscamp.org	(907) 623-8511
Sitka Lutheran Church	40-180	Auditorium & Meeting Room	Sitka Lutheran Church	sitkalutheranchurch@gmail.com	(907) 747-3338
Swan Lake Senior Center	100	Auditorium	Swan Lake Senior Center	ccsak.org/sitka	(907) 747-8617
The Channel Club	150	Restaurant	Channel Club	info@thechannelclubsitka.com	(907) 747-7440
Westmark Sitka Hotel Meeting Rooms	20-175	Meeting Rooms & Restaurant	Westmark Sitka Hotel	westmarkhotels.com/destinationssitka-hotel	(907) 747-6241
SMALL MEETINGS & EVENTS					
Mean Queen	90	Restaurant & Private Lounge	Mean Queen	meanqueensitka.com	(907) 747-0616
Aspen Suites Hotel Sitka	50	Meeting Room	Aspen Suites Hotel	aspenhotelsak.com/sitka	(907) 747-3477
Fellowship Hall	40	Meeting Room	Sitka United Methodist Church	umcsitka.com	(907) 747-8775
Cottage Industry Development Center	20	Classroom	Sitka Tribal Enterprises	sitkatribalenterprises.com	(907) 747-7290
Sitka Sound Science Center	20	Classroom	Sitka Sound Science Center	sitkascience.org	(907) 747-8878
University of Alaska Southeast - Sitka Campus	10-120	Auditorium & Meeting Rooms	UAS Sitka Campus	uas.alaska.edu/sitka	(907) 747-7701
COMMERCIAL KITCHENS					
Alaska Native Brotherhood Founders Hall	120	Kitchen	Alaska Native Brotherhood	sitkaanb@hotmail.com	(907) 747-4562
Cottage Industry Development Center Kitchen	10	Kitchen	Sitka Tribal Enterprises	sitkatribalenterprises.com	(907) 747-7291
Harrigan Centennial Hall	20-100	Kitchen	Harrigan Centennial Hall	cityofsitka.com/departments/HarriganCentennialHall	(907) 747-4090



A place as **UNIQUE** as your **MEETING**

Direct flights from Seattle
Bucket-list activities
500+ lodging options
Walkable downtown



Plan your meeting getaway
visitsitka.org/meetings

We're Here to Help

VISIT SITKA IS A DESTINATION MARKETING ORGANIZATION managed by the Greater Sitka Chamber of Commerce.

Our dedicated and experienced team is available every step of the way to help you plan, execute, and wrap up your meetings, retreats, and conventions. From personalized services and resources to assistance with scheduling and booking, Visit Sitka is ready to help.

Sitka is a vibrant and tight-knit community, and we love to make our visitors and event attendees feel welcome. Reach out and ask us about welcome packets, a perfect way to introduce your attendees to Sitka's highlights before the event kicks off. Visit Sitka's Show Your Badge program is another way to immerse your event into our city; event attendees wearing badges are offered fantastic discounts at local downtown stores. Welcome signs are proudly displayed around town to greet your attendees, and in-person airport welcomes can also be scheduled. Visit Sitka is happy to accept advanced freight deliveries. Directly ship your supplies to Sitka, and we will have it ready for you when you get to town. Interested in planning exciting post-meeting activities? Visit Sitka can help you build and schedule personalized itineraries tailored to fit your meeting's focus.

We love to host site visits of our venues and attractions to help you plan an event that will knock the socks off your attendees! Visit Sitka is here to help make your event a success. From the nitty-gritty details to the large-scale logistics, we're here to help.



Harrigan Centennial Hall
Civic & Convention Center

Lots of flexible space.
32,000 ft², to be exact.

Ideal for groups of 8-500.
With 8 meeting rooms, you can all be together... or not.

Commercial kitchen on site.
Because food makes *everything* better. Don't you think?

In the heart of downtown.
Translation: ultra convenient. Within walking distance of pretty much everything.



visitsitka.org/meetings

180+ points of interest!

Download on the **App Store**
GET IT ON **Google Play**

Sitka in your pocket

VISIT SITKA HAS PARTNERED WITH DRIFTSCAPE, an interactive app that offers visitors and locals a unique way to discover all the amazing things to do in Sitka! With Driftscape, explore major attractions, trails, or find the nearest ATMs or mail drop boxes. Take a tour straight from your phone, or find your way around with the interactive Augmented Reality feature. Once downloaded, the app features will still be available to you even when unplugged. The app is available on iOS and Android devices.

Download the app and discover things to do, local businesses, hiking trails, events, and more.



M&C Planners' Guide Directory List

THINGS TO DO

Activities

ATV TOURS

Alaska ATV Tours

105 Monastery St., Ste. B
sitkaalaskaoutfitters.com
(907) 966-2301

Dove Island Lodge

1 Dove Way
doveislandlodge.com
(907) 747-5660

Kings E-Bike Rentals

4513 Halibut Point Rd.
(located near cruise ship terminal)
kingsebikes.com

BEAUTY/WELLNESS/FITNESS

Alaska Elements

elementbodysystems.com
(907) 830-7677

Botanika Skin + Body

124 Lincoln St., Ste. 205
botanikabeautystudio.com
(907) 747-2638

Mingling Herbs

minglingherbs.com
(805) 704-0071

The Studio by Emily

Yoga Union

115 College Dr.
yogaunionsitka.org/contact
(907) 623-7022

BIKE TOURS & RENTALS

Kings E-Bike Rentals

4513 Halibut Point Rd.
(located near cruise ship terminal)
kingsebikes.com

Yellow Jersey Cycle Shop

329 Harbor Dr., Ste. 101
yellowjerseycycles.com
(907) 747-6317

Tide Rips Adventures

tideripsebikes.com
(907) 623-8852

BOAT RENTALS

Annahootz Alaskan Adventure

annahootz.com
907-739-0996

Fish Baranof

201 Katlian St.
fishbaranof.com
(907) 747-0961

This guide includes businesses that have made a commitment to Sitka's visitor industry by joining Visit Sitka. Visit Sitka does not guarantee the accuracy of the listings and is not responsible for the quality or safety of any operator.

Scan the QR code to find detailed descriptions of each listing.



Sitka Jet Ski Rentals

sitkajetskirentals.com
(907) 318-9010

Sitka Self Charters

201 Katlian St.
sitkaselselfcharters.com
(907) 738-9090

Sitka Zodiac Adventures

330 Harbor Dr.
sitkazodiac.com
(907) 738-4123

CRUISING SE ALASKA

ABC Coastal Excursions

abc-coastal.com
(907) 738-1223

Alaska Boat Cruises

alaskaboatcruises.com
(907) 747-6026

Alaskan Dream Cruises

alaskandreamcruises.com
(855) 747-8100

Equinox

equinoxalaska.com
(907) 738-4736

The Boat Company

theboatcompany.org
(360) 697-4242

Sailing Alaska Limited

sailingalaska.com
(907) 500-5343

Sound Sailing - S/V Bob

soundsailing.com
(907) 887-9446 | (907) 230-6003

UnCruise Adventures

uncruise.com
(206) 284-0300

DRIVING TOURS

Alaska Coach Tours

alaskacoachtours.com
(907) 992-0569

Beyond the Dock Tours

beyondthedocktours.com
(907) 738-0046

Martin's Taxi & Tours

(907) 738-0619

Sightsee Sitka

sightseesitka.com
(907) 738-4123

Sitka Tours

sitkatoursalaska.com
(907) 747-5800

Sitka Tribal Tours

sitkatours.com
(907) 747-7137

Sitka Tundra Tours

sitkatundratours.com
(907) 738-8688

Sitka Wildlife Tours

sitkawildlifetours.com
(907) 738-1733

EVENTS

Alaska Day Festival

alaskadayfestival.org
(907) 747-3469

Sitka Fine Arts Camp

121 John Brady Dr.
fineartscamp.org
(907) 747-3085

Sitka Music Festival

104 Jeff Davis St.
sitkamusicfestival.org
(907) 747-6774

Sitka Whalefest

834 Lincoln St.
sitkawhalefest.org
(907) 747-8878 ext.2

FISHING - FRESHWATER

Alaska Getaway

1009 Halibut Point Rd.
alaskagetaway.net
(907) 966-3474

Classic Casting Adventures

flyfishsitka.com
(907) 738-2737

Dove Island Lodge

1 Dove Way
doveislandlodge.com
(907) 747-5660

Equinox

equinoxalaska.com
(907) 738-4736

Outer Coast Charters

Crescent Harbor Row #6 Slip #27
outercoastcharters.com
(907) 623-8290

Sitka Alaska Outfitters

105 Monastery St., Ste. B
sitkaalaskaoutfitters.com
(907) 966-2301

Sitka Fish

700 Park St.
sitkafish.com
(907) 738-4011

FISHING - SALTWATER

Adventure Sitka

adventuresitka.com
(907) 752-0660

Alaska Premier Charters

724 Siginaka Way
wildstrawberrylodge.com
(907) 747-3232

Angling Unlimited

4256 Halibut Point Rd.
anglingunlimited.com
(907) 747-3736

Beyond Boundaries Expeditions

flyfishalaska.com
(907) 738-3597

Big Blue Charters

bigbluecharters.com
(907) 747-5161

Cascade Creek Lodge

2036 Halibut Point Rd.
fishsitka.com
(907) 519-7800

Compass Rose Charters

compassrosesitka.com
(907) 738-7165

Dove Island Lodge

1 Dove Way
doveislandlodge.com
(907) 747-5660

Equinox

equinoxalaska.com
(907) 738-4736

Hook, Line & Sitka

hooklineandsitka.com
(907) 738-2942

IslandView Resort & Charters

4405 Halibut Point Rd.
islandviewcharters.com
(907) 747-6544

Jamestown Bay B & B, Water Taxi & Fishing Charters

jamestownbay.com
(907) 747-5643 | (907) 738-9184

Latitude 57

Middle Island
latitudesitka.com
(406) 599-4913

Merkel's Charter Service

salmonandhalibut.com
(907) 738-5691

Outer Coast Charters

Crescent Harbor Row #6 Slip #27
outercoastcharters.com
(907) 623-8290

Outer Limits Charters

outerlimitsalaska.com
(360) 556-8658

Peril Sky with RJ Miller

www.perilsky.com
(907) 738-0858

Sitka Fishing Excursions

sitkafishingexcursions.com
(907) 738-3018 | (907) 738-4130

Sitka Point Lodge & Fishing Charters

4110 Halibut Point Rd.
sitkapointcharters.com
(907) 747-7406

Talon Lodge & Spa

talonlodge.com
(800) 536-1864 | (602) 515-8078

Twin Islands Retreat

twinislandssitka.com
(760) 458-2975

Vonnie's Charters @ Halibut Point Lodge

112 Bahovec Ct.
vonniescharters.com
(360) 561-8874

FLIGHTSEEING

Adventure Sitka

adventuresitka.com
(907) 752-0660

Baranautica Air Service

Port Alexander
facebook.com/flyfishAK
(907) 568-2399 | (480) 225-2217

Dove Island Lodge

1 Dove Way
doveislandlodge.com
(907) 747-5660

GOLF

Sea Mountain Golf Course

301 Granite Creek Rd.
facebook.com/seamountaingolf
(907) 747-5663

KAYAK TOURS & WATER ACTIVITIES

Adventure Sitka

adventuresitka.com
(907) 752-0660

Alaska Travel Adventures

bestofalaskatravel.com
(907) 789-0052

Equinox

equinoxalaska.com
(907) 738-4736

SEAK Adventure

seakadventuresitka.com
(817) 291-9323

Selkie Snorkels Sitka

selkiesnorkels.com
(303) 906-7732

Sitka Jet Ski Rentals

sitkajetskirentals.com
(907) 318-9010

Sitka Sound Ocean Adventures

kayaksitka.com
(907) 752-0660

Sitka Tundra Tours

sitkatundratours.com
(907) 738-8688

OUTDOOR RENTALS & EQUIPMENT

A Whale's Song Expeditions

330 Harbor Dr.
awhalesongexpeditions.com
(907) 738-0996

Birch Equipment Rental & Sales

1382 Sawmill Creek Rd.
birchequipment.com
(907) 747-5315

Kings E-Bike Rentals

4513 Halibut Point Rd.
(located near cruise ship terminal)
kingsebikes.com

Russell's

208 Lincoln St.
facebook.com/RussellsSitka
(907) 747-3395

Sitka Alaska Outfitters

105 Monastery St., Ste. B
sitkaalaskaoutfitters.com
(907) 966-2301

Sitka Jet Ski Rentals

sitkajetskirentals.com
(907) 318-9010

WALKING/HIKING TOURS

Alpenglow Adventures Sitka

alpenglowadventuresitka.com
(530) 448-9144

Beyond the Dock Tours

beyondthedocktours.com
(907) 738-0046

Haunted Sitka

hauntedsitka.com
(907) 738-1743

Sitka Maritime History Walking Tour

1490 Seward Ave.
sitkamaritime.org
(907) 623-8054

Sitka Tundra Tours

sitkatundratours.com
(907) 738-8688

Sitka Walking Tours

sitkawalkingtours.com
(952) 334-7827

Taste of Sitka Seawalk Tours

tasteofsitka.com
(907) 738-9245

Tongass Treks

tongasstreks.com
(907) 623-7085

WILDLIFE BOAT TOURS

A Whale's Song Expeditions

330 Harbor Dr.
awhalesongexpeditions.com
(907) 738-9890

Adventure Sitka

adventuresitka.com
(907) 752-0660

Alaska Coastal Expeditions

alaskacoastalexpeditions.com
(907) 440-4635

Alaska Wild Coast

alaskawildcoast.com
(907) 738-3901

Allen Marine Tours

allenmarinetours.com
(907) 747-8100

Annahootz Alaskan Adventure

annahootz.com
(907) 738-0996



Ben's Sitka Boat Tours
bensitkaboaattours.com
(907) 738-0956

Big Blue Charters
bigbluecharters.com
(907) 747-5161

Bumble Expeditions
bumbleexpeditions.com
(907) 796-9713

Coastal Tours Sitka
116 Molly Lane
ctsitka.com
(907) 738-5258

Compass Rose Charters
compassrosesitka.com
(907) 738-7165

Cpt. Gary's Sitka Adventures
Crescent Harbor D-42
sitkaadventures.com
(907) 738-6901

Equinox
equinoxalaska.com
(907) 738-4736

Gallant Adventures
gallantadventures.com
(907) 738-2855

Outer Coast Charters
Crescent Harbor Row #6 Slip #27
outercoastcharters.com
(907) 623-8290

Peril Sky with RJ Miller
www.perilsky.com
(907) 738-0858

Sailing Alaska Limited
sailingalaska.com
(907) 500-5343

SeaMarine Wildlife Excursions
330 Harbor Dr.
sitkaseamarine.com
(907) 738-3724

Sea Otter & Wildlife Quest
truealaskantours.com/sitka-tours
(888) 289-0081

Sitka Expeditions
sitkaexpeditions.com
(907) 738-0289

Sitka Family Adventures
sitkafamilyadventures.com
(907) 738-5283

Sitka Fishing Excursions
sitkafishingexcursions.com
(907) 738-3018 | (907) 738-4130

Sitka Nautical Tours
sitkanauticaltours.com
(907) 738-1904

Sitka Sound Ocean Adventures
kayaksitka.com
(907) 752-0660

Sitka Sound Tours
330 Harbor Dr.
sitkasoundtours.com
(808) 214-0241

Sitka Wildlife Tours
330 Harbor Dr.
sitkawildlifetours.com
(907) 738-1733

Sitka Zodiac Adventures
330 Harbor Dr.
sitkazodiac.com
(907) 738-4123

Places to Visit

ARTS & CULTURE

Adventure Sitka
adventuresitka.com
(907) 752-0660

Alaska Storytellers
alaskastorytellers.com
(907) 738-0655

Naa Kahidi Dancers
200 Katlian St.
sitkatours.com
(907) 747-7137

New Archangel Dancers
208 Smith St.
newarchangeldancers.com
(907) 747-5516

Sheet'ka Kwaan Naa Kahidi - Tribal Community House
200 Katlian St.
sitkatours.com
(907) 747-7137

Sitka Music Festival
104 Jeff Davis St.
sitkamusicfestival.org
(907) 747-6774

Sitka Tribal Tours
246 Katlian St.
sitkatours.com
(907) 747-7137

The Salty Sitkan
saltiesitkan.com
(907) 738-2285

HISTORIC SITES

Russian Bishop's House
501 Lincoln St.
(907) 747-0110

Sitka Maritime Heritage Society
1490 Seward Ave.
sitkamaritime.org
(907) 738-7448 | (907) 623-8054

Sitka National Historical Park
106 Metlakatla St.
nps.gov/sitk
(907) 747-0110

St. Michael's Orthodox Cathedral
240 Lincoln St.
stmichaelcathedral.org
(907) 747-8120

MUSEUMS

Sitka Sound Science Center
834 Lincoln St.
sitkascience.org
(907) 747-8878

Sheldon Jackson Museum
104 College Dr.
museums.alaska.gov/sheldon_jackson/sjhome
(907) 747-8981

The Sitka History Museum
330 Harbor Dr.
sitkahistory.org
(907) 738-3766

WILDLIFE

Alaska Raptor Center
1000 Raptor Way
alaskaraptor.org
(907) 747-8662

Fortress of the Bear
4639 Sawmill Creek Rd.
fortressofthebear.org
(907) 747-3550 | (907) 747-3032

Sitka Sound Science Center
834 Lincoln St.
sitkascience.org
(907) 747-887

DINE



BARS & BREWERIES

Cold Water Bar & Grill
westmarkhotels.com/sitka-food
(907) 747-6241

Ernie's Old Time Saloon
130 Lincoln St.
(907) 747-3334 | (907) 747-0508

Harbor Mountain Brewing Company
1209 Sawmill Creek Rd.
harbormountainbrewing.com
(907) 308-7339

Pioneer Bar & Liquor Store
212 Katlian St.
(907) 747-3456

COFFEE SHOPS

Big Brew Energy
bigbrewenergy.com
(907) 623-0778

Bear Country Convenience & Coffee
(907) 623-0766

Sitka Flowers & The Chocolate Moose
104 Lincoln St.
facebook.com/sitkaflowersak
(907) 747-5577

RESTAURANTS

Bayview Pub
407 Lincoln St.
sitkabayviewpub.com
(907) 747-5300

Beak Restaurant
2 Lincoln St. Ste. 1A
beakrestaurant.com
(907) 966-2326

Campfire Kitchen
1209 Sawmill Creek Rd.
facebook.com/campfirekitchensitka
(907) 623-8212

Halibut Point Crab & Chowder
4513 Halibut Point Rd.
halibutpointcrab.com
(907) 747-0523

Longliner Lodge & Suites
485 Katlian St.
longlinersitka.com
(907) 747-7910

Ludvig's Bistro, Wine Bar & Gallery
256 Katlian St.
ludvigsbistro.com
(907) 966-3663

Mangiare
118 Lincoln St.
mangiarerestaurantsitka.com
(907) 623-0888

Mean Queen
205 Harbor Dr.
meanqueensitka.com
(907) 747-0616

Pizza Express
1321 Sawmill Creek Rd.
sitkapizzaexpress.com
(907) 966-2428

Subway of Sitka
327 Seward St.
subway.com
(907) 747-7827

Cold Water Bar & Grill
westmarkhotels.com/sitka-food
(907) 747-6241

SPECIALTY FOOD & DRINK

Ashmo's
335 Lincoln St.
facebook.com/pages/Ashmos
(907) 738-9466

Enoki Eatery
enokieatery.com
(206) 208-7040

Harry's Old Fashioned Soda Fountain
106 Lincoln St.
sitkapharmacies.com/harry-race
(907) 966-2123

Northern Lights Indoor Gardens
1321 Sawmill Creek Rd.
northernlightsindoorgardens.com
(907) 747-1087

Red Herring
redherringalaska.com
(907) 219-0066

Sea Mart Food Court & Deli
1867 Halibut Point Rd.
seamart.com/departments
(907) 747-6266

Sitka Flowers & The Chocolate Moose
104 Lincoln St.
facebook.com/sitkaflowersak
(907) 747-5577

Sitka Sisters
(424) 441-9990

Sweet Sisters Caramels
120 Patterson Way
sweetsisterscaramels.com
(907) 738-5979

The Fresh Fish
www.facebook.com/thefreshfish.ak

Wildflour Cafe & Bakery
327 Seward St. #2
sitkawildflour.com
(907) 738-5824

SHOP



FISHING & MARINE SUPPLIES

LFS Marine Supply
475 Katlian St.
go2marine.com
(907) 747-3171

GALLERIES

Artist Cove Gallery
241 Lincoln St.
artistcovegallery.com
(907) 747-6990

Gallery By The Sea
128 Lincoln St.
(907) 623-0706

Fate Accompli
321 Lincoln St.
fate-accompoli.com
(907) 623-8237

Island Artists Gallery
205 B Lincoln St.
islandartistsgallery.com
(907) 747-6536

Sandy's Studios
(907) 738-1158

Xú'taa Hidi
235 Lincoln St.
xutaahidi.com
(907) 738-1201

GROCERIES

AC Lakeside - Alaska Commercial Company
705 Halibut Point Rd.
acvaluecenter.com
(907) 747-3733

Market Center
210 Baranof St.
marketcentersitka.com
(907) 747-6686

Sea Mart Quality Foods
1867 Halibut Point Rd.
seamart.com
(907) 747-6266

LIQUOR STORES

Cascade Convenience Center
1211 Sawmill Creek Rd.
cascadeconveniencecenter.com
(907) 747-7966

House of Liquor
705 D Halibut Point Rd.
facebook.com/pages/House-of-Liquor/12073001127764
(907) 747-5322

Pioneer Bar & Liquor Store
212 Katlian St.
(907) 747-3456

Watson Point Liquors
1867 Halibut Point Rd.
watsonpoint.com
(907) 747-3333

SEAFOOD

Seafood Producers Co-op
507 Katlian St.
spcsales.com
(907) 747-5811 | (360) 733-0120

Sitka Fresh Retail
329 Katlian St.
northpacificseafoods.com
(907) 747-2001

SHOPS

Alaska Computer & Office Supply/ Radio Shack
204 Katlian St.
alaskacomputercenter.com
(907) 747-0600

Alaska Elements
www.elementbodysystems.com
(907) 830-7677

Alaska Pure Sea Salt Co.
239 Lincoln St.
alaskapureseasalt.com
(907) 747-7258

Alaska Raptor Center
1000 Raptor Way
alaskaraptor.org
(907) 747-8662

Bev's Flowers & Gifts
213 Harbor Dr.
bevflowersandgifts.com
(907) 747-5052

Fortress of the Bear
4639 Sawmill Creek Rd.
fortressofthebear.org
(907) 747-3550 | (907) 747-3031

Galanin + Klein
401 Lincoln St.
galaninklein.com
(907) 227-8075

Harry Race Pharmacy & Photo
106 Lincoln St.
sitkapharmacies.com/harry-race
(907) 313-6750

Naa Kahidi Community House Gift Shop
200 Katlian St.
sitkatours.com
(907) 747-7137

Russian American Company
134 Lincoln St.
russianamericancompany.com
(907) 747-6228 | (800) 742-6228

Silver Basin
124 Lincoln St.
silverbasin.com
(907) 747-7607

Sitka Bazaar
215 Lincoln St.
(907) 747-5510



Sitka Lighthouse Company Store
235 Lincoln St.
sitkalighthouse.com
(907) 738-8813

Sitka Work & Rugged Gear Store
336 Lincoln St.
(907) 747-5050
facebook.com/work.rugged

The Cellar
203 Harbor Dr.
facebook.com/thecellaralaska
(907) 747-8020

The Raven's Hook
ravenshook.com
(907) 206-4744

The Sitka History Museum
330 Harbor Dr.
sitkahistory.org
(907) 738-3766

Tongass Threads
236 Lincoln St. Ste. 100-103
facebook.com/tongassthreads
(907) 747-2792 | (907) 747-0601

Voyij
voyij.com
(907) 600-1727

WinterSong Soap Company
202 Lincoln St.
wintersongsoap.com
(907) 747-8949

UNIQUE RETAIL

AKO Farms
1210 Beardslee Way
akofarms.com
(907) 623-0322

Forget Me Not Antique Photo Parlor
101 Lake St., Ste. B
(907) 738-5496

Green Glass & Weed Dudes
1321 Sawmill Creek Rd.
weeddudesitka.com
(907) 623-0605

Northern Lights Indoor Gardens
1321 Sawmill Creek Rd.
northernlightsindoorgardens.com
(907) 747-1087

Sitka Sound Science Center
834 Lincoln St.
sitkascience.org
(907) 747-8878

The Outer Coast
theoutercoast.com
(907) 738-7448

STAY



BED & BREAKFASTS

Annahootz Bed & Breakfast
111 Jeff Davis St.
annahootzbnb.com
(907) 747-6498

Jamestown Bay B & B, Water Taxi & Fishing Charters
117 Jamestown Dr.
jamestownbay.com
(907) 747-5643 | (907) 738-9184

Sandy's Studios
(907) 738-1158

CAMPING/HOSTELS/RV PARKS

Sealing Cove RV Parking
Japonski Island
cityofsitka.com/government/departments/harbor/RVParking.html
(907) 747-3439

Sitka Sportsman's Assn. RV Park & Camping Site
5211 Halibut Point Rd.
rvsitka.com
(907) 623-7740

US Forest Service - Sitka Ranger District
2108 Halibut Point Rd.
fs.usda.gov/goto/tongass/sitkard
(907) 747-6671

HOTELS & INNS

Aspen Suites Hotel Sitka
210 Lake St.
aspenhotelsak.com/sitka
(907) 747-3477

Baranof Lodge
404 Sawmill Creek Rd.
baranoflodge.biz
(907) 747-8804

Longliner Lodge & Suites
485 Katlian St.
longlinersitka.com
(907) 747-7910

Sitka Hotel
118 Lincoln St.
sitkahotel.com
(907) 747-3288

Sitka's Eagle Bay Inn
1321 Sawmill Creek Rd.
sitkaseaglebayinn.com
(907) 623-9973 | (907) 738-4501

Westmark Sitka Hotel
330 Seward St.
westmarkhotels.com/destinations/sitka-hotel
(907) 747-6241

LODGES

Baranof Wilderness Lodge
Warm Springs Bay
flyfishalaska.com
(907) 738-9039

Cascade Creek Lodge
2035 Halibut Point Rd.
fishsitka.com
(907) 519-7800

Dove Island Lodge
1 Dove Way
doveislandlodge.com
(907) 747-5660

Fishermen's Inn
Port Alexander
fishermensinn.com
(907) 568-2399

IslandView Resort & Charters
4405 Halibut Point Rd.
islandviewcharters.com
(907) 747-6544

Latitude 57
Middle Island
latitudesitka.com
(252) 617-1446

Sitka Point Lodge & Fishing Charters
4110 Halibut Point Rd.
sitkapointcharters.com
(907) 747-7406

Talon Lodge & Spa
talonlodge.com
(800) 536-1864 | (602) 515-8078

Twin Islands Retreat
twinislandssitka.com
(760) 458-2975

Vonnie's Charters @ Halibut Point Lodge
112 Bahovec Ct.
vonniescharters.com
(360) 561-8874

Wild Strawberry Lodge - Alaska Premier Charters
724 Siginaka Way
wildstrawberrylodge.com
(907) 747-3232

RESERVATION SERVICE

Sitka Travel
sitkatravel.com
(907) 738-0176

VACATION RENTALS

Annahootz Alaskan Adventure
annahootz.com
(907) 738-0996

Camp Starlight - Retro Vacation Trailer Park
4602 Halibut Point Rd.
campstarlightalaska.com
(907) 623-8580

Cottages on Monastery
207 Monastery St.
sitkatravel.com
(907) 747-4712

Fisherman's Quay
475 A Katlian St.
fishermansquay.com/lodging
(907) 747-8344

Harbor Heights Penthouse
sitkaharborheights.com
(907) 623-0332

Katlian Street Suites
katlianstreet.com
(907) 738-3384

RE/MAX Baranof Realty
315 Seward St., Ste. A
baranofrealty.com
(907) 747-5636

S.B. Daiquiri Rentals
sbdaiquiri.com
(907) 738-9160

Sitka Lighthouse
Rockwell Island
sitkalighthouse.com
(907) 738-8813

Sitka Travel
sitkatravel.com
(907) 738-0176

Sitka's Home Away From Home
406 Hemlock St.
vacationsitka.com
(907) 747-8558

Stone Lantern House
1326 Cannon Island Dr.
stonelighthouse.com
(907) 738-0655

Turner Guest House
115 Jamestown Dr. Unit A
turnerguesthouse.com
(907) 738-8228

TRANSPORTATION



GETTING HERE

BY AIR
Alaska Airlines
605 Airport Rd.
alaskaair.com
(907) 966-2277

Alaska Seaplanes
551 Airport Rd.
flyalaskaseaplanes.com
(907) 789-3331 ext. 108
(907) 747-2820

Baranautica Air Service
430 Katlian St.
facebook.com/flyfishAK
(907) 568-2399 | (480) 225-2217

Sitka Harbor Department- Seaplane Dock
430 Katlian St.
cityofsitka.com/government/departments/harbor
(907) 747-3439

BY FERRY
Alaska Marine Highway
5307 Halibut Point Rd.
ferryalaska.com
(907) 747-8737 | (907) 465-3941

BY SMALL CRUISE
Alaska Boat Cruises
alaskaboatcruises.com
(907) 747-6026

Alaskan Dream Cruises
alaskandreamcruises.com
(855) 747-8100

Royal Caribbean Cruises
royalcaribbean.com
(305) 539-6799

The Boat Company
theboatcompany.org
(360) 697-4242

UnCruise Adventures
uncruise.com
(206) 284-0300

CAR RENTAL

Avis Alaska
600 Airport Rd.
avisalaska.com
(907) 966-2404

M&M Van Rentals
turo.com/us/en/drivers/20265118
(907) 738-3018

Ramon Sitka Rentals
turo.com/us/en/drivers/29711503
(907) 623-8068

FERRY SHUTTLE

Ferry Shuttle
5307 Halibut Point Rd.
sitkatoursalaska.com
(907) 747-5800

PUBLIC TRANSIT

Paratransit (Assisted Rides)
ridesitka.com
(907) 747-1432

The RIDE Public Transit
ridesitka.com
(907) 747-7103

TAXI & SHUTTLES

Bayside Tours & Shuttle
baysidetaxicab.com
(907) 623-8958

Martin's Taxi & Tours
(907) 738-0619

Sitka Rides "The Cool Bus"
(907) 623-7267

Sitka Shuttle Service
compassrosesitka.com/sitka-shuttle-service
(907) 623-8011

WATER TAXIS

A Whale's Song Expeditions
awhalesongexpeditions.com
(907) 738-9890

Alaska Wild Coast
alaskawildcoast.com
(907) 738-3901

Alaska Wildlife Tours & Water Taxi
(907) 738-1062

Compass Rose Charters
compassrosesitka.com
(907) 738-7165

Jamestown Bay B & B, Water Taxi & Fishing Charters
jamestownbay.com
(907) 747-5643 | (907) 738-9184

Outer Coast Charters
Crescent Harbor Row #6 Slip #27
outercoastcharters.com
(907) 623-8290

SERVICES



BANKING/FINANCIAL

First Bank
203 Lake St.
firstbankak.com
(907) 747-6636

First National Bank Alaska
318 Lincoln St.
FNBAAlaska.com
(907) 747-7000

Northrim Bank
315 Lincoln St.
northrim.com
(907) 747-8689

Tongass Federal Credit Union
401 Halibut Point Rd.
tongassfcu.com
(907) 747-6261

Wells Fargo Bank - Sitka
300 Lincoln St.
wellsfargo.com
(907) 747-3226

CATERING

Our Town Catering
236 Katlian St.
ourtowncatering.com
(907) 738-0056

EVENT/MEETING SERVICES

Sitka Performing Arts Center
1000 Lake St.
fineartscamp.org/performing-arts-center.html
(907) 623-8511

The Ferrick's Party Rental & Supplies
(907) 752-3111

EVENT/MEETING SPACES

Alaska Native Brotherhood Hall
235 Katlian St.
nps.gov/places/alaska-native-brotherhood-hall.htm
(907) 747-4562

Aspen Suites Hotel Sitka
211 Lake St.
aspenhotelsak.com/sitka
(907) 747-3477

Dove Island Lodge
doveislandlodge.com
(907) 747-5660

Fin Island Lodge
Fin Island
allenmarinetours.com/sitka/wildlife-quest-fin-island-lodge
(907) 747-8100

Harrigan Centennial Hall
330 Harbor Dr.
cityofsitka.com/government/departments/centennial/index
(907) 747-4090



Sheet'ka Kwaan Naa Kahidi - Tribal Community House
200 Katlian St.
sitkatours.com
(907) 747-7137

Sitka Fine Arts Campus
121 John Brady Dr.
fineartscamp.org
(907) 747-3085

Twin Islands Retreat
twinislandssitka.com
(760) 458-2975

University of Alaska Southeast
1332 Seward St.
uas.alaska.edu/sitka
(907) 747-7700

Westmark Sitka Hotel
330 Seward St.
westmarkhotels.com/destinations/sitka-hotel
(907) 747-6241

INSURANCE

Stedman Insurance Agency
118 American St.
stedmanins.com
(907) 747-8618

USI Insurance Services Northwest
225 Harbor Dr.
venneberginsurance.com
(907) 747-8625

MEDIA

Daily Sitka Sentinel
112 Barracks St.
sitkasentinel.com
(907) 747-3219

KIFW/KSBZ - Alaska Broadcast Communications
611 Lake St.
sitkaradio.com
(907) 747-5439 | (907) 747-6626

North Star Television
520 Lake St.
(907) 747-8200

Raven Radio
2 Lincoln St. Ste. B
kcaw.org
(907) 747-5877

Sitka Soup
3601 Halibut Point Rd.
sitkasoup.com
(907) 747-7595

MEDICAL SERVICES

Mountainside Urgent Care
209 Moller Ave.
searhc.org
(907) 966-9777

SEARHC - Mount Edgcombe Medical Center
222 Tongass Dr.
searhc.org
(907) 966-2411 | (907) 966-8942

Sitka Pregnancy Center
180 Price St., Ste. 25
sitkapregnancycenter.org
(907) 623-0965

ORGANIZATIONS

Alaska State Parks
dnr.alaska.gov/parks
(907) 465-4563

Alaska Travel Industry Association
alaskatia.org
(907) 929-2842

City and Borough of Sitka
100 Lincoln St.
cityofsitka.com
(907) 747-3294

Cruise Lines International Association Alaska (Alaska Cruise Association)
cliaalaska.org
(907) 339-9340

Friends of Sheldon Jackson Museum
104 College Dr.
friendsofshjm.com
(907) 747-6233

Greater Sitka Arts Council
sitkaartscouncil.org

Greater Sitka Chamber of Commerce
104 Lake St.
sitkachamber.com
(907) 747-8604

Sitka Conservation Society
201 Lincoln St., Ste. 4
sitkawild.org
(907) 747-7509

Sitka Economic Development Association
329 Harbor Dr., Ste. 212
sitka.net
(907) 747-2660

Sitka Lutheran Church
224 Lincoln St.
sitkalutheranchurch.com
(907) 747-3338

Sitka Public Library
320 Harbor Dr.
cityofsitka.com/government/departments/library

Sitka Trail Works, Inc.
801 Halibut Point Rd.
sitkatrailworks.org
(907) 747-7244

Southeast Alaska Tourism Council
alaskasinsidepassage.com
(907) 321-7231

Southeast Conference
seconference.org
(907) 586-4360

University of Alaska Southeast
1332 Seward St.
uas.alaska.edu/sitka
(907) 747-7700

PHARMACIES

Harry Race Pharmacy & Photo
106 Lincoln St.
sitkapharmacies.com/harry-race
(907) 313-6750

White's Pharmacy
705 Halibut Point Rd.
sitkapharmacies.com
(907) 313-6881

PORT SERVICES/MOORAGE

Cruise Line Agencies of Alaska
4513 Halibut Point Rd. Ste. A
claalaska.com
(907) 747-3377

Sitka Harbor Department
617 Katlian St.
cityofsitka.com/government/departments/harbor
(907) 747-3439

Sitka Sound Cruise Terminal
4513 Halibut Point Rd.
halibutpointmarine.com
(907) 747-1089

PRINT SERVICES / PROMOTIONAL PRODUCTS

Harry's Custom Services
117 Granite Creek Rd.
whitesalaska.com
(907) 313-5458

REAL ESTATE

Davis Realty
208 D Lake St.
davisrealtysitka.com
(907) 747-1032

Sitka Realty
228 Harbor Dr.
sitkarealty.com
(907) 747-8922

TRAVEL SERVICES

Alaska Marine Highway
5307 Halibut Point Rd.
ferryalaska.com
(907) 747-8737 | (907) 465-3941

Alaska & Yukon Tours
bookayt.net
(907) 531-9140

Sitka Baby Rentals
sitkababyrentals.com
(907) 738-3351

YACHT SERVICES

Alaska Boat Cruises
alaskaboatcruises.com
(907) 747-6026

Yacht Services of Alaska
4513 Halibut Point Rd. #A
yachtservicesofalaska.com
(907) 747-3377

US Superyacht Association
ussuperyacht.com
(954) 792-8666

Allen Marine

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allenmarine.com 907.747.8100 sitcharters@allenmarine.com

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www.westmarkhotels.com



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BIKING MAP

VISIT Sitka

TRAIL LEGEND

Distance = 1 mile

	Trail	Unpaved Road	Paved Road
Rideable Routes			
Ride With Caution			
Hiking Only Trails			

Share The Trail

SHARED USE, KEEP LEFT | RIGHT

All trails and paths open to bikes in Sitka are shared with pedestrians or traffic.

While enjoying your biking adventure, please take care to yield to pedestrians, watch for traffic, and use bike-designated paths. It's the law!



© Brian Adams 2019,
Courtesy of Robert Wood
Johnson Foundation

RIDING ETIQUETTE

Rules of the Road

Sitka is a bike-friendly community, and the compact road network is ideal for biking. Follow these tips to make the experience safer and more enjoyable for everyone.

Be Respectful

- **Yield to pedestrians:** All trails open to bikes are shared with people walking. Slowing down keeps everyone safe. Failure to yield is illegal under Alaska State Law.
- **Use bike-designated paths when possible:** Riding on sidewalks in downtown Sitka is prohibited. Walk your bike in heavy foot-traffic and pedestrian-only areas.

Be Predictable

- Ride with traffic flow on the right side of the road.
- When riding on the road or crossing the street, make eye contact with motorists and signal your intentions clearly.
- Watch out for motorists, pedestrians, and other hazards.

Be Bear-Aware

Bear activity is highest between spring and fall, but bears are present year-round. If you encounter a bear, **DO NOT RUN**. Back away slowly while facing the bear. Make noise and try to look large. Use bear spray if necessary.

Sitka Biking Trails

Scan the QR code for more maps and hiking trail information.



Shared with
Vehicles



Shared with
ATVs/UTVs






Hilly
Terrain

Distance + miles/kilometers one way



Rideable Routes





Enjoy your ride on these bike-friendly routes, but make sure you're familiar with the rules of the road!

- 2 **Starrigavan Campground/Bayside Loop**  600 ft/.18 km
- 5 **Halibut Point Road**  7.3 mi/11.7 km
- 10 **Sawmill Creek Road/Shared-Use Path** 5.6 mi/8.8 km
- 16 **Green Lake Road**  8.2 mi/13.1 km



Ride With Caution

Routes may include unpaved paths, steep terrain, or unprotected roadways.

- 3 **Starrigavan Multi-Use Trails** 
- 7 **Sitka's Cross Trail** 7.8 mi/12.5 km
- 8 **Downtown Sitka** 
- 14 **Blue Lake Road**   2.2 mi/3.5 km



Hiking-Only Trails

Park your bike at the trailhead and enjoy the scenery!

- 1 **Táax'aa Geeyí /Mosquito Cove Trail**
- 4 6 **Harbor Mountain & Gavan Hill Trails**
- 9 **Indian River Trail**
- 11 **Sitka National Historical Park**
- 12 **Mt. Verstovia**
- 13 **Thimbleberry/Heart Lake Trail**
- 15 **Beaver Lake Trail**

**CONTRACT BETWEEN OWNER AND CONTRACTOR
TO PROVIDE CONVENTION AND VISITORS BUREAU SERVICES
TO THE CITY AND BOROUGH OF SITKA, ALASKA**

City and Borough of Sitka ("Owner" or "CBS") desires the GREATER SITKA CHAMBER OF COMMERCE, INC., ("Contractor") to Provide Convention and Visitors Bureau Services. This Contract to Provide Convention and Visitors Bureau Services (together with all exhibits and attachments hereto to and all amendments and modification to such contract or exhibits, collectively the "Contract") to the City and Borough of Sitka is made and entered into by and between Owner and Contractor in consideration of the mutual promises contained in this Contract. This Contract describes Sitka Convention and Visitors Bureau duties and obligations, which include effective marketing and promotion of Sitka's visitor attractions and tourism related services. The primary goal is to increase the level of visitor traffic to enhance the economy and maintain tourism related businesses in Sitka.

This Contract also consists of the following which are incorporated into and made a part of the Contract.

- Statement of Interest
- Exhibit A - Scope of Services (2 pages)
- Exhibit B - Compensation and Payment (1 page)

SECTION 1. DEFINITIONS

For the purpose of this Contract, the terms used in this Contract shall have the following meaning:

- A. "Owner" shall mean the CITY AND BOROUGH OF SITKA, Alaska.
- B. "Contractor" shall mean the GREATER SITKA CHAMBER OF COMMERCE, INC., an Alaska non-profit corporation, and any **partner, associate**, or any other person acting for and/or in behalf of the GREATER SITKA CHAMBER OF COMMERCE, INC.
- C. "Owner's authorized representative" shall mean the person set forth in Section 20 (B)(2) of this Contract.
- D. "Days" shall mean calendar days.

SECTION 2. CONTRACT TIME

- A. This Contract becomes effective when signed and dated by both Parties.
- B. Contractor shall commence performance of the work identified in Section 4 immediately following receipt of the Notice to Proceed.

- C. Except as expressly allowed under this Contract, Owner need not grant Contractor any extension in the time provided to complete the work under this Contract. If Contractor's progress falls behind the project schedule, Contractor shall commit additional resources to the prosecution of the work, or take such other additional steps as are reasonably necessary to assure the completion of the work on schedule, all at no additional cost to Owner.

SECTION 3. CONTRACTOR QUALIFICATIONS

- A. The Contractor expressly represents and warrants it is now and shall continue to be at all times during the performance of this Contract, the holder of all required or necessary professional, business or other licenses or permits and is qualified and capable of performing all of the work covered or called for by this Contract and is presently ready, able and willing to undertake and perform all of such work and services, and to supply all necessary materials and equipment at the times, and in a professional and workmanlike manner and pursuant to the terms, conditions and provisions, and for the compensation and payments as herein provided.
- B. All actions taken by Contractor under this Contract shall comply with all applicable statutes, ordinances, rules and regulations. Contractor shall timely pay all federal, state and local sales, excise or other taxes or assessments incurred by the Contractor.

SECTION 4. SCOPE OF SERVICE

- A. The services to be performed by Contractor shall include all services required to complete the tasks set forth and described on Exhibit A, and shall be in accordance with all applicable statutes, Sitka General Code provisions, ordinances, rules, and regulations.
- B. The Statement of Interest provided by the Contractor, and incorporated into this Contract, shall be treated as a broad general intent of Contractor as to how the Scope of Services under this Contract shall be performed, and, Contractor shall not be held to strict performance of elements of the Statement of Interest which are not specifically contained within Exhibit A. Both parties mutually agree, however, that a gross deviation by the Contractor from the intent set forth in the Statement of Interest, especially in regards to governance and management accountability, shall potentially form a reason for Termination for Cause as outlined in Section 6.

SECTION 5. CONTRACT TIME PERIOD

- A. The term of this Contract shall commence on **January 1, 2019** and end at the end of the business day **December 31, 2021**.

If the Contractor complies with all terms and conditions of this Contract at all times until December 31, 2021, Owner shall have the right (hereafter "Renewal Option") to renew this contract for the period Jan. 1, 2022 to December 31, 2022; and if Contractor complies

with all the terms and conditions of the Contract at all times thereafter, Contractor and Owner may agree to a Renewal Option for subsequent one-year periods up to 5 one-year periods subject to Owner's approval for each new Renewal Option. In order to exercise these Renewal Options, Owner shall give Contractor written notice on or before August 1, 2021, or on or before August 1st of any subsequent year, of its intent to renew this Contract whereupon Contractor will have 10 days to accept or reject Renewal Option. If the Owner fails to exercise a Renewal Option, this Contract shall terminate on December 31st of that year.

SECTION 6. TERMINATION

This Contract may be terminated:

- A. By mutual consent of the Parties.
- B. For the convenience of Owner or Contractor, provided that Owner or Contractor notifies the other of its intent to terminate under this paragraph at least 6 months prior to the effective date of the termination.
- C. For cause, by either Party where the other Party fails in any material way to perform its obligation under this Contract; provided, however, that as a condition of the exercise of its right of termination under this subsection the terminating Party shall notify the other Party of its intent to terminate this Contract and state with reasonable specificity the grounds, and the defaulting Party shall have failed, within 60 days of receiving the notice, to cure the default.
- D. Termination pursuant to this section shall not affect the Parties' continuing obligations under this Contract.

SECTION 7. DUTIES UPON TERMINATION

- A. If either Owner or Contractor terminates this Contract for convenience, either shall pay the other, the reasonable value of all expenses incurred and services rendered prior to actual termination date. Payment under this section shall never exceed the total compensation possible under Section 10. All finished and unfinished reports and materials prepared by Contractor shall become the property of Owner.
- B. If this Contract is terminated for cause, Owner shall pay Contractor reasonable value of the services satisfactorily rendered prior to termination less any damages suffered by Owner because of Contractor's failure to perform its contractual obligations. Any finished or unfinished documents or materials shall become the property of Owner at its option. Under no circumstances shall payment under this section exceed the percentage value of work completed as defined by Exhibit Band under Section 9. Under no circumstances shall payment under this section exceed the total compensation possible under Section 9.

- C. If Contractor has received payments prior to termination in excess of the amount to which it is entitled under Subsection A or B of this section, Contractor shall remit such excess to Owner within 60 days after receipt of notice to that effect.
- D. Contractor shall not be entitled to compensation under this section until Contractor has delivered to Owner all documents, records, work products, materials, and equipment owned by City and Borough of Sitka, related to this Contract and requested by Owner.
- E. If Contractor's services are terminated, for whatever reason, Contractor may not claim any compensation under this Contract other than allowed under this section.
- F. The Owner need not recognize any claim by Contractor for reimbursable expenses or costs incurred after the 60 day notice of termination period under section 7C.

SECTION 8. INDEMNIFICATION

- A. Each Party (the "Indemnitor Party") shall indemnify, defend, save, and hold the other Party (the "Indemnitee Party") harmless from any claims, lawsuits, or liability, including attorney's fees and costs, arising from any wrongful or negligent act, error or omission of the Indemnitor Party occurring during the course of or as a result of the Indemnitor Party's performance pursuant to this Contract.
- B. The Indemnitor Party shall is required to indemnify, defend, save, and hold the Indemnitee Party harmless from any claims, lawsuits, liability, or attorney's fees and costs, arising in wrongful or negligent acts, errors or omissions solely of the Indemnitee Party occurring during the course of or as a result of the performance of this Contract.
- C. Where claims, lawsuits, or liability, including attorney's fees and costs, arise from wrongful or negligent acts of both Parties, Contractor shall indemnify, defend, save and hold Owner harmless from only that portion of claims, lawsuits or liability, including attorney's fees and costs, which result from Contractor's wrongful or negligent acts occurring during the course of or as a result of Contractor's performance pursuant to this Contract.

SECTION 9. PAYMENT

- A. For Contractor's Contract Services and Expenses, as described in Section 4 of this Contract, compensation will be paid as set forth and described on Exhibit B, subject to Contractor's satisfactory performance, unless mutually agreed upon by both Parties prior to commencing additional work.
- B. Each year, the Assembly of the City and Borough of Sitka will have a worksession with the Contractor. During this worksession the contractor will include the marketing plan, budget, visitor statistics and plans for the future.
- C. Either party to this contract may request that the compensation to Contractor be

renegotiated. Any renegotiated contract amount must be approved by the Assembly of the City and Borough of Sitka. If a request for renegotiation is not initiated by either party, the existing contract compensation amount and payment schedule shall remain in place.

- D. Contractor shall submit invoice(s) to Owner's authorized representative, as set forth and described on Exhibit B.
- E. Owner shall make payment on invoices as set forth and described on Exhibit B with approval by Owner's authorized representative.
- F. Contractor shall be entitled to no compensation under this Contract beyond the amount of Owner's express obligation under subsection A above.
- G. The amount to be paid for additional services, at the option of Owner, shall be negotiated by the Parties prior to the execution of amendments to this Contract for this work.

SECTION 10. AUDIT: ACCESS TO RECORDS

- A. Contractor shall maintain records of performances, communications, documents, correspondence and costs pertinent to this Contract. The Owner's authorized representatives shall have the right to examine such records and accounting procedures and practices.
- B. The Owner's authorized representative shall have the right to examine all books, records, documents and other data of Contractor related to the pricing and performance of the Contract, and any change or modification for the purpose of evaluating the accuracy, completeness, and currency of the data submitted. The right of examination shall extend to all documents necessary to permit adequate evaluation of the data, computations, and projections used.
- C. The materials described in this section shall be made available at the business office of Contractor at all reasonable times for inspection, audit or reproduction, for a minimum of 3 years from the date of final payment under this Contract and for such longer period, if any, as may be required by applicable statute or other provisions of this Contract.
- D. Records which relate to claims or litigation or the settlement of claims arising out of the performance of this Contract shall be made available to Owner by Contractor until such claims or litigation have been concluded.

SECTION 11. INDEPENDENT CONTRACTOR

- A. The parties hereto expressly agree that the Contractor shall be and is an independent contractor and is not an employee or agent of the Owner and is, therefore, entitled to no insurance coverage, whether worker's compensation or otherwise and no other benefits accorded to Owner's employees. No withholding, FICA or other taxes (whether income,

sales or otherwise) or other amounts will be withheld from the payments due to the Contractor, it being understood that the Contractor is solely responsible therefore, provided Owner shall be entitled to withhold such retainage or other amounts from any progress or other payments as have been provided for elsewhere in this Contract.

- B. Contractor shall perform its obligations under this Contract as an independent Contractor of Owner. Owner may administer the Contract and monitor Contractor's compliance with its obligations. Owner shall not supervise or direct Contractor as provided in this section.
- C. The parties hereto agree that the Contractor is not and shall not be construed to be a partner, joint venture, employee or agent of the Owner, and shall not and is not authorized to enter into or make any contracts, agreements to into any understanding with any other person, corporation, partnership, joint venture or other entity, in the name of or for the benefit of the Owner.

SECTION 12. CONTRACTOR RESPONSIBLE FOR PERSONNEL

The Contractor has or will secure, all personnel required to perform this Contract in a timely and proper manner. The parties hereto agree and understand that such personnel shall in no event be deemed to be and are not employees, agents, or representatives of the Owner, and the Owner shall have no responsibility or liability whatsoever to any of said persons or for the acts or omissions of any such persons.

SECTION 13. ASSIGNMENTS

Unless otherwise allowed by this Contract or in writing by Owner, any assignment by Contractor of its interest in any part of this Contract shall be void.

SECTION 14. CONFLICT OF INTEREST

The Contractor covenants, warrants and represents that the Contractor has no interest and shall not acquire any interest, direct or indirect which would conflict in any manner with the subject matter or the performance of this Contract. The Contractor further covenants, warrants and represents that in the performance of this Contract, no person having any such interest shall be employed.

SECTION 15. NONDISCRIMINATION

- A. Contractor may not discriminate against any employee or applicant for employment because of race, religion, color, national origin, age, disability, sex, marital status, changes in marital status, pregnancy, or parenthood. The Contractor shall post in a conspicuous place, available to employees and applicants for employment, a notice setting out the provisions of this paragraph.
- B. Contractor shall state, in all solicitations or advertisements for employees to work on jobs relating to this Contract, that all qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, age, disability, sex, marital status, changes in marital status, pregnancy, or parenthood.
- C. Contractor shall include the provisions of Subsection A in every subcontract or purchase order under this Contract, so as to be binding upon every such subcontractor or vendor of Contractor under this Contract.
- D. Contractor shall comply with all applicable Federal, State and City laws concerning the prohibition of discrimination.

SECTION 16. COPYRIGHTS AND RIGHTS IN DATA

- A. All documents produced under this Contract are the property of Owner, including notes, drawings, reports and other technical information referred to as work products, except items which have pre-existing copyrights. Payments to Contractor for services include full compensation for all work products produced by Contractor and its subcontractors.
- B. All such subject data furnished by Contractor pursuant to this Contract are instruments of its services in respect to this particular project. It is understood that Contractor does not represent such subject data to be suitable for reuse on any other project or for any other purpose. If Owner reuses the subject data without Contractor's specific written verification of adaption, such reuse will be at the risk of Owner, without liability to Contractor. Any such verification of adaption requested in writing by Owner at Owner's sole option will entitle Contractor to further compensation at rates agreed upon by the Parties.

SECTION 17. NOTICES

- A. Regular Communications. For communications between the Parties on personnel issues or on matters of a confidential nature the Parties' respective points of contact shall exclusively be the Municipal Administrator of CBS and the President of Contractor, or their respective designees. For all other regular or routine communications with respect to this Contract the Parties designate the following persons as their respective primary points of contact:

OWNER Point of Contact:

Name: Community Affairs Director
Telephone: 1.907.747.1824
Email: maegan.bosak@cityofsitka.org

CONTRACTOR Point of Contact:

Name: Executive Director
Telephone: 1.907.747.8604
Email: director@sitkachamber.com

- B. Formal Notices. Any notice required under this Contract shall be in writing and either personally delivered or mailed by prepaid, first class, registered or certified mail, return receipt requested, to the following addresses:

OWNER:

City and Borough of Sitka
Attn: Community Affairs Director
100 Lincoln Street
Sitka, AK 99835

CONTRACTOR:

Greater Sitka Chamber of Commerce Inc.
Attn: Board President
104 Lake Street
Sitka, AK 99835

SECTION 18. CLAIMS AND DISPUTES

If Contractor becomes aware, or reasonably should have become aware, of any act or occurrence which may form the basis of a Claim outside of this contract by a third party or outside entity, Contractor shall immediately notify in writing Owner's authorized representative. If the matter cannot be resolved within seven (7) days, Contractor shall, within the next fourteen (14) days, submit a written notice of the Claim. Contractor shall, in presenting the Claim, include the facts and circumstances surrounding the claim, the specific relief requested including any additional compensation claimed and the basis upon which it was calculated, and the provisions of this Contract under which the Claim is made.

SECTION 19. SUCCESSORS AND ASSIGN

The Parties bind themselves, partners, successors, assigns and legal representatives to the other Party to this Contract and to partners, affiliates, successors, assigns and legal representatives of such other Party with respect to all covenants of this Contract.

SECTION 20. AMENDMENT

- A. This Contract shall only be amended, modified or changed by a written amendment, executed by authorized representatives of the Parties, and such amendment shall be attached to this Contract as an appendix.
- B. For the purposes of any amendment, modifications or change to the terms and conditions of this Contract, the only authorized representatives of the Parties are:
 - 1. President of the Board - For Contractor
 - 2. Municipal Administrator - For Owner
- C. Any attempt to amend, modify or change this Contract by either an unauthorized representative or unauthorized means, shall be void.

SECTION 21. INSURANCE

A. Contractor shall at all times during the term of this Contract, maintain in good standing the insurance described in Subsection B. Before rendering any services under this Contract, Contractor shall furnish Owner with proof of insurance in accordance with Subsection B in a form acceptable to the Risk Manager for Owner; such proof of insurance shall be incorporated into this Contract.

B. Type of coverage:

1. Comprehensive General Liability

Occurrence Limit	\$1,000,000
Products and Completed Operations Aggregate	\$2,000,000
General Aggregate	\$2,000,000

2. Workman's Compensation
Employers Liability Alaska Statutory

3. Comprehensive Automobile Liability \$1,000,000
Including all owned, hired and non-owned vehicles

C. Insurance Notes

1. Owner shall be named as an additional named insured on the required general liability and automobile insurance policies. The Owner shall also be granted a full waiver of any rights of subrogation by endorsement under all required policies with the exception of Professional Errors and Omissions. These requirements extend to all subcontractors.
2. Contractor is required to notify Owner if any policy is to be canceled, materially changed, or renewed, at least thirty days prior, by written notice sent by certified mail.

SECTION 22. CHANGES OR MODIFICATIONS

Any change in any regulations or requirements applicable to the work called for herein, made, caused or imposed by, or as a result of the action of any state, federal or other governmental agency that has or will provide all or any portion of any funds for payment for the work or project which is the subject of this agreement, shall automatically become a part of, and amendment to this agreement and the Contractor shall comply there with.

SECTION 23. NON-WAIVER

The failure of either Party at any time to enforce a provision of this Contract shall in no way constitute a waiver of the provision, nor in any way affect the validity of this Contract or any part, or the right of such Party to enforce each and every provision.

SECTION 24. SEVERABILITY

Any provision of this Contract decreed invalid by a court of competent jurisdiction shall not invalidate the remaining provisions of the Contract.

SECTION 25. JURISDICTION - CHOICE OF LAW

Any civil action rising from this Contract shall be brought in the Alaska Superior Court at Sitka. The laws of the State of Alaska shall govern the rights and obligations of the Parties under this Contract.

SECTION 26. INTEGRATION

This instrument and all appendices and amendments embody the entire Contract of the Parties. There are no promises, terms, conditions or obligations other than those contained in this Contract. This Contract shall supersede all previous communications, representations, or Contracts, either oral or written, between the Parties.

IN WITNESS, the parties execute this agreement through their duly authorized representatives, and represent that their duly authorized representatives are authorized to sign this agreement between Owner and Contractor to provide Convention and Visitor Bureau Services to the City and Borough of Sitka, on behalf of the party they represent.

CITY AND BOROUGH OF SITKA



Municipal Administrator

Date: 12/20/18

**GREATER SITKA CHAMBER OF COMMERCE,
INC.**



President of the Board

Date: 12-24-18

IRS TAX I.D. NO. 017-319

ATTEST:

Melissa Henshaw
Municipal Clerk, Acting

Date: 12-27-2018

LEGAL REVIEW:

Brian E. Hume
Municipal Attorney

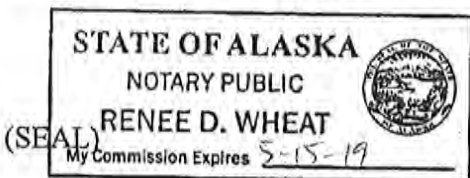
Date: 12/27/2018

ACKNOWLEDGMENTS

STATE OF ALASKA)
)ss.
FIRST JUDICIAL DISTRICT)

The foregoing instrument was acknowledged before me this 26th day of December 2018 by Keith Brady, **Municipal Administrator** of the City and Borough of Sitka, an Alaska municipal corporation, for the corporation on behalf of the corporation.

WITNESS my hand and official seal the day and year in this certificate above written.

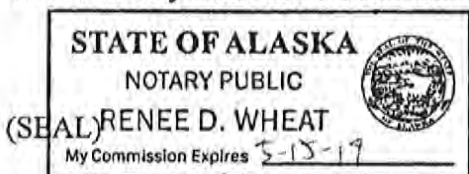


Renee D. Wheat
Notary Public for State of Alaska
My Commission Expires: 5-15-19

STATE OF ALASKA)
)ss.
FIRST JUDICIAL DISTRICT)

The foregoing instrument was acknowledged before me this 24th day of December 2018 by Chris McGraw, the (title of office) President of the Board of (name of organization) Greater Sitka Chamber of Commerce for and on behalf of the organization.

WITNESS my hand and official seal the day and year in this certificate above written.



Renee D. Wheat
Notary Public for State of Alaska
My Commission Expires: 5-15-19

Exhibit A

Scope of Service – Sitka Convention and Visitors Bureau

The Greater Sitka Chamber of Commerce (SCVB) will be responsible for providing all Convention and Visitor Bureau services for the municipality. SCVB's work under this contract will market and sell Sitka as a premier business and leisure destination, enriching Sitka's hospitality industry and the community's overall quality of life. This work includes:

1) Marketing and Promotion:

- a) Develop and implement a 3-year strategic marketing plan to be presented annually to the Assembly during a work session. During this work session the contractor will include the marketing plan, budget, stats and plans for the next year. The goals should be to effectively increase the number of revenue generating functions, increase the number of independent travelers visiting, increase the number of convention center reservations and support the growth of tourism in Sitka. Emphasis should be placed on targeted marketing to maximize the return on investment, to sell destination strengths and reach specific high-growth visitor audiences. The marketing plan shall be consistent with the policy that the primary role of the Convention and Visitors Services Contract is to promote travel to Sitka through marketing and development, focusing on convention sales, tourism marketing and services, with an emphasis on shoulder and winter seasons. The plan will be continually evaluated for success and updated and revised as necessary, and work to have visitor industry stakeholder input into the marketing plan.
- b) Collaborate with State and local tourism related groups, committee's, and commissions.
- c) Design and publish annual visitors guide, place ads in a variety of media based on best ROI research available.
- d) Maintain promotional social media pages.
- e) Develop and maintain a promotional website.
- f) Host media members and group tour operators, cruise line visits and public relations.

2) Visitor Services:

- a) Provide telephone and email contacts for information requests and inquiries by the public.
- b) Provide timely and accessible visitor bureau services which address the informational needs of visitors via first person assistance, telephone, and internet access. First person assistance to be limited to normal business hours at the central business district Visitor Information Center and on weekends during high traffic hours determined by the contractor.
- c) Provide an accessible and visible Visitor Information Center in Sitka's central business district and supply Harrigan Centennial Hall Visitor's Desk with visitor information materials as requested by City and Borough of Sitka staff.
- d) Staff seasonal visitor information desks at port facilities during cruise days utilizing the facility. Staffing will be 30 minutes after port arrival to two

hours prior to last tender. No seasonal visitor desk staffing required for hospitality suites.

- e) Create and distribute printed information pieces for use by visitors while in Sitka. Provide information and/or brochures about lodging, restaurants, excursion's, tours, fishing charters, wildlife tours, trips and other attractions in the Sitka area
- f) Provide knowledgeable information about local goods and services, as well as cultural and historical information about Sitka thru both internet based portals, as well as physical information rack(s) located at strategic locations within Sitka.
- g) Annually, the Contractor will put out notice to Sitka businesses to take part in a directory of tourism related businesses and services. During the 30 day period, responding businesses will provide contact information and descriptions of their services. This information will be compiled and made available on the promotional website and for viewing at the visitor desks or kiosks. Notice will go out January 1st and responses will be due January 31st. The list will be updated by the Contractor and made available by February 28th.

3) Convention Sales and Services:

- a) Market Sitka as a year-round meeting, conference, and convention destination. Highlight Sitka's marketable features and services in a variety of media, based on best return on investment research available.
- b) Collaborate and strategize with venue managers and the business community to attract conventions.
- c) Assist groups with conference planning (securing locales and assist with contracts, bids, printed collateral, etc.)
- d) Provide information on all support services offered in the community, create and distribute convention delegate welcome folders and welcome signs in downtown businesses.
- e) Follow up with groups, and venue and service providers to ensure customer satisfaction.

4) Reporting

- a) Meet with City and Borough staff quarterly, to provide a staff prepared summary describing activities from the quarter and financial reports including the statement of operations semi annually, and the profit and loss quarterly, prepared by an external bookkeeper. Reports should be submitted within 60 days of the quarter's completion. Meeting will also review operations as needed.
- b) Provide an annual State of the Sitka Convention and Visitor Industry report to the Assembly.

5) Other Services:

- a) Regularly update a marketing and promotional website and the annual visitor guide, as well as brochure displays.
- b) Develop and regularly communicate through a variety of media including newsletter formats, email blasts, push notifications, text, etc. to visitor industry businesses and providers in Sitka.

- c) Research cruise industry information and maintain an up-to-date summer cruise ship calendar on the promotional website.
- d) Manage additional contracts for the CBS as negotiated.

6) Metrics:

The performance of the contractor shall be based on its effectiveness to reach potential visitors, secure convention bookings, and increase tourism in Sitka. In measuring performance of marketing efforts, there is no single statistic that can be utilized to determine the effectiveness, however looking at the trends of a wide range of metrics on an annual basis can provide information regarding marketing efforts and the effectiveness of those efforts. The following metrics shall be tracked on an annual basis with FY17 being the baseline year.

- a) Convention Metrics – These metrics will track the contractor’s effectiveness at generating interest for conventions in Sitka and its ability to sell organizations on Sitka as a convention destination.
 - 1. Convention RFP Requests
 - 2. Convention Bookings
 - 3. Total Number of Convention Attendees
 - 4. Number of Room Nights
 - 5. Estimated direct attendee spending (Economic Impact)

- b) Visitor Inquiries – The goal of visitor marketing is to generate interest in Sitka. Effective marketing campaigns should generate additional inquiries. In addition, by tracking the number of inquiries as a ratio to marketing costs, it will provide an indicator of performance vs. cost.
 - 1. Number of E-mail Inquiries
 - 2. Number of visitors to the Visitor Information Center
 - 3. Number of Unique Website Visits
 - 4. Ratio of total number of inquiries to direct and indirect visitor services marketing costs

- c) Economic Indicators – Increased tourism will benefit the economy of Sitka. The key economic indicators will show the financial impact of increased tourism. However, global factors not relating to marketing performance can also affect the visitor industry.
 - 1. Transient Lodging Tax Revenue
 - 2. Potential on Investment (POI)
 - 3. Net Promoter Score
 - 4. Total Visitors to Sitka
 - 5. Sales Tax Revenue

Exhibit B

**Compensation and Payment – Sitka Convention and Visitors Bureau
Services Contract**

In consideration of Contractor's responsibilities under this agreement, Owner agrees to pay Contractor according to the payment schedule provided below:

The annual contract amount shall be a minimum of \$300,000. Annual budget to be determined by the Sitka Assembly following an annual work session, with first payment in next fiscal year. If the contribution is increased by Assembly action, the annual contract amount will be adjusted accordingly. The Contractor is encouraged to request additional funding for specific projects above and beyond those included in this contract, pursuant to approval by the Assembly.

For all contract years, twenty five percent of the contract amount will be paid at the start of each quarter.

Payment schedule:

- January 1 – 25% of the annual contract amount
- April 1 – 25% of the annual contract amount
- July 1 – 25% of the annual contract amount
- October 1 – 25% of the annual contract amount

The Owner agrees to allow Contractor use of all physical and intellectual property related to providing convention and visitor services and marketing for the term of the contract period.

Payment includes cost share on Contractor's building lease, utilities and improvements. Annual budget funds may be used to pay up to 75% percent of the associated expenses.



CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

ADMINISTRATION

100 Lincoln Street | Sitka, Alaska 99835

www.cityofsitka.com

administrator@cityofsitka.org

907-747-1812

July 20, 2023

[VIA EMAIL ONLY]

Greater Sitka Chamber of Commerce, Inc.
Attn: Board President
104 Lake Street
Sitka, AK 99835
director@sitkachamber.com

Re: Renewal Option for Contract to Provide Convention and Visitors Bureau Services

Dear Board President,

Pursuant to Section 5.A of the Contract (copy attached), the City and Borough of Sitka (CBS), as Owner under the Contract, hereby requests and agrees to a third one (1) year renewal option beginning January 1, 2024 and ending December 31, 2024. The second renewal option was enacted January 1, 2023 to December 31, 2023 (copy attached). As required by the Contract, within 10 days please indicate your mutual agreement to this third renewal option by signing below and returning the original of the signed letter to the CBS at the address stated in the header.

As this is the third renewal option, the Contract provides for two (2) additional one (1) year renewal options upon mutual consent and compliance with all terms and conditions of the Contract. If an additional renewal option is desired, CBS will request a fourth renewal prior to August 1, 2024.

Thank you,


John M. Leach
Municipal Administrator

Attachment

I agree to a one (1) year renewal of the Contract.

7/20/23
Date


Paul Kraft

Cc: Melissa Haley, Finance Director (via email only)
Tori Fleming, Compliance Officer (via email only)



CITY AND BOROUGH OF SITKA

Legislation Details

File #: ORD 24-16 Version: 1 Name:

Type: Ordinance Status: AGENDA READY

File created: 7/2/2024 In control: City and Borough Assembly

On agenda: 7/9/2024 Final action:

Title: Proposing to amend Section 11.13 "Administration of Budget" of the Home Rule Charter and, submitting the question of such an amendment to the qualified voters at the regular election on October 1, 2024 (1st reading)

Sponsors:

Indexes:

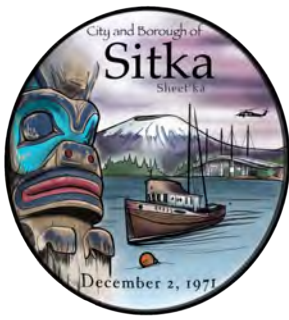
Code sections:

Attachments: [01 Motion Ord 2024-16](#)
[02 Memo Ord 2024-16](#)
[03 Ord 2024-16](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTION

I MOVE TO approve Ordinance 2024-16 on first reading proposing to amend Section 11.13 “Administration of Budget” of the Home Rule Charter and, submitting the question of such an amendment to the qualified voters at the regular election on October 1, 2024.




CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members

Thru: John Leach, Municipal Administrator 

From: Sara Peterson, Municipal Clerk
Melissa Haley, Finance Director

Date: July 1, 2024

Subject: Approve ballot propositions - housekeeping amendments to Sitka Home Rule Charter

Background

The Municipal Clerk's Office, in consultation with the Finance and Legal Departments, has drafted three housekeeping ordinances to clarify and improve specific areas of the Sitka Home Rule Charter.

The first ordinance, 2024-16, addresses Article XI "Finance," Section 11.13(g) "Administration of Budget – Centralized Accounting." This section references the former Sitka Community Hospital, which closed on August 1, 2019.

The second ordinance, 2024-17, pertains to Article XX "Sitka Community Hospital," Section 20.01 "Sitka Community Hospital Dedicated Fund." This section specifies that the Fund shall be used only for the operating, capital, and debt service needs of the former Sitka Community Hospital.

The third ordinance, 2024-18, focuses on Article VI "Initiative, Referendum, and Recall," Section 6.02 "Recall." This section is outdated and requires updating.

Analysis

Regarding ordinance 2024-16, the proposed amendment removes reference to the former Sitka Community Hospital and no longer requires an accounting system.

Regarding ordinance 2024-17, the proposed amendment removes language stating the Sitka Community Hospital Dedicated Fund be only used to pay operating, capital, and debt service needs of the former Sitka Community Hospital. While there are still some

residual expenses related to retirement benefits for former Sitka Community Hospital employees, it is expected there will be funding that could be used for other purposes in the foreseeable future.

Regarding ordinance 2024-18, the proposed amendment aligns the process for recall of elected public officials of the municipality with prevailing state law. AS 29.10.200 prohibits home rule municipalities from enacting procedures related to the recall of elected public officials that are contrary to those provided in Alaska statutes.

Fiscal Note

The amendments, which remove reference to the Sitka Community Hospital/accounting system and align the process for recalling elected public officials of the municipality, are not expected to have any fiscal impacts.

The amendment removing the restriction on spending from the Sitka Community Hospital Dedicated Fund does have a potential fiscal impact for the future. While the commitments for the existing liabilities (primarily the PERS liability) must always be prioritized, within the next few years, it is likely that the annual payments on the purchase of the hospital business from the Southeast Alaska Regional Health Consortium along with tobacco tax proceeds will generate funding above the annual payment amounts on the liabilities. Without this amendment the municipality would be unable to use any available funding, as the only allowable purpose stated in the Charter no longer exists beyond the residual liabilities.

Recommendation

Approve these ordinances amending the Sitka Home Rule Charter and place the questions on the ballot at the regular election of October 1, 2024.

CITY AND BOROUGH OF SITKA

ORDINANCE NO. 2024-16

BALLOT PROPOSITION OCTOBER 1, 2024

AN ORDINANCE OF THE CITY AND BOROUGH OF SITKA PROPOSING TO AMEND SECTION 11.13 "ADMINISTRATION OF BUDGET" OF THE HOME RULE CHARTER AND, SUBMITTING THE QUESTION OF SUCH AN AMENDMENT TO THE QUALIFIED VOTERS AT THE REGULAR ELECTION ON OCTOBER 1, 2024

1. CLASSIFICATION. This ordinance is of a permanent nature and is intended to become a part of the Sitka Home Rule Charter.

2. SEVERABILITY. If any provision of this ordinance or any application thereof to any person or circumstance is held invalid, the remainder of this ordinance and application thereof to any person or circumstances shall not be affected thereby.

3. PURPOSE. The purpose of this ordinance is to remove language referencing the Community Hospital from the Home Rule Charter (HRC) of the City and Borough of Sitka in Article XI "Finance" Section 11.13(g) "Administration of Budget – Centralized Accounting." Sitka Community Hospital closed on August 1, 2019, and no longer requires its own accounting system.

4. ENACTMENT. NOW, THEREFORE, BE IT ENACTED by the Assembly of the City and Borough of Sitka that the Home Rule Charter of the City and Borough of Sitka, Section 11.13 "Administration of Budget," be amended by revising the language in Section 11.13 (g) Centralized Accounting to read as follows (deleted language stricken, new language underlined):

* * *

**ARTICLE XI
FINANCE**

* * *

Section 11.13 Administration of Budget

* * *

(g) **Centralized Accounting.** Except for the school accounting system, ~~and the Community Hospital accounting system,~~ the assembly shall provide for centralized accounting for the municipality. However, at the request of the school board, the assembly shall incorporate the school accounts in the centralized system. ~~The assembly may choose, upon request of the hospital board or upon its own motion to incorporate hospital accounts in the centralized system.~~

* * *

53 **5. BALLOT PROPOSITION.** The following question shall be placed on the ballot at the
54 regular election on October 1,2024:

55
56 Shall the Home Rule Charter of the City and Borough of Sitka be amended to remove
57 language in Section 11.13(g) referencing the Community Hospital?

58
59
60 Yes No

61
62
63 Informational: See ordinance 2024-16. This amendment is a housekeeping measure.
64 Sitka Community Hospital closed on August 1, 2019, and no longer requires its own
65 accounting system.

66
67 **6. EFFECTIVE DATE.** This ordinance shall become effective on the day after the
68 date of its passage.

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70 The amendment to the Charter set forth in Section 11.13(g) hereof shall only become
71 effective if the ballot proposition set forth in Section 5 hereof is approved by a majority of the
72 qualified voters at the regular election held on October 1, 2024.

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74 **PASSED, APPROVED, AND ADOPTED** by the Assembly of the City and Borough of
75 Sitka, Alaska this 23rd day of July, 2024.

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Steven Eisenbeisz, Mayor

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80 **ATTEST:**

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Sara Peterson, MMC
84 Municipal Clerk

85
86 1st reading: 7/9/24
87 2nd and final reading: 7/23/24

88
89 Sponsor: Administrator



CITY AND BOROUGH OF SITKA

Legislation Details

File #: ORD 24-17 Version: 1 Name:

Type: Ordinance Status: AGENDA READY

File created: 7/2/2024 In control: City and Borough Assembly

On agenda: 7/9/2024 Final action:

Title: Proposing to amend Section 20.01 "Sitka Community Hospital Dedicated Fund" of the Home Rule Charter and, submitting the question of such an amendment to the qualified voters at the regular election on October 1, 2024 (1st reading)

Sponsors:

Indexes:

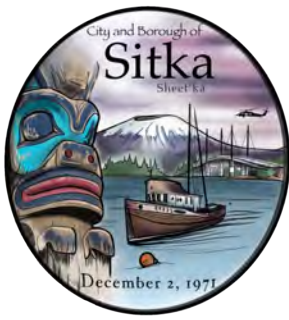
Code sections:

Attachments: [01 Motion Ord 2024-17](#)
[02 Memo Ord 2024-17](#)
[03 Ord 2024-17](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTION

I MOVE TO approve Ordinance 2024-17 on first reading proposing to amend Section 20.01 “Sitka Community Hospital Dedicated Fund” of the Home Rule Charter and, submitting the question of such an amendment to the qualified voters at the regular election on October 1, 2024.




CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members

Thru: John Leach, Municipal Administrator 

From: Sara Peterson, Municipal Clerk
Melissa Haley, Finance Director

Date: July 1, 2024

Subject: Approve ballot propositions - housekeeping amendments to Sitka Home Rule Charter

Background

The Municipal Clerk's Office, in consultation with the Finance and Legal Departments, has drafted three housekeeping ordinances to clarify and improve specific areas of the Sitka Home Rule Charter.

The first ordinance, 2024-16, addresses Article XI "Finance," Section 11.13(g) "Administration of Budget – Centralized Accounting." This section references the former Sitka Community Hospital, which closed on August 1, 2019.

The second ordinance, 2024-17, pertains to Article XX "Sitka Community Hospital," Section 20.01 "Sitka Community Hospital Dedicated Fund." This section specifies that the Fund shall be used only for the operating, capital, and debt service needs of the former Sitka Community Hospital.

The third ordinance, 2024-18, focuses on Article VI "Initiative, Referendum, and Recall," Section 6.02 "Recall." This section is outdated and requires updating.

Analysis

Regarding ordinance 2024-16, the proposed amendment removes reference to the former Sitka Community Hospital and no longer requires an accounting system.

Regarding ordinance 2024-17, the proposed amendment removes language stating the Sitka Community Hospital Dedicated Fund be only used to pay operating, capital, and debt service needs of the former Sitka Community Hospital. While there are still some

residual expenses related to retirement benefits for former Sitka Community Hospital employees, it is expected there will be funding that could be used for other purposes in the foreseeable future.

Regarding ordinance 2024-18, the proposed amendment aligns the process for recall of elected public officials of the municipality with prevailing state law. AS 29.10.200 prohibits home rule municipalities from enacting procedures related to the recall of elected public officials that are contrary to those provided in Alaska statutes.

Fiscal Note

The amendments, which remove reference to the Sitka Community Hospital/accounting system and align the process for recalling elected public officials of the municipality, are not expected to have any fiscal impacts.

The amendment removing the restriction on spending from the Sitka Community Hospital Dedicated Fund does have a potential fiscal impact for the future. While the commitments for the existing liabilities (primarily the PERS liability) must always be prioritized, within the next few years, it is likely that the annual payments on the purchase of the hospital business from the Southeast Alaska Regional Health Consortium along with tobacco tax proceeds will generate funding above the annual payment amounts on the liabilities. Without this amendment the municipality would be unable to use any available funding, as the only allowable purpose stated in the Charter no longer exists beyond the residual liabilities.

Recommendation

Approve these ordinances amending the Sitka Home Rule Charter and place the questions on the ballot at the regular election of October 1, 2024.

CITY AND BOROUGH OF SITKA

ORDINANCE NO. 2024-17

BALLOT PROPOSITION OCTOBER 1, 2024

AN ORDINANCE OF THE CITY AND BOROUGH OF SITKA PROPOSING TO AMEND SECTION 20.01 "SITKA COMMUNITY HOSPITAL DEDICATED FUND" OF THE HOME RULE CHARTER AND, SUBMITTING THE QUESTION OF SUCH AN AMENDMENT TO THE QUALIFIED VOTERS AT THE REGULAR ELECTION ON OCTOBER 1, 2024

1. CLASSIFICATION. This ordinance is of a permanent nature and is intended to become a part of the Sitka Home Rule Charter.

2. SEVERABILITY. If any provision of this ordinance or any application thereof to any person or circumstance is held invalid, the remainder of this ordinance and application thereof to any person or circumstances shall not be affected thereby.

3. PURPOSE. The purpose of this ordinance is to remove language from the Home Rule Charter (HRC) of the City and Borough of Sitka in Article XX "Sitka Community Hospital" Section 20.01 indicating the use of the Sitka Community Hospital Dedicated Fund. The HRC states the Sitka Community Hospital Dedicated Fund shall only be used to pay for the operating, capital, and debt service needs of Sitka Community Hospital. Sitka Community Hospital closed on August 1, 2019. While there are still some residual expenses related to retirement benefits for former Sitka Community Hospital employees, it is expected there will be funding that could be used for other purposes in the foreseeable future.

4. ENACTMENT. NOW, THEREFORE, BE IT ENACTED by the Assembly of the City and Borough of Sitka that the Home Rule Charter of the City and Borough of Sitka, Section 20.01 "Sitka Community Hospital Dedicated Fund," be amended by revising the language in Section 20.01 Sitka Community Hospital to read as follows (deleted language stricken, new language underlined):

* * *

**ARTICLE XX
SITKA COMMUNITY HOSPITAL**

Section 20.01 Sitka Community Hospital Dedicated Fund

A Sitka Community Hospital Dedicated Fund is hereby created. The Sitka Community Hospital Dedicated Fund shall be maintained separate and apart from all other funds and accounts of the City and Borough. ~~The Sitka Community Hospital Dedicated Fund shall only be used to pay for the operating, capital, and debt service needs of Sitka Community Hospital.~~

* * *

5. BALLOT PROPOSITION. The following question shall be placed on the ballot at the regular election on October 1, 2024:

53 Shall the Home Rule Charter of the City and Borough of Sitka be amended to remove
54 the language in Section 20.01 stating the Sitka Community Hospital Dedicated Fund be
55 only used to pay operating, capital, and debt expenses of the former Sitka Community
56 Hospital?

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59 Yes No

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62 Informational: See ordinance 2024-17. This amendment is a housekeeping measure.
63 Sitka Community Hospital closed on August 1, 2019. The Home Rule Charter states the
64 Sitka Community Hospital Dedicated Fund shall only be used to pay for the operating,
65 capital, and debt service needs of Sitka Community Hospital. While there are still some
66 residual expenses related to retirement benefits for former Sitka Community Hospital
67 employees, it is expected there will be funding that could be used for other purposes in
68 the foreseeable future as determined by the Assembly.

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71 **6. EFFECTIVE DATE.** This ordinance shall become effective on the day after the
72 date of its passage.

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75 The amendment to the Charter set forth in Section 20.01 hereof shall only become
76 effective if the ballot proposition set forth in Section 5 hereof is approved by a majority of the
77 qualified voters at the regular election held on October 1, 2024.

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80 **PASSED, APPROVED, AND ADOPTED** by the Assembly of the City and Borough of
81 Sitka, Alaska this 23rd day of July, 2024.

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Steven Eisenbeisz, Mayor

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86 **ATTEST:**

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Sara Peterson, MMC
Municipal Clerk

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1st reading: 7/9/24
2nd and final reading: 7/23/24

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Sponsor: Administrator



CITY AND BOROUGH OF SITKA

Legislation Details

File #: ORD 24-18 Version: 1 Name:

Type: Ordinance Status: AGENDA READY

File created: 7/2/2024 In control: City and Borough Assembly

On agenda: 7/9/2024 Final action:

Title: Proposing to amend Section 6.02 "Recall" of the Home Rule Charter and, submitting the question of such an amendment to the qualified voters at the regular election on October 1, 2024 (1st reading)

Sponsors:

Indexes:

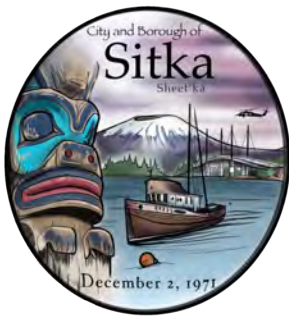
Code sections:

Attachments: [01 Motion Ord 2024-18](#)
[02 Memo Ord 2024-18](#)
[03 Ord 2024-18](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTION

I MOVE TO approve Ordinance 2024-18 on first reading proposing to amend Section 6.02 “Recall” of the Home Rule Charter and, submitting the question of such an amendment to the qualified voters at the regular election on October 1, 2024.




CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members

Thru: John Leach, Municipal Administrator 

From: Sara Peterson, Municipal Clerk
Melissa Haley, Finance Director

Date: July 1, 2024

Subject: Approve ballot propositions - housekeeping amendments to Sitka Home Rule Charter

Background

The Municipal Clerk's Office, in consultation with the Finance and Legal Departments, has drafted three housekeeping ordinances to clarify and improve specific areas of the Sitka Home Rule Charter.

The first ordinance, 2024-16, addresses Article XI "Finance," Section 11.13(g) "Administration of Budget – Centralized Accounting." This section references the former Sitka Community Hospital, which closed on August 1, 2019.

The second ordinance, 2024-17, pertains to Article XX "Sitka Community Hospital," Section 20.01 "Sitka Community Hospital Dedicated Fund." This section specifies that the Fund shall be used only for the operating, capital, and debt service needs of the former Sitka Community Hospital.

The third ordinance, 2024-18, focuses on Article VI "Initiative, Referendum, and Recall," Section 6.02 "Recall." This section is outdated and requires updating.

Analysis

Regarding ordinance 2024-16, the proposed amendment removes reference to the former Sitka Community Hospital and no longer requires an accounting system.

Regarding ordinance 2024-17, the proposed amendment removes language stating the Sitka Community Hospital Dedicated Fund be only used to pay operating, capital, and debt service needs of the former Sitka Community Hospital. While there are still some

residual expenses related to retirement benefits for former Sitka Community Hospital employees, it is expected there will be funding that could be used for other purposes in the foreseeable future.

Regarding ordinance 2024-18, the proposed amendment aligns the process for recall of elected public officials of the municipality with prevailing state law. AS 29.10.200 prohibits home rule municipalities from enacting procedures related to the recall of elected public officials that are contrary to those provided in Alaska statutes.

Fiscal Note

The amendments, which remove reference to the Sitka Community Hospital/accounting system and align the process for recalling elected public officials of the municipality, are not expected to have any fiscal impacts.

The amendment removing the restriction on spending from the Sitka Community Hospital Dedicated Fund does have a potential fiscal impact for the future. While the commitments for the existing liabilities (primarily the PERS liability) must always be prioritized, within the next few years, it is likely that the annual payments on the purchase of the hospital business from the Southeast Alaska Regional Health Consortium along with tobacco tax proceeds will generate funding above the annual payment amounts on the liabilities. Without this amendment the municipality would be unable to use any available funding, as the only allowable purpose stated in the Charter no longer exists beyond the residual liabilities.

Recommendation

Approve these ordinances amending the Sitka Home Rule Charter and place the questions on the ballot at the regular election of October 1, 2024.

CITY AND BOROUGH OF SITKA

ORDINANCE NO. 2024-18

BALLOT PROPOSITION OCTOBER 1, 2024

AN ORDINANCE OF THE CITY AND BOROUGH OF SITKA PROPOSING TO AMEND SECTION 6.02 "RECALL" OF THE HOME RULE CHARTER AND, SUBMITTING THE QUESTION OF SUCH AN AMENDMENT TO THE QUALIFIED VOTERS AT THE REGULAR ELECTION ON OCTOBER 1, 2024

1. CLASSIFICATION. This ordinance is of a permanent nature and is intended to become a part of the Sitka Home Rule Charter.

2. SEVERABILITY. If any provision of this ordinance or any application thereof to any person or circumstance is held invalid, the remainder of this ordinance and application thereof to any person or circumstances shall not be affected thereby.

3. PURPOSE. The purpose of this ordinance is to amend the Home Rule Charter of the City and Borough of Sitka to align the process for the recall of elected public officials of the municipality with prevailing state law. AS 29.10.200 prohibits home rule municipalities from enacting procedures related to the recall of elected public officials that are contrary to those provided in Alaska statutes.

4. ENACTMENT. NOW, THEREFORE, BE IT ENACTED by the Assembly of the City and Borough of Sitka that the Home Rule Charter of the City and Borough of Sitka, Section 6.02 "Recall," be amended by revising the language in Section 6.02 "Recall" to read as follows (deleted language stricken, new language underlined):

* * *

**ARTICLE VI
INITIATIVE, REFERENDUM AND RECALL**

* * *

Section 6.02 Recall

~~(a) **Elected Officials Subject to Recall.** All elected public officials of the municipality are subject to recall by the voters of the municipality. Procedures and grounds for recall shall be as prescribed by state statutes and this charter.~~

~~(b) **Petition.** Any five qualified municipal voters may commence recall proceedings by petition. The petition shall be signed by a number of qualified municipal voters equal to at least twenty per cent of the votes cast in the municipality at the preceding regular municipal election.~~

~~(c) **Election.** There shall be an election on a recall petition within 40 days of the certification of the petition. If a vacancy occurs in the office in question after a recall petition is filed, the petition shall not be submitted to the voters.~~

~~(d) **Subsequent Recall.** If an official is not recalled at the recall election, a petition to recall the same official shall not be filed sooner than one year after the recall election, unless grounds for recall occur subsequent to the date of the filing of the last recall petition.~~

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~~(e) **Filling of Vacancy.** If the voters recall an official the vacant office shall be filled in the manner prescribed by Section 2.05 of this charter.~~

Section 6.02 Recall – Elected Public Officials

All elected public officials of the municipality are subject to recall by the voters of the municipality in accordance with procedures under state law.

* * *

5. BALLOT PROPOSITION. The following question shall be placed on the ballot at the regular election on October 1,2024:

Shall the Home Rule Charter of the City and Borough of Sitka be amended to align procedures for the recall of elected public officials with procedures contained in Alaska state law?

Yes No

Informational: See ordinance 2024-18. This amendment is a housekeeping measure. As a home rule municipality, the City and Borough of Sitka is prohibited from enacting procedures for the recall of elected public officials that are contrary to Alaska state law under AS 29.10.200.

6. EFFECTIVE DATE. This ordinance shall become effective on the day after the date of its passage.

The amendment to the Charter set forth in Section 6.02 hereof shall only become effective if the ballot proposition set forth in Section 5 hereof is approved by a majority of the qualified voters at the regular election held on October 1, 2024.

PASSED, APPROVED, AND ADOPTED by the Assembly of the City and Borough of Sitka, Alaska this 23rd day of July, 2024.

Steven Eisenbeisz, Mayor

ATTEST:

Sara Peterson, MMC
Municipal Clerk

1st reading: 7/9/24

2nd and final reading: 7/23/24

Sponsor: Administrator