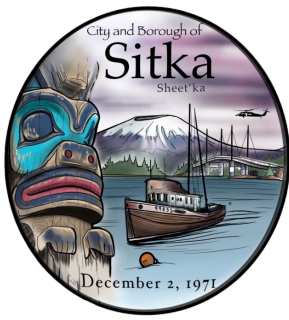


Discussion / Direction / Decision
on 2023 Tourism Management Operating Plan





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: January 4, 2023

Subject: 2023 Tourism Operations Plan

Background

Following the Assembly and Planning Commission's Tourism End-of-Season Review joint work session in October, the Planning Commission compiled their recommendations on city operations that should be carried forward to the 2023 visitor season. Those recommendations are now presented to the Assembly for their consideration and direction to staff.

Analysis

The recommendations are grouped into five categories: Lincoln Street closures, temporary restrooms, safety improvements, programs/initiatives, and future planning needs. Each recommendation includes information about the type of resources that would be needed, and what the Assembly's decision points on each recommendation are.

Fiscal Note

After direction on the recommended plan has been given, staff will complete cost estimating and bring back a supplemental appropriation for funding. Therefore, the Assembly will have another opportunity to reduce or remove line items when more cost information is available. However, if there are certain target-budgets for any of the plan elements, this would be valuable information for the Assembly to convey to staff during this discussion.

Recommendation

Review the 2023 Tourism Operations Plan, Assembly Discussion, Direction, & Decision Points document and work through the decision points as outlined.

Encl: 2023 Tourism Operations Plan: Assembly Discussion, Direction, & Decision Points



CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

2023 Tourism Operations Plan Assembly Discussion, Direction & Decision Points January 10, 2023

1. Lincoln Street Closures

Concepts/Actions	Resources	Decision Points
Continue with Lincoln Street closures as managed in 2022: <ul style="list-style-type: none"> • Closed between Lake St. & Katlian Ave. • On days with 5,000 or more passengers (based on capacity) • Closed from 10 AM to 4 PM, with no parking beginning at 9 AM 	\$\$\$ RFP/ITB for Tourism Operations Management to include management of closures	Direction whether to continue Lincoln St closures Any changes in logistics/closure threshold

2. Temporary Restrooms

Concepts/Actions	Resources	Decision Points
Potential Locations <ul style="list-style-type: none"> • Lincoln Street parking lane near Barracks Street intersection (2022 location) • Totem Square • Harbor Way/Castle Hill (behind Harry Race building) • Private lots: Wells Fargo/FNBA parking lots, Cathedral Way lot • College Drive/Crescent Harbor Playground 	\$\$ - \$\$\$ Grading/pad prep and utility connections RFP/ITB for Tourism Operations Management to include janitorial services/stocking for temporary restrooms	Direction whether to utilize temporary restrooms Preferred/non-preferred locations Direction whether to pursue utility connections (as opposed to water filling/waste pumping)

*Cost Estimate Guide

\$: <50k

\$\$: 50k – 249k

\$\$\$: 250k+

Ranges represent scalability

3. Safety Improvements

Concepts/Actions	Resources	Decision Points
<p>Traffic</p> <ul style="list-style-type: none"> • Intersection changes/management for Lake/Lincoln • Improved pedestrian crossing along Harbor Drive • Crossing guards/pedestrian monitors 	<p>\$\$\$</p> <p>RFP/ITB for Tourism Operations Management to include crossing guards/pedestrian monitors</p>	<p>Direction whether to pursue traffic improvements</p>
<p>Signage</p> <ul style="list-style-type: none"> • Update existing wayfinding signage • Address gaps in wayfinding • Relocate wayfinding signage currently near intersections/crosswalks 	<p>\$\$ - \$\$\$</p> <p>Funding for wayfinding signage refresh project</p>	<p>Direction whether to pursue, timeframe, and actors/leads (commissions, staff, private/public partnership, contracted service, etc.)</p>
<p>Education/outreach for locals and visitors (through rental companies) on bike safety and related local ordinances</p>	<p>\$</p> <p>Funding for new education/outreach program</p>	<p>Direction whether to pursue, timeframe, and desired actors/leads</p>

4. Programs/Initiatives

Concepts/Actions	Resources	Decision Points
<p>Continuation of bathroom grant program</p>	<p>\$</p> <p>Funding & desired parameters</p>	<p>Direction whether to pursue, funding level, program parameters, actors/leads</p>
<p>Continuation of walk/bike incentives</p>	<p>\$</p> <p>Funding & desired parameters</p>	<p>Direction whether to pursue, funding level, program parameters, actors/leads</p>
<p>Continuation of food cart permit opportunities in Lincoln St. closure area</p>	<p>\$</p> <p>Staff-time on permit regulations</p>	<p>Direction whether to continue food cart permits in Lincoln St. closure area</p>
<p>Beautification measures for downtown (benches, tables, planters, etc.)</p>	<p>\$ - \$\$\$</p> <p>Funding to procure/donate/contract</p>	<p>Direction whether to pursue, funding level, beautification priorities, actors/leads</p>

5. Future Planning Needs

Concepts/Actions	Considerations	Decision Points
<p>Traffic Management</p> <ul style="list-style-type: none"> • Circulation optimization including shuttling pick-up & drop-off • Construction of a bike/pedestrian path on Halibut Point Road 	<p>Given that shuttling locations (pick-up and drop-off) impact the public, consideration of any different/additional shuttling locations should include public review and input</p>	<p>Direction whether to pursue, timeframe, and desired actors/leads</p>
<p>Downtown Beautification</p> <ul style="list-style-type: none"> • Adoption of design standards for preservation/beautification of downtown area • Grants/in-kind donations for paint, planters, etc. 	<p>Historic Preservation Commission could be a potential lead for design standards</p>	
<p>Bus electrification and other electric transportation alternatives, and consideration of no-idling policies</p>	<p>Sustainability Commission as potential lead</p>	
<p>Look for opportunities to add or expand permanent restroom facilities in the downtown area</p>	<p>Could be included in scope of Lincoln Street project</p>	
<p>Pursue opportunities to expand public transit services, add airport services</p>	<p>Could reduce downtown congestion</p>	
<p>Creation of a body/organization dedicated to tourism management, including ways to manage impacts/right-size the industry for the community</p>	<p>This was strongly recommended by the Planning Commission</p> <p>Other SE AK communities have implemented tourism management best practices programs to help address these needs</p>	