

APPLICATION FOR APPOINTMENT TO BOARDS, COMMITTEES, AND COMMISSIONS

Board/Commission/Committee: Tourism Task Force



Seat Applying For (select only ONE):

- Sitka Tribe of Alaska Representative
- Business in General
- Ports and Harbors Commission Representative
- Tours and Attractions
- Sustainability Commission Representative
- Sitka Sound Cruise Terminal
- Downtown Business Corridor
- Community At-Large

Name: Carol Bryant-Martin, Executive Director Phone Number: [REDACTED]

Address: [REDACTED]

Email Address: [REDACTED]

Length of Residence in Sitka: < 1 year Registered to vote in Sitka?  Yes  No

Employer: Executive Director for Alaska Raptor Center

Organizations you belong to or participate in:

See attached Letter of Interest.

Explain your main reason for applying:

See attached Letter of Interest.

What experience or credentials will you bring to the board, commission, or committee membership?

See attached Letter of Interest.

Please disclose any potential conflicts of interest that may arise from your appointment. These may include but are not limited to:

- A substantial financial interest of \$1000 annually that could be influenced by your appointment.
- An immediate family member employed within the scope of this appointment.

To be considered, your application must be complete AND include a letter of interest, or a resume.

Date: 10/14/2024 Signature: Carol Bryant-Martin

Return your completed application and letter of interest or resume to the Municipal Clerk's Office by noon on the Wednesday prior to an advertised Assembly meeting.

PLEASE NOTE: All information submitted is public and will be published online. 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

RETURN TO: Jess Earnshaw, Deputy Clerk/Records Specialist  
Municipal Clerk's Office, 100 Lincoln Street, Floor 3 ~ Fax: 907-747-7403 ~ clerk@cityofsitka.org



Carol Bryant-Martin  
Executive Director  
Alaska Raptor Center



October 14, 2024

Jess Earnshaw  
Deputy Clerk/Records Specialist  
Municipal Clerk's Office  
City of Sitka  
100 Lincoln Street, Floor 3  
Sitka, Alaska 99835  
[clerk@cityofsitka.org](mailto:clerk@cityofsitka.org)

Dear Members of the City of Sitka Tourism Appointment Committee:

**Re: Letter of Interest for 2024 Appointment to City of Sitka Tourism Task Force**

### **Introduction**

I am writing to express my interest in serving on the City of Sitka's seven-member tourism commission. As a Florida transplant who has found a welcoming home in the City of Sitka. I am committed to imparting new perspectives based on seven years of experience as the Development Director for the Florida Department of State's Division of Historical Resources (DHR). As a member of DHR leadership, I helped administer resources for almost 60 downtown corridors in the statewide Florida Main Street program. This background would allow me to impart years of experience on the overall social, economic, and environmental wellbeing of our residents and wildlife here in Southeast Alaska. It would be an honor to contribute to shaping the future of Sitka's tourism industry, ensuring that initiatives benefit and respect the members of our entire community.



### **Organizations Which I Belong and Participate In**

Currently, I serve as the executive director of the Alaska Raptor Center, a leadership role in which I have the privilege of welcoming thousands of cruise ship visitors of all ages from across the United States and other countries each year. This experience has provided me with a strong baseline for understanding Sitka's unique position as a premier tourist destination and the importance of balancing visitor engagement with the preservation of our local culture and environment. In addition, I actively collaborate with tour operators such as Alaska Coach Tours (ACT), Allen Marine, Baranof Tours, Sitka Wildlife Tours, and major domestic and international cruise line leaders to enhance the visitor experience while highlighting the best that Sitka has to offer.

My transition to Sitka has been a rewarding journey at the community level. I have joined Visit Sitka – Sitka Chamber of Commerce, and the Sitka Rotary Club, as well as the Moose and Elk Lodges. These affiliations will allow me to build strong community relationships and collaborative networks that can support the goals of our tourism commission.

### **Experience or Credentials I Will bring to the Tourism Task Force**

Before relocating to Sitka, I helped administer the statewide Florida Main Street program, which is comprised of almost 60 local historic districts in downtown corridors. Board members ensure that the Main Street Approach focuses on Transformation Strategies, which sets intentional pathways for strengthening a downtown or commercial district's economy. Board members for each respective local Main Street community implement strategies through activities in the broad areas encompassing the Four Points, which include Economic Vitality, Design, Promotion, and Organization. Board members, volunteers, business merchants, and volunteers collaborate to implement strategies informed by market analysis, serving to guide economic programs effectively.

For example, Catalyst Strategies can focus on specific consumer segments or industry needs, such as "Family-Friendly" environments, "Arts" initiatives, or "Knowledge Economy" developments, among others. Such strategies are vital for creating dynamic and economically robust communities. In support of these initiatives, I have fundraised to enable local Main Street districts to receive training with Place Economics, a private sector firm with over thirty years' experience measuring economic impacts of historic preservation. By conducting studies, surveys, and workshops, Place Economics provides invaluable insights for downtown, neighborhood, and commercial revitalization, which helps communities make data-driven decisions based on tourism.



As of July 2024, the Main Street program facilitated three billion in private investment and over three and a half billion in public investment, resulting in almost 35,000 net jobs, 11,000 net businesses, and over 1,500,000 volunteer hours. These accomplishments exemplify the impact of collaboration and economic initiatives across multiple Main Street districts, which I hope to bring to Sitka as a collective along with other Southeast Alaska communities.

### **My Main Reason for Applying**

An effective tourism strategy is critical for Sitka to ensure that economic benefits reach all residents while conserving our town's natural beauty and cultural heritage. My diverse experiences in community engagement and economic revitalization have equipped me with the knowledge and skills to contribute meaningfully to the tourism commission's mission.

I am applying for the City of Sitka's seven-member tourism commission out of a passion for serving the community in which I live, work, and aspire to make a tangible and intangible difference. Robust tourism offers significant opportunities for emerging economies by creating jobs, bolstering the local business owners and nonprofit organizations, and contributing to infrastructure development.

Moreover, tourism can help conserve natural environments, cultural assets, and traditions while reducing poverty. By boosting revenue and reducing poverty, tourism acts as a powerful social, cultural, and economic driver, facilitating the movement of people for personal and professional reasons, and strengthening communities like Sitka.

Thank you for considering my application. I would be honored to bring my background and dedication to serve as a member of Sitka's Tourism Task Force. I look forward to hearing your decision soon.

All the best,  
Carol

A handwritten signature in black ink that reads "Carol Bryant-Martin". The signature is fluid and cursive, with the first name "Carol" being the most prominent.

Carol Bryant-Martin  
Executive Director  
Alaska Raptor Center