

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

Name: Camille Ferguson **Phone Number:** [REDACTED]

Address: [REDACTED]

Email Address: [REDACTED]

Length of Residence in Sitka: 61 years **Registered to vote in Sitka?** Yes No

Employer: Sitka Tribe of Alaska

Organizations you belong to or participate in:

- Alaska Travel Industry Association
- American Indian Alaska Native Tourism Association
- US Travel Industry Association
- Alaska Raptor Center

Explain your main reason for applying:

Sitka Tribe of Alaska, has vested interest in all of Sitka as one of the two governments in Sitka. Tourism is one of the program departments within Sitka Tribal Enterprise and contributes by way of employment, economic and social benefits to the tribe and community of Sitka.

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

38 years in travel, tourism, transportation and economic development working with the local, state, national and international organizations and associations.

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: 3-17-2023 **Signature:** Camille L. Ferguson

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

Sitka Tribe of Alaska

Tribal Government for Sitka, Alaska



March 14, 2023

Dear City Borough of Sitka Assembly,

I am submitting this letter if interest to serve on Sitka's Short Term Tourism Task Force. I work for the Sitka Tribe of Alaska as the Economic Development Director. My interest is on serving on this task force is Sitka Tribe of Alaska (STA) has a vested interest in what happens in this community as the one of two governments serving this community. The STA's Sitka Tribal Enterprise department (STE) oversees a tourism program that can and will be affected by any decisions or recommendations made by this task force. It is important to be involve and have a voice at any strategic planning level that forwards recommendation that will impact the tourism industry our tourism program is part of.

I have included with this letter my work history/resume that will demonstrate my experience in tourism and economic development and the completed application.

Thank you for your consideration,

Sincerely,

A handwritten signature in blue ink that reads "Camille L. Ferguson". The signature is written in a cursive, flowing style.

Camille Ferguson
Economic Development Director

Camille L. Ferguson

*Tlingit Kiksadi from Sheet'ka Kwaan (Sitka Alaska)
Resume*

Relevant to 30 years' Experience in Executive Leadership, Travel & Tourism Marketing & Administration

**Economic Development Director
Sitka Tribe of Alaska (STA)
456 Katlian Street
Sitka, Alaska
2019 - Present**

During this worldwide year of COVID, my professional drive for STA, and those I represent, is focused on economic recovery. Building networks and working together as a community, state, and country to build our travel and tourism industry back to where we were prior to COVID. Serving on the U.S. Travel Industry Association and Alaska Travel Industry Association, I participate in advocacy efforts, as well as stay updated on legislative policies through White House Briefing calls. These efforts provided crucial information for STA and our community to obtain the much-needed federal funding for relief through these unforeseen and tough times. Funding included 30 million ARPA fund for lost tourism revenue funds

I am responsible for overseeing the enterprises, exploring new economic opportunities, and currently working on recovery efforts for the lost travel and tourism industry that economically impacted the STA's Sitka Tribal Enterprises (STE).

Since starting in March 2019, I was asked to return to restructure STE, reestablish the Cultural Training Program, institute CDL training, rehabilitate six vehicles that have been in storage, assess the Sitka Tribal Tannery, rebuild the Made in Sitka Gift Shop, create a marketing strategy for The Sheet'ka Kwaan Naa Kahidi Community House as a meeting facility, open the Alaska Wild Game Pull Tab Parlor and reinstate Sitka Bingo, while exploring other economic opportunities for STA including steering a small committee for special forest products.

Relevant Achievements

- Worked with Alaska Travel Industry to establish a Heritage & Cultural Enrichment Committee and advocating a first-time dedicated funding for marketing cultural tourism.
- Founded the Heritage & Cultural Tourism Conference that bridges culturally based communities to the tourism industry to create balance and awareness.
- Established a Cottage Kitchen for the development of a Cottage Industry Development Center

**Executive Director
American Indian Alaska Native Tourism Association (AIANTA)
2401 12th St.
Albuquerque, NM
2012-2019**

Lead a national non-profit tribal tourism organization with a fourteen-member national board of tribal tourism leaders headquartered in Albuquerque, New Mexico. AIANTA assists U.S. tribes to build tourism capacity and infrastructure and promotes tribal tourism destinations. Oversee all operations of the organization, directing six full-time employees, coordinate seven working committees and ten+ subject-expert contractors.

Relevant Achievements

- Expanded tribal tourism education, capacity-building technical assistance, and training; expanded international marketing and outreach in the EU and established relationships in China and Italy; managed five annual capacity building conferences; and established effective tribal/public lands partnership initiatives with federal agencies and other non-profits.
- Expanded and established new formal partnerships to leverage resources with international DMOs and national tribal and tourism industry non-profits, federal agencies, and higher education institutions.

- Launched the first Native American destination website: NATIVEAMERICA.TRAVEL
- Received the President's E-Award, signed by executive order by President Kennedy. The award is the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.
- Winner of ArtPlace America grant for an infrastructure and interpretation project on behalf of 11 tribes at the Grand Canyon National Park and received additional project grants for partnership projects; increased membership; established scholarship and intern programs; supported legislative agenda; expanded regional outreach; supervised destination website creation and supported annual education conference.
- Developed a template for Native American FAM trip in partnership with Brand USA.
- AIANTA received the U.S. Department of Interior Partnership Award.
- Received the U.S. Department of Commerce Market Development Cooperator Program Award.
- Instrumental in gaining support for the passage of the NATIVE Act, along with the advocacy needed to support the 3 million dollars for appropriation to implement the unfunded mandate.
- My work as the executive director for AIANTA was completed with the signing of the Memorandum of Understanding (MOU) with the Department of Interior and securing a cooperative agreement with the Bureau of Indian Affairs.

Economic Development Director

**Sitka Tribe of Alaska (STA), Sitka Tribal Enterprise 456 Katlian Street Sitka, AK
1996 - 2012**

Established, expanded, and managed the Sitka Tribe of Alaska's Tourism Department, Transportation Department, Gaming Department, Tribal Tannery, and the Community House Convention Facility, as well as numerous transportation and tourism infrastructure projects. Led annual strategic planning and implementation; created and managed 18 budgets simultaneously, with an overall budget of \$6.5 million. Established partnerships and obtained project funding from these federal, state, non-profits, and foundations: State of Alaska Department of Transportation, Bureau of Indian Affairs, Alaska State Department of Economic Development, Federal Highway Administration, U.S. Department of Economic Development Administration, Administration for Native Americans, Rasmussen Foundation, Murdock Foundation, Indian Reservation Roads Program, Tribal Transit Program, and Paul Sarbanes Transit in Parks Program.

Relevant Achievements

- Developed and continued to expand the Cultural Tourism Program for Sitka Tribe of Alaska.
- Acquired funding to establish the Transportation Department for the Sitka Tribe of Alaska that includes the Public Transit System, Tribal Transit Program, and Indian Reservation Roads Program. Average funding is \$1.5 million annually.
- Acquired \$3.5 Million in federal funding for a Transit Training Facility.
- Served as Chairwoman for the Sitka Convention & Visitors Bureau; during my tenure bed tax revenues increased.
- Assisted in creation of 7 full-time jobs, 15 part-time permanent jobs and 38 summer seasonal positions.
- Created, organized, fundraising and managed the annual Alaska Heritage and Cultural Tourism Conference.
- Assumed, successfully managed and completed the EDA and ANA Tannery Projects for the Sitka Tribe of Alaska.

RECOGNITION & AWARDS

2022	American Indian Alaska Native Tourism Association National Industry Leadership Award
2017	National Indian Gaming, Chairman's Award
2016	U.S. Department of Interior National Park Service Director's Award
2016	President U.S. Department of Commerce Cooperators Award – AIANTA's International Outreach for USA
2012	State of Alaska Department of Transportation Dan Moreno Award
2011	Alaska Travel Industry Association Denali Award for Professionalism and Leadership
2007	American Indian Alaska Native Tourism Presidents Award
2005	Sitka Convention & Visitors Bureau Service Award
2002	Sitka Tribe of Alaska Employee of the Year