



Explore Skagway Tourism Director Report – December 2022

A. BRIC – Letter for Support, **Call to Action**

- a. If your business has not signed and delivered a letter of support to Kaitlyn Jared to improve Skagway's chances of receiving the BRIC Grant, please contribute. (see attached for a letter of support template).
- b. K.jared@skagway.org

B. Yuletide

- a. Thanks to all the volunteers & businesses that make this event so special every year!

C. 2023 Skagway Visitor Guides

- a. <https://www.skagway.com/plan-your-trip/visitor-guide/>

D. Photo Contest Winner

- a. Kari Rain, "After the Rain" featured on this year's Skagway Visitor Guide
 - i. <https://www.skagway.com/media-gallery/item/kari-rain/630d11cdb374774c77455fb0/>

E. Video Contest Winner

- a. Reba Hylton, "Skagway. As seen by Alaska_eyes_2022"
 - i. <https://www.skagway.com/thisisskagway2022/entries/>

F. Seatrade

- a. March 27th-30th in Fort Lauderdale.
- b. <https://www.seatradecruise.com/en/home.html>

G. Cruise 360

- a. April 18th-23rd in Fort Lauderdale
- b. <https://cruise360.org/>

H. Miles Partnership & Destination Analyst Summary Report of North American & European Survey of DMOs on Community Engagement Practices & Policies

- a. I have the latest report in hand if you'd like to review it.
- b. If you would like access to the public version of this report, you can get a copy by signing up for this Webinar regarding Destination Management Organizations and Community Engagement on January 25th.
 - i. <https://www.milespartnership.com/time-democracy-global-study-community-engagement>

I. Alaska Certified Local Government Historic Preservation Program

- a. I am working on a nomination for AB Hall for consideration for The National Register of Historic Places to help with building preservation costs into the future.

J. Ferry Service for 2023

- a. Sent a letter to DOT Commissioner Ryan Anderson to continue advocating for advanced schedule notice and increased ferry service around special events including Klondike Road Relay's 40th Anniversary.

- b. Tazlina is now on the schedule to serve Skagway in January & February.

K. Skagway.com Job Posting Page in Development

- a. Working with Simpleview to create a page, much like the Events Posting page, businesses will post their job recruiting information to Skagway.com.
- b. I will debut Elise Giordano's job recruiting video on this page.

L. Visitor Product Cluster Working Group (VPCWG) under USDA's Southeast Alaska Sustainability Strategy (SASS) Meeting about Action Initiatives on November 22, 2022

- a. Sustain and Expand Small Cruise Tourism
 - i. Challenges: hotels, docks, infrastructure, airlift, access to public lands, product, etc.
- b. Winter Tourism
 - i. Winter adventure cruise packages have been launched by UnCruise including Eagle Crest adventures.
 - ii. Bricker requested involvement in this group.
- c. Seasonal Workforce Housing
 - i. Capacity of Housing, challenges with funding for communities as it relates to tourism industry, etc.
 - ii. Bricker requested involvement in this group.
 - 1. Working Waterworks Framework - Murkowski's infrastructure initiatives might play into opportunities.
- d. Recruitment, Retention, & Staff Development
 - i. Shared Skagway's Relocation Guide which was admired thanks to Wendy sharing with a colleague last year.
 - 1. <https://www.skagway.org/svd/page/relocation-guide>
- e. Cultural Tourism
 - i. Central Council / Tlingit & Haida are working on a program to train workers (Sara Dybdahl)
 - ii. Bricker requested involvement in this group.
- f. Increased Access to Federal Lands & Permitting
 - i. Paired with first initiative.
- g. Shared Value and Regenerative Tourism

- i. Broad Concept: Business concept to find value that inspires visitors and employees to want to be involved.
- h. Advocacy
 - i. Murkowski's Working Waterworks Framework
 - 1. Workforce development – education for mariners, etc.
 - 2. Housing
 - 3. Fishing Vessel electrification that could be broadened to vehicles supporting tourism
 - 4. Shoreside Electrification
 - 5. PVSA exemption

M. Tourism Best Management Practices

- a. Plan for a 2023 launch program that includes regional info including the Yukon, Visit Southeast Alaska Pledge, presentations, training, materials, social media and more.

N. Education/Training

- a. Bricker is registered for 6-week E-Cornell class for Social Media Marketing
 - i. <https://ecornell.cornell.edu/certificates/marketing/social-media-marketing/>

O. Medias, Ads & Internet finds for Skagway & Alaska Industries

- a. <https://khns.org/infrastructure-bill-anniversary>
- b. <https://www.bhg.com.au/alaska-cruise-travel-guide?category=tv>
- c. <https://www.fodors.com/>
 - i. Working on a piece about mermaid statues that we hope will feature the Smokehouse Mermaid.

P. HELP!! SOS Influencers

- a. We have some remarkably talented businesses and individuals posting to social media. This is an untapped resource. Cody asked me to help with social media when she was TD which I still do from my personal social media accounts. You TOO can help with positive social media posts that will attract visitors. Please use some or all of the following hashtags when you post amazing Skagway content!
 - i. #ExploreSkagway
 - ii. #ThisIsSkagway

- iii. #SkagwayAlaska
- iv. #Shgagwei
- v. #SaveOurSkagway
- vi. #TravelAlaska
- vii. #VisitSoutheastAlaska
- viii. #TravelSkagway
- ix. #GatewayToTheKondike
- x. #GoldRush1898
- xi. #GardenCityOfAlaska

Q. Visitor Statistics

- a. Updated for 2022: You can find the last 38 years' worth of Skagway visitor statistics here.
 - i. [Annual Arrival Statistics | Municipality of Skagway Borough Alaska](#)

R. Work Session Agenda Recommendations

- a. Vision & Mission Statement
- b. 2023 Ship Schedule
- c. 2023 Event Schedule
- d. 2023 TBMP Draft Review & Implementation Program Ideas

(BRIC Grant Support Form Letter)

U.S. Department of Homeland Security
Federal Emergency Management Agency
500 C Street, SW.
Washington, DC 20472

Dear Hazard Mitigation Assistance (HMA) Division Selection Committee:

On behalf of [Insert Organization Name], I write to express our strong support for the Municipality of Skagway's FY22 Build Resilient Infrastructure and Communities grant sub application. [Insert 1-2 sentences providing background on your organization and its relevant role.]

[Insert paragraph or two explaining why this project is important to your organization. Suggested themes include your organization's mission and experience relevant experience to supporting resilience, economic activity, health, equity and/or safety within Southeast, Alaska or Skagway specifically.]

We believe the phased project is the most effective method to ensure effective and efficient hazard mitigation work to reduce the risk for the long-term. Overall, the project Rockslide Mitigation to Protect Skagway's Critical Port Economy will significantly reduce the risks posed by catastrophic ground failures and increase the community's resiliency. If left unattended, the existing situation will continue to pose a chronic risk to health, safety and property. Moreover, the potential risks to the community's vital infrastructure and economic ability cannot be overstated.

In addition, we believe Rockslide Mitigation to Protect Skagway's Critical Port Economy in necessary for the Port's ability to adapt to the impacts of climate change. This, in turn, will enhance economic security for a region that depends highly on the port infrastructure.

{If awarded [Organization] intends to further support this project by [explain what specifically your organization will provide/ add to the project].} (Only include this

section if you are providing support through staff time, materials, other in kind donations or cash contribution, otherwise delete)

Again, we strongly support the Municipality of Skagway's proposed project. Please do not hesitate to contact me to discuss any questions you may have. Thank you for your time and consideration.

Sincerely,

[Name]

[Title]

[Company]

[Email Address]

[Phone Number]