

SB 142 Public Testimony

Support
Medicaid
Funding #1

Doniece Gott

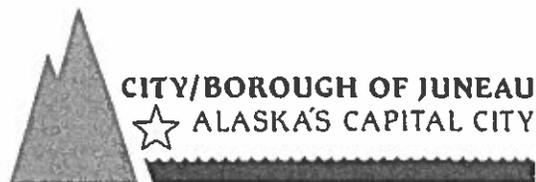
From: mary gunderson <9071948@gmail.com>
Sent: Thursday, April 26, 2018 12:48 PM
To: Senate Finance Committee
Subject: SB142

Please include the \$48 mil as a bridge from now until the beginning of the fiscal year. I am on the board of the Talkeetna Sunshine Community Health Center and am well aware of the huge need up here. Withholding Medicaid funding will have a huge, negative impact on an already struggling group of citizens. Please include the \$48 requested.

Mary Gunderson
Talkeetna, Alaska

SB 142 Public
Testimony

Support Juneau
Access Capital
Project #1



April 17, 2018

The Honorable Anna MacKinnon, Co-Chair
Senate Finance Committee
Alaska State House of Representatives
State Capitol, Room 516
Juneau, Alaska 99801

Re: Juneau Access Capital Project

Dear Co-Chair MacKinnon: *anna,*

I am writing to ask for your support to return funding of the Juneau Access Capital Project. Specifically, we ask that you appropriate or re-appropriate funding to Juneau Access that was removed in the FY 2018 Capital Budget.

As you know, this is a long-standing, high priority of our community and region that was fully funded and ready to advance. This is due to over fifty years of hard work, endless meetings and hearings and the dedication of numerous Alaskans from across the state. Prior to last year's re-appropriations the project was fully funded.

Every governor since Murkowski, until Governor Walker, has supported this critical transportation infrastructure. It is important to note that even Governor Walker chose a no-build option because of the State's fiscal situation; he has also committed to me, prior to the House removing the funds, to support keeping the previously appropriated funds with Juneau Access.

We have fought through multiple attempts to re-appropriate the funds and fought environmental organizations through the 9th Circuit Court of Appeals. Millions of dollars and countless time has been invested to get the project to a build decision. We are confident that work towards a fiscal plan will result in Governor Walker moving forward with the project or that a new Governor will see the logic of fulfilling the original AMHS transportation plan which was to supplement new roads that would replace the expensive and inefficient ferries with roads where possible.

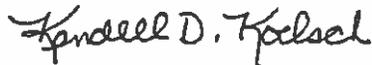
As local elected officials of our respective communities, you and I are strong advocates for infrastructure projects for our own communities and Regions as well as those across the state. The Juneau road project will provide critical construction jobs, access, and reliable transportation to our community and region. Mostly, though, this project brings hope for the future economic viability of Juneau and the Southeast Region.

In March of this year a partnership between the City and Borough of Juneau and First Things First Alaska Foundation completed a Juneau Transportation Study. The study confirmed that the majority of Juneau residents support or strongly support building Juneau Access. Support for building Juneau Access enjoys a 15% advantage over those that oppose.

Juneau Access is our future and will literally pave the way to economic diversification and prosperity. While construction jobs for Alaskans is a huge benefit of the project the long-term benefit of having affordable, reliable, and efficient transportation will be transformative for our community. Attached is a resolution from the City and Borough of Juneau supporting Juneau Access as well as the latest Juneau Transportation Survey cited above.

The City and Borough of Juneau asks for your support in preserving full funding for Juneau Access and providing us hope that within the next couple of years we can move forward, together, in building the road.

Sincerely,

A handwritten signature in black ink that reads "Kendell D. Koelsch". The signature is written in a cursive, slightly slanted style.

Kendell D. Koelsch
Mayor

Presented by: The Manager
Introduced: 01/23/2017
Drafted by: Mayor Kendell D. Koelsch

RESOLUTION OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 2784

A Resolution Affirming the City and Borough of Juneau's Continuing Support of the Juneau Access Project.

WHEREAS, the Draft Supplemental Environmental Impact Statement for the Juneau Access Project has been completed by the Department of Transportation and Public Facilities; and

WHEREAS, all state and federal funding has been identified to complete the construction of the East Lynn Canal Highway under the Preferred Alternative 2B; and

WHEREAS, this project has substantially received all permits and necessary funding for construction; and

WHEREAS, both houses of the Twenty-fourth Alaska State Legislature, by resolution during the 2005 session, recognized the importance of road access to the Capital City; and

WHEREAS, the Alaska State Legislature has consistently supported the East Lynn Canal Highway by appropriating necessary state funding for this project; and

WHEREAS, road access would provide additional less expensive opportunities for constituents to interact with their legislators and state government; and

WHEREAS, the 2004 Southeast Alaska Transportation Plan has identified that the completion of the East Lynn Canal Highway is a major component in helping resolve the many transportation issues in Southeast Alaska; and

WHEREAS, the Alaska Marine Highway System remains an important mode of surface transportation for Juneau and Southeast Alaska, and needs to continue to receive adequate state funding; and

WHEREAS, one of the 2004 published goals of the CBJ Assembly is to "Support enhanced access, including road access," and it is the responsibility of Juneau, as Alaska's Capital City, to improve access in every way possible, including electronic, air, marine and road services; and

WHEREAS, the East Lynn Canal Highway will provide convenient and inexpensive vehicle access for the residents of Juneau, Haines and Skagway while improving ferry service for other communities; and

WHEREAS, the Governor has chosen not to move forward on this project.

NOW, THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF JUNEAU, ALASKA:

Section 1. That the City and Borough of Juneau continues to support the Department of Transportation and Public Facilities efforts to complete the construction of the East Lynn Canal Highway.

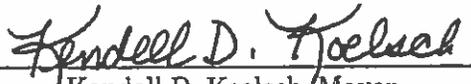
Section 2. That the City and Borough considers the completion of the East Lynn Canal Highway as a major project priority for the community of Juneau.

Section 3. That the City and Borough of Juneau asks the Juneau Legislative Delegation to support maintaining previously appropriated statewide funds for the Juneau Access project to be held available to allow the project to proceed.

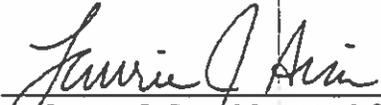
Section 4. The City and Borough of Juneau asks the Alaska Legislature to maintain previously appropriated statewide funds for the Juneau Access project to be held available to allow the project to proceed.

Section 5. Effective Date. This resolution shall be effective immediately after its adoption.

Adopted this 23rd day of January, 2017.


Kendell D. Koelsch, Mayor

Attest:


Laurie J. Sica, Municipal Clerk

SB 142 Public Testimony

Support Rape
Kit Testing #1



32 West 22nd Street, 4th Floor
New York, New York 10010
(212) 475-2026
joyfulheartfoundation.org

Board of Directors

Mariska Hargitay
Founder & President

Christina Norman
Chair

Sukey Novogratz
Vice Chair

Tom Nunan
Secretary

Karen Polivka
Treasurer

Jessica Ambrose

Beth Armstrong

Durk Barnhill

Jenny Belushi

Shanna Brooks

Jill Eisenstadt-Chayet

Michele Dominick

Linda Fairstein

Erica Fisher

Peter Hermann

Danielle Herzlich

Mark Herzlich

Valli Kafei Karuha, Ph.D

Michael King

Andrea McTamoney

Rev. Al Miles

Debbie Millman

Heather Mouchlin

Chauncey Parker

Stanley Schneider

Andrew Schwartzberg

Carrie Shumway

Amanda Stephens

Noelle Wolf

April 26, 2018

To: Senate Finance Committee
Senator Pete Kelly, Co-Chair
Senator Anna MacKinnon, Co-Chair
Members of the Senate Finance Committee

From: Ilse Knecht
Director of Policy and Advocacy
Joyful Heart Foundation

Re: Testimony in Support of CS FOR SENATE BILL NO. 142 Version O

The Joyful Heart Foundation strongly supports the capital budget CS SB142, which includes a \$2.5 million appropriation to the Alaska Department of Public Safety to process untested rape kits and store them safely.

The Joyful Heart Foundation's mission is to transform society's response to sexual assault, domestic violence, and child abuse, support survivors' healing, and end this violence forever. Since 2010, Joyful Heart has made the elimination of the rape kit backlog—hundreds of thousands of untested rape kits across the nation—our top advocacy priority. We work directly with survivors, stakeholders, and jurisdictions to achieve this goal. Our staff, consultants, and partners have decades of expertise at the forefront of rape kit reform efforts. We have been instrumental in passing state-level rape kit reform legislation in several states including Arizona, California, Florida, Georgia, Hawai'i, Kentucky, Nevada, New Mexico, New York, Texas, and Utah, and we have collaborated with local and state agencies to provide support during the implementation process. We are working directly to support rape kit reform legislation in 11 states in 2018. With this expertise and legislative track record, we respectfully submit testimony supporting H.B. 31.

The Problem

Every 98 seconds, someone is sexually assaulted in the United States. In the immediate aftermath of a sexual assault, a victim may choose to undergo a medical forensic examination to collect evidence left behind during the assault. A doctor or nurse will conduct the four-to-six hour examination and will preserve this evidence in what is commonly called a "rape kit." Survivors who take the step of undergoing this exhaustive and invasive forensic exam expect that their cases will be taken seriously and the kit will be tested. The public expects the same.

DNA evidence is a powerful law enforcement tool. When tested, rape kit evidence can identify unknown assailants, reveal serial offenders, and exonerate the wrongfully convicted. Testing rape kits for DNA evidence can both solve and prevent crimes. Too often, however, these rape kits languish untested for years—even decades—in storage facilities.

There are hundreds of thousands of untested rape kits in storage across the country. We don't know the true extent of the backlog nationwide because most state governments do not require police departments to count or track the kits in their possession. Most times, the number of untested kits in a particular jurisdiction is unknown until legislators, journalists, survivors, or advocates step in to investigate.

Why Testing Rape Kits Matters

Testing rape kits solves crimes and saves lives. Joyful Heart joins experts in calling for the mandatory submission and testing of every rape kit connected to a reported sexual assault.

In the last decade, communities across the country have discovered thousands of backlogged kits in storage and taken action. These jurisdictions started testing their kits, submitting eligible DNA profiles into the national database (CODIS), and investigating and prosecuting resulting cases. So far, testing backlogged rape kits in three large cities—Cleveland, Detroit, and Memphis—has resulted in the identification of over 1,300 suspected serial rapists. These serial offenders have been connected to crimes across at least 40 states and Washington, D.C. Many of these offenders have been linked to other violent crimes, including domestic violence and homicide, as well as to non-violent crimes, including burglary and larceny.

By mandating the swift testing of every sexual assault kit, Alaska can send a powerful message to survivors that they—and their cases—matter. Testing every kit sends a message to perpetrators that they will be held accountable for their crimes, and demonstrates a commitment to survivors to bring healing and justice. It is also the pathway to a more effective criminal justice system and safer communities across the country.

The Path to Rape Kit Reform in Alaska

In 2015, Alaska Governor Bill Walker tasked agencies throughout the state with an inventory of untested rape kits. The resulting report identified approximately 3,800 untested kits statewide. In 2015, The Accountability Project, an initiative of the Joyful Heart Foundation, issued an open records request to bring the number of untested kits in Anchorage to light. In September 2016, the Northern Light reported that the Anchorage Police Department (APD) had 1,691 untested kits in storage. Through our correspondence with APD, we confirmed that number, and discovered that these untested kits date as far back as 1993.

That same year, the U.S. Department of Justice Bureau of Justice Assistance (BJA) awarded the Alaska Department of Public Safety (DPS) \$1 million to process more than 1,000 untested rape kits, investigate and prosecute these cases, and re-engage survivors in the criminal justice system. In 2017, the BJA awarded DPS an additional \$443,727 to sustain this work.

Thanks to the leadership of Rep. Geran Tarr, in 2017, Alaska enacted a law requiring the DPS to conduct a one-time statewide inventory of untested rape kits. Forty-six of the 49 agencies in the state submitted results on time, an impressive number for state so vast. The inventory report, released in November 2017, identified 3,484 unsubmitted kits in the possession of law enforcement agencies statewide. It also uncovered the following:

- 92 percent of the unsubmitted kits, or 3,219 kits, are in the seven largest agencies in the state;
- 52 percent of the unsubmitted kits, or 1,823 kits, reside in only one agency, the APD; and
- The Scientific Crime Detection Laboratory (SCDL, the crime lab in the DPS) has 66 cases in queue for testing, with testing being completed on average within 144 days.

This invaluable information provides lawmakers and agency leaders with the data to make informed decision about further reforms. However, this inventory is a singular snapshot in time, and these figures will change over time as old evidence is tested and new evidence is collected.

A Necessary Investment

Resources are necessary to carry out reforms. The \$2.5 million appropriation to the Department of Public Safety will allow DPS to process untested sexual assault kits and increase capacity to store the

kits. This significant investment sends a message to survivors throughout Alaska that they—and their cases—matter.

Even more, this investment could help Alaska save money in the long run. In 2016, the Begun Center for Violence Prevention Research and Education at Case Western Reserve University analyzed the cost of testing backlogged rape kits in Cuyahoga County, Ohio. Factoring in the cost of testing kits and other expenses, the study calculated the overall cost effectiveness of testing, investigating, and prosecuting 4,347 unsubmitted kits. The study found that testing all 4,347 kits and following up on every case produced a net savings of \$38.7 million to the community.

Research is now confirming what cities and states around the country have already discovered: testing every rape kit and thoroughly investigating every reported rape is financially beneficial for communities. As more sexual assault cases are pursued, more offenders are apprehended, future crimes are averted, and communities save money.

The Road Ahead

To achieve comprehensive rape kit reform and bring a path to justice for sexual assault survivors, Alaska should pass laws that mandate an annual inventory of rape kits; the testing of all backlogged and newly collected kits within certain timeframes; the development of a statewide tracking system for kits; and the full funding to implement these reforms. Additionally, agencies should consider applying for federal funds such as the Sexual Assault Kit Initiative (SAKI) grant administered by the U.S. Department of Justice as a means to supplement state funding. These reforms will not come about overnight. We encourage the legislature, in consultation with advocates, practitioners, agency leaders, and most importantly, survivors of sexual assault, to push forward with legislative action.

Joyful Heart urges the Senate Finance Committee to vote favorably on the capital budget bill with the \$2.5 million appropriation to DPS for the processing and storage of rape kits. We graciously thank Sen. MacKinnon and Rep. Tarr for their legislative leadership on this issue, as well as local advocates and DPS for their dedication to survivors. We look forward to working with you all to enact comprehensive rape kit reform and provide a path to healing and justice for survivors in Alaska.

Doniece Gott

From: Lynn Spence <ltakeokaspence@gmail.com>
Sent: Thursday, April 26, 2018 10:51 AM
To: Senate Finance Committee
Cc: catriona@kbfpc.org
Subject: Funding for Rape Kit Testing

As a voting resident of Alaska, I am asking you to fund Rape Kit Testing at the \$2.5 million level. Alaska has a serious rape crime problem. As a resident, I expect our law enforcement and legal systems to be actively working on getting rapists off the streets and into treatment in our prison system. I know we are inching our way to a successful program. Right now our law enforcement agencies need funding so the evidence they help collect does not waste away on shelves while criminals cannot be prosecuted due to insufficient evidence. Rape kit testing also protects the innocent who may be incarcerated due to lack of evidence to clear them. With the technology available to clear or convict people accused of rape, it would be negligent to let these rape kits go untested. It is a safety matter to all Alaskans.

Please support funding for Rape Kit Testing.

Lynn Takeoka Spence
331 Mountain View Drive
Homer, AK 99603

907 299-6646

Doniece Gott

From: Catriona Reynolds <catriona@kbfp.org>
Sent: Thursday, April 26, 2018 10:34 AM
To: Senate Finance Committee
Subject: Rape kit testing - important to pass in the Budget

There are currently an estimated 3,484 rape kits in Alaska that have not been tested. Rape kit testing sends a message to survivors that they—and their cases—matter. It sends a message to perpetrators that they will be held accountable for their crimes. It also demonstrates a commitment to survivors to do everything possible to bring healing and justice.

When tested, rape kit evidence can identify an unknown assailant, link crimes together, and identify serial offenders. It can also confirm the presence of a known suspect, affirm the survivor's account of the attack, discredit the suspect, and exonerate the innocent. **Testing rape kits also saves communities millions of dollars.**

There is \$2.5M in the Capital Budget that will greatly reduce the rape kit testing backlog. This is a crucial public safety item; Testing rape kits makes our community safer, and saves money. Serial offenders are apprehended and future crimes are averted.

Thank you for your consideration,
Catriona Reynolds



Catriona Reynolds (*pronouns she/her*)
Executive Director
Kachemak Bay Family Planning Clinic (KBFPC)
3959 Ben Walters Lane
Homer, AK 99603

catriona@kbfp.org (*not encrypted*)
[Link for confidential information](#) (*encrypted – for medical/financial communications*)

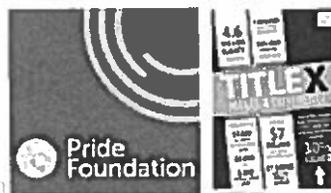
www.kbfp.org
907-235-3436
Follow us on [Facebook!](#)

*can anyone be safe
when everyone isn't safe?
not drops, but ocean*

–Erin Coughlin Hollowell



National
Family Planning
& Reproductive Health Association



Doniece Gott

From: E. B. Munns <emilylispig@gmail.com>
Sent: Thursday, April 26, 2018 12:42 PM
To: Senate Finance Committee
Subject: SB 142: THE CAPITAL BUDGET - public testimony

To Whom it May Concern,

I urge the Senate Finance Committee to approve funds for testing the back log of rape kits. A failure to do so is to neglect the health of safety of survivors and future survivors of sexual assault. An effective and efficient forensic investigation would likely urge more survivors to come forward.

Thank you!
Emily Munns
P.O. Box 3361
Homer, AK 99603

Doniece Gott

From: Rep. Geran Tarr
Sent: Thursday, April 26, 2018 12:20 PM
To: Senate Finance Committee
Subject: support for \$2.5 million for untested rape kits z

Sen. Anna MacKinnon, Co-Chair
Sen. Lyman Hoffman, Co-Chair
Senate Finance Committee

Dear Senators,

A special thank you to Sen. Anna MacKinnon and the entire Senate Finance Committee for adding \$2.5 million in the capital budget to test rape kits.

We know that when tested, DNA evidence obtained through testing sexual assault kits can be an incredibly powerful tool to solve and prevent crime. DNA evidence in Anchorage was used to charge a serial rapist for a series of attacks in 2014 that also led to linking the perpetrator to crimes as far back as 2001.

What isn't as well known is that testing rape kits saves money. In 2016, the Begun Center for Violence Prevention Research and Education at Case Western Reserve University analyzed the cost of testing backlogged rape kits in Cuyahoga, Ohio – near where I grew up. Factoring in the cost of testing kits, investigating cases, and other related expenses, the study calculated the overall cost effectiveness of testing 4,347 unsubmitted kits. The study in that community found testing all 4,347 kits produced a net savings of \$38.7 million.

Alaska has 3,484 untested kits, so we should see significant savings as well. As more rape kits are pursued, more offenders are apprehended, and future crimes are averted. Our sexual crime rates are three times higher than the national average, and child sexual assault rates are six times the national average. According to the FBI Uniform Crime Report, 59 percent of Alaska women report having experienced sexual violence.

Thank you for adding \$2.5 million in the Capital Budget, SB 142, to support survivors and apprehend criminals.

Sincerely,
Rep. Geran Tarr

SB 142 Public
Testimony

Support
Tourism
Marketing
Dollars #1

Doniece Gott

From: Kathie Evingson <kevingson@anchorage.net>
Sent: Thursday, April 26, 2018 10:58 AM
To: Sen. Anna MacKinnon; Sen. Click Bishop; Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman; Sen. Natasha Von Imhof; Sen. Peter Micciche
Subject: State Tourism Marketing Dollars - Need Funding

Dear Senate Finance Committee:

It is vital to our tourism industry to have marketing dollars allocated to tourism. The state of Alaska needs the support of state dollars to fund our tourism campaign as Alaska is competing with 49 other states and the rest of the world for tourism dollars.

It would be short sighted and negligent to disregard tourism as the ramifications won't be felt this summer but will be felt in the future.

Tourism is THE bright spot in Alaska's economy - we are in an extremely competitive market and need to advertise to convince traveler's to spend their dollars here.

I ask you to open up any major magazine or Lower 48 newspaper and you will see a plethora of advertisements from cities and states vying for visitors to spend their money in their state.

Kathie Evingson | Convention Services Manager
Visit Anchorage | 524 W Fourth Avenue | Anchorage, AK 99501

Doniece Gott

From: John Walsh <alaskanjohnw@gmail.com>
Sent: Thursday, April 26, 2018 12:15 PM
To: Sen. Anna MacKinnon
Subject: State Tourism

Dear Senator, please vote for 3 million dollars for Tourism fund in the state. I've personally work summers in the industry and see how much tourism effects in a good way the state. Thank you for your attention to this matter.

John Walsh

Sent from my iPhone

Doniece Gott

From: Mike Adams <bluewagon82@gmail.com>
Sent: Thursday, April 26, 2018 11:29 AM
To: Sen. Peter Micciche; Sen. Natasha Von Imhof; Sen. Lyman Hoffman; Sen. Gary Stevens;
Sen. Donny Olson; Sen. Click Bishop; Sen. Anna MacKinnon
Subject: State Tourism Marketing Dollars

Dear Senate Finance Committee Member,

I am writing to encourage you to make the right choice today and include the \$3 million designated for tourism marketing in the 2019 budget.

As a long time Alaska resident and voter I am very disappointed that the \$3 million dollars designated by governor Walker in the FY2019 budget is at this moment no longer included in the budget. As a State that relies very heavily on tourism (\$4 billion annually and \$100 million annually directly to state coffers) failing to invest in this vital economic engine is reckless and also exhibits a total disregard for the MANY MANY Alaskans whose livelihood is directly or indirectly dependent on tourism.

As a Cooper Landing resident and small business owner I and my entire community rely entirely on tourism dollars for our economic survival. As a representatives of the citizens of the state it is your duty to pass a budget that supports their interests. I challenge you to find a single business entity in all of south central Alaska and perhaps even the entire state that does not benefit in some way from State tourism. In fact it can be argued that nearly every citizen in some way benefits from those tourism dollars.

Please do the right thing and put the \$3 million for state tourism funding back in the budget to support your constituents and the continued stream of revenue generated by state tourism. We will be watching.

Thank you or your time.

Sincerely,

Mike Adams
38053 Snug Harbor Road
PO Box 847 Cooper Landing, AK 99572
907-595-3336

Doniece Gott

From: Barbara Mulford <bj@takshanuktrail.com>
Sent: Thursday, April 26, 2018 11:58 AM
To: Sen. Anna MacKinnon; Rep. Neal Foster; Sen. Lyman Hoffman; Rep. Paul Seaton; Sen. Click Bishop; Rep. Les Gara; Sen. Donny Olson; Rep. Jason Grenn; Sen. Peter Micciche; Rep. David Guttenberg; Sen. Natasha Von Imhof; Rep. Scott Kawasaki; Sen. Gary Stevens; Rep. Lance Pruitt; Rep. Daniel Ortiz; Rep. Tammie Wilson; Rep. Cathy Tilton; Rep. Steve Thompson
Subject: Tourism Marketing Funds

Good Day,

I am writing to ask that you reinstate the 3 million to fund marketing Alaska and tourism to the Capital budget, SB142.

My family and business directly depend on tourism to live in southeast Alaska. Without the visitor industry our business would not survive. When creating my own budget I often look at marketing as an area to cut and in years that I have we have seen a direct negative impact. Marketing is the one expenditure that can see a return on investment that is quantifiable.

Alaska in general depends on a competitive marketing program. Many states within the US are looking to diversify their revenue sources without implementing new taxes on their residents. The best way to accomplish this is to bring in outside dollars. There have been many studies proving how much one visitor to Alaska spends and how that trickle down affect supports businesses and jobs. In Alaska, tourism generates over \$4 billion in economic activity and contributes over \$100 million directly to state revenues. Investing \$3 million to support this industry is crumbs compared to the positive economic and revenue impacts it provides to the state of Alaska.

Please reconsider pulling tourism marketing form the Capital Budget.

Thank you.

Barbara J. Mulford
Takshanuk Mountain Trail, Inc.
www.takshanuktrail.com
907-766-3179; 907-209-5153

PO Box 1122
Haines, AK 99827
[7 Mile Lutak Rd](#)
[Follow us on Facebook!](#)

Doniece Gott

From: Sean Chambers <seanyboyspiff@yahoo.com>
Sent: Thursday, April 26, 2018 11:42 AM
Subject: *****SPAM***** Cuts to Alaska's Destination Marketing Budget

Good day,

My name is Sean Chambers, although most friends know me by my nickname, Spiff.

Since moving to Alaska in 2001, my wife and I have worked in several positions situated in Alaska Tourism. We've worked for Alyeska Resort, Royal Celebrity Tours, The Lakefront in Anchorage, and Salmon Berry Tours. Currently, my wife is the sales / marketing Director for Rust's Flying Service, and K2 Aviation, and I'm a membership representative with Visit Anchorage. We not only love our jobs, but we love showing our back yard off to guests that come to Visit Alaska.

I heard startling news today that The Senate Finance Committee is actually considering dropping the advertising budget for State marketing to **ZERO dollars for next year.**

I do understand that the State is facing severe budget issues, and that destination marketing is likely to take a hit, but cutting the budget to zero will have a devastating effect on the future of the Alaska Tourism Industry, which as you know is still a bright spot for Alaska.

Cutting the marketing budget would effectively cause the Alaska Travel Industry Association to cease to exist. We may not feel the effect right away, but vacation marketing is a long term game. Many people coming this summer were convinced to book an Alaskan trip long ago, and today's marketing efforts may take several years to bear fruit. Cutting the budget to zero may offer a short term solution to the State's budget woes, but in the long run the effect could prove catastrophic.

Did you know?

- Alaska Tourism represents roughly **1 out of every 8 jobs in Alaska?**
- Alaska Tourism generates over **\$4 BILLION in economic activity** each year?
- That activity equates to **\$100 million in direct State revenues?**

The quality of my family's livelihood depends on Alaska continuing to be competitive in a world with many vacation destination options. Marketing works, and every dollar the State spends to market Alaska as a world class travel destination comes back to the Alaska Economy multiplied.

Please do all you can to restore the \$3 million that was in the Governor's Capital budget.

Thank you,

Sean "Spiff" Chambers

Anchorage, Alaska

seanyboyspiff@yahoo.com

(907) 350-0840

Doniece Gott

From: Callie Lanphier <callie.lanphier@gmail.com>
Sent: Thursday, April 26, 2018 12:13 PM
To: Sen. Anna MacKinnon
Subject: Keep Alaska tourism strong - Keep the budget

Dear Senator Anna MacKinnon:

As you know, visitors are vital to the fiscal health of Alaska. They spend dollars, support businesses, and contribute to our communities. Tourism generates more than \$4 billion in economic activity annually and contributes more than \$100 million directly to state revenues. It also represents 1 in 8 jobs in Alaska. It is the only bright spot in our current economic situation. Therefore, we need a competitive statewide marketing program to bring visitors to Alaska and to our businesses to strengthen our economy.

As your resident of Alaska, I urge you to keep the \$3 million for statewide tourism marketing as originally included in the governor's recommended FY19 capital budget.

Thank you,

Callie Lanphier

Doniece Gott

From: Julie Hirt <jhirt67@gmail.com>
Sent: Thursday, April 26, 2018 12:10 PM
To: Sen. Anna MacKinnon; Sen. Click Bishop; Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman; Sen. Natasha Von Imhof; Sen. Peter Micciche
Subject: Tourism Marketing Budget - KEEP IT FUNDED!!

Dear members of the Senate Finance Committee,

As you know, visitors are vital to the fiscal health of Alaska. They spend dollars, support businesses, and contribute to our communities. Tourism generates more than \$4 billion in economic activity annually and contributes more than \$100 million directly to state revenues. It also represents 1 in 8 jobs in Alaska. It is the only bright spot in our current economic situation. Therefore, we need a competitive statewide marketing program to bring visitors to Alaska and to our businesses to strengthen our economy.

As a voting resident of Alaska, I urge you to keep the \$3 million for statewide tourism marketing as originally included in the governor's recommended FY19 capital budget.

Thank you,

Julie Hirt
2632 W. 66th Ave
Anchorage, AK 99502

Doniece Gott

From: Siobhan Johansen <smjohansen22@gmail.com>
Sent: Thursday, April 26, 2018 12:10 PM
To: Sen. Anna MacKinnon
Subject: Importance of keeping a Tourism Marketing Program in the budget

Dear Senator MacKinnon:

As you know, visitors are vital to the fiscal health of Alaska. They spend dollars, support businesses, and contribute to our communities. Tourism generates more than \$4 billion in economic activity annually and contributes more than \$100 million directly to state revenues. It also represents 1 in 8 jobs in Alaska. It is the only bright spot in our current economic situation. Therefore, we need a competitive statewide marketing program to bring visitors to Alaska and to our businesses to strengthen our economy.

As a resident of Alaska, I urge you to keep the \$3 million for statewide tourism marketing as originally included in the governor's recommended FY19 capital budget.

Thank you,

Siobhan Johansen

Doniece Gott

From: Kala Gillan <kalamarie1992@gmail.com>
Sent: Thursday, April 26, 2018 12:09 PM
To: Sen. Anna MacKinnon
Subject: Alaska Tourism

Dear Anna MacKinnon,

As you know, visitors are vital to the fiscal health of Alaska. They spend dollars, support businesses, and contribute to our communities. Tourism generates more than \$4 billion in economic activity annually and contributes more than \$100 million directly to state revenues. It also represents 1 in 8 jobs in Alaska. It is the only bright spot in our current economic situation. Therefore, we need a competitive statewide marketing program to bring visitors to Alaska and to our businesses to strengthen our economy.

As your constituent and a lifetime Alaskan Resident, I urge you to keep the \$3 million for statewide tourism marketing as originally included in the governor's recommended FY19 capital budget.

Thank you,

Kala Gillan

Doniece Gott

From: Breanna Cooper <Breanna@alaskapivatetouring.com>
Sent: Thursday, April 26, 2018 12:11 PM
To: Sen. Anna MacKinnon
Subject: FY19 Capital Budget

Dear Senator MacKinnon,

I am writing you regarding Governor Walker's recommended FY19 Capital Budget. I have worked in Alaska's tourism industry for the past 12 years and in that time, I have gotten to see firsthand just how much tourism truly affects our state. The tourism industry is really more of a community, and we are a community that depends on each other. Much of the tourism industry is comprised of small businesses, and we heavily rely on the state's marketing to promote Alaska as a leading travel destination. If the State of Alaska cuts the entire tourism marketing program, there is no doubt this would mean fewer visitors to Alaska. The Alaska Travel Industry Association reaches far corners of the world to bring visitors, education, and funds to Alaska each year. Less visitors to our state will not only hurt the tourism industry, and the entire community of people who are employed in the industry, but this would hurt Alaska as a whole. Communities all over Alaska greatly benefit from tourism, as we continue to bring revenue to the state.

The opening line of 'FY2019 Budget Overview and 10-Year Plan' reads as follows: "The Walker-Mallot administration is releasing a budget for fiscal year 2019 that is designed to rebuild confidence in Alaska and invest in our economy, bolster public safety, and work toward a fiscal plan that protects the opportunities of future Alaskans." With the removal of funds for tourism, this budget does the exact opposite. Tourism is a huge investment in our economy. While I agree we need to protect the opportunities of future Alaskans, we also need to be protecting the opportunities of the Alaskans who have grown here, and who have worked diligently to spread the word of Alaska.

I hope you will reconsider removing funding for tourism marketing in next year's budget.

Thank you for your consideration.

Breanna Cooper
Alaska Private Touring | 600 Barrow Street, Suite 200B | Anchorage, AK 99501
Tel: 907 375 6582 | e-mail: breanna@alaskapivatetouring.com



Doniece Gott

From: Midgi Moore <midgi@juneaufoodtours.com>
Sent: Thursday, April 26, 2018 12:11 PM
To: Sen. Anna MacKinnon; Sen. Click Bishop; Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman; Sen. Natasha Von Imhof; Rep. Cathy Tilton; Rep. Daniel Ortiz; Rep. David Guttenberg; Rep. Jason Grenn; Rep. Lance Pruitt; Rep. Les Gara; Rep. Neal Foster; Rep. Paul Seaton; Rep. Scott Kawasaki; Rep. Steve Thompson; Rep. Tammie Wilson; Sen. Peter Micciche
Subject: Support for Tourism

Dear Finance Committee members,

I am writing with a passionate plea to ask for your support of the 3 million dollars for tourism marketing to the Alaska state budget. This industry is rapidly growing and supports not only business owners, but the thousands of jobs we provide through our organizations.

This budget item is especially important for small businesses like mine. The Alaska Tourism Board and ATIA work to give my small voice a far reach. Because of them and the dollars spent, I have been able to grow my tiny company by more than quadruple in four year, which has allowed me to put money new back into the economy and to provide jobs for Alaska residents.

Please consider the importance of the travel industry to our economy. With the oil industry still suffering, it is essential that we, as a state, diversify our economic opportunities. I would welcome the opportunity to discuss this issue with you in greater detail.

I know that your have a lot of struggles with the budget, but I cannot imagine cutting the one economic force that is growing is good for anyone.

With much respect,

Midgi Moore, CCTP
Owner, Juneau Food Tours
A Tour with Taste
Bites & Booze - small bites & libations
Taste of Nature
Prohibition Progressive Party - a private dining experience

www.juneaufoodtours.com

(907) 723-8478

OUR MISSION: To deliver tasty memories.

Doniece Gott

From: Denali Chamber Director <director@denalichamber.com>
Sent: Thursday, April 26, 2018 12:11 PM
To: Sen. Peter Micciche; Sen. Natasha Von Imhof; Sen. Anna MacKinnon; Sen. Click Bishop;
Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman
Subject: State Tourism Marketing

As director of the Denali Chamber of Commerce, I speak for a large group, when I say, that tourism is vital to the healthy and success of our Borough, and the State of Alaska.

Bed tax is a main source of income for our borough, which funds local non-profits, borough services the local school district at the highest possible capacity.

The documentation from other states who have eliminated their tourism marketing, is solid evidence based proof, that not investing in active advertisement, eventually results in decreased tourism.

If there is one thing all Alaskans, from Ketchikan to Barrow, can agree on, it is that tourism is vital to our individual communities, and to the State as a whole. Tourism truly is a renewable recourse, that we should continue to cultivate.

--

Vanessa Juszczak
Director
Denali Chamber of Commerce

907-683-4636
www.denalichamber.com

Doniece Gott

From: Jesse Alleva <alleva@gmail.com>
Sent: Thursday, April 26, 2018 12:12 PM
To: Sen. Peter Micciche; Sen. Natasha Von Imhof; Sen. Lyman Hoffman; Sen. Gary Stevens;
Sen. Donny Olson; Sen. Click Bishop; Sen. Anna MacKinnon
Subject: Tourism Marketing Funds

As a born and raised Alaskan, I believe that we must share our home with visitors. Though we know as Alaskans that the mountains, glaciers, natural beauty and Alaskan attitude can sometimes speak for themselves, we need marketing efforts to speak to visitors coming from the Outside. If we don't speak for state, who will?

To that end, I'm extremely dismayed by the recent removal of funding for Alaska tourism marketing in the most recent version of the senate budget bill. During a time when tourism is a bright spot in the economy it's foolish to not fund this important work. Alaska tourism supports one in eight jobs in Alaska, mine included. It provides over \$4 billion in direct and indirect revenue to our state and showcases Alaska and Alaskans at their best.

Don't cut the tourism marketing budget.

Thanks,
Jesse Alleva

Doniece Gott

From: Amy Thornton <amae.thornton@gmail.com>
Sent: Thursday, April 26, 2018 12:07 PM
To: Sen. Anna MacKinnon
Subject: State Budget Concerns

Dear Senator MacKinnon

As you know, visitors are vital to the fiscal health of Alaska. They spend dollars, support businesses, and contribute to our communities. Tourism generates more than \$4 billion in economic activity annually and contributes more than \$100 million directly to state revenues. It also represents 1 in 8 jobs in Alaska. It is the only bright spot in our current economic situation. Therefore, we need a competitive statewide marketing program to bring visitors to Alaska and to our businesses to strengthen our economy.

A a resident of Alaska, I urge you to keep the \$3 million for statewide tourism marketing as originally included in the governor's recommended FY19 capital budget.

Thank you,

Amy Thornton

Doniece Gott

From: kate.n.lehman@gmail.com on behalf of Kate Gilling <katherinegilling@gmail.com>
Sent: Thursday, April 26, 2018 12:05 PM
To: Sen. Anna MacKinnon
Subject: Keep Tourism Budget

Dear Senator MacKinnon:

As you know, visitors are vital to the fiscal health of Alaska. They spend dollars, support businesses, and contribute to our communities. Tourism generates more than \$4 billion in economic activity annually and contributes more than \$100 million directly to state revenues. It also represents 1 in 8 jobs in Alaska. It is the only bright spot in our current economic situation. Therefore, we need a competitive statewide marketing program to bring visitors to Alaska and to our businesses to strengthen our economy.

Alaska Tourism was tasked with finding a way to sustain their budget separate from state-provided funds. Their framework for TID is no longer on the table for discussion as it was not brought to the floor. The state collects sales tax on car rentals that could also help fund this vital program, but it is not. We need to keep Alaska Tourism competitive with the Lower 48. We cannot go quiet.

As a resident of Alaska, I urge you to keep the \$3 million for statewide tourism marketing as originally included in the governor's recommended FY19 capital budget.

Thank you,

Kate Gilling

Doniece Gott

From: Andrea Schmidt <aschmidt@anchorage.net>
Sent: Thursday, April 26, 2018 11:57 AM
To: Sen. Anna MacKinnon; Sen. Click Bishop; Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman; Sen. Natasha Von Imhof; Sen. Peter Micciche
Subject: Please don't zero out the State Tourism Marketing Fund

Senators,

Please do not wipe out the funds for marketing the State of Alaska. 3 million dollars is a minimal amount of money when you look at what other states spend on promoting tourism. What don't you understand about an industry that brings 100 million into State revenue and 4 billion in economic activity?

I sell the city of Anchorage every day and believe me it is not easy. Too cold, too far, too expensive, the objections I consistently need to overcome. My job is to educate people about what not only Anchorage but, what the state of Alaska is really about. People have choices where they are going to take their business and their vacation dollars. If you think the cruise lines are the end all be all for marketing this state, think again. After 9/11 and the SARS outbreaks they opted to take ships out of Alaska. All it takes is one crisis and they will move their vessels.

Andrea Schmidt | Convention Sales Manager
Visit Anchorage | 524 W Fourth Avenue | Anchorage, AK 99501
Main: 907-276-4118 | Direct: 907-257-2317 | Cell: 907-830-5638
LEARN MORE Anchorage.net
FOLLOW US [Facebook](#) | [Twitter](#) | [LinkedIn](#)



Doniece Gott

From: Cherise Arola <cherisearola@gmail.com>
Sent: Thursday, April 26, 2018 11:50 AM
To: Sen. Anna MacKinnon; Sen. Click Bishop; Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman; Sen. Natasha Von Imhof; Sen. Peter Micciche
Subject: State Tourism Budget VITAL

As a member of the tourism industry for the past 25 years, a mother of three that has been able to raise my family due to tourism, and with my eldest child starting a career in tourism, I am deeply concerned about the loss of funding for our state Tourism Marketing budget. We are an industry that competes with destinations with budgets that far exceeds our own, it is vital to our Alaskan economy to have presence in the marketplace and promote our destination.

We as an industry have come together to recommend a tourism improvement district self-assessment to generate more tourism marketing dollars but it has not advanced through the House. Now to learn the Senate Finance Committee's capital budget no longer includes the \$3 million for tourism marketing, meaning we will have a zero marketing budget next year is just unacceptable.

Tourism generates more than \$4 billion to the economy annually and contributes upwards of \$100 million directly to state revenues. It also represents 1 in 8 jobs in Alaska and supports the employment of many families year-round, including mine. It's vital to the health of our economy to have a competitive statewide marketing program to bring visitors to Alaska and to our businesses.

Let's not stoop over dollars to pick up dimes! Help us keep Alaska tourism and our economy thriving.

All the best,
Cherise Arola

Doniece Gott

From: Brittany von Lindern <brittany@alaskaprivatetouring.com>
Sent: Thursday, April 26, 2018 11:48 AM
To: Sen. Anna MacKinnon
Subject: Statewide Tourism Marketing Fund

Dear Senator MacKinnon,

It has come to my attention that the funding for Alaska State Tourism marketing is under review and possibly will be eliminated altogether. What a mistake this would be. As an industry that has proven itself over the years to be a reliable source of income for the state and it's residents now is the time to lean on Alaska Tourism while we face this budget crisis. Every year we see more and more visitors coming to Alaska. The demand is high and we are seeing new types of visitors with more multi-generational families and more luxury guests coming here than ever. By removing our ability to reach all corners of the world to invite new guests to The Last Frontier you are digging a bigger hole for this state's economy. We have seen an increase of winter tourism, with more guests traveling during the 'off season'. New products are being offered and new markets are excited about Alaska.

I came to Alaska in 2009, straight out of college, to work a summer in Denali. I only intended to spend a summer there, never dreaming that I may stay. At the end of the summer I took a job at a hotel in Anchorage and was on the 'two year plan'. Nine years later I have purchased a home in Anchorage, my husband works for the state, and I continue my career in Alaska tourism, welcoming hundreds of guests to Alaska each year. This is my livelihood and the reason that I moved to Alaska. Tourism creates 47,000 jobs in Alaska each year, supporting people like myself.

I ask that you consider the contribution tourism makes to the Alaska economy, which so heavily relies on fluctuating industries, and what damage will be caused by removing state funding for marketing.

Thank you.

Best Regards,

Brittany von Lindern
Alaska Private Touring | 600 Barrow Street, Suite 200B | Anchorage, AK 99501
Tel: 907 375 6582 | e-mail: brittany@alaskaprivatetouring.com



Doniece Gott

From: Rhiannon Brown <rhiannon@alaskapivatetouring.com>
Sent: Thursday, April 26, 2018 11:40 AM
Subject: Tourism Marketing

Dear Senator,

I am writing to urge you to support a statewide tourism marketing program. The tourism industry in Alaska has been on an increase since 2011 and with the removal of marketing funding that trend will surely change. In 2017 alone visitors spent \$1.97 billion, that spending has helped create and sustain Alaskan businesses and jobs for local residents. As profits from the Oil and gas sector continue to fluctuate it is important to allocate funding to keep a thriving market alive.

Thank you for your time and once again please support a statewide tourism marketing program, many Alaskan's are dependent on the jobs created through this market.

Best regards,
Rhiannon

Rhiannon Brown
Alaska Private Touring | 600 Barrow Street, Suite 200B | Anchorage, AK 99501
Tel: 907 375 6582 | e-mail: rhiannon@alaskapivatetouring.com



Doniece Gott

From: John Woodbury <john@alaskaadventuremedia.com>
Sent: Thursday, April 26, 2018 12:00 PM
To: Sen. Anna MacKinnon
Cc: Sen. Peter Micciche; Sen. Natasha Von Imhof; Sen. Lyman Hoffman; Sen. Gary Stevens; Sen. Donny Olson; Sen. Click Bishop
Subject: Preserve funding for the state tourism marketing program

Esteemed legislators,

Please do everything in your power to preserve funding for the state tourism marketing budget, and also endorse the TID project the industry is undertaking.

As a lifelong Alaskan, I understand the ebb and flow of tight budgets. I understand we are a one-industry state. That will never change unless we develop other proven industries to add another leg to the stool. Tourism is that industry.

Do the math. If an industry contributes more than it takes, it must be preserved, fostered even. It make zero sense to cut the funding for a proven marketing program that brings in hard revenue to the state. In addition, tourism generates more than \$4 billion in economic activity annually and contributes more than \$100 million directly to state revenues. It also represents 1 in 8 jobs in Alaska. We need a competitive statewide marketing program to bring visitors to Alaska and to our businesses.

Please maintain, or increase, the current level of funding for tourism marketing.

Sincerely,

John Woodbury
Owner, Alaska Adventure Media
john@alaskaadventuremedia.com
www.alaskaadventuremedia.com
P.O. Box 230646, Anchorage, Alaska 99523-0646
(907) 677-2900 office
(907) 230-2935 cell

COAST magazine
Alaska SnowRider magazine
Alaska Buyer's Guide
Adventure Media Group
Adventure Expos

Doniece Gott

From: Chugach Adventures Alaska <alaskanrafting@gmail.com>
Sent: Thursday, April 26, 2018 11:21 AM
Subject: State of Alaska Tourism Marketing Money Needs to Be Allocated

To All Finance Committee Members,

My name is Ari Stiasny and I am the owner of Chugach Adventures, an Adventure Tour Company in Southcentral Alaska. My company is a small business with small a marketing budget & marketing efforts that are specific to my area. The state marketing efforts are intended for the larger big picture Alaska, that small businesses such as my own need to happen, to get folks to open that Alaska Door.

I strongly recommend & encourage full support & continued marketing by the State of Alaska, for the Alaska Tourism Marketing Board administered by ATIA.

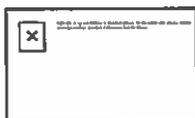
The amount of money and economic impact from tourism that the state receives is more than significant to maintain the current statewide marketing program. When you look at other states with similar tourism driven economies, (and this is what Alaska is with diminishing natural resource revenue), marketing is a major component & many states spend a vast amount more.

In order for tourism to grow and to continue to prosper, local businesses such as my own, need the state to market the greater Alaska and to be a leader in growing this industry.

Please reconsider the current capital budget and add funding for tourism marketing.

Thanks for your time.

Ari Stiasny
Owner/Operator
Chugach Adventures
www.AlaskanRafting.com
907-830-7988



Doniece Gott

From: Lindsay Mondschein <sales@majormarine.com>
Sent: Thursday, April 26, 2018 11:17 AM
To: Sen. Gary Stevens; Sen. Natasha Von Imhof; Sen. Peter Micciche; Sen. Donny Olson; Sen. Lyman Hoffman; Sen. Anna MacKinnon
Subject: Reinstate Alaska Tourism into Budget

Hello all,

I am writing to ask that you PLEASE reconsider including tourism into the capital budget!! Alaska tourism is a HUGE industry in Alaska improving our economy immensely and providing jobs! We all know the number of visitors coming to Alaska and it continues to improve due to the marketing we have previously invested. Tourism NEEDS the help of the state. Please, please, please reinstate Alaska tourism into the budget, it benefits the state as a whole and all its residents, workers, and visitors!!

Thank you very much,

Lindsay Mondschein

Sales Manager

Major Marine Tours / Harbor 360 Hotel

907-274-7300 / 907-865-6224

majormarine.com / harbor360hotel.com

Doniece Gott

From: Julie Dodds <jdodds@anchorage.net>
Sent: Thursday, April 26, 2018 11:08 AM
To: Sen. Anna MacKinnon
Subject: Please fund Statewide Tourism Marketing

I have worked for Visit Anchorage for 29 years and have been through many ups and downs due to financial budgets, but I have never seen anything like what we are experiencing now. Please put the \$3 million for statewide tourism marketing as originally included in the governor's recommended back into the FY19 capital budget.

Without marketing, tourism will decline . Remember, tourism generates more than \$4 billion in economic activity annually and contributes more than \$100 million directly to state revenues. It also represents 1 in 8 jobs in Alaska. We need a competitive statewide marketing program to bring visitors to Alaska and to our businesses.

Thank you for supporting tourism.

Julie Dodds

Julie Dodds | Vice President, Convention Sales
Visit Anchorage | 524 W Fourth Avenue | Anchorage, AK 99501
Main: 907-276-4118 | Direct: 907-257-2327 | Fax: 907-278-5559
LEARN MORE Anchorage.net
FOLLOW US [Facebook](#) | [Twitter](#) | [LinkedIn](#)



Doniece Gott

From: Mike Lessley <mike.lessley@gmail.com>
Sent: Thursday, April 26, 2018 11:03 AM
To: Sen. Anna MacKinnon
Subject: Statewide Tourism Marketing Programs WE NEED THIS FOR JOB AND FOR THE SATE

What are you thinking to take away marketing for tourism when it brings in more than \$4 billion in economic activity annually and contributes more than \$100 million directly to state revenues. It also represents 1 in 8 jobs in Alaska. We need a competitive statewide marketing program to bring visitors to Alaska and to our businesses. Spend money on jobs that gives people jobs.
Concern Citizen!!!!!!!!!!!!!!

Mike Lessley
mike.lessley@gmail.com
907-202-1424

Doniece Gott

From: April Cook <aprilkcook@gmail.com>
Sent: Thursday, April 26, 2018 11:01 AM
To: Sen. Anna MacKinnon
Subject: Cutting tourism funding??? Please reconsider.

Senator MacKinnon,

I've just heard that state tourism funding has been cut from the budget. I urge you to reconsider. In a time when our economy needs all the diversification it can find, in order to bring us out of a recession, tourism is one of the few bright spots that we need to be leveraging. I'm certainly in favor of cutting budgets that are not absolutely crucial, but cutting tourism funding is not in that bucket. This will be one area that should reliably provide good ROI - we need to spend money to make money in this case. Please, again, reconsider cutting tourism funding - we need that income in order to help pay for other important areas such as education. My two young boys in Eagle River are depending on it. Thank you,

April Cook

907.748.7140

Doniece Gott

From: Luda Gashenko <clippershiprv@hotmail.com>
Sent: Thursday, April 26, 2018 11:00 AM
To: Sen. Anna MacKinnon
Subject: I support goverment funding for Turism Marketing

Senator Anna Mackinnon, please support the funding for Turism Marketing.

Thank you
Luda Gashenko
Clippership Motorhome

Doniece Gott

From: Jack Bonney <jackmbonney@gmail.com>
Sent: Thursday, April 26, 2018 9:50 AM
To: Sen. Anna MacKinnon; Sen. Click Bishop; Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman; Sen. Natasha Von Imhof; Sen. Peter Micciche
Subject: Stop Messing Around with Alaska Tourism

Senator,

I was disappointed to hear that the Senate majority has removed funding for tourism marketing from the capital budget.

In lieu of passing the Tourism Improvement District legislation, you ought to at least restore the \$3 million in short-term funding. This isn't the time for playing games. This is real money affecting real business out here in the real world.

Right now I don't believe the state's Republicans can claim they support tourism. To be honest, I don't see how any caucus member can say with a straight face that they support economic development in general.

The tourism industry brought you a plan to self-fund tourism marketing, and you failed to implement that plan. Now you've set up a fatal blow, stripping what little funding was left for tourism promotion. This is going to have a negative economic echo through the industry and through our state for years to come, and I hold each of you responsible.

Jack Bonney
Anchorage, Alaska

Doniece Gott

From: Lindsey Middendorf <lindsey@majormarine.com>
Sent: Thursday, April 26, 2018 10:50 AM
To: Sen. Anna MacKinnon; Sen. Lyman Hoffman; Sen. Donny Olson; Sen. Peter Micciche;
Sen. Gary Stevens
Subject: Tourism Funding in Capital Budget SB 142

Hello,

I am writing to advocate for \$3 million for statewide tourism marketing in the FY19 capital budget. This funding is critical to Alaska's tourism industry. The state should invest in an industry responsible for 1 in 8 jobs and \$4 billion in economic impact in Alaska. As a locally-owned tour company, statewide marketing is integral to the growth of our business and the future of the tourism industry in Alaska.

Thank you,

Lindsey Middendorf
Director of Marketing & Consumer Sales
Major Marine Tours & Harbor 360 Hotel
www.majormarine.com / www.harbor360hotel.com
(907) 865-6214

Doniece Gott

From: jeff budd <jbudd3500@gmail.com>
Sent: Thursday, April 26, 2018 10:48 AM
To: Rep. Daniel Ortiz; Jonathan Kreiss-Tomkins; Sen. Anna MacKinnon; Sen. Click Bishop;
Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman; Sen. Natasha Von Imhof;
Sen. Peter Micciche; bert stedman
Subject: State Tourism marketing - please keep it

Dear All, Tourism is the one shining economic area - especially for SE AK with fishing in the decline, at least for now. Tourism is important all over the state. The competition from other states and countries is very stiff - please re consider and keep a budget for tourism marketing in the state budget. Thank you for you consideration. Jeff Budd

Doniece Gott

From: Jara Haas <jara@majormarine.com>
Sent: Thursday, April 26, 2018 10:36 AM
To: Sen. Anna MacKinnon; Sen. Lyman Hoffman; Sen. Donny Olson; Sen. Peter Micciche;
Sen. Natasha Von Imhof; Sen. Gary Stevens
Subject: Capital Budget SB 142

Hello,

I am writing to express my concern for SB 142, tourism marketing budget, being left out of the proposed capital budget for next year. I am unable to call in during the public testimony this afternoon but hope my voice is heard through this email.

Tourism is a huge economical driver for Alaska. It supports 1 in 8 jobs and has a \$4 Billion economic impact. I have been in the tourism industry for over 10 years and it supports me and my family, as well as many of my friends in the community. This is an industry that gives back to Alaska and not supporting a sustainable industry in today's troubled economy is foolish and short-sighted.

I am sure you have seen this before but I am adding it here again as a reminder of how important tourism is to our state, to our community and to my family. <http://www.alaskatia.org/Research/TE%20Key%20Findings.pdf>

Thank you for your time.

Jara Haas
Director of Sales
Major Marine Tours / Harbor 360 Hotel
907-865-6217 / [800-764-7300](tel:800-764-7300)
www.majormarine.com / www.harbor360hotel.com

Doniece Gott

From: Brad Fleming <bradfleming61@gmail.com>
Sent: Thursday, April 26, 2018 10:26 AM
To: Rep. Cathy Tilton; Rep. Daniel Ortiz; Rep. David Guttenberg; Rep. Jason Grenn; Rep. Lance Pruitt; Rep. Les Gara; Rep. Neal Foster; Rep. Paul Seaton; Rep. Scott Kawasaki; Rep. Steve Thompson; Rep. Tammie Wilson; Sen. Anna MacKinnon; Sen. Click Bishop; Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman; Sen. Natasha Von Imhof; Sen. Peter Micciche
Subject: Save Alaska Tourism Marketing Budget

Dear Alaska State Senators and Representatives,

My income, as well as 1 in 8 Alaskans, is derived from the tourism industry. It is vital to the well being of our state and it's citizens that we continue to fund this clean and renewable source of income.

We have such a wonderful product to sell and show to the rest of the world, let us not foolishly withdraw funding from this critical state resource.

Please continue to fund our state tourism marketing budget.

Thank you.

Brad Fleming

Brad Fleming • 2632 W. 66th Avenue, Anchorage, AK 99502 • 920.254.6778

Doniece Gott

From: Discover Kodiak <director@kodiak.org>
Sent: Thursday, April 26, 2018 10:22 AM
To: director@kodiak.org
Subject: Alaska Tourism - Urgent

Good morning and greetings from Kodiak.

I just found out a few moments ago that the Alaska Senate Finance Committee budget did not include the proposed \$3 million for marketing Alaskan tourism. I urge members of the Senate Finance Committee to reinstate those funds. I also encourage members of the House Finance Committee to keep those funds in their budget.

I represent many of the tourism based business in Kodiak, Alaska. Kodiak is just beginning to see the benefits of having tourism as an avenue to diversify revenue streams for both the city and borough governments. Visitors support Kodiak businesses and that means jobs for Kodiak residents. Statewide research shows that over twelve percent of jobs are tourism related and tourism generates over \$4 billion in economic activity.

Please consider how difficult it is for small communities to attract tourists without an Alaskan marketing campaign. The long term results could be devastating.

Sincerely,

Aimee Williams
Executive Director
Discover Kodiak
Ph: (907) 486-4782
100 Marine Way, Ste. 200
Kodiak, Alaska 99615
www.kodiak.org

Doniece Gott

From: David Kasser <davenpilot@yahoo.com>
Sent: Thursday, April 26, 2018 10:02 AM
To: Sen. Anna MacKinnon; Rep. Neal Foster; Sen. Lyman Hoffman; Rep. Paul Seaton; Sen. Click Bishop; Rep. Les Gara; Sen. Donny Olson; Rep. Jason Grenn; Sen. Peter Micciche; Rep. David Guttenberg; Sen. Natasha Von Imhof; Rep. Scott Kawasaki; Sen. Gary Stevens; Rep. Lance Pruitt; Rep. Daniel Ortiz; Rep. Tammie Wilson; Rep. Cathy Tilton; Rep. Steve Thompson
Subject: Restore tourism funding to grow Alaska's future economy

Dear legislators,

Please know that your investment in tourism marketing through a statewide marketing effort creates new business and new jobs across our home Alaska.

Invest in something that has shown a steady return in a sector undaunted by global resource markets! Maintain a foothold in existing domestic and international markets until the TID can be set up and the tourism like ASMI is able to fund itself with your partnership.

Thank you for doing the best thing for our economy and invest in tourism marketing!

Respectfully,

David S. Kasser
Anchorage resident & tourism employee

Doniece Gott

From: Bill W. <bill@anchoragemarkets.com>
Sent: Thursday, April 26, 2018 10:03 AM
To: my
Subject: Budget

Dear Legislators:

We are most concerned that ALL funding for Alaska tourism marketing has been deleted from the budgets. While recognizing the massive deficit you face with this year's budget, it is still unwise to cut these funds and damage the state's only thriving industry. Marketing brings more tourists and more tourists mean more jobs for Alaskans and more opportunities for Alaska businesses.

Don't miss this opportunity to help our industry grow.

Regards,
Bill Webb
CEO/President
(907)-272-5634

Alaska's #1 Event Promoters
Webb's Consulting & Management Services, Inc.
Anchorage Markets
741 E. 13th AVE.
Anchorage, AK 99501

Register online anytime at: <http://www.anchoragemarkets.com>



Doniece Gott

From: Debbie Speakman <exdir@homer.alaska.org>
Sent: Thursday, April 26, 2018 9:56 AM
To: Sen. Anna MacKinnon
Subject: Senate Finance Committee SB 142 Capitol Budget

Good Morning Senator MacKinnon

I am writing on behalf of The Homer Chamber of Commerce & Visitor Center's 495 business members, Board and Staff. We are writing a letter to you, Governor Walker and the Senate Finance Committee imploring the State of Alaska to continue to invest in Tourism Marketing.

Regardless of a business' tax id designation, we are all in tourism together. A charter captain goes to a dentist. A camp cook rents an apartment. My family shops at Ulmer's Drug and Hardware. Tourism dollars support families and are a strong economic driver in Homer.

Homer does a great job marketing Homer but we are a small Chamber with limited reach and budget. We depend on the Borough to help increase that reach by bringing people to the Peninsula. It continues upwards as we depend on the State to further increase that reach by marketing Alaska, especially to our International visitors.

While we like to think that people just know that Homer exists we are continually shocked by how many people from our own state, and as close as Anchorage have not visited the End of the Road. If marketing budgets at the State and Borough level continue to be cut within 3 years we will see a decrease in visitors and in turn a decrease in sale tax collection. Please consider speaking for Homer to your colleagues in the Senate to continue to fund tourism marketing at levels that would keep us competitive and visible.

Thank you
Debbie Speakman

--
Debbie Speakman
Executive Director
Homer Chamber of Commerce
201 Sterling Highway
Homer, Alaska 99603
Ph: 907-235-7740

Doniece Gott

From: Anita Nelson <a.nelson.in.ak@gmail.com>
Sent: Thursday, April 26, 2018 9:55 AM
To: Sen. Anna MacKinnon; Rep. Neal Foster; Sen. Lyman Hoffman; Rep. Paul Seaton; Sen. Click Bishop; Rep. Les Gara; Sen. Donny Olson; Rep. Jason Grenn; Sen. Peter Micciche; Rep. David Guttenberg; Sen. Natasha Von Imhof; Rep. Scott Kawasaki; Sen. Gary Stevens; Rep. Lance Pruitt; Rep. Daniel Ortiz; Rep. Tammie Wilson; Rep. Cathy Tilton; Rep. Steve Thompson
Subject: Tourism is the first date of economic development

Senate Finance Committee,

Tourism is economic development – decide today to improve the economic, political and social well-being of our state.

On behalf of an industry which employs more than 40,000 people and contributes \$4 billion a year to our fiscal welfare, I urge you to restore the \$3 million in statewide tourism marketing funding. Without this minimal yet essential investment, Alaska will lose its presence in the market place.

Much like a dollar cost average financing strategy, the state, business owners and citizens reap the benefits today due to our investments of the past:

- Cruise ship deployments determined years ago are producing today's increased visitor volume; to think otherwise is erroneous.
- Cruise guests, while additive to our state's economy, leave fewer dollars in our pockets than independent travelers (cruise guest via Whittier average spend in Alaska \$968 vs. independent traveler \$1,746...both figures are exclusive cruise or air costs) *McDowell Group table 5.13/Dec 2017*)
- Capturing independent travelers requires marketing in a solid, steady pace. This can only be done through a concerted effort that no one business, travel segment or destination marketing organization can do alone.

To kill both the statewide marketing funds as well as the Tourism Improvement District legislation is putting the livelihoods of Alaska's families and future at risk.

I have been fortunate to carve out a living in the tourism industry as well as raise a family, put them through the UAA system, and purchase a home - all based on a career in tourism. Without adequate funding, however, I as well as tens of thousands of other Alaskans, are in jeopardy.

The industry delivered their end of the bargain by producing a self-funding model, how will you deliver on yours?

Sincerely,

Anita Nelson

6512 Cimarron Circle

Anchorage, AK 99504

a.nelson.in.ak@gmail.com

**home owner*

**super voter*

**16 year employee and advocate of the tourism industry*

**30 year resident of Alaska*

Doniece Gott

From: MBrown <mija.cafe86@gmail.com>
Sent: Thursday, April 26, 2018 9:53 AM
To: Sen. Anna MacKinnon; Sen. Lyman Hoffman; Sen. Click Bishop; Sen. Donny Olson; Sen. Peter Micciche; Sen. Natasha Von Imhof; Sen. Gary Stevens
Subject: Why are you threatening 1 in 8 jobs in Alaska?

Senate Finance Committee:

Did you know that tourism represents 1 in 8 jobs in Alaska? It also generates over \$4 billion in economic activity and contributes over \$100 million directly to state revenues.

I've been in Alaska for 22 years and for more than half that time I've worked in tourism. My livelihood and quality of life depends on Alaska's diverse tourism industry.

I urge you to put back the \$3 million so Alaska can maintain a much needed presence in the market-place and so that we can continue to market Alaska as a premier tourism destination among competitors.

Respectfully,

Michelle Brown
3202 Richmond Avenue
Anchorage, Alaska 99508
907-350-0596

Doniece Gott

From: Julie Saupe <jsaupe@anchorage.net>
Sent: Thursday, April 26, 2018 9:50 AM
To: Sen. Anna MacKinnon; Sen. Lyman Hoffman; Sen. Donny Olson; Sen. Peter Micciche;
Sen. Natasha Von Imhof; Sen. Gary Stevens
Subject: Alaska's Tourism Economy: shining star to falling star

Dear Members of Senate Finance –

I am dismayed to learn funding for tourism marketing has been removed from the Senate's capital budget. Coupled with the failure to approve the TID legislation brought forward by the industry, you have threatened the livelihood of thousands of Alaskans engaged in small business and job creation.

What has been held up during this Alaskan recession as an economic shining star is quickly becoming a falling star due to inaction, shortsightedness and buckling under the slightest pushback.

Please reconsider this minimal appropriation for an industry that supports many individuals and is important to many communities. It is shocking to think that Alaska may soon join a handful of other states that have learned the value of tourism marketing the hard way – by killing successful programs.

Sincerely,

Julie Saupe | President & CEO
Visit Anchorage | 524 W Fourth Avenue | Anchorage, AK 99501
907-276-4118
LEARN MORE Anchorage.net
FOLLOW US [Facebook](#) | [Twitter](#) | [LinkedIn](#)



Doniece Gott

From: James Minton <jamesminton@gmail.com>
Sent: Wednesday, April 25, 2018 11:27 PM
To: Sen. Anna MacKinnon; Sen. Lyman Hoffman; Sen. Donny Olson; Sen. Peter Micciche; Sen. Natasha Von Imhof; Sen. Gary Stevens
Subject: Why are you proposing to kill destination marketing of Alaska? Please think twice.

Senate Finance Committee:

Killing the state tourism marketing program is the wrong move. Returning \$3 million to the capital budget, en lieu of passing the tourism marketing assessment bill, is the path I urge you to take.

As the vice-chair of the Alaska Tourism Marketing Board I have enjoyed volunteering my time to advise the Alaska Tourism Marketing Program. Next month will mark my 20th anniversary working in the Alaska tourism industry.

Each of you have heard testimony over the years about the connection between tourism marketing and generating demand for travel to Alaska. This demand creates wealth, not just for 40,000+ folks like me, but also for the state and local governments, too. Our industry has reached out to you in private - probably taking more of your time than you'd like with detailed briefings. There have been studies of economic impact by third parties, studies of our marketing effectiveness, our visitors' motivators and spending patterns. We've shared all of this research over time.

And then there were the funding plans. I remember versions of the "millennium plan" to move marketing from government to the private industry to save money. There were matching funds plans (I used to be responsible for gathering the industry's \$2.7 million matching share of these budgets from 2009 to 2011). There was a period where a rental car tax was added (albeit in a way that couldn't rightfully "designate" our funds for marketing.) Over the years legislatures forgot about the dotted line between that money and its purpose.

Two years ago some of you told us in legislation to return to this legislature with a plan for self funding. For the past two years I've watched our industry work internally on a tourism assessment model that many other jurisdictions have successfully implemented across America. While some businesses disagree with this approach, and have complained to you, I was struck how many more businesses supported this imperfect concept as the last best idea to save a vital economic development program.

What happened to our plan? It was sponsored and introduced in the Senate over a year ago. There has been endless work between the industry and the legislature to settle on a version that would work longterm. But the majority caucus, in control of bills in this Senate, couldn't agree to move it through committees?

I guess I'll need help understanding what happens from here. If the finance committee couldn't hear the tourism self-assessment bill (a bill that remarkably costs the government no financing), are you also not planning on funding tourism marketing as proposed by Governor Walker in this capital budget? The budget you published today risks the health of this growing industry, our workers, and our contributions to the public coffers.

Forgive me, but if the session ends and this is your final path - no tourism self-assessment and no tourism marketing appropriation - what is your next plan?

Respectfully submitted,

James Minton

Vice Chair, Alaska Tourism Marketing Board Alaska resident for ~20 years Raspberry Court Apartments, 7016 Weimer Rd, Apt 27, Anchorage, AK 99502 jamesminton@gmail.com
907-382-3193 cell

Doniece Gott

From: lazyottr@mtaonline.net
Sent: Thursday, April 19, 2018 3:57 PM
To: Sen. Anna MacKinnon
Subject: Tourism marketing dollars in the 2018 budget

Senator MacKinnon,

We have reached out to you a few weeks ago concerning the tourism marketing TID plan. It seems this bill will not be voted on this session so I want to implore that the \$3,000,000 set for tourism marketing stay intact in the final budget.

The devastating cut to the marketing budget last year has already set Alaska behind in marketing efforts. We, Alaskan tourism businesses, continue to contribute and invest in the industry and in Alaska. Many of us have increased our own advertising budgets to help bridge the gap. But in sincerity, what our small family business can contribute is a "drop in the bucket." We need the State support and marketing efforts to continue to bring people to Alaska. It is vital that Alaska keep moving forward at any level. We will not be able to sustain being the "bright spot" in the economy, without ongoing marketing efforts.

We still support long term, sustainable marketing, such as the TID, and hope the this industry's sincere and rigorous efforts to find a meaningful plan to bring to the legislature will ultimately be recognized. Again, please insure that the \$3,000,000 stay in the budget for tourism marketing.

Thank you,

Kelly and Mike Bender

Lazy Otter Charters Inc.

6754 Waterfall Dr.

Eagle River, AK 99577

info@lazyottercharters.com

907-694-6887 / cell 907-694-6887

"Visitor Industry Advancement Award, 2016"

from Visit Anchorage

Doniece Gott

From: Al Koch <al@allalaskatours.com>
Sent: Thursday, April 19, 2018 10:16 AM
To: Sen. Anna MacKinnon
Subject: Destination promotion matters

Dear Senator MacKinnon,

I wanted to reach out in support of keeping the \$3M in the capital budget for tourism promotion. While I do believe that further reductions in State spending can be achieved, this is one of the few expenditures that actually provide a measurable return on investment.

The Tourism Industry continues to strive for a long-term funding model via self-assessment, the process takes time, and in the interim we need at least this minimal investment to keep Alaska present in the global tourism marketplace.

Thank you for your ongoing leadership for your District and the State of Alaska.

Kind regards,

Al Koch



Al Koch, President
T: 907-272-8687 | F: 907-272-2532
600 Barrow Street, Suite 200
Anchorage, AK 99501

Meet us at IPW Denver | May 19-23, 2018 | Booth 833

Doniece Gott

From: Shirley Kern <hickelinvestment@gci.net>
Sent: Thursday, April 26, 2018 9:23 AM
To: Sen. Donny Olson; Sen. Peter Micciche; Sen. Natasha Von Imhof
Cc: Sen. Anna MacKinnon; Sen. Lyman Hoffman; Sen. Click Bishop; Sen. Gary Stevens
Subject: SB 142

Dear Honorable Senators,

Please reconsider and put the tourism marketing dollars back into the Capital Budget – SB 142

Tourism in Alaska is a vital part of the economy for all Alaskans. It doesn't matter if you are in the Industry or not. As long as we have people coming to Alaska Business's will thrive.

Most Mom & Pop business's make all of their revenue during the summer months. This revenue helps sustain them year round, by feeding their families, paying their mortgages and by their contributions to other business's.

Tourism is a constant source of revenue. Please don't take tourists for granted.

Although I do not work for a small company, many of my friends do and many are small business owners. As a life long Alaskan I hope you will listen to the voices of all those you may affect by not appropriating the funds to SB 142

Thank you for listening

Very Respectfully,

Raquel M. Edelen
The Hotel Captain Cook | Vice President
P: 907-276-6000 | D: 907-343-2278 | F: 907-343-2221
www.CaptainCook.com | raqueledelen@captaincook.com



CONFIDENTIALITY NOTICE: This electronic mail transmission and any accompanying attachments contain information belonging to the sender which may be confidential and legally privileged. This information is intended only for the use of the individual or entity to whom this electronic mail transmission was sent as indicated above. If you are not the intended recipient, any disclosure, copying, distribution, or action taken in reliance on the contents of the information contained in this transmission is strictly prohibited. If you have received this transmission in error, please notify the sender immediately and destroy all copies of this transmission.

Doniece Gott

From: Kathy Hedges <kathy@northernalaska.com>
Sent: Thursday, April 26, 2018 8:44 AM
To: Sen. Anna MacKinnon; Sen. Lyman Hoffman; Sen. Click Bishop; Sen. Donny Olson; Sen. Peter Micciche; Sen. Natasha Von Imhof; Sen. Gary Stevens
Subject: Please reinvest for the future of Alaska - 3 Million

Dear Senate Finance Committee,

You each have many items on your plate day in and day out making decisions on what is best for Alaska's future. One item that should be removed is the question of reinvesting or not into tourism.

YES YOU SHOULD is as simple a message I can give you. I will try to keep this short and simple -- please put back the \$3 million in the Capitol Budget.

I won't use this message to share with you why that is still too low of an investment for an industry that generates over \$4 billion in economic activity and contributes over \$100 million directly to state revenues.

BUT, I will use this e-mail to share that working for an Alaska based tour company for the last 18 years (The Alaska visitor industry for over 30 years since high school in Juneau) I have seen what contributions we can make as a company with a healthy economy...and the struggles when it isn't as strong. When it is good we are hiring more Alaskans to work, pay rent, and go shopping. We are making new purchases and investments in our infrastructure -- more jobs that are not directly related to us, but who are growing because of the visitor industry. And our reach isn't just here in Fairbanks -- we reach to the shores of the Arctic Ocean sharing Alaska's Arctic with visitors to communities like Utqiagvik, Deadhorse, Kaktovik -- bringing it closer the communities of Anaktuvuk Pass, Beaver, Minto, Manley, Fort Yukon and Coldfoot all the way down to Healy ... and yes our hometown Fairbanks.

Our success when we can grow spreads beyond our business, our town, our region.

So not making a contribution is not an option -- the \$3 million is an option you can and should make today.

Each traveler the visitor industry brings in is bringing in new dollars that are staying here in Alaska - going to local companies which in turn are paying fees to local and state government. Creating new jobs. Building new infrastructure.

Yes, you are making decisions for the WHOLE of Alaska -- My hope is you can see how the visitor industry is an integral part of the WHOLE by the positive economic impact we make on the state as a whole -- not just a few and not just a few communities or seasons. WE ARE a positive impact and not a drain on services just asking for money -- we give back in \$\$ to the state and local governments and we create and bring in new \$\$.

I know you have received reports from the visitor industry and individual visits during this session. I can't be there today but you will also hear testimony today to support the \$3 million back in the Capitol Budget.

I said I would try to keep this short so will close with ---- Please add my voice to that of supporting putting the \$3 million back in the Capitol Budget..

Thank you for your service,,

Kathy

Kathy Hedges
Northern Alaska Tour Company
907-474-8600 - work
907-388-8573 - cell
PO Box 80684, Fairbanks AK 99708

Explore Fairbanks Board of Directors - current Chair Elect
Alaska Tourism Marketing Board Member

Doniece Gott

From: Jennifer Cross <jennifer.cross@alaskaraptor.org>
Sent: Thursday, April 26, 2018 12:17 PM
To: Sen. Anna MacKinnon; Sen. Click Bishop; Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman; Sen. Natasha Von Imhof; Sen. Peter Micciche
Subject: Bill SB 142 - PLEASE INCLUDE TOURISM MARKETING

Senate Finance Committee,

I am the Director of the Alaska Raptor Center in Sitka, Alaska. We are a non profit organization that rescues and rehabilitates wild birds, specializing in birds-of-prey. Our mission is also to educate the public about ecological concepts and habitat conservation, and we are able to earn the income we need to operate through visitors to our facility.

According to TripAdvisor, the Alaska Raptor Center is the #1 attraction in Sitka. We rely on the income we generate through admissions and gift shop sales for our survival and have suffered near dissolution in late 2000s due to record low tourism numbers in Alaska.

We are very excited by the projected uptick when it comes to tourism, but understand that we cannot count on this to continue, unless we continue to actively market our State as a foremost visitor attraction. People will forget about us, if we aren't continuously showcasing what we have to offer them.

The Alaska Raptor Center strongly supports the inclusion of tourism marketing in the capital budget!

Thank you,

Jennifer



Jennifer Cross
Executive Director
Alaska Raptor Center
1000 Raptor Way
Sitka, AK 99835
(907) 747-8662
www.alaskaraptor.org

Follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#)



Virus-free. www.avast.com

Doniece Gott

From: MJ Aft <mj@campdenali.com>
Sent: Thursday, April 26, 2018 12:22 PM
To: MJ Aft
Subject: Support Tourism funding!

Dear Senators and Representatives,

I am writing to request your support in providing the \$3 million in funding to the state's tourism marketing program as recommended in the Governor's budget, and in continuing discussion about the implementation of a TID.

Tourism in Alaska is critical to our state's economy and in supporting Alaskan-owned businesses throughout the state. Without a strong destination marketing program, Alaska is in danger of losing our competitive edge as a global tourism destination.

Thanks in advance for your support.

Sincerely,
MJ

MJ Aft

Office Manager

Camp Denali, North Face Lodge, and Parkside Guest House

PO Box 67, Denali National Park, AK 99755

Ph: 907-683-2290

[Facebook](#) | [Blog](#) | [Twitter](#) | [Pinterest](#) |

Doniece Gott

From: Lisa Kruse <lisakruse.alaska@gmail.com>
Sent: Thursday, April 26, 2018 12:22 PM
To: Sen. Anna MacKinnon; Sen. Click Bishop; Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman; Sen. Natasha Von Imhof; Sen. Peter Micciche
Cc: Lisa Kruse - Home
Subject: Alaska Tourism Industry - KEEP AND INCREASE the funding for this vital industry!

Dear Senators,

Is it true that the Senate Finance Committee members have decided that the capital budget should no longer includes any funding for tourism marketing?

PLEASE KEEP AND INCREASE THE FUNDING FOR THE ALASKA TOURISM INDUSTRY!

The Alaska Tourism Industry is vitally important to our economy with \$2.42 billion* annually in visitor spending. The livelihood of nearly 39,000* Alaskans statewide generate a labor income of \$1.3 billion* annually.

I have personally worked in the Alaska Tourism industry since 1994 for the cruise lines, an Alaska Native owned company, and now a small Alaskan owned and operated company. Over the past 24 years, I have traveled extensively with the State of Alaska through partnerships within their marketing programs to bring new business to Alaska. Through those efforts, we have opened new markets that now bring travelers from Japan, China, India, Europe and across the USA with a steady increase. The economic impact these new markets bring has also increased. Through these efforts, we have also seen new opportunities in the operational season of the tourism industry as the focus shifts to the Aurora season, which has now surpassed the Midnight Sun season in Fairbanks for visitor spending.

These marketing efforts require consistent funding which enables our industry to build relationships that develop into vibrant growth opportunities for revenue generation. By cutting the funding, the state of Alaska and their partnerships, will no longer be able to afford the partner programs that were once available to promote Alaska Tourism. The impact of this decision today will stifle our market and shift the visitor (and the companies who invest in our state) to other destinations that are supportive and welcoming to the tourism industry and the economic benefits it brings to Alaska.

As we have watched the industry grow, we have also seen the state benefit through the collection of local sales taxes, cruise ship taxes, and rental car taxes. When the tourism industry contributes to the tax base or to the tourism marketing effort directly through fees, levies or taxation on their customers, then these resources intended for destination marketing should not be used for other purposes such as broader economic development or infrastructure purposes. They should be reinvested into the tourism industry to continue to support the growth and sustainability of our future. It is my understanding that the rental car tax generates over \$12 million dollars annually, with \$9 million of those tax receivables directly attributed to visitors / non-resident rentals. Was the rental car tax bill passed with an "intent to use the funds for tourism marketing" ? Yet the state has continued to deny our industry the support as intended by the language in the bill.

On a personal level, as a life-long employee in the tourism industry, I "pay it forward" locally in my community. My wages are solely from the visitor industry. The income I earn, is reinvested in the local economy through the house I own, the car I drive, the food I eat, and the retail spending at local businesses in Alaska. If our industry is not supported by the state of Alaska, how can our communities survive?

*Tourism Works For Anchorage

Source: <https://www.anchorage.net/about-visit-anchorage/tourism-pays/>

Tourism benefits businesses of all types. Hotels, tour companies and restaurants all benefit from visitor dollars, but tourism has benefits for other business as well. From car repair to construction and farming to finance, there are some surprising secondary benefits from tourism. Together we can strengthen the economy and make our community better.

Tourism in Alaska

- Statewide, direct visitor industry spending is more than \$2.42 billion annually. It generates 38,700 jobs in Alaska and \$1.3 billion in labor income.
- On average, each visitor spends approximately \$1,000 in Alaska during their visit, on top of the cost of the airfare or cruise to get here.

Here in Anchorage

- More than 40 percent of visitor industry related spending in Alaska is in the Southcentral region.
- Visitors spend more than \$798 million annually in Southcentral Alaska. That excludes the cost of transportation to Alaska (a cruise, air tickets or ferry tickets).
- On average, meetings and conventions in Anchorage account for an estimated economic impact of \$94 million annually.
- One in 10 Anchorage jobs is in tourism. That's 19,200 people in Southcentral that work thanks to tourism, with \$604 million in labor income.
- Tourism generates millions of dollars in municipal bed tax annually. Since 1979, more than \$160 million in bed taxes has gone directly into the Municipality of Anchorage general fund.
- According to the Alaska Department of Labor, leisure and hospitality employment is a bright spot for Anchorage amid challenges in other economic sectors.

Tourism is the world's largest industry. Tourism is an export business - We provide the services to visitors from around the world who support our economy through their spending while visiting our destination. If tourism marketing no longer receives funds to promote our state, visitors will find other destinations to spend their income. Please continue your support of the Alaska Tourism Industry.

Sincerely,

Lisa Kruse
4141 Hampton Dr
Anchorage, AK 99504
907-223-5050 cell/text

Doniece Gott

From: SCOTT MCMURREN <zoom907@me.com>
Sent: Thursday, April 26, 2018 12:25 PM
To: Sen. Anna MacKinnon; Sen. Click Bishop; Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman; Sen. Natasha Von Imhof; Sen. Peter Micciche
Cc: Sarah Leonard
Subject: SB 142 Tourism marketing

My Dear Senators:

Greetings from Tourism Marketing Central....aka my desk.

As a tourism "micro-business" , I depend on Alaska's statewide tourism marketing dollars. Actually, my work force is a party of three: me, myself and I (the Holy Trinity of small business).

I urge you to provide for a \$3Million budget for statewide tourism marketing as included in Gov. Walker's FY19 capital budget.

Tourism is a well-documented success story in today's challenging statewide economy. This budget of \$3M is small, but it's a place to start in promoting Alaska's wonder to travelers far and wide.

Most of Alaska's tourism businesses are small, family-owned enterprises (like mine). These are the businesses that will be aided by including tourism marketing in the budget. These small enterprises are well-positioned to accommodate the changing travel market that is eyeing Alaska. Those travelers seeking adventure, seeking authentic experiences with "real Alaskans" and who seek out Alaska's unique parks and wilderness areas...they are the ones who will be cared for by these small businesses.

Why?

Because the huge multi-national corporations that sail large ships can't do "small" or "authentic" very well. They don't have kayaks.

PLEASE see to it that \$3M is put back in the budget.

Thank you for your service in Juneau and for your attention to the VITAL tourism industry in Alaska.

Please contact me if you have any questions or if you need any additional information.

Sincerely, s

Scott McMurren
AlaskaTravelgram.com
TourSaver.com
(907)727-1113

Doniece Gott

From: SCOTT MCMURREN <zoom907@me.com>
Sent: Thursday, April 26, 2018 12:25 PM
To: Sen. Anna MacKinnon; Sen. Click Bishop; Sen. Donny Olson; Sen. Gary Stevens; Sen. Lyman Hoffman; Sen. Natasha Von Imhof; Sen. Peter Micciche
Cc: Sarah Leonard
Subject: SB 142 Tourism marketing

My Dear Senators:

Greetings from Tourism Marketing Central....aka my desk.

As a tourism "micro-business", I depend on Alaska's statewide tourism marketing dollars. Actually, my work force is a party of three: me, myself and I (the Holy Trinity of small business).

I urge you to provide for a \$3Million budget for statewide tourism marketing as included in Gov. Walker's FY19 capital budget.

Tourism is a well-documented success story in today's challenging statewide economy. This budget of \$3M is small, but it's a place to start in promoting Alaska's wonder to travelers far and wide.

Most of Alaska's tourism businesses are small, family-owned enterprises (like mine). These are the businesses that will be aided by including tourism marketing in the budget. These small enterprises are well-positioned to accommodate the changing travel market that is eyeing Alaska. Those travelers seeking adventure, seeking authentic experiences with "real Alaskans" and who seek out Alaska's unique parks and wilderness areas...they are the ones who will be cared for by these small businesses.

Why?

Because the huge multi-national corporations that sail large ships can't do "small" or "authentic" very well. They don't have kayaks.

PLEASE see to it that \$3M is put back in the budget.

Thank you for your service in Juneau and for your attention to the VITAL tourism industry in Alaska.

Please contact me if you have any questions or if you need any additional information.

Sincerely, s

Scott McMurren
AlaskaTravelgram.com
TourSaver.com
(907)727-1113

Doniece Gott

From: Hannah Laird <hannah.laird@spawnideas.com>
Sent: Thursday, April 26, 2018 12:25 PM
To: Sen. Anna MacKinnon; click.bishop@akleg.gov; donald.olson@akleg.gov;
gary.stevens@akleg.gov; lyman.hoffman@akleg.gov; natasha.vonimhof@akleg.gov;
peter.micciche@akleg.com
Subject: Tourism - A thriving industry

Members of the Senate Finance Committee,

I am reaching out as a concerned resident and an employee of the private sector with regard to the potential to cut to tourism marketing from the upcoming capital budget. I recognize that our State currently finds itself in difficult financial times and that you as legislators are facing a tremendous amount of pressure to be fiscally responsible with our operating budget. However, I urge you to please maintain a healthy budget for tourism marketing as it is absolutely critical in maintaining exposure to those who wish to visit (and spend their money) in our incredible state. As I'm sure you are all aware, tourism is currently one of only a few thriving economic sectors within the state. Let's keep our healthy revenue streams strong and continue to grow tourism in Alaska, our future depends on it.

Regards,

.....
HANNAH LAIRD
Project Coordinator
Spawn Ideas
an employee-owned company
Anchorage | Denver | Seattle
T **907.274.9537**

Find *brave:works* and our blog, "The Hatchery" at www.spawnideas.com
Advertising Age's Small Agency of the Year 2017, Northwest