

# South Denali

## A Visitor Center on the Horizon



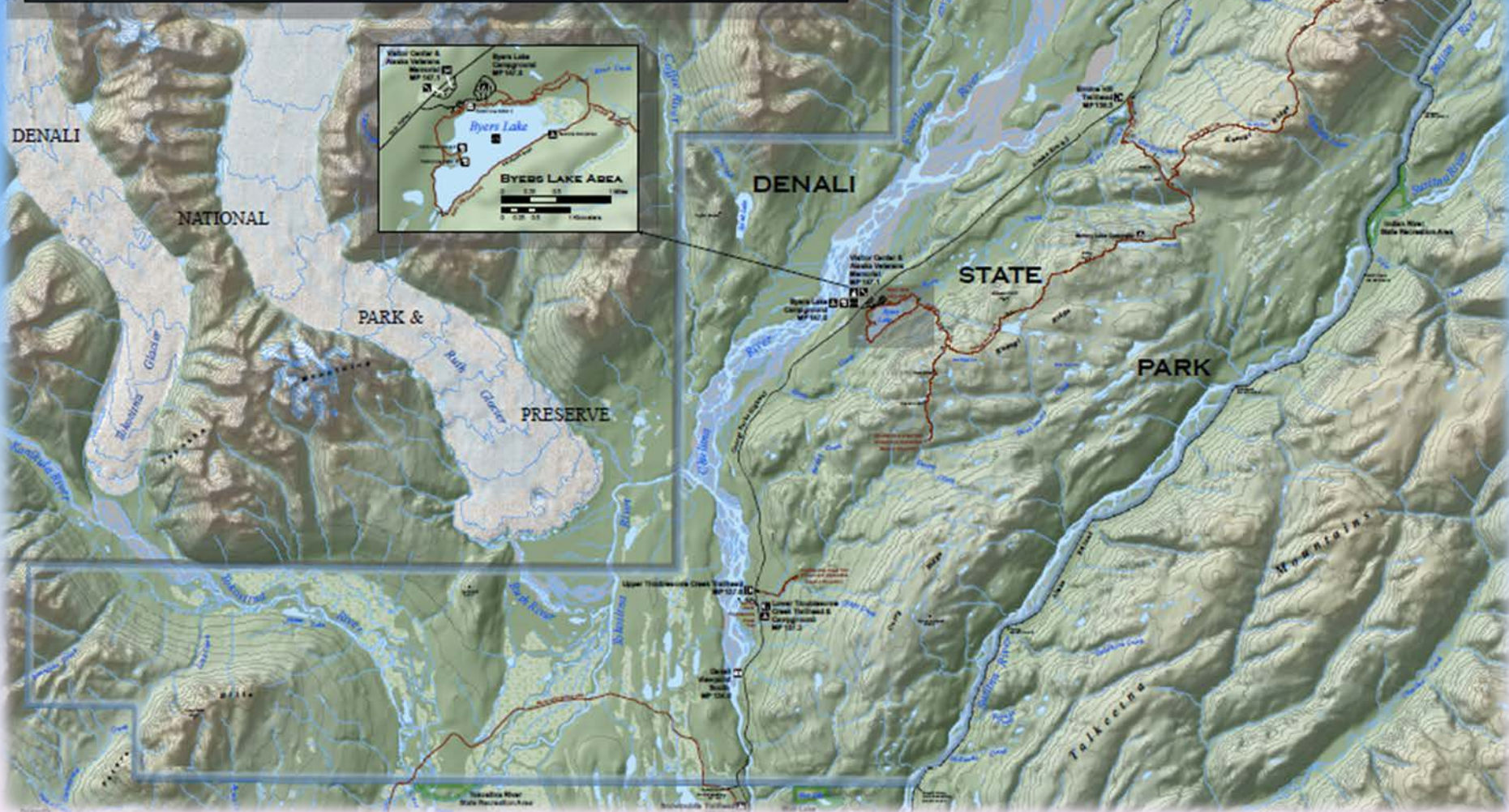
Ben Ellis, Director  
Division of Parks and Outdoor Recreation  
Alaska Department of Natural Resources  
Denali State Park  
March 13, 2012













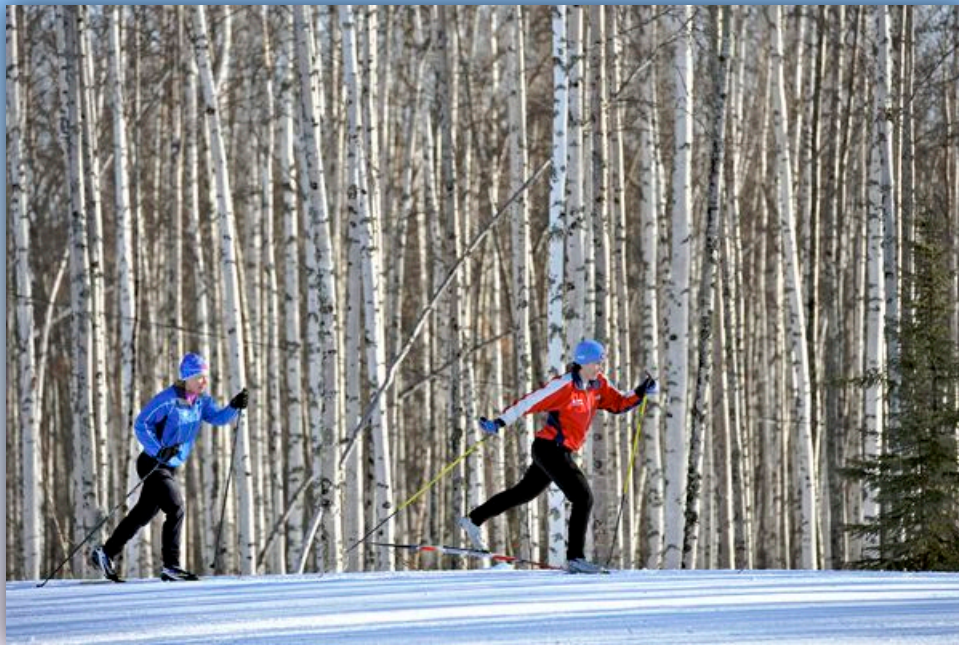
# Denali State Park Experiences

















# Cooperative Partnerships

- State of Alaska
- Matanuska-Susitna Borough
- National Park Service
- Private Enterprise





# South Denali Visitor Center Complex Purpose

- Share the beauty of the South Denali Region
- Provide a unique visitor experience
- Enhance recreational opportunities
- Provide educational and interpretive activities





Mt. Foraker

Mt. McKinley

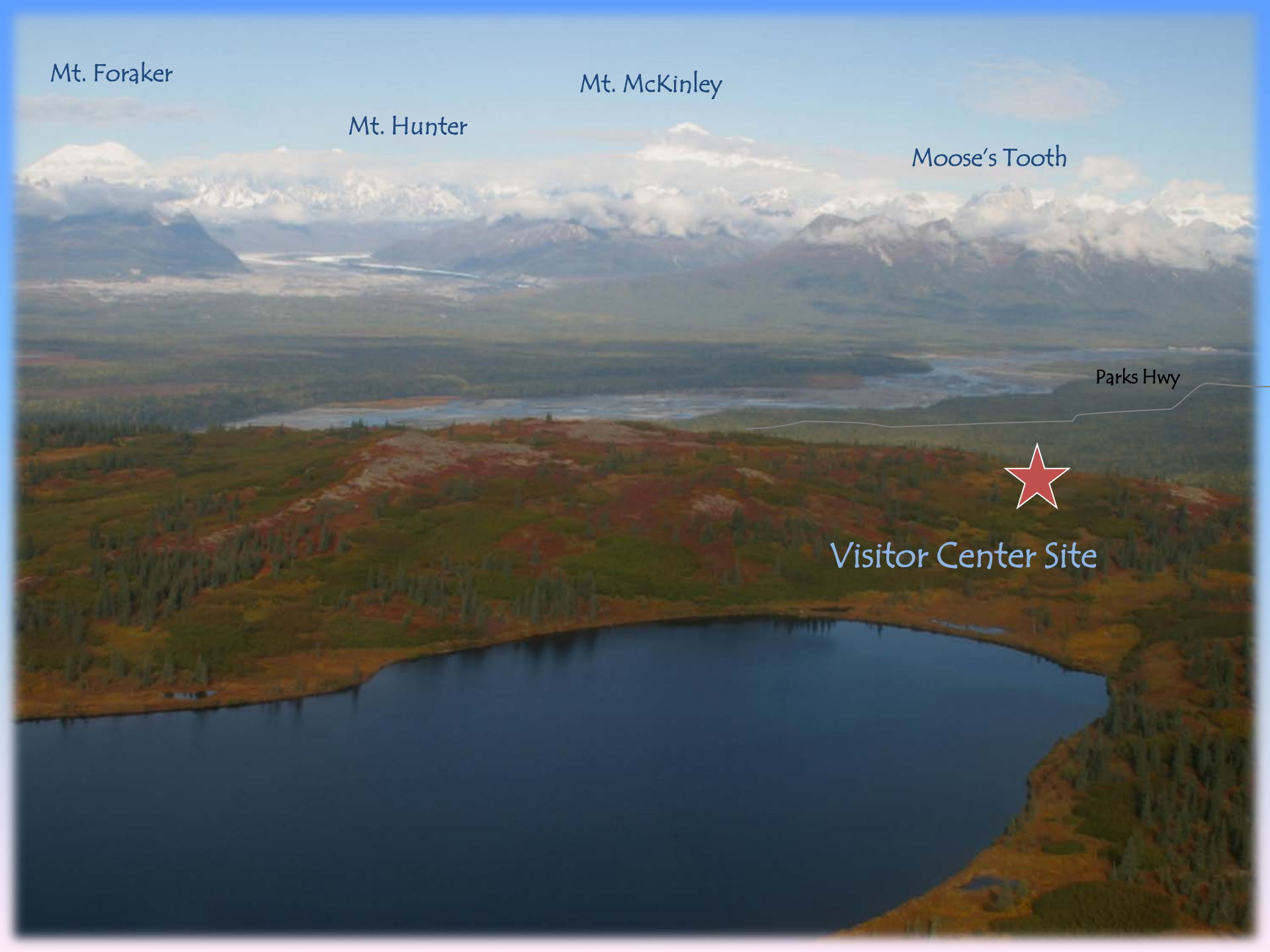
Mt. Hunter

Moose's Tooth

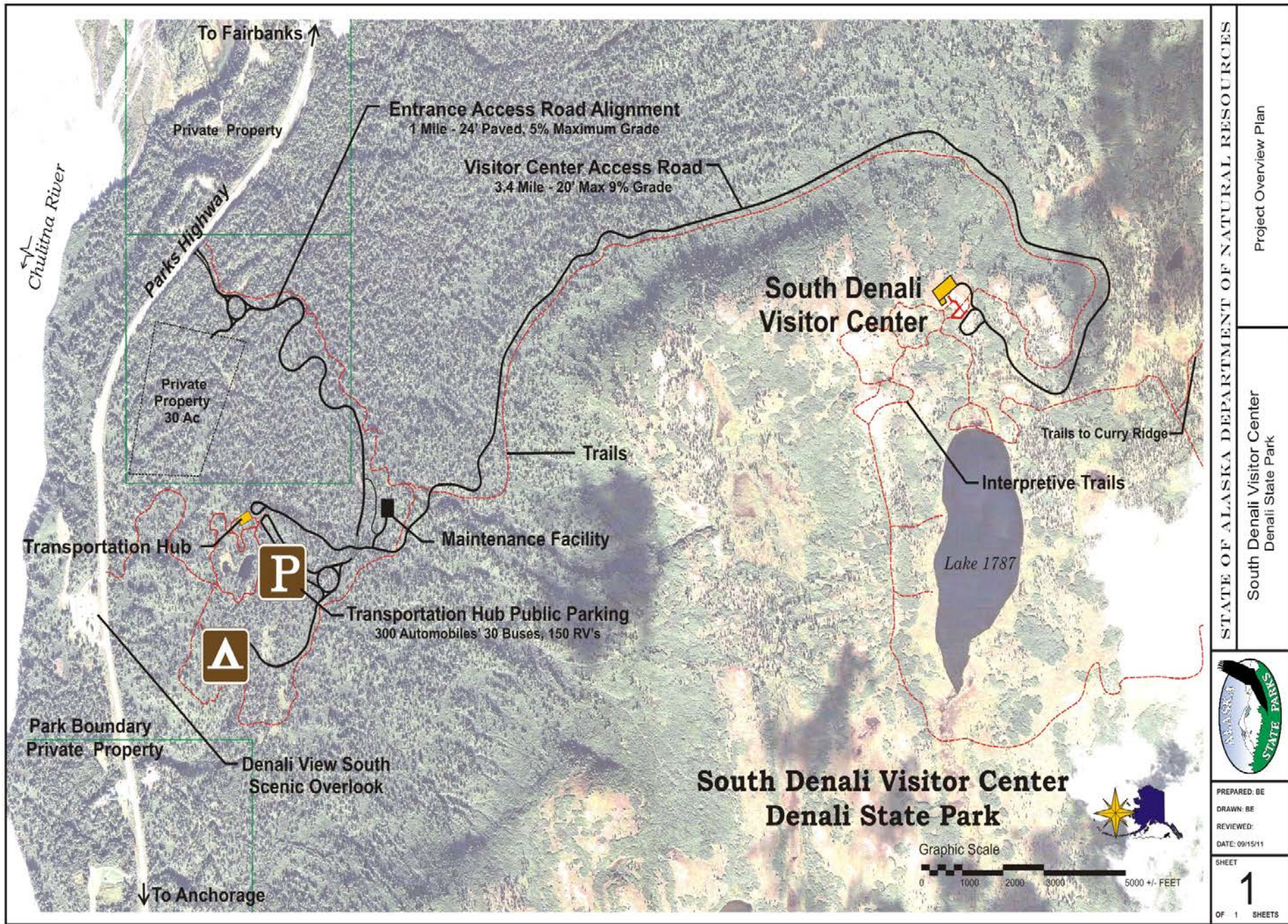
Parks Hwy



Visitor Center Site









# Transportation Hub Concept Site Map





# Estimated Construction Costs

Total Project Cost

\$36 million\*

Lower Access Road

\$1.5 million

Transportation Hub

\$8.5 million

Campgrounds/Trails

\$2.5 million

Road to Visitor Center

\$4.5 million

Visitor Center

\$19 million

\* Does not include electrical grid extension on Parks Highway





# Funding to Date & Remaining Needed

Total Funding to Date \$12.89 million

FY09 (GF) Lower access road/transportation hub building \$8.9 million

FY12 (GF) Design \$3 million

FFY12 Scenic Byways grant \$950,000

Remaining Funding Needed \$23 million

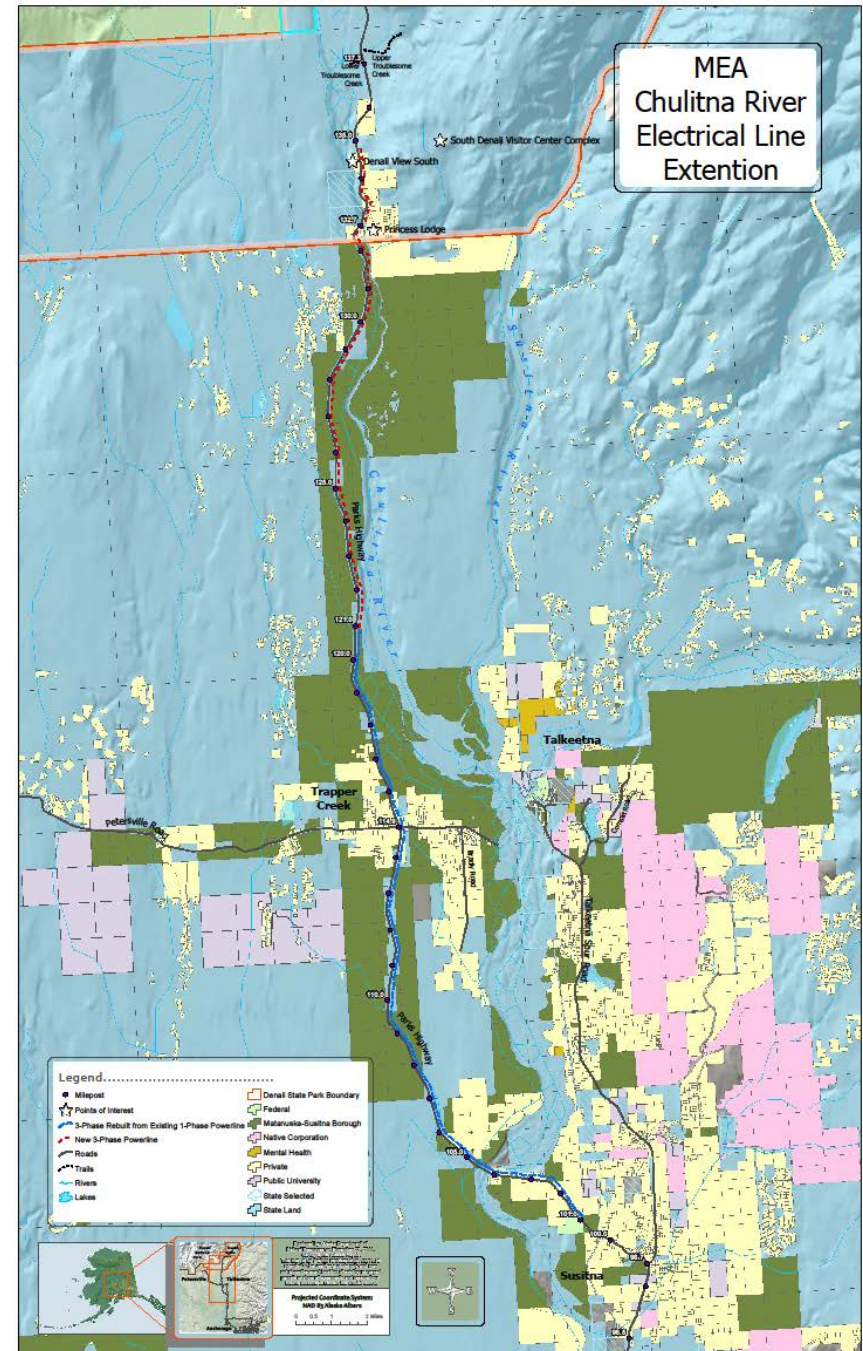




# Electrical Extension Cost

Total \$6 million  
Private donation \$1 million

Funding needed \$5 million





# Visitor Center Design Concept

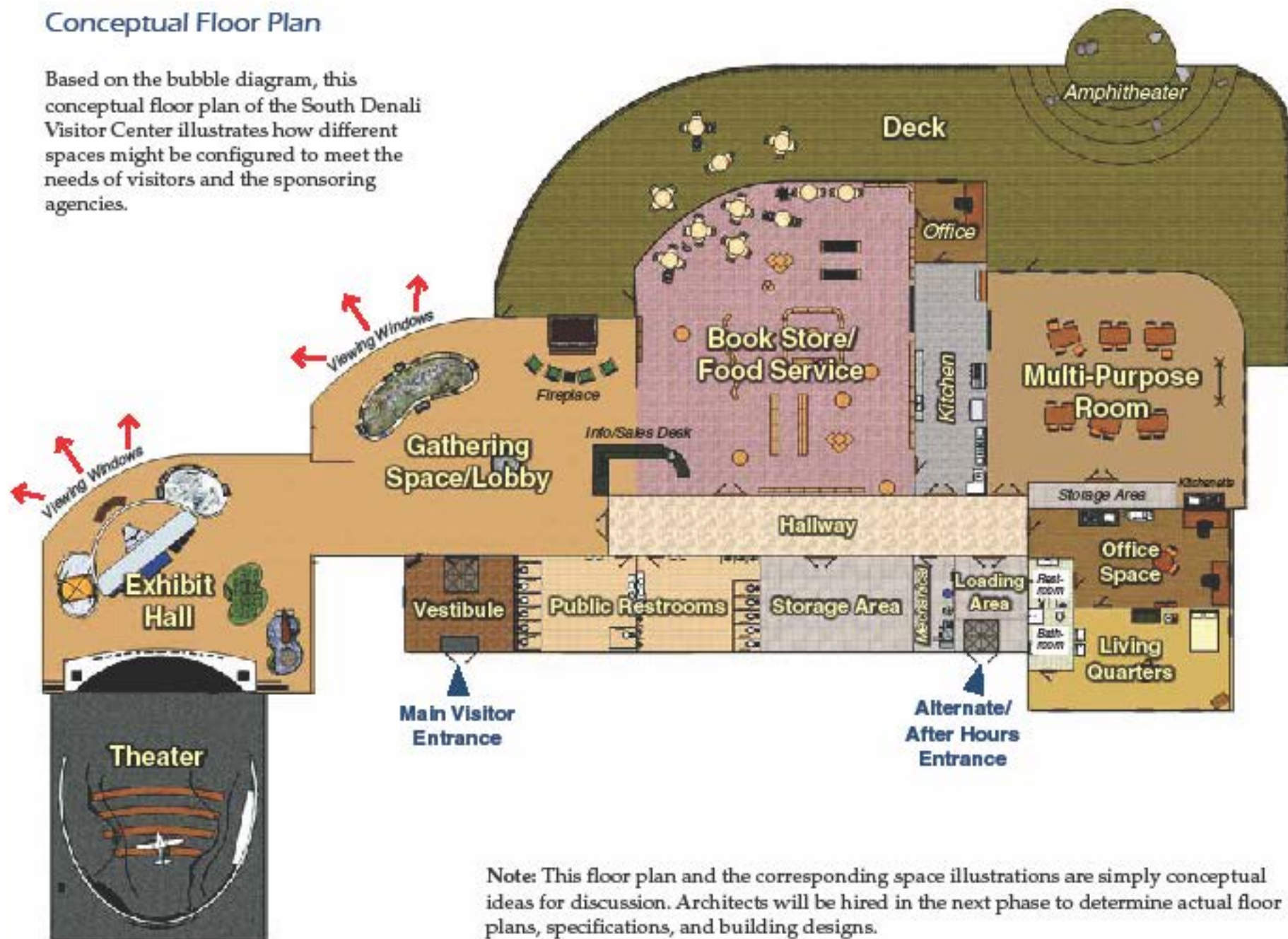


Back of Bulilding



## Conceptual Floor Plan

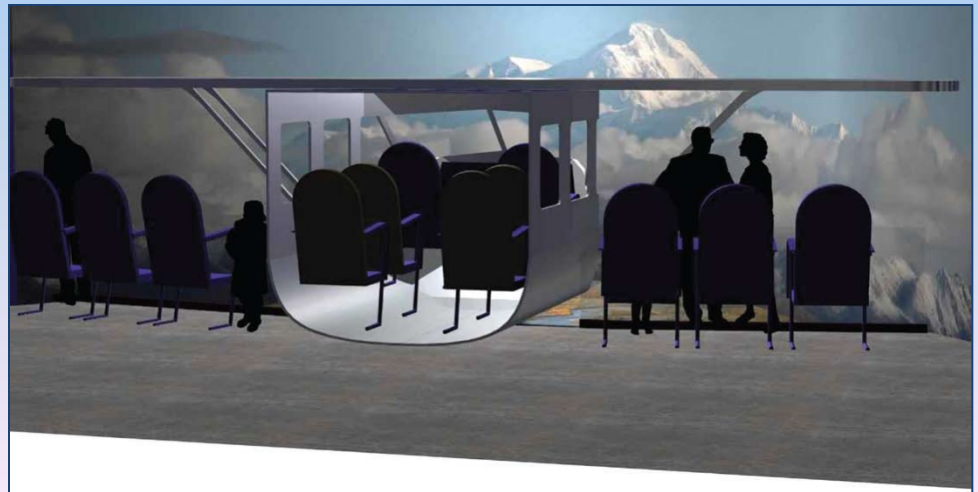
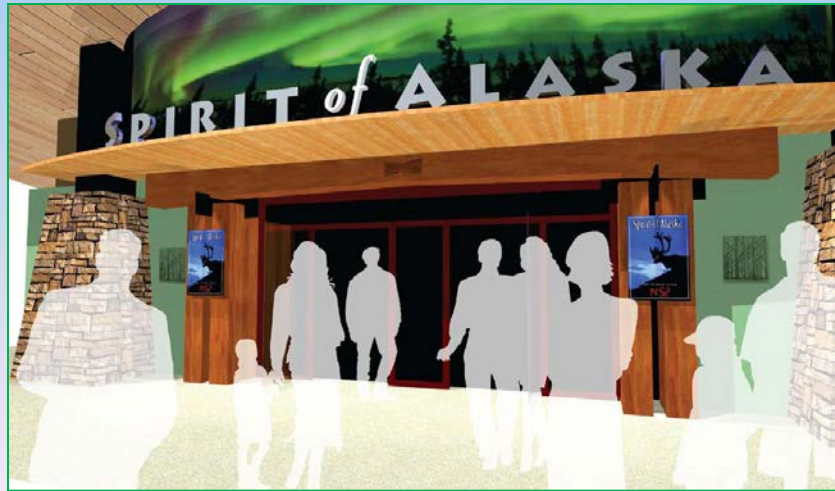
Based on the bubble diagram, this conceptual floor plan of the South Denali Visitor Center illustrates how different spaces might be configured to meet the needs of visitors and the sponsoring agencies.



Note: This floor plan and the corresponding space illustrations are simply conceptual ideas for discussion. Architects will be hired in the next phase to determine actual floor plans, specifications, and building designs.



# Interactive Exhibits







Relief Map of Alaska Range

Access to  
Viewing Deck

Fireplace Sitting Area

Universally Accessible  
Information Desk

Projection Map of  
Denali State Park



# Feasibility/Economic Impacts Studies

University of Alaska Center for Economic Development

- Used a composite forecast model methodology (Gramann, 2003)
- Baseline visitation is projected at 230,600
- This forecast is based 2010 visitor counts at four other popular south central national park visitor facilities.
- Conservative estimate when compared with the 303,000 visitors that Denali National Park (2010).
- Especially considering greater accessibility to both Anchorage and Talkeetna.





# Receipts

- Primarily transit fees – \$2.375 million
- Receipts from campgrounds, tour operators, food and bookstore concessions an additional \$625,000
- Does not address other potential receipts from winter or shoulder season visitors including conferences, camping & tours.





# Operations Costs

- Facility maintenance costs \$1 million
- Staffing at \$491,000 (22 positions including State, NPS, Mat-Su Borough employees and volunteer stipends)
- Utilities and operations \$240,000





# Margin/Surplus

- Projected at nearly \$1.25 million
- Contingent on timely start up and marketing
- Why such a large surplus?
  - No debt service
  - Debt svc, assuming \$45 million at current rate of AA rate of 5%, \$2.25 million (annually)





# Overall Economical Impact of the SDVC

- Impacts are measured by projected expenditures by
  - Government
  - Private/individuals
  - Multiplier (indirect & induced spending)
- To State of Alaska, Region (MatSu) & Local
- Construction and Operations Phase Impacts
  - Expenditures
  - New Jobs





# Estimated Economic Impacts of SDVC

Substantial during construction through operations

- Construction \$13 million annually; 230 new jobs
- Operations \$1.9 million annually; 39 new jobs
- Additional Spending by visitors, residents and business development \$30.6 million annually; 600 new jobs





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