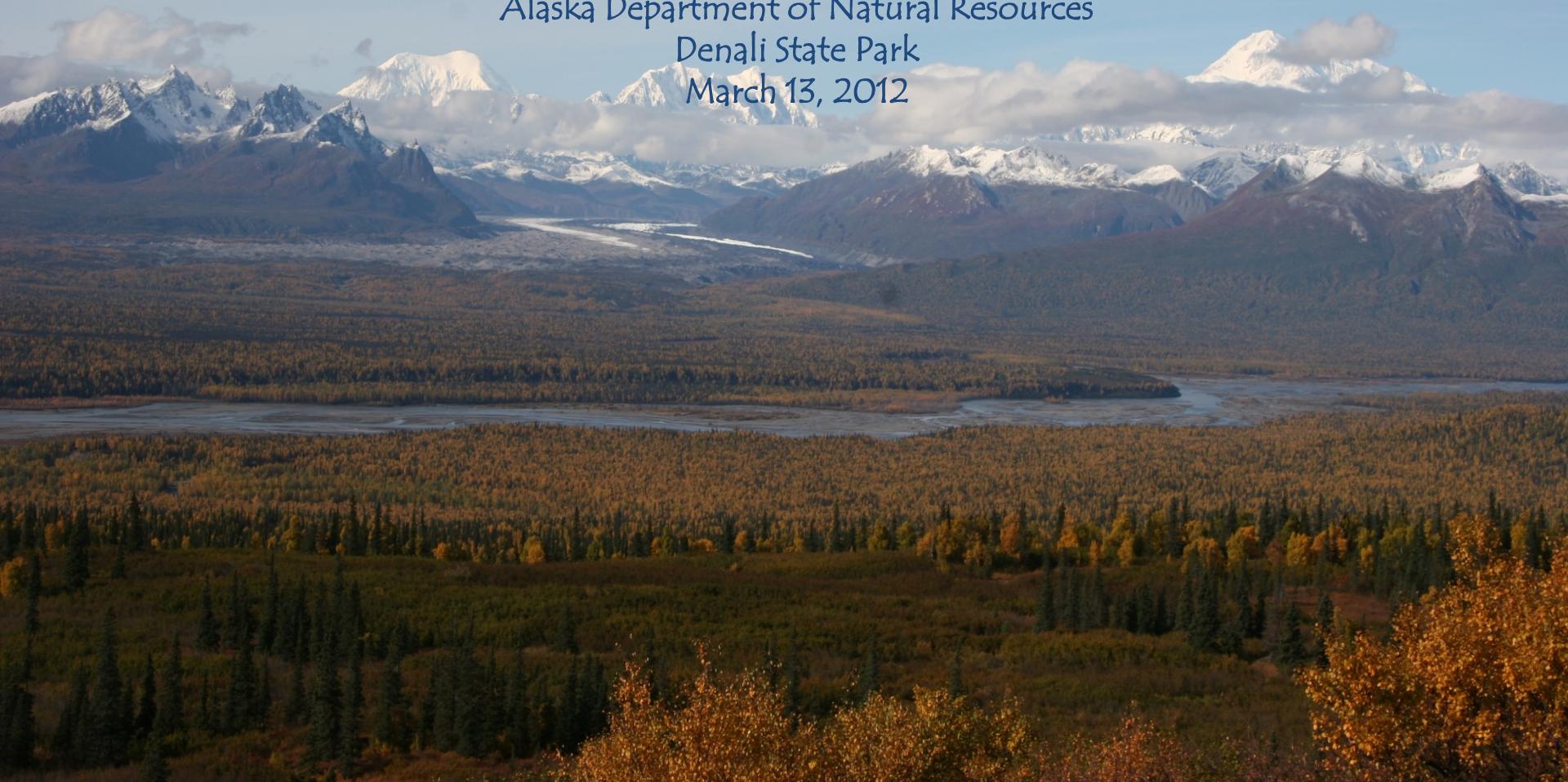


South Denali

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





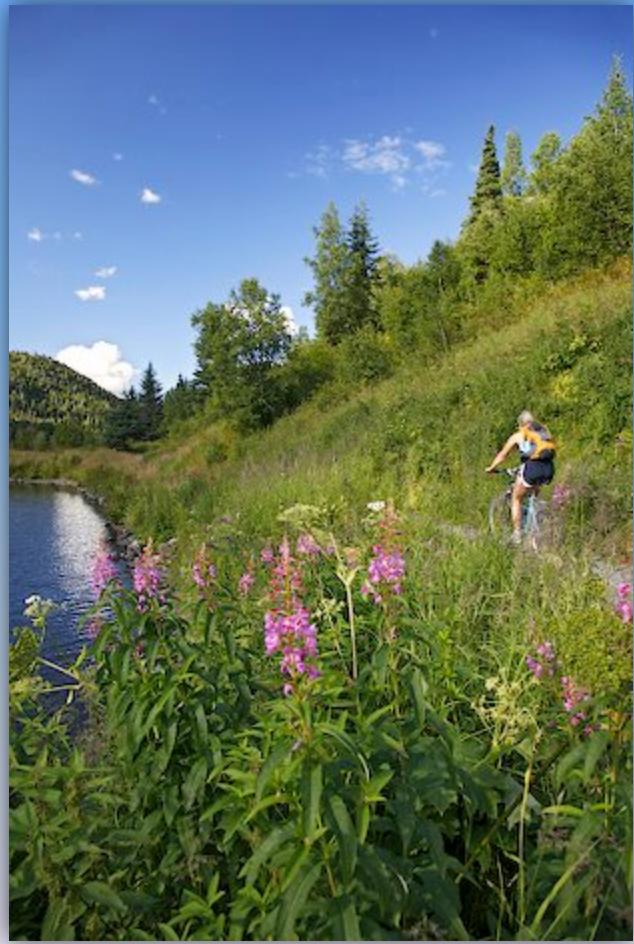


Denali State Park Experiences









Cooperative Partnerships

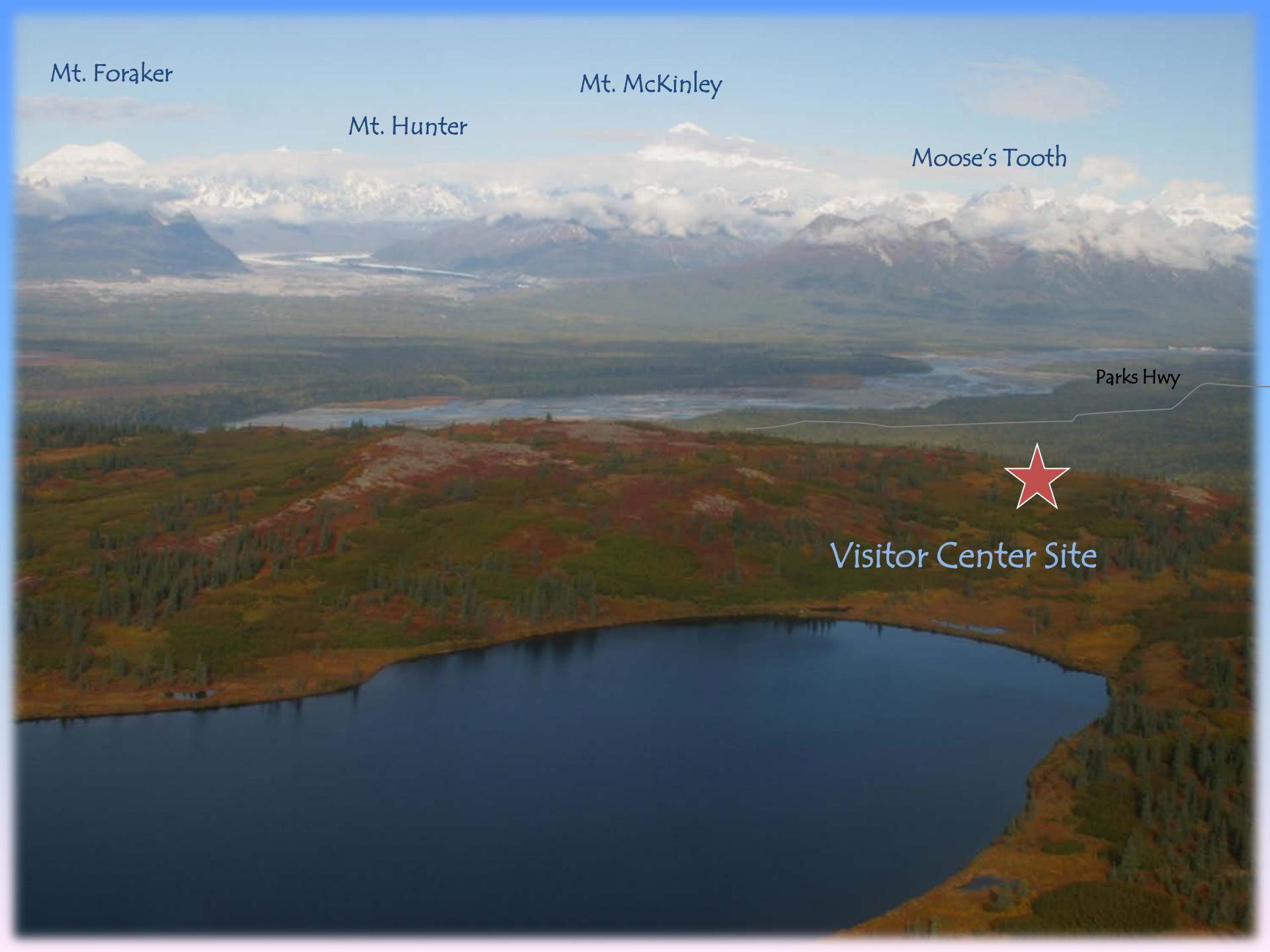
- State of Alaska
- Matanuska-Susitna Borough
- National Park Service
- Private Enterprise



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



A scenic view of the Denali National Park landscape. In the background, the tall, snow-capped peaks of the Alaska Range are visible under a clear blue sky. In the foreground, a wide river flows through a valley, surrounded by a mix of green and autumn-colored tundra. A red star marks the "Visitor Center Site" on a hillside to the right of the river. A white line labeled "Parks Hwy" points from the top right towards the star. The overall scene is a mix of natural beauty and human-made infrastructure.

Mt. Foraker

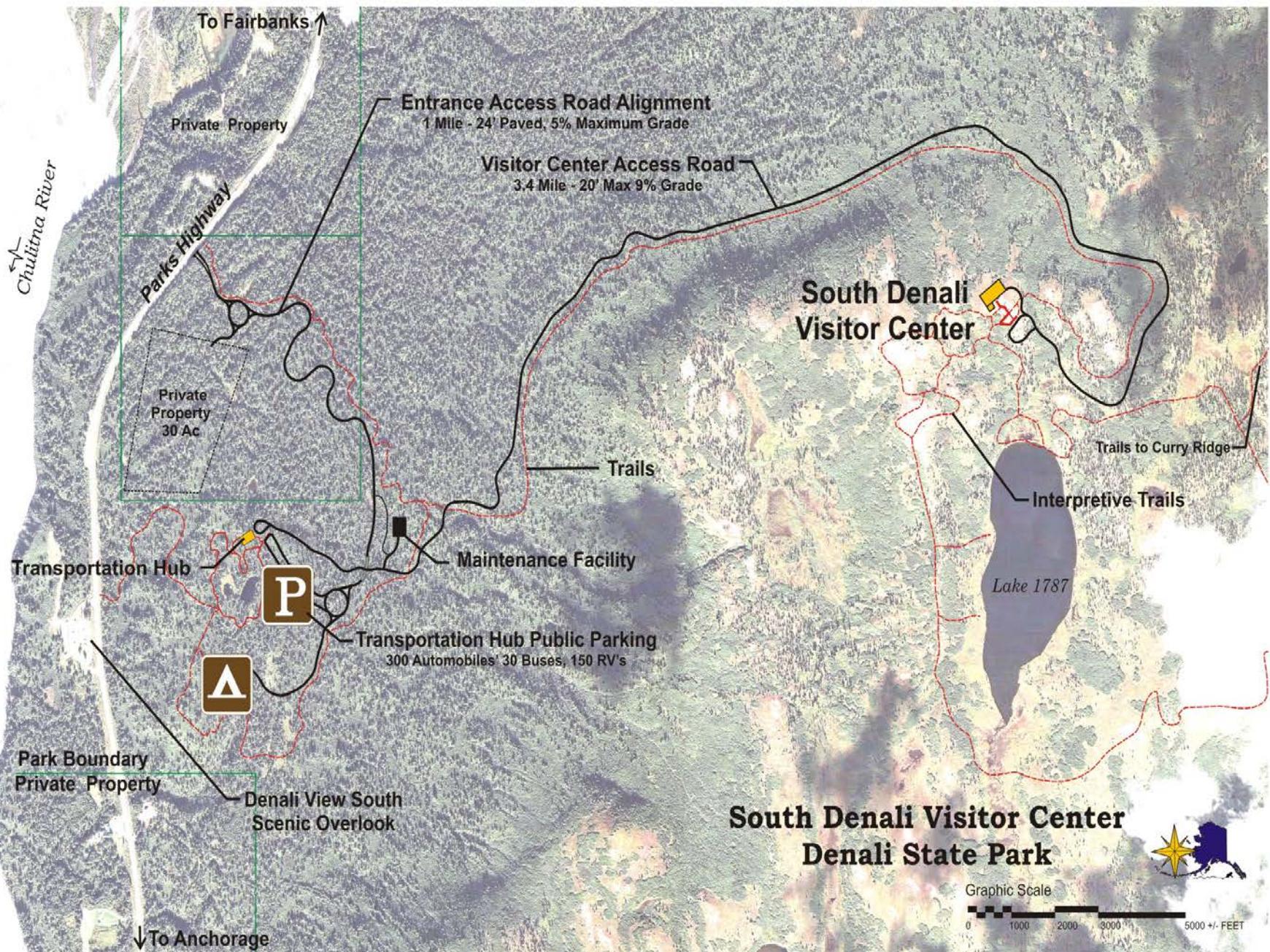
Mt. McKinley

Mt. Hunter

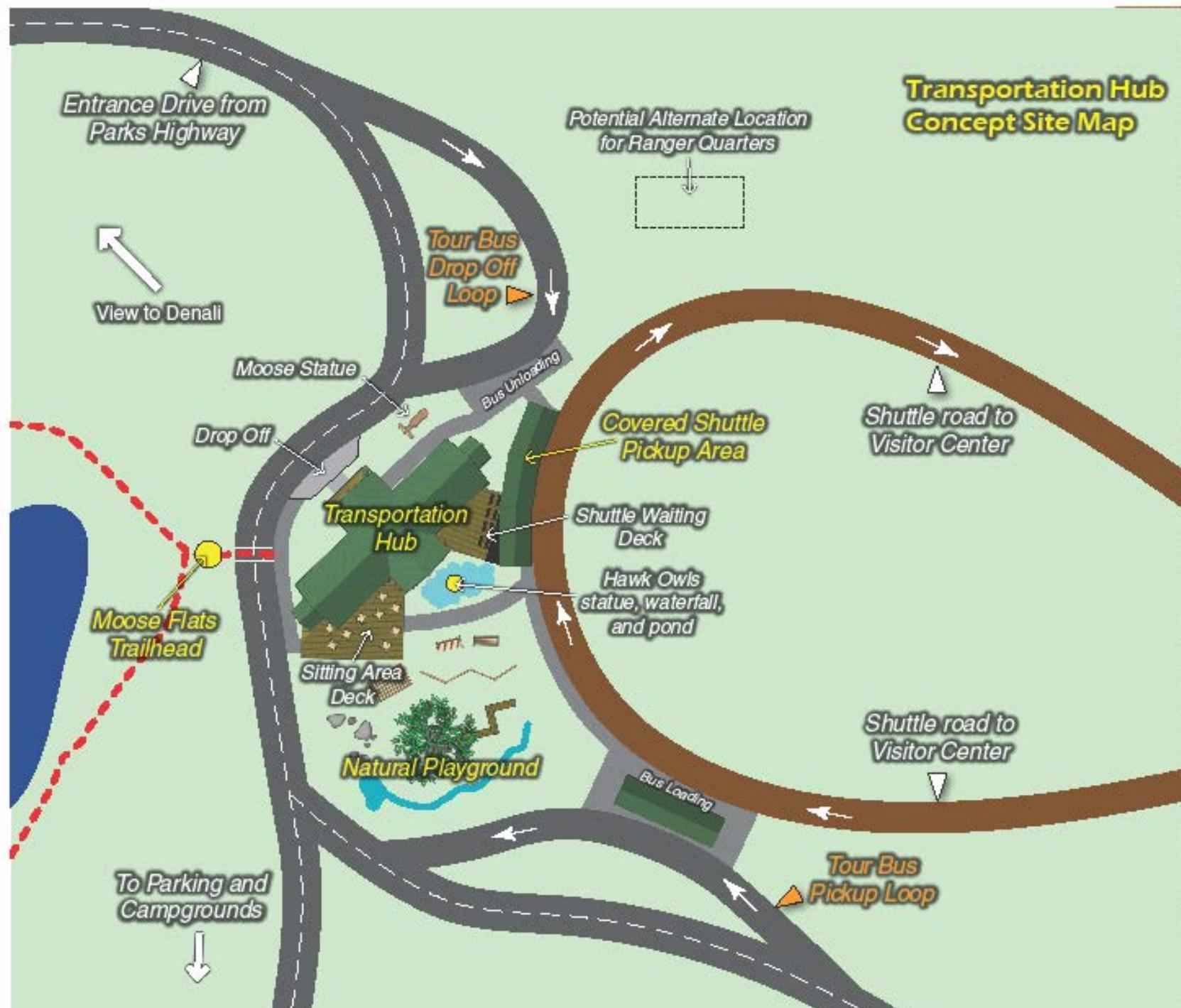
Moose's Tooth

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 |

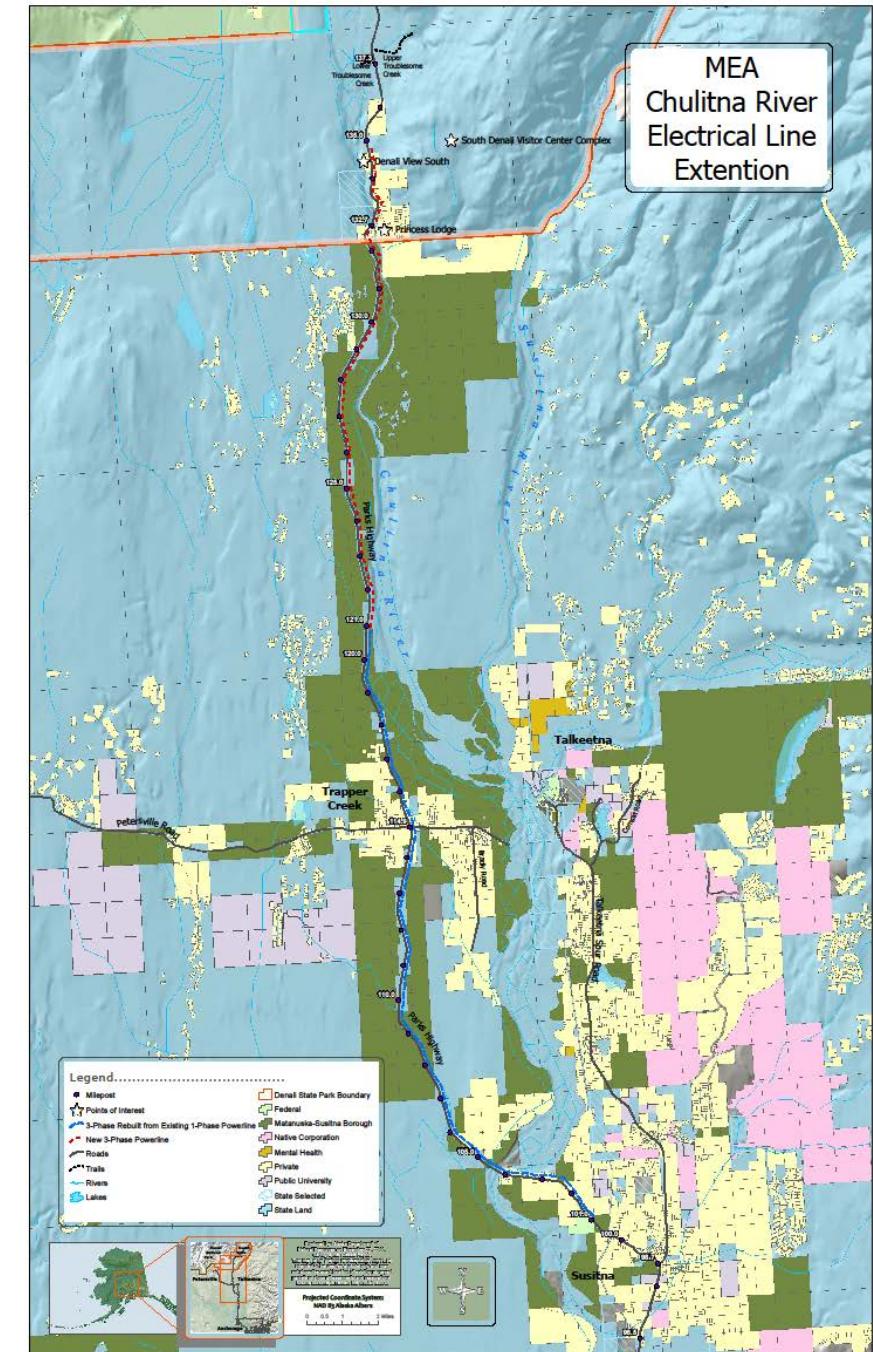
Electrical Extension Cost

Total
Private donation

\$6 million
\$1 million

Funding needed

\$5 million



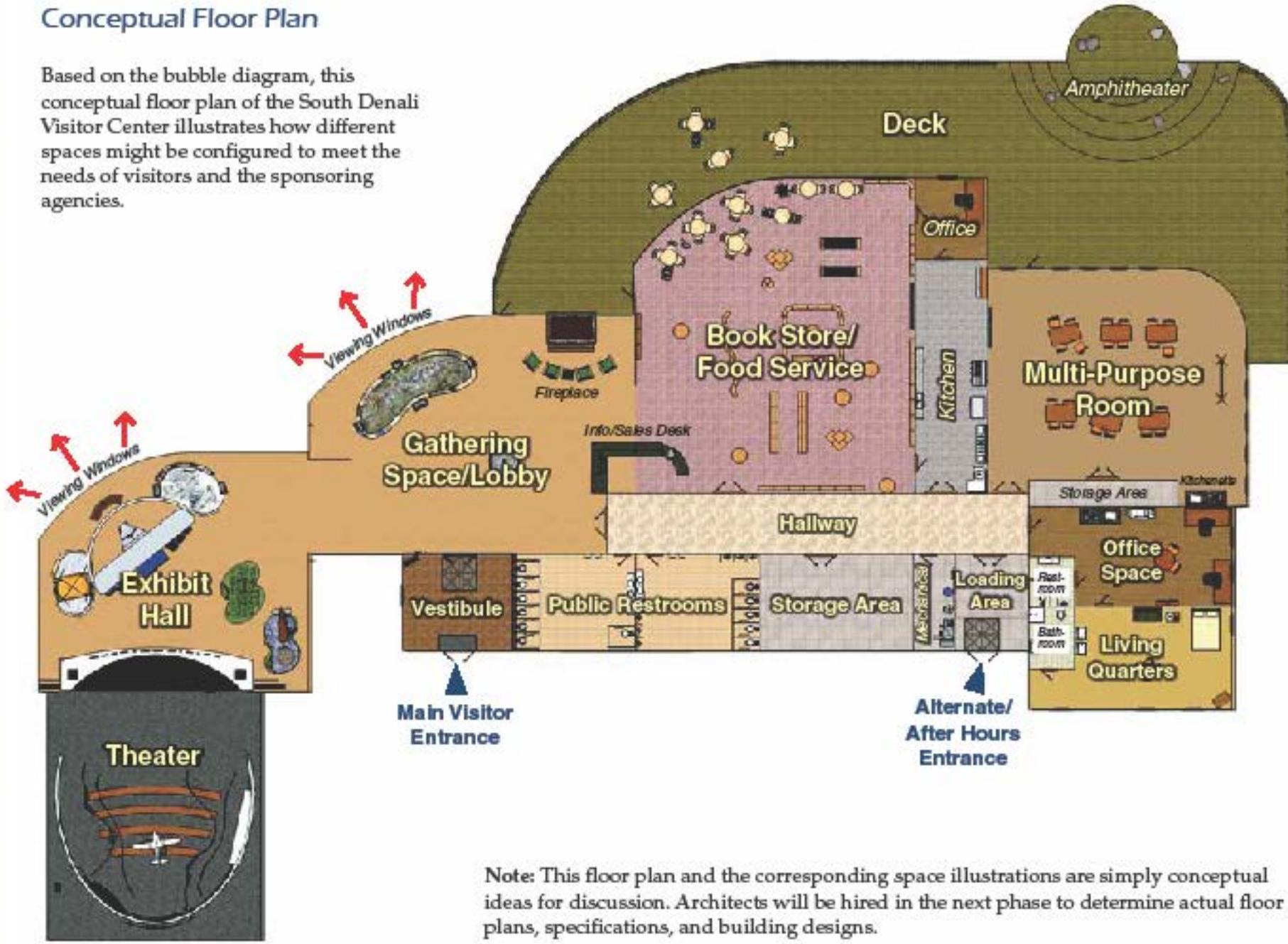
Visitor Center Design Concept



Back of Bulilding

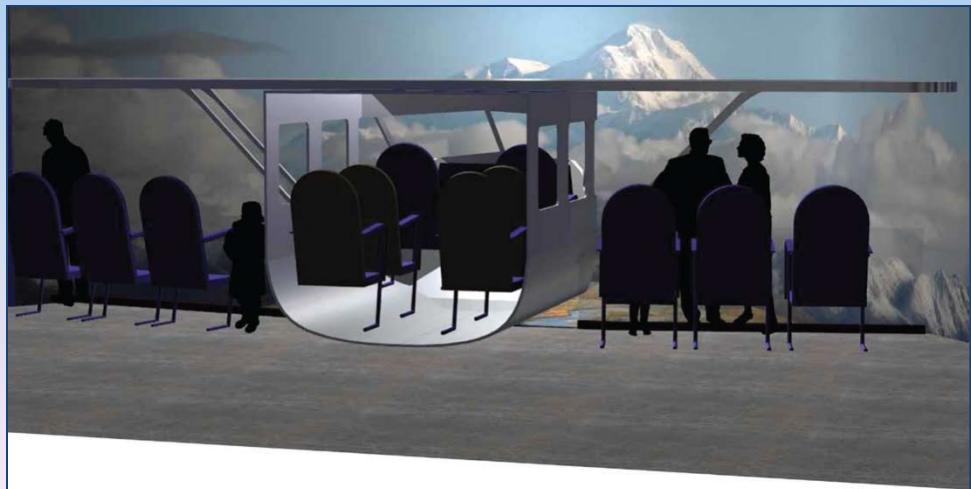
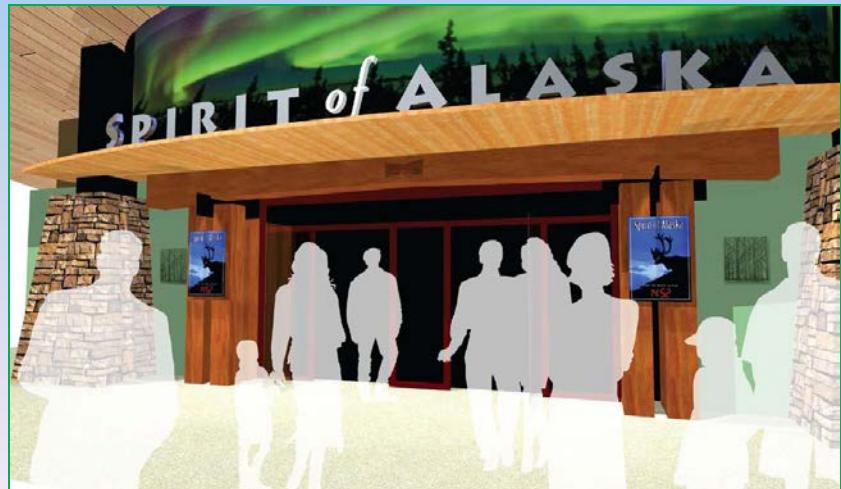
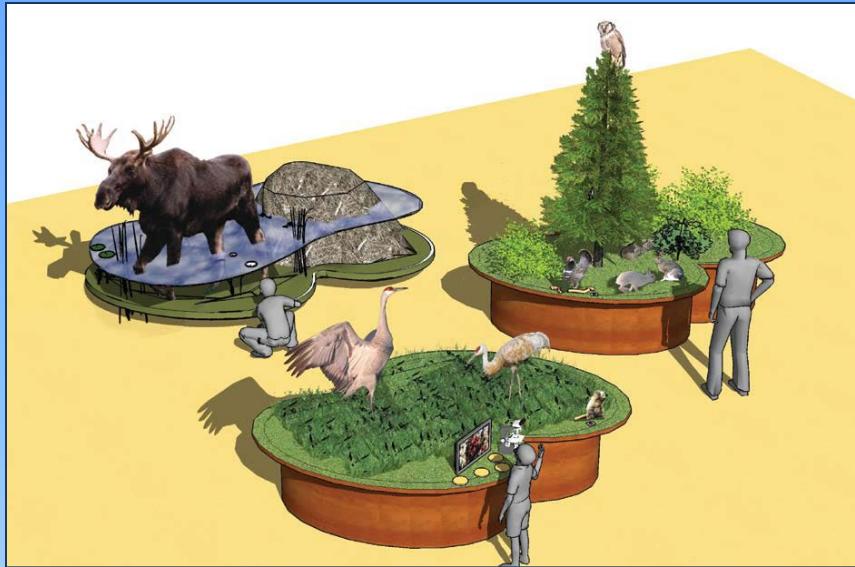
Conceptual Floor Plan

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





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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