

SJR

44

37710

SOUTHEAST ALASKA ANILCA VISITOR CENTER
SITE RECOMMENDATION

by

The Southeast Alaska ANILCA Visitor Center
Project Group

of the

Alaska Land Use Council

April 1984

EXECUTIVE SUMMARY

Under Section 1305 of the Alaska Lands Act, Congress authorizes the U.S. Department of Agriculture to investigate and plan for an information and education center in either Sitka, Juneau, or Ketchikan, Alaska.

The Forest Service, U.S. Department of Agriculture, proposed a study plan to the Alaska Land Use Council (ALUC) to investigate and plan for an ANILCA center in Southeast. After ALUC adopted the study plan, a Project Group was formed which consisted of representatives of State and Federal agencies and Native organizations.

The purpose of this study is to recommend to ALUC a site for an ANILCA public lands visitor center in Southeast Alaska.

Under ANILCA, three communities were to be considered for the center: Sitka, Ketchikan, and Juneau. In early March 1984, the City of Juneau informed the Project Group that it would not seek the center. In a letter to the Project Group Chairman, the City Manager of Juneau stated that the decision was made in an effort to aid the economies of Sitka and Ketchikan.

Site recommendation criteria included an analysis of the site and facility proposed by each community, the number of visitors to each city, visitor access modes, entry and exit points to Southeast Alaska, and each community's commitment to tourism.

The communities of Sitka and Ketchikan submitted excellent, professional proposals, both written and oral, to the Project Group.

After carefully considering the proposals as they relate to the recommendation criteria, the Project Group is recommending Ketchikan as the site of the Southeast Alaska ANILCA visitor center, if the facility is funded by Congress. The Project Group concluded that locating the center in Ketchikan would best meet the needs of visitors (non-residents from outside Southeast Alaska). Major factors leading to this recommendation included the larger number of visitors to Ketchikan, the potential for more visitors to Ketchikan, and the strategic location of Ketchikan as a more frequent first "port of call" in Southeast.

The Project Group experienced significant difficulty in making its recommendation, given the high quality of the Sitka and Ketchikan proposals and the sincere effort of each community to secure the center. There were many advantages inherent in each presentation. During the Group's deliberation and evaluation process, the ample support given each community was a direct result of the well-conceived nature of both proposals.

ACKNOWLEDGEMENTS

The members of the Project Group wish to thank Ann Strain of the Sitka Visitors Bureau, Nancy Harrington and Leeta Rice of the Ketchikan Visitors Bureau, and Joe Leahy of the Davis Log Cabin Information Center in Juneau for serving as community contacts for the Project Group. Their hard work in contributing to this study is an example of their commitment to presenting the unique qualities of Southeast Alaska to travelers from around the world.

We would also like to thank the people of all three cities for their hospitality, willingness to supply information, and eagerness to show the Project Group every courtesy. Their pride in their communities is certainly justified.

The fact that Juneau withdrew from the competition process should be noted. In an effort to boost the economies of the other communities, Juneau decided not to seek the center. This gesture speaks well for Juneau's concern for the economic stability of Southeast Alaska as a region.

CONTENTS

	Page
I. INTRODUCTION.....	1
II. STUDY PROCEDURE.....	3
III. COMMUNITY PROPOSALS ADDRESSING RECOMMENDATION CRITERIA....	4
A. Criterion 1: Suitable Existing Facility or Potential Site.....	5
Conclusion: criterion 1.....	8
B. Criterion 2: Number of Visitors to Community in Calendar Year 1983.....	10
Conclusion: criterion 2.....	10
C. Criterion 3: Visitation to Community Via Access Mode (Cruise Ship, Ferry, or Air).....	11
Conclusion: criterion 3.....	12
D. Criterion 4: Number of Visitors Who Enter and Exit Southeast Alaska Through Community.....	14
Conclusion: criterion 4.....	14
E. Criterion 5: Community Support for Tourism.....	15
Conclusion: criterion 5.....	17
IV. CONCLUSION SUMMARY.....	18
V. APPENDIX.....	20
Site Recommendation Criteria.....	20

I. INTRODUCTION

Section 1305 of the Alaska National Interest Lands Conservation Act of 1980 (ANILCA) states that:

"The Secretary of Agriculture is authorized to investigate and plan for...an information and education center for visitors to Alaska in either Juneau, Ketchikan, or Sitka, Alaska."

The Act further states that the Secretary of Agriculture may

"...accept contributions of funds, personnel, and planning and program assistance from...State agencies, other Federal agencies, and Native representatives."

The Alaska Land Use Council (ALUC) adopted a proposal submitted by the Forest Service (U.S. Department of Agriculture) to establish a Project Group to address the appropriate part of Section 1305 of ANILCA. ALUC established the Southeast Alaska ANILCA Visitor Center Project Group in August 1983 and directed it to prepare three products:

1. A recommendation to ALUC on the need to create such an information center based on what visitor facilities currently exist in Southeast Alaska.
2. A recommendation on a site for such a center (Juneau, Ketchikan, or Sitka) should such a facility not exist.
3. A general conceptual plan for the center.

The Project Group consists of representatives from the following agencies and Native organizations:

Alaska Department of Fish and Game
Alaska Division of Libraries and Museums
Alaska Division of Tourism
Alaska Department of Natural Resources
Sealaska Corporation
Tlingit and Haida Central Council
U.S. Fish and Wildlife Service
National Park Service
USDA Forest Service (lead agency)

A representative from the Southeast Alaska Tourism Council also attended Project Group meetings.

To facilitate an information exchange between the Project Group and the communities of Juneau, Sitka, and Ketchikan, the mayor of each municipality selected a representative to work with the Group.

In December 1983, the Project Group issued its report on the need to create an ANILCA information center in Southeast. After

surveying present information facilities in the Southeast region, the Group determined that no single facility provides the necessary regional and statewide public land background and perspective required in an ANILCA center. This background and perspective is similar to that planned for the ANILCA centers presently funded and being developed in Anchorage and Fairbanks. These centers will contain an exhibit area, a publication sale area (managed by the Alaska Natural History Association), a trip planning area, and a theatre. Recreational opportunities and the natural and cultural history of each region of the State are addressed, providing a balanced view of Alaska's State and Federal lands.

The second task of the Project Group is to recommend to ALUC a site for the center. This is the purpose of this report.

ALUC will consider the Project Group's recommendation at its May 1984 meeting. The Council's recommendation will then be forwarded to the Secretary of the U.S. Department of Agriculture.

Pending approval of the site recommendation by ALUC, the Project Group will proceed to develop a conceptual plan for the center in close cooperation with the communities in Southeast Alaska.

II. STUDY PROCEDURE

After the Project Group determined that there was a need to create an ANILCA information and education center in Southeast Alaska in December 1983, the work of site recommendation began.

In early January 1984, the Group met to draft preliminary site recommendation criteria. These criteria were released to the public for comment. On January 25, 26, and 27, public meetings were held in Ketchikan, Sitka, and Juneau, respectively, to receive public comment on the proposed recommendation criteria and the general procedure being followed.

The community of Sitka stated that a land-based center would not meet the needs of many visitors and that audio-visual programs should be produced for viewing on the ferries and cruise ships. Sitka stressed the importance of this outreach program. This outreach emphasis will result in a greater effort to contact travelers before they embark for Alaska and during their trip to the State. This approach is particularly important when considering visitor travel modes and patterns based on the geographic characteristics of Southeast.

After considering the comments received from the communities and individuals, the Project Group finalized the site recommendation criteria in late February. The final criteria reflected the comments received.

Each community was asked by the Project Group to make a presentation detailing its proposal for the center.

In March, Juneau informed the Project Group that it would not seek the center. In withdrawing, Alaska's capital city expressed its interest in supporting the economies of Sitka and Ketchikan and Southeast Alaska as a whole.

On March 19 and 20, the Project Group traveled to Ketchikan and Sitka, respectively, to hear proposals from the two communities. Written documents detailing each community's recommendation were also given to Project Group members. Later that month, the Project Group met to evaluate the proposals and make a site recommendation.

III. COMMUNITY PROPOSALS ADDRESSING RECOMMENDATION CRITERIA

The criteria were addressed by the communities through their proposals.

The final site recommendation criteria are as follows:

1. Suitable existing facility or potential site.
2. Number of visitors to community.
3. Visitation to community via access mode (cruise ship, ferry, and air).
4. Number of visitors who enter and exit Southeast Alaska through community.
5. Community support for tourism.

The data required in criteria 2, 3, and 4 were supplied to the communities by the Alaska Division of Tourism. A more detailed description of the recommendation criteria is included in the Appendix.

The Project Group did not weight the criteria in an order of importance. Such a procedure would be too judgmental and arbitrary.

A. Criterion 1: Suitable Existing Facility or Potential Site

Under this criterion, each community was asked to present its proposal for the center based on a specific site or existing building, whichever the city favored. Subjects such as the following were addressed: purchase price of land for the center, if a new facility was proposed; any lease or rental cost; estimated cost of capital construction, if appropriate; size and location of facility; accessibility to visitors. The communities were also encouraged to present additional appropriate information related to this criterion.

Visitor center building:

Sitka:

The proposal from Sitka recommended new capital construction. Sitka selected a site on the Crescent Harbor wharf adjacent to its Centennial Building and the cruise ship lightering dock. To permit construction of the center, part of the harbor would either have to be backfilled or have pilings installed to support the center building. Usable interior space would total 5,000 square feet. The facility would be complementary in design to the existing Centennial Building in Sitka.

Ketchikan:

In contrast to the Sitka proposal, Ketchikan recommended adaptive use of part of an existing facility. This facility is the Federal Building on the southwest corner of Mill and Stedman Streets in downtown Ketchikan. The community is proposing that most of the main floor (5,000 square feet) of the Federal Building be renovated for the ANILCA center. The space, currently occupied by the USDA Forest Service, would be available in about one year, when much of the Forest Service staff will be moving to another facility.

Cost:

It should be noted that both communities were asked not to include the cost of exhibits or the cost of internal building modifications (in the case of an existing structure) in their estimates. This will come later when the Project Group, in cooperation with the communities in Southeast, develops the exhibit package and a building modification proposal, if required. Exhibit costs are assumed to be similar under either proposal.

Sitka:

The City of Sitka would provide land for the center through a long-term lease agreement at no fee. The lease would require that the exterior of the center be compatible with the adjacent Centennial Building and Kettleson Memorial Library complex. Capital construction would include the cost of either back-filling a portion of Crescent Harbor or installing pilings, plus actual center construction.

The Sitka proposal quotes a local developer's estimate of \$75/square foot for center construction at the Crescent Harbor site. The building could be finished inside for that price, according to the proposal; exhibits and special build-ins are excluded.

Under the proposal, three options were suggested. In the first, the building would be constructed by a private contractor and then leased back to the government. The second option provides for a lease/purchase agreement between the building owner and the government. The local developer estimated the annual lease rate to be less than 15% of the cost of the facility. If the center is privately financed and constructed, the facility would be subject to the current property tax rate in Sitka of three mils.

The third option would provide for the government to construct the facility. Under this alternative, the building would not be subject to property taxes.

Ketchikan:

The current General Services Administration (GSA) lease rate for the main floor of the Federal Building in Ketchikan is \$17/square foot. For a 5,000 square foot center, this would translate into an annual lease cost of \$85,000.

Location:

Sitka:

The Crescent Harbor wharf site is at the hub of most community and visitor activities in Sitka. The wharf is the staging area for lightering passengers from all cruise ships that visit Sitka and is the mid-point on the community's walking tour. Parking is also available in front of the proposed site.

In summer and winter, the nearby Centennial Building hosts a variety of activities which attract people arriving by air and ferry, as well as cruise ship. The Bishop's House, administered by the National Park Service, St. Michael's Cathedral, and the Sheldon Jackson Museum are three of the attractions accessible to visitors on foot in Sitka.

Downtown shopping is within convenient walking distance from the proposed center site. In addition, Crescent Harbor provides a staging area for pleasure boating and sport fishing excursions, as well as docking facilities for commercial fishing boats.

Ketchikan:

Located on the southwest corner of Mill and Stejman Streets and overlooking the Thomas Basin Boat Harbor, the Federal Building in downtown Ketchikan is two blocks from the cruise ship dock. The site is close to two major visitor attractions, "Creek Street" and the Tongass Historical Society Museum and Ketchikan Library complex.

Convenient shopping is within walking distance from the proposed center site.

The Thomas Basin Boat Harbor is next to the Federal Building parking lot, allowing visitor access to commercial and sport fishing and pleasure boat cruising.

Existing Ketchikan bus service currently includes a stop in front of the Federal Building.

Lightering:

Sitka:

All cruise ship visitors who come ashore in Sitka from cruise ships are transferred in lighters.

Ketchikan:

Lighters are not used in Ketchikan, since passengers arriving on cruise ships disembark directly onto the dock.

Handicapped access:

Handicapped access at both facilities would be excellent.

Parking:

Sitka:

The large lot in front of the Centennial Building in Sitka provides ample parking for visitors attending activities at the Centennial Building, sightseeing in the downtown area, or shopping. Bus on-loading and off-loading is not difficult.

Ketchikan:

There is sufficient parking in the area of the Federal Building in Ketchikan for visitors with vehicles.

Conclusion: criterion 1: suitable existing facility or potential site

A suitable site for an ANILCA visitor center exists in both Sitka and Ketchikan. The proposals from both communities had different advantages and disadvantages. Considering the characteristics of each proposal as they relate to criterion 1, however, neither site shows a clear advantage.

The Sitka center location within the community was better than if the center were located two blocks from the cruise ship dock, as proposed by Ketchikan. In Sitka, however, there may be some congestion in the visitor center area in getting passengers from the lightering dock into the community and back again to the cruise ships.

In Ketchikan, with the center two blocks from the dock, passengers could disperse into town more easily without a bottle-neck developing at the center. Shops and restaurants are available to visitors along the two block walk from the cruise ship dock to the proposed center site.

The primary difference in the economics of the two proposals is the timing of capital expenditures. The Sitka proposal would require a much larger "front end" capital investment for new construction. Annual lease rates including operation and maintenance would be roughly comparable for both sites.

An advantage to building a new facility is that it could be constructed as desired, within budgetary constraints. The building and exhibit package could be designed as one unit.

With the proposed visitor center on the wharf where all cruise ship passengers enter the community of Sitka, virtually all of them would probably visit the center during their stay.

To direct people to a center in the Federal Building in Ketchikan, an effective signplan would be needed. At the present time, the small visitor facility operated by the Forest Service in the Federal Building receives 7,000 people, annually. This small facility, although in an excellent location for visitors, is not notably advertised or signed.

Wherever the center would be located, an aggressive outreach program is essential to inform the public of the facility and of the recreational, cultural, and historical opportunities available to them on the public lands in Southeast and throughout the State.

The fact that the Federal Building in Ketchikan is two blocks from the dock facilities is partially offset by the greater number of visitors to Ketchikan and the potential of more visitors. This will be considered in more detail in the analysis of criterion three.

The Federal Building in Ketchikan was designed as an administrative facility and not a special purpose structure to receive large numbers of visitors. The Project Group recommends that the entrance to the building be renovated to make it more inviting as a visitor facility. Larger restroom facilities would also have to be installed to accommodate more people at one time. A separate entrance would be required to permit direct access to Forest Service offices remaining in the building.

The sites chosen by both communities are convenient to downtown areas, shopping, and visitor facilities. Pleasure boat cruising, sport fishing opportunities, and points of interest are near the sites proposed by each city.

All visitors arriving in Sitka from cruise ships are brought to shore in lighters. Although the average time in port for cruise ship passengers is seven hours, the lightering process would cut some time from each end of a visitor's stay in Sitka, limiting the actual time ashore. An even shorter visitor stay would be necessitated from ships in port for less than seven hours.

Passengers arriving from cruise ships in Ketchikan disembark directly from the ships to the dock. No lighters are used. Although the average length of stay in port for cruise ships at both communities is seven hours, Ketchikan has an advantage in that visitors do not have to contend with time lost during the lightering process.

Provisions for the handicapped would not be a problem at either facility. Construction or renovation would be guided by strict adherence to Federal and State laws addressing handicapped needs.

More parking is available adjacent to the Centennial Building in Sitka than is present next to the Federal Building in Ketchikan. Bus off-loading and on-loading in Sitka should be convenient. Very little, if any, modification would be required in the parking lot in Sitka.

In Ketchikan, the parking pattern in the lots adjacent to the visitor center site would probably have to be altered somewhat to permit bus parking and bus off-loading and on-loading.

Some sort of covering would be appropriate in both Sitka and Ketchikan to keep visitors out of the rain as they board and disembark from the buses.

B. Criterion 2: Number of Visitors to Community in Calendar Year 1983

Sitka hosted 82,047 visitors in calendar year 1983. Ketchikan's visitation was 148,869 in the same time period.

Conclusion: criterion 2: number of visitors to community during calendar year 1983

Ketchikan has a distinct advantage judging from the number of visitors to each community. Of the 148,869 travelers to the community, 111,652 visited Ketchikan during the peak tourist period between May 15, 1983 and September 15, 1983. This means that Ketchikan gets 36% more visitors during the summer than Sitka hosts during the entire year. Considering the totals in 1983, Ketchikan receives 81% more visitors than Sitka.

C. Criterion 3: Visitation to Community Via Access Mode (Cruise Ship, Ferry, or Air)

The breakdowns of visitors to each community per access mode are listed in the following table:

	<u>Sitka</u>	<u>Ketchikan</u>
Total number of people visiting community via cruise ship in calendar year 1983	60,000	89,876
Total <u>potential</u> number of visitors via cruise ship if all ships were full and each passenger came ashore in calendar year 1983	78,642	100,984
Total <u>potential</u> number of visitors via cruise ship if all ships were full and each passenger come ashore in calendar year 1984 (projected)	87,504	116,000
Average length of stay in community of visitors arriving by cruise ship in calendar year 1983	7 hours	7 hours
<hr/>		
Total number of people visiting community via ferry from May 1 to October 1, 1983	14,433	14,249
Total <u>potential</u> number of visitors to community via ferry if all ferries were full and each passenger came ashore, May 1 to Oct. 1, 1983	70,250	200,000
Average length of stay of visitors arriving by ferry, May 1 to Oct. 1, 1983	3.5 days	2 days
<hr/>		
Total number of visitors from outside of Southeast Alaska who arrived in community by air during in calendar year 1983	7,614	16,515 (this figure is from May 1 to Oct. 1 1983, only)
Average length of stay of visitors arriving by air	4.5 days	4.3 days

Conclusion: criterion 3: visitation to community via access mode (cruise ship, ferry, or air)

Based on the information provided, Ketchikan hosts many more visitors than Sitka and has a greater potential for hosting more visitors.

Cruise ship:

In 1983, Ketchikan received almost 30,000 more cruise ship visitors than Sitka. This means that Ketchikan hosts 50% more cruise ship visitors than Sitka.

When the potential number of visitors via cruise ship is considered, Ketchikan also has an edge. If all of the cruise ships that visited each community in 1983 were full and each passenger disembarked, Ketchikan would receive 28% more people (78,642 for Sitka vs. 100,984 for Ketchikan). If the same analysis were projected for 1984, Ketchikan would receive 33% more visitors than Sitka via cruise ship (87,504 for Sitka vs. 116,000 for Ketchikan).

Although the average length of stay for cruise ships in each community was reported to be seven hours, the lightering process in Sitka would reduce the actual time ashore. This would compromise the ability of visitors to adequately experience an ANILCA center. It also would limit shopping time and might interfere with a quality experience at Sitka's other excellent historical and cultural sites.

Ferry:

The total number of people arriving by ferry between May 1 and October 1, 1983, was about the same for each community (14,433 for Sitka compared to 14,249 for Ketchikan). However, if all of the ferries were full and each passenger disembarked during the same time in 1983, Ketchikan would have a much stronger potential for visits. If this were the case, 70,000 people would have visited Sitka, while 200,000 would have visited Ketchikan. This translates to an advantage of 186% more potential visitors in Ketchikan.

Visitors arriving in Sitka via ferry stay 3.5 days, while in Ketchikan they stay an average of 2 days. This is considered adequate, in most instances, for visitors to experience the sites in each community.

Air:

Ketchikan showed far more visitors entering via air than Sitka did. In calendar year 1983, 7,614 people from outside Southeast Alaska flew into Sitka. Ketchikan reported 16,515 people in the same category except that Ketchikan's figure was only for air visitors from May 1 to October 1, 1983. Completely disregarding the number of visitors to Ketchikan from outside Southeast during the other seven months of the year, Ketchikan still received 117% more visitors via air.

The average length of stay of visitors arriving by air in each community is 4.5 days and 4.3 days in Sitka and Ketchikan, respectively. Since these figures were so similar, any results that may be derived from them are inconclusive.

D. Criterion 4: Number of Visitors Who Enter and Exit Southeast Alaska Through Community (First and Last Stop in Southeast)

The total number of people who enter and exit Southeast Alaska through Sitka is 64,000, while 316,000 enter and exit through Ketchikan.

Conclusion: criterion 4: number of visitors who enter and exit Southeast Alaska through community (first and last stop in Southeast)

The Project Group considered a visitor's first stop in Southeast to be an important criterion for the center site recommendation. Although most visitors arrive by cruise ship and their itinerary is mostly set, there is still a significant advantage to being a first stop. Plans can be made for visiting sites within communities where the cruise ship will stop. The first stop would be even more important for those who have more time to plan their itinerary during their trip, such as people arriving by air or ferry.

A first impression can set the tone for an entire trip. A broad background on Southeast's, and indeed the entire State's, recreational opportunities, cultural and historical perspectives, and geographical orientation is essential to set the stage for a memorable experience. This is particularly important considering the time, money, and effort most people put into a trip to Alaska.

A visitor center being the last stop on the trip is also significant. More people are returning to Alaska than ever before. The last stop, particularly one that presents a broad overview of the entire State, can supply much-needed information required to plan a return trip.

Ketchikan has an overwhelming advantage under this criterion. Sitka reported 64,000 visitors making their first and last stops in Southeast Alaska in Sitka, while Ketchikan reported 316,000 in the same category. In other words, Ketchikan hosted 394% more "first and last stop" visitors than Sitka.

E. Criterion 5: Community Support for Tourism

Sitka:

Sitka has a number of year-round and seasonal events, many of which are held at the Centennial Building, a first-rate facility. Whether the events are held at the Centennial Building or not, an impressive number and a very wide variety of conventions, meetings, and seminars take place in Sitka each year.

Events scheduled for 1984 in Sitka include the American Legion Basketball Tournament, Masonic Conference, State Library Convention, House District Democratic Meeting, U.S. Postal Conference, Sitka Summer Music Festival, All Alaska Logging Championships, State Hospital Association Convention, and the ANB Convention. This is, by no means, an exhaustive list.

Although not all totally funded and sponsored by the City of Sitka, the community's attractions are first-class.

St. Michaels Cathedral, the Sitka National Historical Park, the Sheldon Jackson Museum, and the Historical Society Museum are excellent examples. Once the National Park Service completes the restoration of the Bishop's House, it will be one of the most significant historical building restorations in the United States, let alone Alaska.

It is not surprising that Sitka is so popular among visitors.

The significance of the Russian period in Sitka and the rest of Southeast, both religiously and politically, is superbly displayed and interpreted in facilities like the Sitka National Historical Park and St. Michael's Cathedral. The totems at the Sitka National Historical Park provide visitors with an inspirational introduction to this unique Southeast Alaska art form.

The Sitka proposal also emphasized possible environmental education aspects of the visitor center, coordinating the efforts with programs at Sheldon Jackson College and Mt. Edgecumbe High School.

Another key point in the Sitka proposal was that a center outreach program would be very important. This outreach program would involve, in part, the production of audio-visual material and publications for use on cruise ships and ferries.

The operational budget for the Sitka Visitors Bureau (SVB) totals \$51,046. The combined promotional and advertising budgets for the SVB is \$57,030. For 1984, the total anticipated SVB budget is estimated at \$108,076.

In 1984, the community is expecting \$42,000 in dues from local businesses and organizations. In addition, local hotels provide \$2 per room per month to the SVB. The City of Sitka allocates \$12,500 to the SVB; this may increase markedly in 1984.

In 1983, the City of Sitka provided \$5,000 for the operation of the museum in the Centennial Building.

Ketchikan:

In Ketchikan, the principal attractions include "Creek Street," the Ketchikan Totem Heritage Center and the adjacent Deer Mountain Fish Hatchery, and the Tongass Historical Society Museum. Totem Bight State Historical Park is located outside of town. A small Forest Service visitor center, located on the first floor of the Federal Building, is open year-round but is staffed only in summer.

A convention center/hotel is planned overlooking the downtown area. Although funding for the complex has not yet been obtained, \$1.1 million in public funds were combined with private money to bring utilities and roadways to the site. The city has reserved \$552,000 for construction of the community and convention center.

The Ketchikan Historical Commission has been formed to aid in the restoration of over 100 historic buildings in Ketchikan. The commission will be developing guidelines for commercial signs and building facades.

In 1984, the City of Ketchikan will support the Totem Heritage Center and the museum with funds totaling \$423,921. This fine facility interprets the fascinating stories of Alaska's totems to over 50,000 visitors, annually.

The Ketchikan Convention and Visitors Bureau (KVB) held the first "Seafest" in August of 1983. The purpose of the festival was to raise local awareness of the fishing industry and to increase interest in Ketchikan as a visitor destination. The KVB is hoping that the great success of the first "Seafest" will help make the event an annual one.

Ketchikan also hosts a king salmon derby each year.

A comprehensive analysis of the Ketchikan visitor industry was completed in November 1983. The study, directed by the KVB, surveyed travelers to the community to analyze visitors' desires and favorite sites in the Ketchikan area. The KVB plans to update the study, annually.

An impressive document entitled "Atlas of the Ketchikan Region" prepared by the Ketchikan Gateway Borough Planning Department supplies baseline data necessary for future planning, much of which will address tourism.

The Port of Ketchikan is supported by a \$279,217 budget in 1984. The city has spent several million dollars since the mid-1970's in purchasing, renovating, and expanding the Port's dock facilities. A \$1.5 million westward expansion is planned to accommodate larger cruise ships which will dock at Ketchikan in the future.

The KVB 1984 budget calls for expenditures of about \$233,000. Of this amount, \$176,000 will be generated locally, while \$57,000 will be provided by the State. Support for the visitor industry, through the KVB, is provided through membership investments, hotel-motel tax revenues, the general fund, and matching grants.

In 1984, the proposed KVB budget is \$266,301. This includes \$99,112 from the City of Ketchikan, \$17,500 from the Ketchikan Gateway Borough, \$57,000 in State grants, \$14,800 in KVB membership investments, \$2,500 in interest commissions, \$33,250 in in-kind services, and \$42,139 as a balance brought forward.

Bed tax revenues of \$68,000 will be received by the KVB in 1984, while property taxes will contribute another \$29,000 to the organization.

Conclusion: criterion 5: community support for tourism

Both Sitka and Ketchikan have exhibited and continue to exhibit a strong commitment to tourism by helping to provide quality visitor experiences and services. In addition to the information given here, each community presented long lists of local organizations that actively participate in making visitors feel welcome.

With so much support for tourism exemplified by the people and the administrations of both communities, neither community showed a clear-cut advantage under this criterion.

IV. CONCLUSION SUMMARY

After carefully considering the final recommendation criteria and how each community responded to them, Ketchikan is recommended as the best overall choice for the Southeast Alaska ANILCA Visitor Center, should Congress appropriate funding for the facility.

The following is a summary of the conclusions reached by the Project Group based on each recommendation criterion:

Criterion 1: Both new construction, as proposed by Sitka, and adaptive use of an existing facility, as proposed by Ketchikan, were considered throughout the study by the Project Group. Considering such factors as the economics of both proposals, the location of the sites within the communities, lightering of cruise ship passengers, and possible congestion of visitors in the area of the center, neither proposal held a clear advantage based on criterion 1.

Criterion 2: Considering the number of visitors to each community, Ketchikan had a decided advantage. In 1983, Ketchikan hosted 81% more visitors than Sitka (148,869 for Ketchikan and 82,047 for Sitka). With 111,652 visitors to Ketchikan from May 15, 1983, to September 15, 1983, the community saw 36% more visitors during this period than Sitka did during the entire year.

Criterion 3: When visits were categorized by access modes (cruise ship, ferry, and air), Ketchikan, exhibited an overwhelming advantage. In 1983, Ketchikan received 50% more cruise ship passengers than Sitka. Although the number of 1983 summer ferry passengers were similar for both communities, Ketchikan showed a much higher potential for more visits via ferry (a 186% advantage), if all ferries to both cities were full. In addition, Ketchikan received

ed 117% more visitors via air between May 1, 1983, and October

1, 1983, than Sitka did during the entire year.

Criterion 4: Many more visitors enter and exit Southeast Alaska through Ketchikan than do through Sitka (316,000 for Ketchikan as opposed to 64,000 for Sitka). This "first stop" advantage is heavily in Ketchikan's favor.

Criterion 5: Evaluating each community's commitment to tourism was particularly difficult, given the two proposals. There is no question that Sitka and Ketchikan recognize the importance of tourism to them and act on this realization by promoting visitation in many ways. Evaluation of this criterion revealed that one community could not be viewed as having a greater commitment to tourism than the other. Although each community directs its promotional efforts in slightly different directions, both Sitka and Ketchikan share an exemplary dedication to providing visitors with very special experiences.

-18-

With criteria 1 and 5 showing no clear advantage for either community and criteria 2, 3, and 4 exhibiting a strong advantage for Ketchikan, Ketchikan is the Project Group's recommendation because of its much larger number of visitors and potential for more visitors, its strategic location, and the fact that it serves as the first "port of call" for so many travelers to Southeast Alaska.

V. APPENDIX: SITE RECOMMENDATION CRITERIA

1. Suitable existing facility or potential site

This should include a discussion of the following:

1. Purchase price of land, if new facility.
2. Estimated property taxes, if applicable.
3. Lease or rental cost, if existing facility.
4. Estimated cost of capital construction, if new construction is proposed.
5. Size and location of facility or proposed facility.
6. Accessibility to visitors.

Please feel free to include additional information that you may think appropriate.

2. Number of visitors to community in calendar year 1983

3. Visitation to community via access mode (cruise ship, ferry, or air)

1. Cruise ship:

1. Total number of people visiting community via cruise ship in calendar year 1983.
2. Total potential number of visitors via cruise ships if all ships were full and each passenger came ashore in community in calendar years 1983 & projected 1984.
3. Average length of stay at community of visitors arriving by cruise ship in calendar year 1983.
4. Cruise ship schedules for community for calendar years 1983 and 1984.

2. Ferry:
 1. Total number of people visiting community via ferry from May 1, 1983 to October 1, 1983.
 2. Total potential number of visitors to community via ferry if all ferries were full and each passenger came ashore, May 1, 1983 - October 1, 1983.
 3. Average length of stay of visitors arriving by ferry, May 1, 1983 - October 1, 1983.
 4. Ferry schedules for calendar years 1983 and 1984.
3. Air:
 1. Number of visitors from outside of Southeast Alaska who arrived in community by air during calendar year 1983.
 2. Average length of stay of visitors arriving by air.
4. Number of visitors who enter and exit Southeast Alaska through community (first and last stop in Southeast)
5. Community support for tourism
This criterion should include the following:
 1. Community commitment to tourism including budget, publications, promotions, amount of bed tax dedicated to tourism,

-20-

existing visitor-related facilities, seasonal and year-round programs offered to visitors, future community growth plans that relate specifically to tourism, tourism-related community organizations, etc.

2. Other ways center may be used, other than its main purpose as a visitor information facility. (The Anchorage and Fairbanks ANILCA visitor centers will have four basic parts: 1. exhibit area, 2. trip planning area, 3. publication and material sale area, and 4. a theatre.)
3. What unique or unusual visitor opportunities in Southeast Alaska might be exhibited in the center that currently are not adequately displayed anywhere in Southeast?

SJR 44 TITLE & SPONSOR SUMMARY

14:38 5/22/84 PAGE 1 OF 2

AMENDED TITLE:

REQUESTING THE ESTABLISHMENT OF AN ALASKA NATIONAL INTEREST
LANDS ACT INFORMATION AND EDUCATION CENTER IN
KETCHIKAN

PRIME SPONSOR: SENATE RESOURCES COMMITTEE.

CO-SPONSORS:

CURRENT STATUS: 4/25/84 IN (S) LABOR & COM

SJR 44 SENATE ACTION

14:38 5/22/84 PAGE 2 OF 2

DATE	SEQ	PAGE	LEGISLATIVE ACTION
02/29/84	01	2211	FIRST READING -- COMMITTEE REPORTS
04/23/84	02	2795	L&C COMM REFERRAL ADDED BY UNAN CONSENT
04/25/84	03	2815	RES -- CS05, NR01, OTHER01 LABOR & COMMERCE RULES

XXXX XX XX XXX XXX XXX



Sitka Visitors Bureau



March 9, 1984

Senator Richard Eliason
Juneau, Alaska

Dear Dick;

The attached is my complete file on the proposed ANILCA Visitor Information center to be located in either Sitka or Ketchikan. In order to save you time I will capsulize in the following paragraphs:

Section 1305 of the Alaska Lands Act of 1980 directs the Secretary of Agriculture to investigate and plan for an information and education center in Southeast Alaska. A project group has been formed under ALUC to address the following issues related to Section 1305:

1. Determine whether a need exists for such a center in Southeast.
2. If a need does exist, recommend to ALUC a site, either Sitka, Ketchikan, or Juneau. Juneau has since withdrawn.
3. Develop a conceptual plan for the center

The first reaction of the Visitors Bureau and the City of Sitka was that such a land based unit would be ineffective since studies show that not that many people really utilize such a center. Our feeling was that a greater service would be rendered the public if complete information on the communities were placed on ferries, cruise ships and in strategic locations such as airports etc. We pursued this goal and made our feelings known to the ANILCA study group, however, we never withdrew our desire to have a land based center in Sitka.

After the group met in January we were informed that by law the center would have to be land based, but as a result of our request an outreach program to ferries etc. would be part of the program.

We have recently received the final criteria which is also inclosed with the file and are working on our presentation at this time. Unfortunately our figures don't match those of Ketchikan, however we feel that Sitka would be an ideal location because of the history, major visitor attractions, hotels, convention facility and sheer beauty of the place. A recent study verifies that Sitka is the most popular place of all those that visit.

Part of our presentation will include land adjacent to the Centennial Building, at no cost to the Government. However, I don't think we want this made public at this time, simply because of the presentation. For your information, the land is that "hole" in the dock next to the cruise ship float. A building could be placed in that area, extend slightly over the grass without losing any parking places in the Crescent parking lot and still give them plenty of space.

We would certainly appreciate any help you can give us as far as killing that resolution. I am composing letters to the Ketchikan Daily News and Sen. Zeigler and will see that you get copies.

Hope Tiger got his plumbing cleared out.

Sincerely,



Ann Strain,
Director

State committee backs local site

By DAVID S. KIFFER
Daily News Staff Writer

The Senate's resources committee, at the request of Sen. Bob Ziegler, D-Ketchikan, supports Ketchikan as the site of a proposed U.S. Forest Service Alaska National Interest Conservation Lands Act (ANILCA) center.

A multi-disciplinary team made up of the Forest Service, the Bureau of Land Management and other agencies is currently studying Ketchikan, Juneau and Sitka as possible sites for a Southeast ANILCA center. The Alaska Lands Act of 1980 requires four regional centers in Alaska. Centers have already been built in Anchorage, Fairbanks and Tok.

Last week, the Senate resources committee introduced Senate Joint Resolution 44 supporting Ketchikan for the center. That resolution was patterned after a resolution previously passed by the Ketchikan City Council, according to Ziegler aide Guy Van Doren.

Van Doren said Juneau has already announced it is dropping out of the contest for the center, leaving only Ketchikan and Sitka to vie for the \$1 million center.

Ketchikan also appears to have Sitka support for the center in southern Southeast. Sitka's Sen. DON Edlason is a member of the resource committee.

"This is strictly conjecture," Van Doren said. "But I doubt if Sen. Ziegler requested the resolution without checking around to make sure there weren't any strenuous objections."

Van Doren said he hopes the resolution has an impact on the final Forest Service decision process.

If the center is built in Ketchikan it will probably occupy the lower floor of the current Forest Service quarters in the Federal Building, according to the USFS information officer Carl Holguin. Holguin said recently that one of the things the team is looking for is a already completed building to house the center.

The center will be staffed by a variety of officials from state and federal governments, Holguin said. He said the team will make its final decision by the end of the summer. Then the center faces Congressional approval.

Juneau is dropping out

*Juneau is dropping out
sitka is in
Ketchikan is in*



United States
Department of
Agriculture

Forest
Service

Chugach
National
Forest

2221 E. Northern Lights Blvd.
Suite 238
Anchorage, Alaska 99508

Reply to: 1620

Date: February 29, 1984

┌
Sitka Visitors Bureau
P.O. Box 1226
Sitka, Alaska 99835
Attn.: Ann Strain
└

Dear Ann,

The Southeast Alaska ANILCA Visitor Center Project Group has finalized the selection criteria for center site selection. The criteria are enclosed.

If any of the criteria are unclear or you have any questions, just give me a call at 279-5541. The Alaska Division of Tourism will help you obtain the data needed in criteria 2, 3, and 4.

I have established the following tentative schedule for community presentations of their proposals for the center:

Monday, March 19, 1984, in Ketchikan

Tuesday, March 20, 1984, in Sitka

Wednesday, March 21, 1984, in Juneau

If this schedule does not meet with your approval, please let me know, and we will make other arrangements.

Thank you very much for your continued involvement in the work of the project group.

Sincerely,

DAVID L. ALLEN
Project Group Chairman

Enclosure



Final site selection criteria for the Southeast Alaska ANILCA visitor center:

1. Suitable existing facility or potential site: ?

This should include a discussion of the following:

1. Purchase price of land, if new facility.
2. Estimated property taxes, if applicable.
3. Lease or rental cost, if existing facility.
4. Estimated cost of capital construction, if new construction is proposed.
5. Size and location of facility or proposed facility.
6. Accessibility to visitors.

Please feel free to include additional information that you may think appropriate.

2. Number of visitors to your community during the following time periods, if possible:

1. winter (Dec. 1, 1982 - Mar. 15, 1983)
2. Spring (Mar. 15, 1983 - May 15, 1983)
3. Summer (May 15, 1983 - Sept. 15, 1983)
4. Fall (Sept. 15, 1983 - Dec. 1, 1983)

3. Visitation to your community via access mode (cruise ship, ferry, or air).

1. Cruise ship:

1. Total number of people visiting your community via cruise ship in calendar year 1983.
2. Total potential number of visitors via cruise ships if all ships were full and each passenger came ashore in your community in calendar years 1983 & projected 1984.
3. Average length of stay at your community of visitors arriving by cruise ship in calendar year 1983.
4. Cruise ship schedules for your community for calendar years 1983 and 1984.
5. Total number of crew members per cruise ship; we will assume that each crew member of each ship will visit the community once a year.

2. Ferry: (Main line and feeder line - two sets of data)

1. Total number of people visiting community via ferry from May 1, 1983 to Oct. 1, 1983.
2. Total potential number of visitors to your community via ferry if all ferries were full and each passenger came ashore, May 1, 1983 - Oct. 1, 1983.
3. Average length of stay of visitors arriving by ferry, May 1, 1983 - Oct. 1, 1983.
4. Ferry schedules for calendar years 1983 and 1984.

3. Air:

1. Number of visitors from outside of Southeast Alaska who arrived in your community by air during the following time periods:
 - a. October 1, 1982 - May 1, 1983.
 - b. May 1, 1983 - October 1, 1983.
2. Average length of stay of visitors arriving by air during the following time periods:
 - a. October 1, 1982 - May 1, 1983.
 - b. May 1, 1983 - October 1, 1983.

4. Number of visitors who enter and exist Southeast Alaska through your community. (First and last stop in Southeast).

5. Community support for tourism.

This criterion should include the following:

1. Community commitment to tourism including budget, publications, promotions, amount of bed tax dedicated to tourism, existing visitor-related facilities, seasonal and year-round programs offered to visitors, future community growth plans that relate specifically to tourism, tourism-related community organizations, etc.
2. Other ways center may be used, other than its main purpose as a visitor information facility. (The Anchorage and Fairbanks ANILCA visitor centers will have four basic parts: 1. exhibit area, 2. trip planning area, 3. publication and material sale area, and 4. a theatre.)
3. What unique or unusual visitor opportunities in Southeast Alaska might be exhibited in the center that currently are not adequately displayed anywhere in Southeast.



City and Borough of Sitka

~~PO BOX 79~~ · SITKA, ALASKA · 99835
304 Lake Street
Room 104

February 14, 1984

David L. Allen
Project Group Leader
Alaska Land Use Council
Box 100120
Anchorage, Alaska 99510

Dear Mr. Allen:

Enclosed are Sitka's recommendations for changes in your site selection criteria for the I & F Center.

We are willing to compete for projects like this; however, we do want the ground rules and decision criteria well defined. You will find that we have spent considerable time on your proposed criteria. We believe our suggestions will help you and be fairer to all communities.

Cordially,

Fermin Gutierrez
Administrator

enclosure

cc: Sitka Visitor's Bureau

SEND REQUEST ACCEPTED

Date: 03/09/84

Time: 11:27

Input device: LJBS

Distribution Document Name: LAA LIOSCAN20182

Document LADN: 1984030911262238LAA

----- ANALYSIS OF INPUT -----

KEYPAD INPUT:

1 #111 #222

From:

JUNEAU LIO

111

LAA

LIOSCAN2

To:

ANCHORAGE LIO

222

LAA

LIOSCAN1

DOCUMENT SEPARATOR PAGE

//////
Date: 03/09/84

Time: 11:28

Output device: LJBS

Distribution Document Name: LAA LIOSCAN40029

Document LADN: 1984030911213190LAA

To: JUNEAU LIO
LAA LIOSCAN2

From: SITKA LIO
LAA LIOSCAN4

//////



SITKA
VISITORS
BUREAU



RECOMMENDATIONS FOR SITE SELECTION CRITERIA
ANILCA I&E Center for Southeastern Alaska

Prepared by: Sitka Convention and Visitors Bureau
February 13, 1984

We have studied the "proposed site selection criteria" from the standpoint of preparing a proposal.

To be fair to all communities, the criteria must include only items directly related to the success of the Center in its mission. And the primary mission defined in ANILCA is serving the "visitors to Alaska." Some of the existing criteria are not related to that mission. In fact, they are not relevant to the I&E Center. Hence, we are recommending substantial changes.

The study-group's ground-rules must be explained. If decisions have already been made or side-boards have been imposed on the decision, the communities need to know of them.

For the Study Group's decision to be creditable, any data used in that decision must be verifiable. Where appropriate, we have included in our comments how community submitted data can be verified.

There are, undoubtedly, a number of limiting factors that help define how a community's proposal will be viewed. The communities need to know of these ground-rules.

At the January hearings, Dave Allen explained that the Study Group can not consider a proposal unless it includes a land-based I&E Center in either Juneau, Ketchikan, or Sitka. Since that decision has been made, it should be stated as one of the ground-rules.

The Study Group also reported that they will recommend an "outreach program" that will develop information and interpretive programs for the ferries and cruiseships. If that is true, it should be included in the ground rules or criteria. This will save us from again discussing the need for the ferry and cruiseship programs.

Any limits on total funds, capital-investment vs. operation-and-maintenance funds, or other factors that affect how a community proposal will be viewed are ground-rules. And they should be explained.

The following discussion is keyed to the numbers of the Study Group's proposed criteria:

1. Suitable existing or potential site -- Suitability needs some definition. The site must be large enough to accommodate the building. The site should be attractive and accessible to the public including the handicapped. Parking for buses and private cars must be available. And there must be assurance that title or a lease is available. Since the government may not act immediately, there should be some assurance that the government can still get the title or lease some reasonable period, say three-years, in the future.

The Study Group should have something in writing to verify the availability of the title or a lease. The remaining factors can be verified by the Study Group on-site.

Suggested wording for the criteria:

"Suitability of the proposed site."

2. Number of visitors to community -- First we need to be sure that we are talking of the "tourist" type visitors, as used in the State's Transportation User Survey. A far higher percentage of the "tourist" class visitors will use the Center than people visiting the community for business reasons. Hence, use of the cruiseship passengers plus the tourist arriving by ferry or airline gives the clearest picture of the people who may visit the center. And these statistics are readily verified with existing surveys. Use the 1983 cruiseship reports of the communities and the State's Transportation User Survey report.

However, the total number of tourists visiting a community is only a part of the information that is needed to determine how well the Center will be used. To evaluate the potential success of an I&E Center site, you need a realistic estimate of the number of people that will use the Center.

Surveys of existing information offices in Alaska and the western United States demonstrate that you can not draw a very high percentage of the visitors to an information office. It would take an investment far beyond the implied scope of this project for the Center to become a major attraction.

Hence, total number of visitors to a community is not the only factor related to the success of the proposed Center. Rather the location of the center has to be carefully selected to intercept the visitor. It is, after all, the number of visitors using the Center that is the measure of its success. And the mission of the center makes it important that the people being counted are the "visitors to Alaska."

Each community should estimate the number of visitors that will use the Center at the site they propose within their community. Through their narrative they should explain how they arrived at their estimate. With use of existing survey reports, your study group can verify each community's estimates within reasonable parameters.

Hence, we suggest the following wording for this criteria:

"Number of Visitors that can reasonably be expected to use the Center:

(1) Number of visitors to the community,

-- Summer, June 1 to September 30: _____.

-- Shoulder season, April, May, October, and November: _____.

-- Winter, December 1 to March 31: _____.

(2) Analyze the location of your site or sites for its ability to intercept visitors. Give the total number of visitors expected to use the Center. Explain through comparisons with existing information outlets, museums or other facilities how you arrived at the number of visitors that will use the I&E Center in the proposed location."

3. Access -- air/sea/land -- All three communities have reasonable access by jet-aircraft, cruiseships, and State ferries. We can not understand why you are concerned with frequency of service.

The number of visitors to the community as it relates to the I&E Center is covered above; it should not be duplicated here. The frequency of jet-aircraft or ferries is immaterial to the I&E Center beyond knowing that the service is reasonable for the visitor; you already know that. Also the time in town for air- or ferry-passengers is always adequate to use an I&E Center.

The only thing new and pertinent to this evaluation is the time in-port of the cruiseships. The cities should give you data to show the minimum, maximum, and average number of hours that the cruiseships are in port. The study group can verify the city's reports from the cruiseship brochures.

This criteria should be changed to read:

"Availability of time for cruiseship passengers to use the Center.

From the cruiseship brochures calculate the minimum, maximum, and average length of time that cruiseships spend in your city."

4. Entry point to Southeast Alaska -- This criteria disqualifies both Juneau and Sitka. It might still be a

reasonable criteria if it had any meaning to the visitor, but it doesn't.

It has already been shown, using existing government surveys, that a Center in any of the communities can not get information to the visitors in a timely manner. To do that, you must take the information and certain programs aboard the ferries and cruiseships.

This criteria is meaningless for site selection and arbitrarily eliminates Juneau and Sitka from consideration. This criteria must be eliminated.

5. Community support for tourism -- Subsection-1 places emphasis on the community subsidizing the visitor industry. That criteria reflects a community's attitude towards business, not its interest in tourism. A bed-tax and high rental rates at a convention center are a deterrent to the visitor, not support. A community that holds down taxes by paying-as-it-goes and supporting development by the private sector should be commended, not penalized. In our society, this should not be a criteria. Eliminate it.

Sub-sections-2 and -3 are suitable criteria as written. In making your decision, these two criteria are important. They should be shown as criteria and not as sub-sections to explain the community's support of tourism.

6. Cost/Benefit analysis of proposed center -- The Study Group has said that a cost/benefit analysis is too complex for the cities' proposals. Definition of benefits would have to be spelled out by the agencies in detail. And the process is too complex and expensive to be used.

However, the cost of serving each visitor at the center is a legitimate part of the evaluation. Hence, the title of this section should be changed to "Cost per visitor to the center."

Any program aimed at helping the visitor and all of the communities in Southeastern will also place information and interpretive programs aboard the ferries and cruiseships. Since the cost of developing and distributing those programs will be the same regardless of the community in which the I&E Center is based, the cost/visitor of shipboard programs should not be a part of the criteria.

To standardize the approach, we suggest you supply the dollar estimates as follows:

Space Rental Costs -- The annual cost for a building can be estimated by calculating the amortization costs, interest on the investment, and the utility, cleaning, and maintenance costs. However, that requires complex calculations, and the figures will be difficult to verify. The space rental approach is easier and more accurately shows the cost to the taxpayer.

The General Service Administration rental rates are readily available for government offices in each community. Basically, the I&E Center space is similar to modern office space from a cost standpoint. Hence, it will be easiest to use a dollar-per-square foot rental rate for the building. We suggest using the current figure for GSA office space.

Display and Equipment Costs -- For displays and equipment, use 15-percent of the capital investment cost for some comparable information office; i.e., Anchorage or Fairbanks. Fifteen-percent approximates the interest rate for government bonds plus maintenance costs. This will place the displays and equipment on a lump-sum annual cost which can be added to the space-rental costs by the city.

Salaries, travel, and supplies -- These items should be about the same regardless of which city the Center is in. Dave Allen said that the other Centers will have two, yearlong employees plus seasonal employees. We suggest using the standard staffing patterns developed for Anchorage or Fairbanks. This would then be a lump-sum item.

Calculating the cost per visitor -- The cities would only need to insert the square-footage of their information office to complete the cost totals. They would then divide the total cost by the number of visitors reported in Item-2 above. We would expect the Study Group to verify these figures for reasonableness.

The criteria should read:

"Cost per visitor using the proposed Center.
Submit these estimates for each proposed site."

7. Long-range growth potential of community and proposed center

All three communities have the land necessary to double or triple their populations. However, we fail to see how a community's growth, or policy towards growth, will affect the Center. In fact, you can argue that community growth changes the character of the community and diminishes its attraction to the visitor. What you should be after here -- and perhaps this is what you intended -- is the potential growth of the number of tourists that may use the Center.

An important factor in long term growth of tourism in a community is how the visitor perceives the community as an attraction. There is at least one government survey of visitors

that ranks the communities according to the visitors preferences. Let the cities cite reputable surveys on this subject.

Suggested wording for this criteria is:

"Community Attractiveness to the Visitor -- Cite any reputable visitor surveys that will help the Study Group rank the communities in this regard."

The capacity of the existing visitor facilities is a legitimate concern for the Center. This tells how well the community can handle the existing tourist load and future growth. What are the capacities of existing campgrounds (verifiable from Forest Service, State Parks records), hotels and motels, and convention centers (verifiable from their brochures)? And what are the existing occupancy rates? If existing demand meets capacity, what are the plans for increasing capacity. If existing capacity exceeds demand, what is the slack-capacity. What are the city's plans to encourage growth in the visitor industry?

Suggested wording for this criteria is:

"Capability of Community to Handle Visitors

-- Hotels/Motels:

Number of rooms? _____

Occupancy rates: June 1 To September 30? _____

October, November, April, May? _____

December 1 to March 31? _____

-- Campgrounds and R/V Parks:

Number of units? _____

Identify the operator of campgrounds or R/V Park and state how many unit-days of occupancy the facility had in 1983 from tourists. _____

-- Convention Centers

Capacity of auditorium space: _____

Capacity for banquets: _____

Describe how well the community's existing capacity is used, its capability to handle tourism growth, and the community's plans to overcome any deficiencies."

8. Off-season programs offered by the community for the visitors. This should be changed to read: "Off-season programs available to the visitor within the community." It shouldn't make any difference who offers the program. The availability of programs could help attract more visitors in the off-season. However, it needs to be recognized that as the use grows more programs will become available.

--END--



Sitka Visitors Bureau



PRESENTATION TO THE SOUTHEAST ALASKA ANILCA VISITOR CENTER
PROJECT GROUP, JANUARY 26, 1984.

The Sitka Convention and Visitors Bureau has always been in favor of an Information and Education Center in Southeast Alaska. We understand that there is a definite need for informative materials so that our visitors get the most out of the dollars they spend. We also recognize the need for dissemination of information before they reach a destination. It was because of that concern that we originally determined that the I&E Center should be on ferries and cruise ships, thus our proposal to the study group that this should be your prime objective.

Recent information has been supplied to the Visitors Bureau that as a result of our request, a definite outreach program to the ferries and cruise ships would be part of the duties of the I&E Center. If this is true, we urge you to still consider Sitka as the location. We are centrally located, have always been steeped in Alaska history, have some of the major visitor attractions in Southeast Alaska, and have always enjoyed the reputation of being a favorite of visitors to the state. A comment was made in my office last summer, "We came to Alaska, but we'll always remember Sitka".

Please don't forget us in your deliberations. We are presently preparing a report on the eight proposed site selection criteria and will see that you have it prior to the deadline. In the meantime the Sitka Convention and Visitors Bureau will continue to work with the City of Sitka and I'm sure you will be pleased with their proposal.



United States
Department of
Agriculture

Forest
Service

Chugach
National
Forest

2221 E. Northern Lights Blvd.
Suite 238
Anchorage, Alaska 99508

Reply to: 1620

Date: January 13, 1984

ANNOUNCEMENT OF PUBLIC MEETINGS

SUBJECT: ESTABLISHMENT OF AN ANILCA INFORMATION AND EDUCATION CENTER IN SOUTHEAST ALASKA

PURPOSE: To receive public comment on the proposed center site selection criteria, present background information, and provide an opportunity for anyone to make other comments about the ANILCA center establishment process.

MEETING TIMES AND PLACES:

WEDNESDAY, JANUARY 25, 1984, IN KETCHIKAN:

7:00 TO 9:30 P.M. AT THE KETCHIKAN TOTEM HERITAGE CENTER
601 DEERMOUNT
KETCHIKAN, AK 99901

THURSDAY, JANUARY 26, 1984, IN SITKA:

7:00 TO 9:30 P.M. AT THE SITKA CENTENNIAL BUILDING

FRIDAY, JANUARY 27, 1984, IN JUNEAU:

7:00 TO 9:30 P.M. AT THE JUNEAU ASSEMBLY CHAMBERS
155 SOUTH SEWARD
JUNEAU, AK 99801

BACKGROUND:

Section 1305 of the Alaska Lands Act of 1980 (ANILCA) directs the Secretaries of the Interior and Agriculture to "investigate and plan for" public lands information and education centers in Alaska. The Secretary of Agriculture (USDA) is directed to investigate and plan for such a center in Southeast Alaska in either Sitka, Juneau, or Ketchikan.

Three ANILCA information and education centers have already been funded and are currently being developed in Anchorage, Fairbanks, and Tok.

The USDA Forest Service is presently chairing a project group under the Alaska Land Use Council (ALUC) to address Section 1305 of ANILCA. Agencies and



organizations represented on the project group in addition to the Forest Service are the Alaska Department of Natural Resources, Alaska Department of Fish and Game, Alaska State Museum, Alaska Division of Tourism, National Park Service, U.S. Fish and Wildlife Service, Sealaska Corporation, and the Tlingit and Haida Central Council.

ALUC has asked the project group to:

1. prepare a report addressing the need to create an ANILCA center in Southeast Alaska,
2. recommend a site for such a center (either Sitka, Ketchikan, or Juneau as stated in ANILCA) should the need be demonstrated, and
3. develop a conceptual plan for the center.

A report addressing the need to create a Southeast Alaska center has been completed. Since the report concluded that an ANILCA-type center does not presently exist in Southeast, the project group is proceeding to the site selection phase of its work.

Eight proposed site selection criteria have been developed by the project group:

1. Suitable existing or potential site
2. Number of visitors to community:
 1. Summer
 2. Shoulder season (early spring and fall)
 3. Winter season
3. Access -- air/sea/land
 1. Frequency
 2. Time available in community
4. Entry point to Southeast Alaska
5. Community support for tourism
 1. Community commitment to tourism (budget, publications, promotion, bed tax, etc.)
 2. Communities role in supporting visitor center
 3. Unique visitor opportunities existing within community that the center could exhibit. (Opportunities that currently are not adequately addressed)
6. Cost/Benefit analysis of proposed center
7. Long-range growth potential of community and proposed center; status of plans for future growth, long-range planning
8. Off-season programs offered by community for visitors

If you are unable to attend a public meeting, please submit your comments to Dave Allen, Chugach National Forest, 2221 E. Northern Lights Blvd., Suite 238, Anchorage, AK 99508 (TEL 279-5541) by February 1, 1984.

SOUTHEAST ALASKA
VISITOR INFORMATION FACILITY INVENTORY

by

The Southeast Alaska ANILCA Visitor Center
Project Group

of the

Alaska Land Use Council

December 1983

EXECUTIVE SUMMARY

The purpose of this study is to assess the need to create an information and education center in Southeast Alaska as addressed in Section 1305 of the Alaska Lands Act of 1980 (ANILCA). This was accomplished by surveying present information facilities in Juneau, Sitka, and Ketchikan to determine what public lands information is being distributed to visitors. The scope of the study was directed toward Southeast Alaska as a whole rather than toward an evaluation of the information facilities in each community.

A total of thirteen visitor facilities in Juneau, Sitka, and Ketchikan were inventoried to determine information currently available to Southeast Alaska's visitors. The project group developed a list of topics which a regional ANILCA visitor center should cover. This list was based, in part, on subjects being addressed in the ANILCA centers currently being developed in Anchorage, Fairbanks, and Tok. The services rendered by each facility in Southeast were then compared to this list.

Although facilities exist that adequately provide public lands information in some subject areas, no single facility provides the necessary regional background and perspective needed in all of the following categories: natural and cultural history, current land uses, public land location and identification, and trip planning.

The physical size of each facility was also important in that relatively large groups may have to be accommodated at one time in a regional center. The largest facilities currently in existence in Southeast are not large enough or are of a narrower scope than that required in a comprehensive regional center.

Since no facility exists which qualifies as a regional ANILCA visitor information center in Southeast Alaska, the project group is proceeding to the next tasks directed by the Alaska Land Use Council: 1) a site selection recommendation (either Juneau, Sitka, or Ketchikan as directed by ANILCA) and 2) the development of a conceptual plan for the center.

ACKNOWLEDGEMENT

The project group wishes to thank Joseph Leahy (Davis Log Cabin in Juneau), Ann Strain (Sitka Visitors Bureau), and Leeta Rice (Ketchikan Visitors Bureau), for responding so promptly to the group's request for information. We would also like to thank the representatives of the information facilities inventoried for filling out the survey given such short notice. This report could not have been produced without the cooperation of the people providing visitor information services in Juneau, Sitka, and Ketchikan.

CONTENTS

	Page
I. INTRODUCTION.....	1
II. STUDY PROCEDURE.....	2
III. RESULTS.....	3
Annual Number of Visits to Facilities.....	3
Main Purpose(s) of Facilities and Types of Information Dispensed.....	4
Year-round and Seasonal Facilities.....	5
Average Length of Visit to Existing Facilities.....	6
Physical Size of Facilities.....	6
IV. CONCLUSION.....	7
V. APPENDICES.....	8
APPENDIX A.....	8
APPENDIX B.....	11
APPENDIX C.....	12
APPENDIX D.....	13

I. INTRODUCTION

Section 1305 of the Alaska National Interest Lands Conservation Act of 1980 (ANILCA) directs that:

"The Secretary of Agriculture is authorized to investigate and plan for...an information and education center for visitors to Alaska in either Juneau, Ketchikan, or Sitka, Alaska."

ANILCA also permits the Secretary to:

"...accept contributions of funds, personnel, and planning and program assistance from...State agencies, other Federal agencies, and Native representatives."

The Alaska Land Use Council (ALUC) established a project group to prepare three products relating to Section 1305:

1. A recommendation to ALUC on the need to create such an information center based on what visitor facilities currently exist in Southeast Alaska.
2. A recommendation on a site for such a center (Juneau, Ketchikan, or Sitka) should such a facility not exist.
3. A general conceptual plan for the center.

The project group consists of representatives from the following agencies and Native organizations:

Alaska Department of Fish and Game
Alaska Division of Libraries and Museums
Alaska Division of Tourism
Alaska Department of Natural Resources
Sealaska Corporation
Tlingit and Haida Central Council
U.S. Fish and Wildlife Service
National Park Service
USDA Forest Service (lead agency)

A representative from the Southeast Alaska Tourism Council also attends project group meetings.

To facilitate information exchange between the project group and the communities of Juneau, Sitka, and Ketchikan, the mayor of each municipality selected a representative to work with the group.

II. STUDY PROCEDURE

Inventory forms (see Appendix A) were developed by the project group and distributed to major information facilities in Juneau, Sitka, and Ketchikan. Thirteen visitor information facilities in Southeast Alaska were inventoried. Each facility had to have at least 50% non-local visitation since ANILCA directs that its centers be primarily for visitors.

Inventory forms were divided into three categories (see Appendix A): facility administration, services rendered, and physical plant. Such questions as the number of local visitors, the kinds of information dispensed, and the physical size of the facility were asked. Additional information was gathered that will relate to the site selection analysis and conceptual plan preparation, should these studies be warranted.

After the completed inventory forms were returned, the relevant information was tabulated and analyzed.

The following visitor information facilities in Southeast Alaska were inventoried (managing entity in parentheses):

1. Sitka National Historical Park, Sitka (National Park Service)
2. Sitka Historical Society, Centennial Bldg. Museum, Sitka (Sitka Historical Society)
3. Castle Hill at Old Sitka State Historic Site, Sitka (Alaska State Parks)
4. Ketchikan Visitor Center, Ketchikan (USDA Forest Service, Tongass National Forest, Ketchikan Area)
5. Totem Heritage Center, Ketchikan (City of Ketchikan, Museum Department)
6. Ketchikan Visitors Bureau, Ketchikan (Ketchikan Visitors Bureau)
7. Tongass Historical Society, Inc., Ketchikan (Tongass Historical Society and City of Ketchikan)
8. Mendenhall Glacier Visitor Center, Juneau (USDA Forest Service)
9. Forest Service Information Center, Centennial Hall, Juneau (USDA Forest Service)
10. Alaska State Museum, Juneau (State of Alaska)
11. Visitor Information Kiosk, Juneau (City and Borough of Juneau)
12. Airport Visitor Information Booth, Juneau (City and Borough of Juneau)
13. Davis Log Cabin, Juneau (City and Borough of Juneau)

III. RESULTS

A brief analysis of the following five factors will show how the project group reached its conclusion:

1. Annual number of visits to facilities
2. Main purpose(s) of facilities and types of information dispensed
3. Year-round or seasonal facility
4. Average length of visit to facilities
5. Physical size of facilities

Annual Number of Visits to Facilities

Considering the thirteen facilities inventoried (see Appendix B), the number of annual visits ranged from fewer than 20,000 to 125,000. Three facilities had considerably more visits than the other ten surveyed: Alaska State Museum (Juneau) with 125,000, Mendenhall Visitor Center (Juneau) with 120,000, and the Sitka Centennial Building Museum with 125,000.

Three facilities had fewer than 20,000 annual visits: Ketchikan Forest Service Visitor Center with 7,000, Juneau Visitor Information Kiosk with 16,350, and the Forest Service Information Center in Centennial Hall in Juneau with 15,000 (from April 15 to Sept. 30).

A large percentage of the visitors to these information facilities are not from the local community. For example, of the annual 120,000 visits to the Mendenhall Visitor Center in Juneau, an estimated 60% or 72,000 people are non-local. Similarly, 75% (93,750 people) of the visitors to the Alaska State Museum in Juneau are non-local. These facilities contrast with the Centennial Building Museum in Sitka where almost all visitors are from outside the Sitka area.

It is difficult to say exactly how many visitors may be attracted to a regional ANILCA visitor center in Southeast. Much of the success of, and consequently visitation to, such a center would greatly depend on its location and how well it is publicized both within and outside of Alaska.

Main Purpose(s) of Facility and Types of Information Dispensed

Six facilities listed natural or cultural history as their primary purpose (see Appendix C). This is the most common type of informational facility in Southeast Alaska. Visitor information was the primary purpose of four facilities, while recreation was the focus of two information outlets.

When primary and secondary purposes were considered together, no single category dominated.

<u>Primary or secondary purpose</u>	<u>Number of facilities</u>
Cultural or natural history.....	6
Recreation or visitor information.....	7
Educational.....	4

There was almost always a difference between the main purpose of a facility and the additional information given out on a day-to-day basis on a variety of other subjects. This exemplifies the "good host" attitude of the people managing and staffing these facilities.

Although the data shows that facilities exist which cover specific subjects, no one center gives a balanced overview of the public lands in the region. A partial exception to this is the Forest Service Centennial Hall Information Center in Juneau.

This center does specialize in the region's public lands--on activities and some history of the area. A trip planning area is also available. The concept of a regional ANILCA information center, however, calls for a broader coverage of the public lands and the cultural and natural history of the region as a whole. The centennial center in Juneau was not designed to provide this comprehensive approach.

This regional treatment is exemplified in the ANILCA centers being developed in Anchorage, Fairbanks, and Tok. These centers will present an overview of the entire State's public lands with an emphasis on local regions.

These ANILCA centers in Interior and Southcentral Alaska will be sponsored by a variety of State and Federal agencies all of which will be given equal credit for establishing the centers.

Representatives of the facilities inventoried were asked if they dispensed information about the following subjects:

- A. Natural History
 - 1. Geology
 - 2. Wildlife and Fish
 - 3. Vegetation
 - 4. Climate
- B. Cultural History
 - 1. Native
 - 2. Non-Native
- C. Current Land Uses
 - 1. Tourism
 - 2. Logging
 - 3. Commercial Fishing
 - 4. Mining
 - 5. Recreation
 - 6. Personal Use
(fish, game, other)
- D. Public Land Location and Identification
- E. Trip Planning
 - 1. Recreation Opportunities
 - 2. Transportation Methods
 - 3. Accommodations
- F. Alaska As A Whole

More outlets (ten) offered information on Native culture and recreational opportunities than any other subjects. Geology and use of public lands for personal purposes ranked the lowest, being addressed by only five facilities.

Information outlets were not asked the specific level of their coverage of a particular subject. This is beyond the scope of the present study. The service rendered on a given subject could vary considerably from a single brochure to a complex display with detailed captions.

The Forest Service Information Center in Juneau is the only facility which indicated that it presents material on all subject areas.

Year-round and Seasonal Facilities

Nine facilities are operated year-round; four are open seasonally. Appendix D shows the information outlets in each category.

The four seasonal facilities are the Forest Service Mandenhall Visitor Center, Castle Hill in Sitka (Alaska State Parks), the Juneau airport information booth (City/Borough of Juneau), and the Juneau visitor information kiosk (City/Borough of Juneau).

With the five remaining facilities open year-round, a variety of recreational information and cultural and natural history interpretation opportunities are available to visitors in any season. However, these informational opportunities at a level commensurate with the ANILCA centers being established in Anchorage, Fairbanks, and Tok, are not available at a single location in Southeast Alaska.



STATE OF ALASKA
OFFICE OF THE GOVERNOR
JUNEAU

December 27, 1983

Mr. Fermin Gutierrez
Administrator
City and Borough of Sitka
P.O. Box 79
Sitka, AK 99835

Dear Mr. Gutierrez:

Thank you for providing me with a copy of the recent report prepared by your City and Borough of Sitka containing "Recommendations for an Information Office for Southeast Alaska."

I appreciate the importance of tourism to your community. Certainly, your suggestion of considering placing audio-visual services and information programs aboard the ferries and possibly cruise ships in place of a land-based inter-governmental center is worth considering.

Our Division of Tourism has represented the State's interest in discussions with the federal officials relating to selection of a Southeast location for interpretive and information centers. I have forwarded your report and ideas to them and advised them to see that full consideration is given to your proposal. Because I recognize the value to the traveling public of educational and information centers, I have earmarked adequate funds in the Division of Tourism budget for FY 85 to cover the State's participation in centers, not only in Southeast but Anchorage and Fairbanks, as well.

You are to be congratulated on a well-documented report.

Sincerely,

A handwritten signature in cursive script that reads "Bill".

Bill Sheffield
Governor

cc: Sam Seaman



Sitka
Visitors
Bureau



December 16, 1983

Mr. David Allen
Project Group Chairman
Alaska Land Use Council
Box 100120
Anchorage, AK 99508-0120

Dear Mr. Allen:

Your "Proposed Public Participation Plan" is aimed at solving the problem of which of three communities will win the I&E Center. Unfortunately the plan does not address how to best serve the visitors to Alaska -- and that should be the objective of your plan.

After all, the Alaska Lands Act says the I&E Center is "for visitors to Alaska," and the agencies have ample authority to broaden the planning.

You need to stop your planning and reassess your direction. Data from your agencies' consumer surveys and experience demonstrates that a land-based I&E Center will be ineffective regardless of the community that it is in. You should not be asking the three communities to invest more time and money in a competitive bidding process on this alternative. The land-based I&E Center alternative should be put to rest.

Your challenge now is to look at the alternatives, decide which will best serve the visitors to Alaska and all of the communities in Southeastern, and develop that alternative. Sitka has recommended one alternative based on the "1979 Cruiseship Survey" data; there may be others.

The Alaska Lands Act offers Southeastern a rare opportunity; take full advantage of it. Please revise your study plan to help our visitors and all of the communities in Southeastern.

Sincerely,

Rusty Dalton
Chairman, Board of Directors
Sitka Convention and Visitors Bureau



United States
Department of
Agriculture

Forest
Service

Chugach
National
Forest

2221 E. Northern Lights Blvd.
Suite 238
Anchorage, Alaska 99508

27
Reply to: 1620

Date: December 12, 1983

Ann Strain
Sitka Visitors Bureau
P.O. Box 1226
Sitka, AK 99835

Dear Ann,

The Southeast Alaska ANILCA Visitor Center Project Group (I wish I could think of a shorter name) has submitted a proposed public participation plan to the Land Use Advisors of the Alaska Land Use Council (ALUC). The plan deals with the site recommendation part of the project group's work. A copy is attached for your consideration.

I am most concerned with the proposed dates for the public meetings in January and the presentations of the municipalities in February. I would like to ensure that these time periods meet with your approval.

The public meeting in January would include:

1. Introduction detailing the background of the study and the status of Anchorage and Fairbanks centers.
2. Public comment on the proposed selection criteria and questions addressed to the project group.

I am anticipating that the meeting be informal and possibly last 2-3 hours.

The nature of your community's presentation in February is up to you. Slides, drawings, and a narrative of your proposal(s) would be welcome. There is no time limit for the presentation -- whatever you feel is appropriate. Your community may not want to have one proposal, but rather a number of alternatives. Part of the presentation may also be a visit to the proposed site(s). Project group members will probably want to ask questions.

I hope that these comments will help you prepare your presentation. If you have any questions, please let me know.

Sincerely,

DAVID L. ALLEN
Project Group Chairman

Enclosure



SOUTHEAST ALASKA ANILCA VISITOR CENTER
PROJECT GROUP

of the

ALASKA LAND USE COUNCIL

PROPOSED PUBLIC PARTICIPATION PLAN
FOR SOUTHEAST ALASKA VISITOR CENTER SITE SELECTION

The Alaska Land Use Council has directed the project group to accomplish three tasks: 1) determine the need to create an ANILCA visitor center in Southeast Alaska, 2) recommend to ALUC a site for such a center (Juneau, Sitka, or Ketchikan as directed by ANILCA), and 3) prepare a conceptual plan for the center.

The following is the proposed public participation plan developed by the project group for the second product listed above, the site recommendation process.

<u>Accomplishment Date</u>	<u>Task</u>	<u>Responsibility</u>
Jan. 6, 1984	<u>Proposed</u> site selection criteria developed.	Project Group
Jan. 10, 1984	Mailout to mailing list (legislators, media, community groups, agencies, municipalities, etc.). Mailout will contain background information on study, proposed selection criteria, dates of public meetings and request for comments on proposed selection criteria.	Project Group
Jan. 23-27, 1984	Public meetings in Juneau, Sitka, and Ketchikan. Purpose: to receive public comment on proposed site selection criteria and study in general.	Project Group & Communities
Feb. 6, 1984	Final site selection criteria determined. Notify communities.	Project Group
Feb. 13-17, 1984	Municipalities to give presentations to project group on their proposals for visitor center in their communities. (Presentations will be given in Juneau, Sitka, and Ketchikan.)	Communities & Project Group

Feb. 20-29, 1984	Data analysis and site recommendation determination.	Project Group
Mar. 1, 1984	Report issued to Alaska Land Use Council recommending site for visitor center.	Project Group
Mar. 1 through April 1, 1984	Communities have opportunity to comment on results of site recommendation study.	Communities of Juneau, Sitka, & Ketchikan
April	Presentation of Project Group recommendation and opportunity to comment by the Land Use Advisors.	Project Group
May	ALUC action on Project Group recommendation.	ALUC

SCVB should send copies of the following letter (and the report) to visitor bureaus or C of C of all of the communities and to SATC with a request that they review it and, if they agree, to write similar letters of endorsement.

Signed by the mayor and on City/Borough letterhead, the following letter should be sent to:

OFFICE OF THE GOVERNOR
Bill Sheffield, Governor
Third Floor, State Capitol
Pouch A
Juneau, Alaska 99811

Mr. John Sandor
Regional Forester
USDA-Forest Service
Box 1628
Juneau, Alaska 99801

Done

Mr. David L. Allen
Project Group Chairman
Alaska Land Use Council
P.O. Box 100120
Anchorage, Alaska 99510-0120

Dear Mr. Allen:

Enclosed is a copy of a report, "Recommendations for an Information Office for Southeast Alaska." This report was prepared for the City and Borough of Sitka in response to the October 6 letter of Mr. David L. Allen of the Alaska Land Use Council.

The 1979 "Cruisehip Survey" underlined the importance of interpretive programs to our visitors. While there have been some good programs on the cruiseships at Glacier Bay and on the State ferries, there are few audio-visual programs specifically about Southeast Alaska.

The visitor industry is an increasingly important part of Sitka's economy, as it is to Southeast and the State. We recently joined with the Southeast Alaska Tourism Council in the marketing of Southeast Alaska as a whole, because it makes good economic sense. Now the Federal and State agencies have the opportunity to help the communities make Southeast a more popular destination through improved interpretive and information programs.

If the available money for an I&E Center were spent on a building and staff in one of the communities, it would not benefit a significant percentage of the visitors to Southeast Alaska. And the center would not materially help the communities or the visitor industry.

This money should be spent on programs for the visitor. Programs that will be used on State ferries and cruiseships and at other existing public facilities. This will be of the greatest value to the visitor and will help all communities in Southeast Alaska.

We endorse the recommendations in this report. Please give it your serious consideration.

Sincerely,

~~John D. Dupontich~~
Mayor *ROCKY*

From: ANCHORAGE LIO
LAA LIOSCAN1

To: JUNEAU LIO
LAA LIOSCAN2

Document LADN: 1984030911525317LAA

Distribution Document Name: LAA LIOSCAN10121

Output device: LJBS

Time: 11:53

Date: 03/09/84

DOCUMENT SEPARATOR PAGE

RECOMMENDATIONS FOR AN INFORMATION AND EDUCATION CENTER
IN SOUTHEAST ALASKA.

by Sitka Convention and Visitors Bureau
October 13, 1983

I. INTRODUCTION AND SUMMARY

The Alaska Land Use Council has appointed a study group to investigate and plan for an Information and Education Center in Southeast Alaska. The study group requested information that will help them: (1) determine whether a need exists for such a center, (2) select a site for the center in either Juneau, Ketchikan, or Sitka, and (3) develop a conceptual plan for the center. This report is the City and Borough of Sitka's response to the Alaska Land Use Council.

Section 1305 of the Alaska Lands Act authorizes this study for an I&E Center in either Juneau, Ketchikan, or Sitka. The legislative history makes it clear that the I&E Center is to provide information and interpretive programs for the visitors to Alaska and encourages cooperation of Federal and State agencies in doing so. The Act, however, does not define an I&E Center nor restrict the agencies in their planning. The Alaska Land Use Council can base their decision on what will best serve the visitor to Alaska.

A. THE NEED FOR A CENTER.

There is a definite need for better information and interpretive programs specific to Southeast Alaska.

1. Information Reference Book. The Forest Service has a "Community Opportunity Guide", used on the ferries and in Forest Service offices, that could be used as a model. The "Community Opportunity Guide" needs to be expanded to include a comprehensive description for each community of all visitor facilities, services, and recreation opportunities regardless of jurisdiction. The Alaska Land Use Council needs to adopt standards and give direction to the agencies for the preparation of this information reference book.

2. Interpretive Programs. The State Division of Tourism's cooperative marketing program has been very successful in bringing visitors to Alaska. A good series of interpretive programs will help the visitors understand and appreciate what they are seeing while they are in Alaska; thus, the trip will be more valuable to the visitor. The State and communities can benefit by a better understanding among visitors of local needs and problems; this will help the State counter their "blue-eyed Arab" image. And the agencies can benefit from a deeper appreciation of the lands and resources they manage; this can make their management easier and decrease costs due to littering and vandalism.

B. LOCATION OF THE I&E CENTER.

The I&E Center should be located in the city where agency representatives can most easily meet to develop and coordinate their projects. Juneau is the most likely location, but the location of the center should not concern the communities if the basic concepts recommended in this report are followed.

C. I&E CENTER CONCEPTS.

The I&E Center will not have a building nor permanent staff. Rather, the I&E Center is the center for development and distribution of information and interpretive programs about Southeast Alaska.

These programs will be used on the State ferries and cruiseships and at existing information offices, reception areas, and other points of public contact. The programs will use video-discs and other techniques that allow the visitor to enjoy the program with minimum impact on employee time. To the maximum extent possible, the available money will be used for the development and maintenance of programs for the public.

Summary of other findings:

Since 87% of the tourists travel on cruiseships or ferries, it is relatively easy to get information and interpretive programs to these visitors aboard ship. Aboard ship, the tourist has the time to view programs and study information; surveys show that 63 percent of the passengers participate in ship-board auditorium programs. These passengers can be expected to participate in several programs during their trip and to study each community's information before arrival at the community. Because the programs can be shown before the ship arrives at a subject community or attraction, the programs are of maximum value to the tourist. The same information and appropriate interpretive programs can be made available to tourists traveling by air at existing agency reception areas and other points of public contact.

On the other hand, travel patterns in Southeast reduce the usefulness of an I&E Center in any community. Travel is 67 percent northbound and 33 percent southbound. Hence, Juneau is near the end of the trip through Southeast for two-thirds of its visitors. Information dispensed in a land based I&E Center will not be timely for a significant portion of the visitor. In addition, surveys indicate that less than 5 percent of the visitors are using existing land based I&E Centers. Of those visiting these centers, few would have the time to participate in more than one program. The combination of low visitation rates at existing I&E Centers and the north- and southbound travel makes an I&E Center in either Juneau, Ketchikan, or Sitka of little value to the visitor or to the communities of Southeast Alaska.

This report contains a lot of statistics which can not be approached lightly. We suggest reading the summary at the head of Sections II, III, and IV and all of Section V. Then if you want to delve into the details of any section, do so. We have included all of the statistics that we used in coming to our conclusions -- and we referenced our sources -- so that you can struggle through the statistical jungles as we have done.

III. EVALUATION OF THE I&E CENTER LOCATION.

SUMMARY: Providing information and interpretive programs on the ferries and cruiseships will reach 53 percent of the tourists. A shore-based I&E Center in either Juneau, Ketchikan, or Sitka will not reach more than 2 percent of the tourists at the beginning of their trip through Southeast. The greatest benefit to the visitor, communities of Southeast, and visitor industry will come from providing the programs primarily on the ferries and cruiseships.

A. DATA ON VISITORS TO SOUTHEAST ALASKA.

Note: More complete descriptions of cited references and notes about the tables are given in Section VI of this report.

Southeast Alaska lacks an inter-connected road system. Hence, virtually all visitors travel to and within Southeast by commercial jet-aircraft, cruiseship, or State ferry. This gives groups that serve the visitor relatively easy ways to measure and survey the visitor. Visitors can be measured by the number of tickets sold, and visitor surveys can be made at relatively few access or departure points. Fortunately, the basic visitor surveys have been made.

The National Park Service and USDA-Forest Service conducted the 1979 "Cruiseship Survey"⁽¹⁾ to help the agencies and tourism groups understand this large segment of Southeast's visitors. This survey provides a baseline description of the cruiseship passengers and of their activities, interests, and value systems. The survey was taken specifically to help agencies and tourism groups plan and develop "a regional and statewide interpretive network". These survey findings should be the basis for planning any information or interpretive program.

The Alaska Department of Transportation and Public Facilities conducted a "Transportation User Survey"⁽²⁾ from October 1981 through September 1982. This survey provides a baseline description of ferry and jet airline passengers and their primary purpose for taking the trip.

In the following tables, the number of cruiseship passengers is for 1983 and is in terms of visits to the community. Its source is a telephone canvass of the cities made by the Sitka Convention and Visitors Bureau in October 1983.

Data about visitors traveling by ferry or air comes from Table D and Figure 3 of the "Transportation User Survey". The data is for "boardings" at the community. Only commercial jet airplane travel is included in that survey.

Table 1. Total Tourist Travel to Southeast Alaska.

This table gives the number of Southeast's tourists boarding ferries or jet aircraft at ports of embarkation.

PLACE	<u>Tourists to Southeast</u>		
	<u>Ferry</u>	<u>Air</u>	<u>Total</u>
Seattle	9,980	16,568	26,548
Prince Rupert	14,021	00	14,021
Skagway	13,104	00	13,104
Haines	17,110	00	17,110
Anchorage	00	12,802	12,802
Totals	<u>54,215</u>	<u>29,370</u>	<u>83,585</u>
Percentage	65%	35%	

We lack Southeast-wide cruiseship statistics for 1983. The greatest number of cruiseship passengers visit Juneau. Hence, we used Juneau's 101,750 cruiseship visitors (Table 2) as a total for Southeast. Therefore, total tourists visiting Southeast is 185,335.

The ferry and air visitors are 49% northbound and 51% southbound. The 1979 "Cruiseship Survey" shows that 18.3% of cruiseship passengers boarded at Juneau or Skagway. Probably, there was a higher percentage of southbound visitors in 1983. This is due to the increasing use of Juneau, Skagway, and possibly Haines to transfer passengers to or from air or bus tours. Lacking better data, we used 18.3% of Juneau's 101,750 cruiseship passenger. The total of ferry, air, and cruiseship visitors is 67% northbound and 33% southbound.

Table 2. Tourist Visits to Southeast Communities.

Place	Number of Tourists			Total
	Ferry	Air	CrShip	
Ketchikan	21,059	11,079	98,072	130,210
Sitka	8,133	7,614	57,200	72,947
Juneau	24,508	25,326	101,750	151,584
Sub-Total	53,700	44,019	257,022	354,741
Percent	15%	12%	72%	
Petersburg	6,865	00	1,440	8,305
Wrangell	3,801	00	3,990	7,791
Skagway	13,104	00	53,186	66,290
Haines	17,110	00	12,510	29,620
Sub-Total	40,880	00	71,126	112,006
Total	94,580	44,019	328,148	466,747

In ranking Ketchikan, Sitka, and Juneau by number of visitors, Sitka has 48% and Ketchikan 86% of Juneau's visits.

We included Petersburg, Wrangeli, Skagway, and Haines as reference material. Visitors to these communities will be served from the proposed I&E Center and should be considered in selecting the location.

Table 3. For Each I&E Center Location: How Many Tourists Will Have Information Available To Them At The Beginning Of Their Trip Through Southeast?

Location	No. of Tourists	Percent of Total
Ketchikan	87,241	47%
Juneau	50,023	27%
Cruiseship/Ferry	155,965	84%
Total SEA Tourists	185,335	100%

For Juneau and Ketchikan, we used their total tourist visits times 33% southbound passengers for Juneau, and 67% northbound passengers for Ketchikan. Sitka is not included because it is either at the end of the trip or a side trip for most visitors to Southeast Alaska.

We introduced the Cruiseship/Ferry as a place, because this is a location currently used for supplying information and interpretive programs to visitors.

B. SURVEY OF EXISTING INFORMATION OFFICES.

One of the most reliable ways to forecast the visitor's use of a new I&E Center is to study the use at existing I&E Centers. The following information about use at existing I&E Centers was gathered by the Forest Service in 1981-82.

1. Juneau. The Cruise Ship Survey, Table 27, shows that a total of 4.8% of the passengers visited the State and Federal Office buildings. Since this is from a statistically sound survey, it is a possible estimating guide for a new I&E Center. To check to see how reasonable 4.8% is we compared it to actual use at the existing Juneau I&E Centers.

The Forest Service and Park Service had a joint information office in the Federal Building. That office reported a yearlong total of about 12,000 information visitors. If 4.8 percent of Juneau's tourists visited this office, that would be about 7,250 visits or 60 percent of their yearlong total. This percentage seems high. In addition to types of information that tourists would be interested in, this office handles recreation cabin reservations, free firewood programs, and land management planning information which are programs used primarily by local residents. However, the 4.8% visitation reported in the Cruiseship Survey was for all State and Federal offices and not just this I&E Center. Hence, the visitation to the information office would have been less.

On April 15, 1983 the Forest Service opened a new information office in the Juneau Centennial Center (convention center). Between its opening on April 15 and September 30, the information office received 16,000 visits. All cruiship passengers and at least 75 percent of other tourists would have visited Juneau during this time period. If 7,250 of the visits were by tourists it would be 45 percent of the total use for this office. Much of the increased visitation at this location has been drop-in visits by people attending other functions in the convention center. Convention center activities in this time period attracted, to a large extent, local residents — conventions and business meetings will add to the drop-in visits to this information office in the future. However, part of the increased visits is probably due to the movies shown in this I&E Centers auditorium which would attract additional tourists. With the increasing drop-in trade and brown-bag movies, it is difficult to separate the number of visitors from local trade. However, it does not appear that more than 4.8 percent of the visitors to Juneau are using this I&E Center.

2. Anchorage Interagency Information Office. This office is a part of the National Park Service offices in downtown Anchorage and is staffed to answer questions about both Federal and State agencies.

The 1980 use was about 21,000 visits for information and 5,000 visits by tourists to attend movies or slide programs (there was an additional 5,000 visits by employees from local businesses to attend

"brown-bag" or lunch-time movies, which we are not counting). Reported visitors to Anchorage were 500,000 and the area population is about 200,000. Hence, this I&E Center was used by 3.7% of the local residents and visitors combined.

3. Ketchikan. The Forest Service maintains a display room next to their reception area in the old Post Office building. This I&E Center is about two blocks from the cruiseship dock and is on the walking tour route. Use in 1981 was 3,000 visitors. With 130,210 tourists and 12,000 area population, the I&E Center was visited by 2.1% of the local residents and tourist visitors.

None of the existing I&E Centers has attracted 4.8 percent of the number of tourists visiting the community. Hence, 4.8% is a realistic upper limit for estimating the number of tourists who will use a shore-based I&E Center. We rounded this upward to 5% for use in calculations made in Section III-D.

C. USE OF PROGRAMS BY TOURISTS ON-BOARD CRUISESHIPS AND FERRIES.

1. Participation in Glacier Bay Programs from Table 53 of the "Cruiseship Survey".

At Glacier Bay, the Park Service boards the cruiseships to present information over the public address system and in the auditorium. Note the high degree of participation here in contrast to the downtown I&E Centers. About 99% of the participants expressed satisfaction with these programs.

<u>Activity</u>	<u>Percent Participating</u>
a. Rangers Comments over Public Address System	95.6
b. Programs in Auditorium	63.0

2. Participation in Interpretive Programs Aboard the State Ferries.

The Forest Service conducts programs aboard the mainline ferries from the end of May to mid-September. Their statistics can not be broken out on a basis similar to the cruiseship data. However, percentage of participation is high and may rival the Glacier Bay figures for the people traveling on the ferries for Tourism/Recreation purposes. During the period of the Forest Service programs, about 70 percent of the ferry passengers are Tourist/Recreation travelers (page 21, "Transportation User Survey").

3. Other Examples of Telling Information to the Public.

Another survey with similar results to the above data is "Communicating With Wilderness Users" by James Fazio, University of

Idaho, 1978. This was a survey of visitors to western National Forests and Parks. There too, the forests and parks that took appropriate information to places used by the visitor contacted over 50% of the visitors. Those that tried to attract the visitors to offices had dramatically poorer results.

At one time, the Forest Service had a small Interpretive Services program for visitors at Ward Lake. While tourist visits to Ketchikan in 1971 were only a fraction of what they are today, total visits to the Ward Lake facility in 1971 were 3500 as compared to 3000 visits in 1981 to the downtown I&E Center. This adds support to the survey findings; visitors will participate in programs at-the-attraction at a rate several times that of programs in I&E Centers.

Another example of this is Mendenhall Glacier vs. the Forest Service downtown information office. The "Cruiseship Survey" shows that 77.4% of the passengers visited Mendenhall while less than 4.8% visited the downtown information office.

The availability of time to participate may account for the substantially higher rates of participation in shipboard programs. Once ashore, the visitors time is limited. A visit to an I&E Center for information or to see a program takes time from shopping or visiting an attraction. On shipboard, the passenger has time to review information for planning a trip ashore and to participate in programs that broaden their understanding of what they are seeing. The 63% participation rate at Glacier Bay for auditorium programs is reasonable for estimating participation in auditorium type programs purposes and is used in Section III-D.

The following is worth noting, even though it is not used in the tables or comparisons. Interested passengers are likely to participate in several interpretive programs and use information for detailed planning before visits to each community. Hence, shipboard interpretive and information programs can be of more value to the passengers than similar programs at a shore-based I&E Center.

D. VALUE TO THE VISITOR AND TO SOUTHEAST ALASKA'S VISITOR INDUSTRY OF AN I&E CENTER AT VARIOUS LOCATIONS.

1. Total tourists visiting Southeast Alaska are 185,335.
2. Total tourists visiting Ketchikan are 130,210 (70% of the total to Southeast); of these, 87,241 are northbound. Hence, an I&E Center used by 5 percent of the visitors to Ketchikan would be serving 3.5 percent of the total tourists, but only 2.3 percent at the beginning of their trip through Southeast. Put another way, an I&E Center in Ketchikan would have to draw seven times as many people as the existing Forest Service information office in order to serve 10 percent of the tourists at the beginning of their trip.

3. Total tourists visiting Juneau are 151,584 (82% of the total to Southeast); of these, 50,023 are southbound. Hence, an I&E Center used by 5 percent of the visitors to Juneau would be serving 4.1 percent of the tourists, but only 1.3 percent at the beginning of their trip through Southeast. The I&E Center would have to draw nearly eight times as many tourists as the existing Forest Service I&E Center in the Juneau Centennial Center in order to serve 10 percent of the tourists at the beginning of their trip.

4. Total tourists visiting Sitka are 72,947 (39% of the total to Southeast); an unknown, but small percentage would enter Southeast through Sitka. An I&E Center used by 5 percent of tourists visiting Sitka would be serving 2 percent of the tourists visiting Southeast and a negligible percentage at the beginning of the trip through Southeast.

5. There are 155,965 tourists traveling on cruiseships and ferries and 63% (98,258 tourists) can be expected to use the auditorium programs and information; hence, programs on the cruiseships and ferries will benefit 53% of the tourists visiting Southeast Alaska. Therefore, shipboard programs will reach, in a timely manner, 41 times as many tourists as Juneau and 23 times as many tourists as Ketchikan.

IV. DISCUSSION OF A TENTATIVE BUDGET.

SUMMARY: We recommend an initial investment budget of \$2 million and an annual operating budget of \$200,000 (not including agency overhead or supervision costs).

Since the law did not establish guidelines, we looked to the proposed Anchorage I&E Center as an example. The Alaska Land Use Council has already approved the investment budget for submission to Congress and the State Legislature.

The investment budget for the proposed Anchorage I&E Center is \$2,000,000; \$600,000 of this amount is for a movie. Part of the investment budget is for building renovation work which will reduce the space rental rate. Hence, in estimating (we do not have their proposed operating budget) the annual operating budget, we used \$15 per square foot -- the normal rate for GSA office rentals is \$27 per square foot. The new I&E Center will occupy 9200 square feet in the old Post Office building. Hence, the annual space rental is estimated at \$138,000. To staff the I&E Center with two people, five, eight-hour-days per week October through April and seven twelve-hour-days May through September, would cost \$50,000 per year. Therefore, space rental and staffing would cost \$188,000. Beyond those costs are brochures and other supplies, maintenance of displays and equipment, and development of new programs. A total operating budget of \$200,000 seems minimal and does not include agency overhead or supervision.

If the new Anchorage I&E Center increases its visits to 5% of the total of visitors and residents (700,000), the number of annual visits would be 35,000. A \$2 million investment budget is \$57 per visit and the operating budget of \$200,000 is \$5.71 per visit.

In Southeast, a \$2 million investment budget for programs for the cruiseships and ferries would have 98,258 visitors (Section III-D-5) participating -- \$20.35 invested per visitor. An annual operating budget of \$200,000 would be \$2.03 per participating visitor.

Obviously, taking the information and interpretive programs to the visitor aboard the cruiseships and ferries is more cost effective than a shore-based I&E Center. The Southeast I&E Center program could have an investment budget of \$5.6 million and still be comparable to Anchorage on a dollar per participating visitor basis.

However, for planning purposes, we believe the Southeast I&E Center budget should be similar to Anchorage's; \$2 million for initial investment and \$200,000 for annual operating costs (plus agency overhead and supervision as at Anchorage).

V. RECOMMENDATIONS WITH COMMENTS.

A. THE I&E CENTER BUDGET SHOULD BE \$2 MILLION FOR INITIAL INVESTMENTS. THE ANNUAL OPERATING BUDGET SHOULD BE \$200,000 PLUS AGENCY OVERHEAD AND SUPERVISION.

This budget is similar to the Anchorage I&E Center. Southeast's budget and records of use should be periodically compared to similar data for the Anchorage I&E Center. Successes at one center should be shared with other centers.

B. THE I&E CENTER SHOULD BE LOCATED WHERE AGENCY REPRESENTATIVES CAN MOST EASILY MEET TO PLAN AND COORDINATE PROGRAMS FOR THE CENTER.

Probably, this is Juneau. However, the communities should not be concerned about the location, if the remaining recommendations in this report are adopted.

C. THIS I&E CENTER SHOULD NOT HAVE A BUILDING NOR ANY PERMANENT STAFF. THE CENTER SHOULD PLAN, DEVELOP, AND DISTRIBUTE INFORMATION AND INTERPRETIVE PROGRAMS SPECIFICALLY ABOUT SOUTHEAST ALASKA.

The role of Southeast's I&E Center should be to:

1. Prepare and maintain a plan for interagency information and interpretive programs.
2. Develop interpretive or information programs.
3. Develop standards for and direct the preparation and maintenance of an interagency information reference book.

4. Establish direction for the storage and distribution of interpretive and information programs and materials.

5. Encourage participation of Native groups, communities, and the travel industry in the I&E Center's planning and operations.

D. STRESS PUBLICATIONS, REFERENCE MATERIALS, AND VIDEO- PROGRAMS FOR USE AT EXISTING FACILITIES.

The available funds should be channelled into programs, primarily video-programs, that can be used at existing facilities. The goal should be to expand the usefulness of existing personnel and facilities. Reference materials should be designed for study by the public with a minimum of employee help. Video-programs should be on disc to minimize employee time; the ultimate would be use of automated systems from which the visitor can make their own program selections.

Video-disc programs would be useful whether there is interpretive staffing or not. Video-discs would extend the interpretive programs to visitors on the smaller ferries, in the off-season, and on the Seattle run.

The recommended budget should produce twenty to thirty video-programs initially and allow the addition of two or three new programs each year.

E. THE I&E CENTER PROGRAMS ARE IN ADDITION TO THE AGENCY'S REGULAR PROGRAMS AND NOT A SUBSTITUTE FOR THEM.

A program such as interpretive signs or brochures at Skagway's pioneer cemetery should remain a local agency function. However, a video-program about the goldrush activities in the inland passage is an appropriate subject for the I&E Center. The local agency plans need to be coordinated with the I&E Center plans.

The communities should supply their own orientation programs for use on the ferries and cruiseships. However, the State could offer technical support to the communities in producing these programs. I&E Center programs should deal with broader subjects than an individual community.

F. USE THE "CRUISESHIP SURVEY" AND OTHER CONSUMER SURVEYS TO DEVELOP PROGRAMS RESPONSIVE TO PUBLIC NEEDS AND PREFERENCES.

The "Cruiseship Survey" provides excellent data for developing a consumer oriented plan. The I&E Center should keep participation records and conduct surveys periodically to keep the program cost effective.

People whose business is dealing with the public need to be involved too. Representatives of the Southeast Alaska Tourism Council and the travel industry should be consulted.

G. DEVELOP COOPERATIVE, INTERAGENCY INFORMATION REFERENCE BOOK.

The "Community Opportunity Guide" developed by the Forest Service is an example of a useful tool and could be used as a model. The "Community Opportunity Guide" is a desktop reference notebook containing fact sheets about the communities served by the ferries. Services, facilities, and recreation opportunities are discussed regardless of the agency having jurisdiction.

Because it is a reference book and not intended for distribution, it can contain much more detail about a community than the Division of Tourism trip planning materials or other publications. The information can be used either by an employee to answer questions or by a visitor who is planning a trip to a community.

The existing "Community Opportunity Guide" is primarily the work of Neil Hagadorn who prepared it for the interpretive program aboard the State ferries. Standards for the Guides need to be agreed to by all agencies so that the Guide will receive adequate priority for preparation and maintenance and so that information is prepared in a uniform manner.

This need not be a major new task for the agencies. The material, however, needs to be improved and expanded each year with the help of the communities. The book should describe all facilities, services, and recreation opportunities that would interest the tourist. The information should be packaged by community so that all facilities, services, and recreation opportunities that are logically accessed from that community are included in one "chapter" of the book.

Copies of the "Community Opportunity Guide" ought to be available on every cruiseship and ferry. Sufficient copies should be available for use as a reference source by employees and for visitors to study in planning their visits ashore. Copies should also be available in agency reception areas, Chamber of Commerce offices, and other public contact points. Copies should be sent to appropriate offices in other states such as the Forest Service/Park Service office in Seattle.

VI. CITED REFERENCES & EXPLANATORY NOTES ABOUT THE TABLES

A. CITED REFERENCES

(1) "A Statistical Summary of Selected Data from the 1979 Alaska Cruiseship Passenger Survey" by Barbara A. Koth for the National Park Service and U.S. Forest Service, March 1980.

(2) "Southeastern Alaska Transportation User Survey" by Tippetts-Abbett-McCarthy-Stratton, P.C for the Alaska Department of Transportation and Public Facilities March 1983.

B. NOTES ABOUT THE TABLES.

Table 1. While some of the business and other classes of travelers may use an I&E Center, we lacked usable sub-categories to include these visitors. The Tourist/Recreation traveler is the most reliable way of comparing communities and alternatives. Hence, we report only the Tourist/Recreation class of traveler in the tables. For brevity, we use just "tourist" in a number of places.

2. Table 2. The "Transportation User Survey" did not list airline statistics for Petersburg or Wrangell. We used Skagway's 1979 cruiseship data pending receipt of their 1983 data. We used our own estimate of 16 Majestic Explorer (capacity: 90 people) visits to Petersburg, because Petersburg did not have a record of cruiseship visits.

In their reports of cruiseship data, Juneau gave 185 ship visits and 100,000 passengers for an average of 540 passengers per ship; Sitka 104 ships, 58,321 passengers, and 560 passengers per ship; Ketchikan 156 ships, 98,072 passengers, and 629 passengers per ship. Ketchikan is significantly higher in the average number of passengers per ship. In an attempt to be fair to each city, we first leveled the cities by using 550 passengers per ship for each. We ran the various tables that way and then with the data as supplied by the cities; the differences in percentages of visitors served is too small to affect the outcome. Hence, we changed Ketchikan's cruiseship passengers back to the 98,072 passengers that they reported.

--END--

Alaska Land Use Council

1689 "C" Street, Suite 100
P.O. Box 100120
Anchorage, Alaska 99510-0120
(907) 272-3422 & 271-5485 (FTS)

October 6, 1983

Ann Strain
Sitka Visitors Bureau
P.O. Box 1226
Sitka, Alaska 99835

Dear Ann:

Section 1305 of the Alaska Lands Act of 1980 (ANILCA) directs the Secretary of Agriculture to investigate and plan for an information and education center in Southeast Alaska. A project group has been formed under the Alaska Land Use Council (ALUC) to address the following issues related to Section 1305:

1. Determine whether a need exists for such a center in Southeast Alaska.
2. If a need does exist, recommend to ALUC a site for the center (either Sitka, Ketchikan, or Juneau).
3. Develop a conceptual plan for the center.

To help the project group accomplish the first goal of the study, we are asking for your help. The deadline for completion of the "need" study is December 1, 1983.

Would you distribute copies of the enclosed questionnaire to as many visitor facilities as possible in your community?

To allow time for data analysis, development of conclusions, and document preparation, we would like the questionnaires returned to John Pearson at the Alaska Division of Tourism, Pouch E, Juneau, AK 99811 by October 17, 1983. To expedite the procedure, it might be best if the questionnaires from your community could be returned together through your office.

If you have any questions about the questionnaire, please contact me at the Chugach National Forest in Anchorage at 279-5541

We realize that time is short and will greatly appreciate your assistance.

Sincerely,



DAVID L. ALLEN
Project Group Chairman

Enclosure

MSG 84-00037363 PRTY 1 04/19/84 17:00:42 CRIG: SIT\$ IN= 0009 OUT= 0157
FROM: SITKA TO: JUNEAU
TARGET: LJHK SUBJ: POM

TO: SENATORS FAHRENKAMP, ZIEGLER, ELIASON, P. FISCHER, V. FISCHER,
MULCAHY, AND STURGULEWSKI

FROM: ALICE HARRIGAN
BOX 196
SITKA, AK. 99835

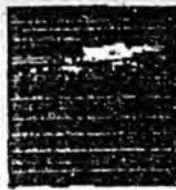
RE: SJR 44

RECOMMEND THAT YOU DON'T TAKE A POSITION ON THE LOCATION OF THE ANILCA
VISITOR INFORMATION CENTER. BOTH COMMUNITIES MADE PRESENTATIONS TO
THE STUDY GROUP. THEY SHOULD BE THE DECISION MAKERS. THIS IS NOT
SOMETHING YOUR COMMITTEE SHOULD BECOME INVOLVED WITH.

-----SITKA LIO, 4-19-84, 37363-----



Sitka Visitors Bureau



TO: SENATE RESOURCE COMMITTEE

FROM: THE SITKA CONVENTION AND VISITORS BUREAU

RE: SENATE RESOLUTION 44

THE SITKA CONVENTION AND VISITORS BUREAU IS OPPOSED TO THE SENATE RESOURCE COMMITTEE TAKING A STAND ON THE LOCATION OF THE ANIŁCA VISITOR INFORMATION CENTER TO BE LOCATED IN EITHER SITKA OR KETCHIKAN. IT SHOULDN'T BE THE UNDERTAKING OF YOUR COMMITTEE TO SET THE COMMUNITIES IN SOUTHEAST ALASKA AGAINST ONE ANOTHER, BUT RATHER, TO ALLOW THE PRESENTATIONS OF EACH OF THESE COMMUNITIES TO STAND ON THEIR OWN MERIT.

-----SITKA LIO, 4-19-84, 37346

TO: SENATORS FAHRENKAMP, ZIEGLER, ELIASON, V. FISCHER, P. FISCHER,
MULCAHY, AND STURGULEWSKI

FROM: RUSTY DALTON
BOX 318
SITKA, AK. 99835

RE: SJR 44

IT SHOULD NOT BE YOUR DUTY TO RECOMMEND WHERE THE ANILCA VISITOR
INFORMATION CENTER BE LOCATED. I OPPOSE YOUR COMMITTEE TAKING A
STAND ON THIS ISSUE.

-----SITKA LIO, 4-19-84, 37346

MSG 84-00037357 PRTY 1 04/19/84 16:56:23 ORIG: SIT# IN= 0008 OUT= 0155
FROM: SITKA TO: JUNEAU
TARGET: LJHK SUBJ: POMS

TO: SENATORS FAHRENKAMP, ZIEGLER, ELIASON, PAUL FISCHER, VIC FISCHER,
BOB MULCAHY, AND STURGULEWSKI

FROM: PAMELA LAUDERT
BOX 941
SITKA, AK. 99835

RE: SJR 44

DON'T TAKE A STAND ON THE ANILCA VISITOR INFORMATION CENTER.

-----SITKA LIO, 4-19-84, 37357-----

MSG 84-00037346 PRTY 1 04/19/84 16:37:11 ORIG: SIT# IN= 0006 OUT= 014
FROM: SITKA TO: JUNEAU
TARGET: LJHK SUBJ: POMS

TO: SENATOR RICHARD ELIASON

FROM: ANN STRAIN
SITKA CONVENTION AND VISITORS BUREAU
BOX 1226
SITKA, AK. 99835

RE: SJR 44

WE UNDERSTAND THAT RESOLUTION 44 WILL BE DISCUSSED AT YOUR MEETING ON MONDAY. WE RECOMMEND THAT YOU ATTEND AND DEFEAT THIS MEASURE ONCE AND FOR ALL. WE ARE OPPOSED TO THE SENATE RESOURCE COMMITTEE TAKING A STAND ON THIS ISSUE -- THE PRESENTATIONS OF SITKA AND KETCHIKAN SHOULD BE ALLOWED TO STAND ON THEIR OWN MERIT.

TO: SENATORS FAHRENKAMP, ZIEGLER, ELIASON, P. FISCHER, V. FISCHER,
MULCAHY, AND STURGULEWSKI

FROM: CYNTHIA LYNN STEDMAN
118-3 OSPREY ST.
SITKA, AK. 99835

SUGGEST YOU DON'T MAKE ANY RECOMMENDATIONS ON THE ANILCA VISITOR
INFORMATION CENTER. THIS SHOULD COME FROM THE STUDY GROUP AS A
RESULT OF PRESENTATION BY THE COMMUNITIES.

-----SITKA LIO, 4-19-84, 37352-----

TO: SENATORS FAHRENKAMP, ZIEGLER, ELIASON, P. FISCHER, V. FISCHER,
BOB MULCAHY, AND STURGULEWSKI

FROM: DEBBIE LOREE
BOX 2214
SITKA, AK. 99835

RE: SJR 44

I OPPOSE YOUR COMMITTEE TAKING A STAND ON THE LOCATION OF THE ANILCA
VISITOR CENTER.

-----SITKA LIO, 4-19-84, 37352-----

MSG 84-00037352 PRTY 1 04/19/84 16:43:48 ORIG: SITK IN= 0007 OUT= 0151
FROM: SITKA TO: JUNEAU
TARGET: LJHK SUBJ: POMS

TO: SENATORS FAHRENKAMP, ZIEGLER, P. FISCHER, V. FISCHER, MULCAHY
STURGULEWSKI, AND ELIASON

FROM: ANN STRAIN
BOX 944
SITKA, AK. 99835

RE: SJR 44

I OPPOSE YOUR COMMITTEE TAKING A STAND ON THE LOCATION OF THE ANILCA
VISITOR INFORMATION CENTER.

-----SITKA LIO, 4-19-84 37352-----



Sen. Eliason
GREATER SITKA

Chamber of Commerce, Inc.

April 20, 1984

To: All Members of the Senate Resources Committee

The Greater Sitka Chamber of Commerce strongly opposes
SJR 44 - Requesting the Establishment of an ANILCA
Information and Education Center in Ketchikan. We feel
this is not a legislative function.

Sincerely,

Dave Knapp,
President

DK:kf

cc: Assembly -
City and Borough of Sitka

MSG 84-00037550 PRTY 1 04/20/84 11:09:55 ORIG: LS00 IN= 0008 OUT= 0054
FROM: SITKA TO: JUNEAU
TARGET: LJHK SUBJ: POM

TO: SENATOR FAHRENKAMP, ZIEGLER, ELIASON, P. FISCHER, V. FISCHER, MULCAHY,
AND STURGULEWSKI

FROM: DICK WILSON
STAR ROUTE 3509 HPR
SITKA, ALASKA 99835
(H)747-3096

REJECT SENATE JOINT RESOLUTION 44 WHICH BACKS KETCHIKAN OVER SITKA IN THE
INTER-COMMUNITY COMPETITION FOR THE ANILCA INFORMATION AND EDUCATION CENTER.
LET THE ALASKA LAND USE COUNCIL, AND THEIR CRITERIA OF SERVICE TO THE VISITOR
AND ALASKA, DETERMINE THE WINNER. REJECT KETCHIKAN'S BLATANT ATTEMPT TO
SHORT CIRCUIT THE COMPETITION.

SITKA LIO, 4/20, 37550**

HSG 84-00037537 PRTY : 04/20/84 11:09:37 ORIG: L300 IN= 0007 OUT= 0050
FROM: SITKA TO: JUNEAU
TARGET: LJHK SUBJ: POM

TO: SENATORS KERTTULA AND ELIASON AND REPRESENTATIVES GOLL AND CATO
FROM: RICHARD LELAND
CITY MANAGER
CITY OF CORDOVA
BOX 1210
CORDOVA, AK 99574

THE ALASKAN FERRY BARTLETT WAS SCHEDULED TO BE IN DRY DOCK IN KETCHIKAN FOR TEN DAYS. WE UNDERSTAND THAT THE DRY DOCK WAS CANCELLED, AND THE BARTLETT WILL LAY OVER IN KETCHIKAN FOR TEN DAYS. WE REQUEST THAT THE BARTLETT RETURN TO HER HOME PORT OF CORDOVA AS SOON AS POSSIBLE.

SITKA LIO, 4/20, 37537**

MSG 84-00037577 PRTY 1 04/20/84 11:44:35 ORIG: LS00 IN= 0010 OUT= 0060
FROM: SITKA TO: JUNEAU
TARGET: LJHK SUBJ: POM

TO: SENATOR ELIASON'

FROM: LAURIE PETERSON
PIONEER HOME
2301 STAR RT, HPR
SITKA, AK. 99835 747-3756 (H) OR 747-3213 (W)

PLEASE TAKE ACTION AND SUPPORT APPROVAL OF SUPPLEMENTAL FUNDING TO
CURRENT FISCAL BUDGET FOR THE ALASKA PIONEER HOMES. THANK YOU.

-----SITKA LIO, 5-20-84, 37577-----
