

S B

3 4 8

HOUSE  
COMMITTEE REPORT

3/12

(7)

Date referred: 2/7/86

FURTHER REFERRALS: FINANCE

DATE: 3/10/86

The LABOR & COMMERCE Committee has considered SB 348

"An Act making a special appropriation for the 1986 Iditarod sled dog race; and providing for an effective date."

and recommends:

- do pass
- do not pass
- do pass with attached amendment(s)
- no recommendation
- replace with \_\_\_\_\_  same title
- \_\_\_\_\_  new title

and recommends \_\_\_\_\_

further referral to the \_\_\_\_\_ Committee

- and attaches:
- letter of intent
  - first fiscal note
  - new fiscal note
  - zero fiscal note

SIGNING DO PASS:

Pat Buchanan

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

SIGNING OTHER RECOMMENDATIONS:

Mike Savane (no rec)

Pat Buchanan (no rec. - more info. needed)

George Lindsey (No-rec)

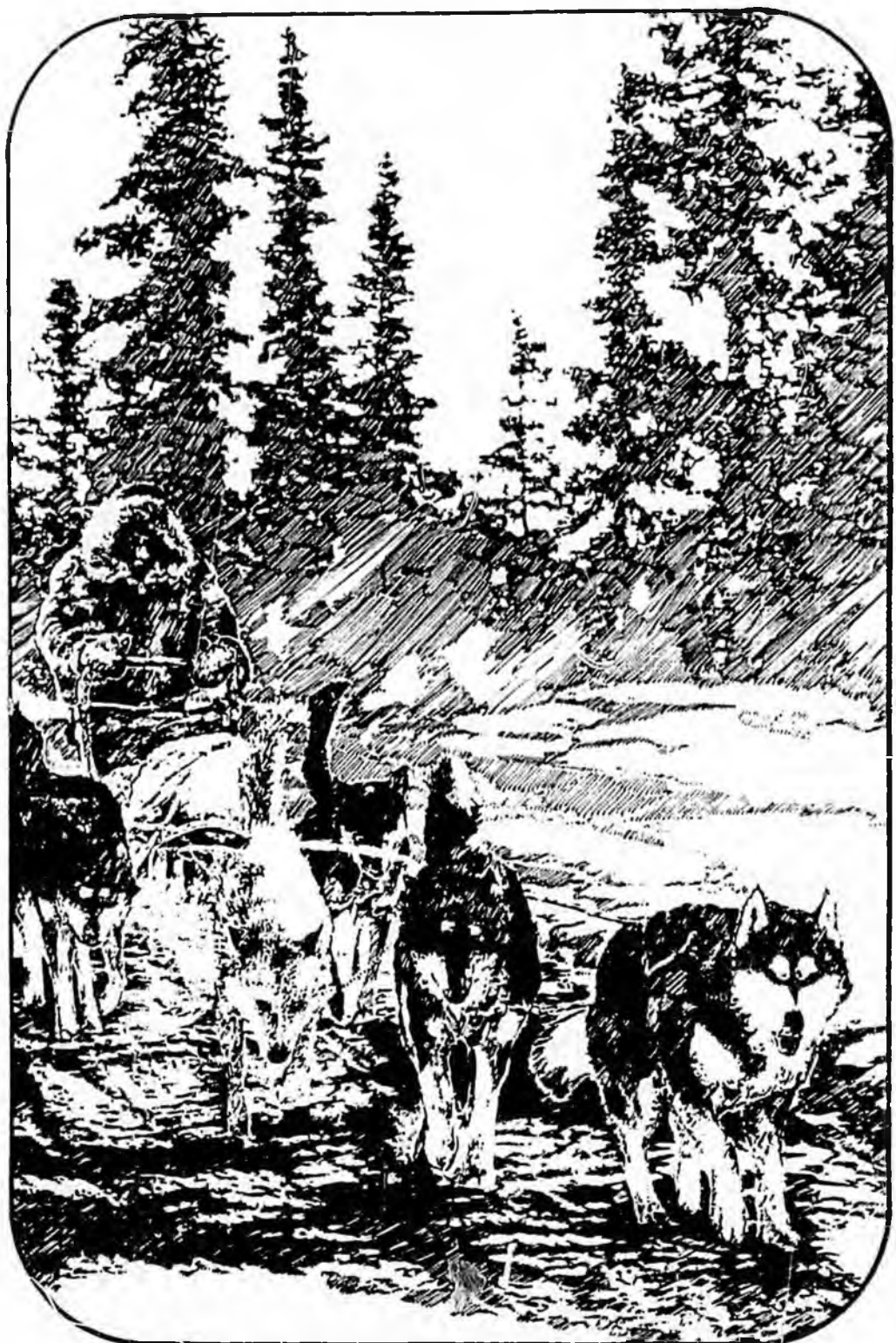
Steve Rance (no rec)

Casey K. ... (no rec)

Mike ...

Mike Savane  
Chairman

# IDITAROD



The Last Great Race - Anchorage to Nome - 1049 Miles



# IDITAROD TRAIL COMMITTEE, INC

The Honorable Jan Faiks  
Pouch V  
Juneau, Alaska 99811

December 27, 1985

Dear Senator Faiks:

The members of the Iditarod Trail Committee ask that the state of Alaska again support the running of The Last Great Race, this time in the amount of \$100,000.

As we look toward a period of declining oil revenues, it is more important than ever that alternative industries be developed to as great an extent as possible. The impact of the Iditarod Trail Sled Dog Race on tourism as well as its positive effect on a multitude of businesses within Alaska, make support of the race far more productive than if it were just another sporting event put on for the benefit of a few dog mushers.

Television coverage of last year's race was viewed on CBS Sports Saturday in more than 4,650,000 homes across America. It is estimated that the same number of people around the world, outside of America, also viewed this same coverage. Other media coverage of the event and this year's sensational champion, Libby Riddles, has made the Iditarod truly a showcase for our State and our people. The impact that this has on tourism alone is immense.

A detailed evaluation of the economic impact of the Iditarod Trail Sled Dog Race is included in the attached report by Gilmore Research Group, dated September, 1985. It should be pointed out that the funds which we ask from the State cover a very small portion, but a very important portion, of the event. Of our \$750,000 budget, we garner more than \$100,000 from private sponsors and a half a million dollars from our own retail sales efforts. In addition, our mushers spend an estimated \$1,500,000 within the State. And finally, the go power of 2000 volunteers is provided at no monetary cost. With all of this, the people of the state of Alaska derive a tremendous benefit from the State's investment of \$100,000.

We earnestly ask your support of this very important appropriation.

Yours very truly,

Burt Bomhoff  
President

Pouch X • Wasilla, Alaska 99687 • (907)376-5155



# ALASKA VISITORS ASSOCIATION

P.O. BOX 10-2220  
ANCHORAGE, AK 99510  
(907) 276-6663

Telex:  
Within Alaska 25-147  
Lower U.S. 090-25-147  
Canada 0305-25-147  
International 314-25-147

## 1984-85 EXECUTIVE OFFICERS

President  
DENNIS BRANDON  
Sheffield Enterprises  
Anchorage, Alaska  
Vice President/  
Administration  
DEAN WEIDNER  
The Weidner Co.  
Mercer Island, Washington  
Vice-President/  
Government Relations  
CHRIS VON IMHOF  
Alaska Resort  
Girdwood, Alaska  
Vice-President/  
Marketing  
GARY ODLE  
Alaska Airlines  
Seattle, Washington  
Secretary  
RAL T. WEST  
Alaska West Associates  
Anchorage, Alaska  
Treasurer  
A. K. "KIRK" LANTERMAN  
Holland America/Westours  
Seattle, Washington  
Executive Director  
DALE FOX

## PAST PRESIDENTS GEORGE SUNDBORG 1950

ROBERT E. ELLIS  
1951-1952  
EDWARD D. COFFEY  
1952-1955  
MARSHALL CRUTCHER  
1955-1956  
BEN CRAWFORD  
1956-1957  
EVERETT PATTON  
1957-1959  
ROBERT A. BAKER  
1959-1960  
ROBERT E. ELLIS  
1960-1962  
ROBERT GIERSDORF  
1962-1963  
E.E. SWOFFORD  
1963-1964  
H. JACK MUSIEL  
1964-1966  
JAMES JOHNSON  
1966-1967  
FRANK DOWNEY  
1967-1968  
BILL SHEFFIELD  
1968-1969  
JOHN MONROE  
1969-1970  
RONALD LATIMORE  
1970-1971  
JOHN STEVENS  
1971-1972  
LEN LAURANCE  
1972-1973  
E. AL PARRISH  
1973-1974  
A.E. "BUD" HAGBERG  
1974-1975  
BUCK WRIGHT  
1975-1977  
CHARLES CONWAY  
1977-1978  
JIM BINKLEY  
1978-1979  
MARTHA EDWARDS  
1979-1980  
ROLF KLUG  
1980-1981  
DAVE PALMER  
1981-1982  
CHRIS VON IMHOF  
1982-1983  
ROBERT H. BRENNAN  
1983-1984

## A RESOLUTION IN SUPPORT OF THE IDITAROD TRAIL COMMITTEE

WHEREAS, Alaska's image as "the last frontier" is one of her foremost visitor attractions,

WHEREAS, this image is projected across America and around the world through media coverage of the Iditarod Trail Sled Dog Race,

WHEREAS, the race creates \$103,000 in state tax revenues and \$276,800 in local taxes,

WHEREAS, the race creates 240 primary and 119 secondary paid jobs within Alaska,

WHEREAS, 250,000 persons in Alaska and millions around the world participate in the race each year as fans and spectators,

WHEREAS, the Iditarod organization provides \$650,000 in private funds and nearly 2,000 volunteers to produce this magnificent event,

NOW, THEREFORE BE IT RESOLVED, that the Alaska Visitors Association supports the Iditarod Trail Committee in producing the 1986 Last Great Race.

# GILMORE RESEARCH GROUP

METROPOLITAN PARK BUILDING 1100 OLIVE WAY, SUITE 250 SEATTLE, WASHINGTON 98101 (206) 547-5555

## IDITAROD ECONOMIC IMPACT REPORT

for  
The Iditarod Trail Committee

by  
Gilmore Research Group

September, 1985

## INTRODUCTION

The Iditarod Race is an important event to the State of Alaska for two fundamental reasons. The first reason stems from the historical and objective conditions of the state as a whole: Alaska is the last frontier, the apex of the American image of itself as a land of rugged and free individuals who are hardy and tough, independent. The Iditarod Race is one of the last representations of that dominant spirit and behavior. The Iditarod Race lends character and flavor to the image of Alaska as a place for visitors to recapture the pioneer spirit that is perceived by most Americans as the backbone of our country. This, then, is the first reason for supporting and promoting the Iditarod Race, the cultural and historical heritage, a continuity with our past.

The second reason that the Iditarod is important to the State of Alaska is because it provides revenue. It does this by generating jobs and taxable income resulting from expenditures by participants and observers involved with the Race. Participants in the Race represent both Alaskans and non-Alaskans as well as their dogs, while on the observer side there are journalists, photographers, tourists, Race officials and Alaskan spectators. In addition, there are over 50 other affiliated events and activities which center around the Iditarod Race. These activities and events also produce revenue for the State through expenditures of income by groups and by individuals.

Unquestionably, the Iditarod Races and the activities stemming from them make an important contribution to the State of Alaska, both from a social and cultural perspective as well as from the economic side.

Tables 1, 2 and 3 enumerate each of the economic impact model components identified for the Iditarod Races, as well as the allocation of monies spent by all parties involved. As can be noted, there are an estimated 256.9 thousand people who are either directly or indirectly involved with the Iditarod as spectators, participants or officials -- all in Alaska. It is also estimated by CBS Television that as many as 4.6 million American households across the country saw the finish of the race as it was telecast in 1985.\* To this can be added, the international coverage and telecasts which are estimated to reach an equal number of households outside the U.S.

The resulting expenditures from people involved with the Race or affiliated events was well over \$20.9 million which generated an estimated \$4.63 million in wages, salaries and employee benefits. The total number of jobs created from this activity is approximately 359 with another 811 dependent in some way on the continued existence of the Race and its supporting events. Taken all together the Race and the affiliated events creates about \$276.8 thousand in local taxes and \$103.1 thousand in state taxes.

These figures are rather impressive for a single sporting event which occurs but once a year during a period which has traditionally been low in visitors (tourists) from outside the State of Alaska. In figures taken from the Anchorage Convention and Visitors Bureau Winter Reports for 1984 and 1985 an estimated 5% of those coming from Anchorage reported seeing the Iditarod (this translates into 3900 people each year). Many of these people indicated that the purpose of their trip to Alaska was to see the Iditarod Sled Dog Race.

---

\*This figure is supported by the March-April 1985 Arbitron Ratings published in May 1985.

From the perspective of the total impact generated by tourism to the State of Alaska, the Iditarod is not the largest contributor in either money or people. However, the total impact of the Iditarod Race must be seen as a combination of social, cultural and economic factors. As stated earlier, the Race is an image maker, supporting the spirit of the last frontier. The Race is a social event within the State bringing people (especially in the smaller communities) closer together, reminding them of their strong heritage, while reinforcing the perception of Alaska as a land with unique geographic conditions as well as immense wild beauty. From the perspective of someone outside the state, a potential visitor, the Iditarod is a reminder of the size, beauty and unspoiled nature of Alaska. The Race consequently produces interest in visiting Alaska as a final destination and this is, of course, a very desirable impact from an economic standpoint.

TABLE 1  
IDITAROD ECONOMIC IMPACT MODEL\*

Total number spectators/participants (thousands)	256.9
Total resulting spending (in millions of \$)**	20.9
Generated payroll (in millions of \$)	4.63
Total jobs	359
Actual primary jobs	240
Estimated secondary jobs	119
People who depend on these jobs for their livelihood	811
Purchasing power (in millions of \$)	51.3
Activity generated state and local tax revenue (in thousands of \$):	
State tax revenue	103.1
Local tax revenue	276.8

\* Includes supportive events and activities during the "Month of Iditarod" as well as the Race itself (see attached sheet of events).

\*\*Uses Multiplier Effect estimated to be 1.5 for the State of Alaska. The multiplier effect is in essence a "trickle down" phenomenon, whereby a dollar spent directly as a result of an event produces availability of funds (by those receiving them) for further purchases. Thus, an observer of the race who buys \$10.00 worth of native arts in Nome or Anchorage from a shop represents the end of a chain of purchases, shipping, and production, the total value of which is \$15.00.

TABLE 2

ESTIMATED EXPENDITURE BREAKDOWN  
DIRECTLY RESULTING FROM IDITAROD

	<u>Expenditures</u>	<u>Payroll</u>	<u>Jobs*</u>
Food	\$ 696,558	\$ 218,022	19
General retail & gasoline	531,600	74,105	5
Lodging	292,871	94,890	9
Transportation	692,600	173,150	5
Entertainment	<u>120,161</u>	<u>33,032</u>	<u>3</u>
TOTALS	\$ 2,333,790	\$ 593,199	41

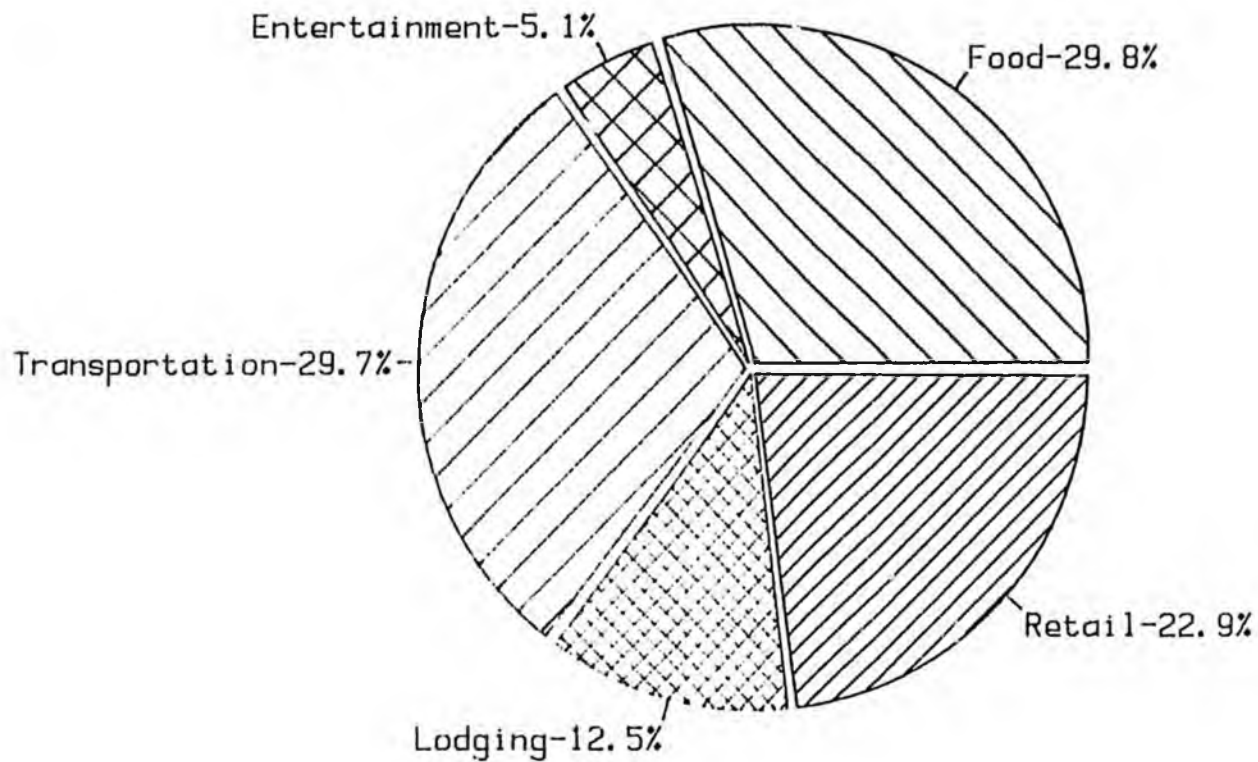
TABLE 3

EXPENDITURE BREAKDOWN FOR IDITAROD  
AND SUPPORTING EVENTS/ACTIVITIES

	<u>Expenditures</u>	<u>Payroll</u>	<u>Jobs*</u>
Food	\$ 4,446,558	\$1,391,772	118
General retail & gasoline	6,781,600	945,355	66
Lodging	567,871	183,990	16
Transportation	817,600	204,400	5
Entertainment	<u>1,370,161</u>	<u>376,657</u>	<u>35</u>
TOTALS	\$13,983,790	\$3,102,174	240

\*This figure is based on the "man years" generated over a 2080 hour year.

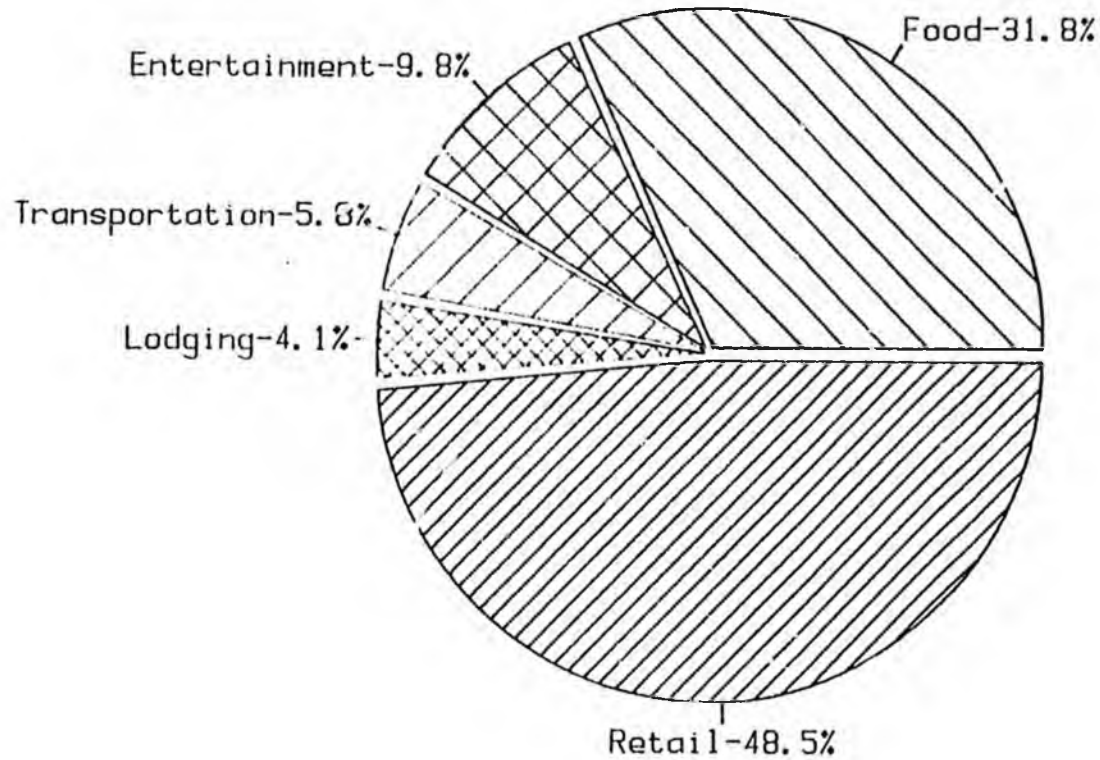
# REVENUE BREAKDOWN IDITAROD ONLY\*



TOTAL = \$2,333,790.00

\*Proportions based on a per dollar expenditure.  
Iditarod Economic Impact Report  
Produced by Gilmore Research Group, 1985

# REVENUE BREAKDOWN IDITAROD PLUS AFFILIATED EVENTS\*



TOTAL = \$13,933,790.00

\*Proportions based on a per dollar expenditure.  
Iditarod Economic Impact Report  
Produced by Gilmore Research Group, 1985

IDITAROD SUPPORTING ACTIVITIES & EVENTS: STATEWIDE

Anchorage/Wasilla

Race Start & Winter Carnival (over 40 events)

Check Point City/Locations (26 locations on the Race Route)

Fund Raisers Sponsoring Resident Alaska Mushers (estimated at 25)

"Nome" Month of Iditarod (includes 10-11 events)

## 1986 Iditarod Sled Dog Race Request

### 1. Trail

Each year the Iditarod Committee breaks and marks the Iditarod Trail from Settler's Bay to Shageluk or Ruby. We must find volunteers to complete, at cost, this project. Many different groups use the trail when it is opened, including skiers, snowmobilers and recreational dog mushers. We need monies for machine rentals, expenses, gas, food, labor and markings. This year we will also be doing some major restoration work, brushing and clearing overgrown sections, plus installing \$6,000 worth of permanent markers.

\$ 30,000.00

### 2. Dog Care and Treatment

Our organization and our mushers insist on excellence in dog care. Last year over one thousand (1,000) dogs left Fourth Avenue in Anchorage heading for Nome. At every checkpoint along the trail we have veterinarians stationed to care for the dogs. Each veterinarian has medication and equipment to monitor the dogs condition and to perform emergency treatment if necessary. They also help the mushers keep their teams in top health by administering vitamins and foot salve. Veterinarians also check for the use of illegal drugs by having blood samples drawn and then sent off to be analyzed at Cornell University. Veterinary expenses include food, lodging, transportation, medical supplies and sample analysis.

\$ 18,000.00

### 3. Iditarod Air Force

Each year aviation insurance costs rise. The Iditarod Trail Committee must be protected, so we purchase this policy for a month and a half. We purchase gas and oil for our planes flying the trail, which adds to the local economy. Additionally this year we will be hiring local air charter services to facilitate getting the 130,000 pounds of dog food into the checkpoints in a timely fashion. Air Force expenses include food, lodging, gas, oil, insurance and charter costs.

\$ 30,000.00

### 4. Liability Insurance

We must have protection for spectators, municipalities, Bureau of Land Management, our volunteers and the Iditarod Trail Committee. Our dog truck is also insured.

\$ 6,000.00

5. Communications

An informed public is a knowledgeable public and each year we expand our communications technology all along the trail. Volunteer amateur radio operations are stationed at all remote checkpoints feeding hourly reports to base units and then via phone line to central headquarters in Anchorage. This year we are trying to involve the school children in the villages we pass through by experimenting with the use of computers to replace the radios in these villages, providing "hands on" learning experiences for the students. This data is then fed into a computer which converts it into human sounding speech and "speaks" this information over the phone to anyone who calls the computer hotline number. Over 25,000 calls were received throughout last year's race, many from news services in the lower 48 and around the world.

\$ 11,000.00

6. Office Equipment and Expenses

The cost of operating our office year round is great. We would like to include general office supplies in this request.

\$ 5,000.00

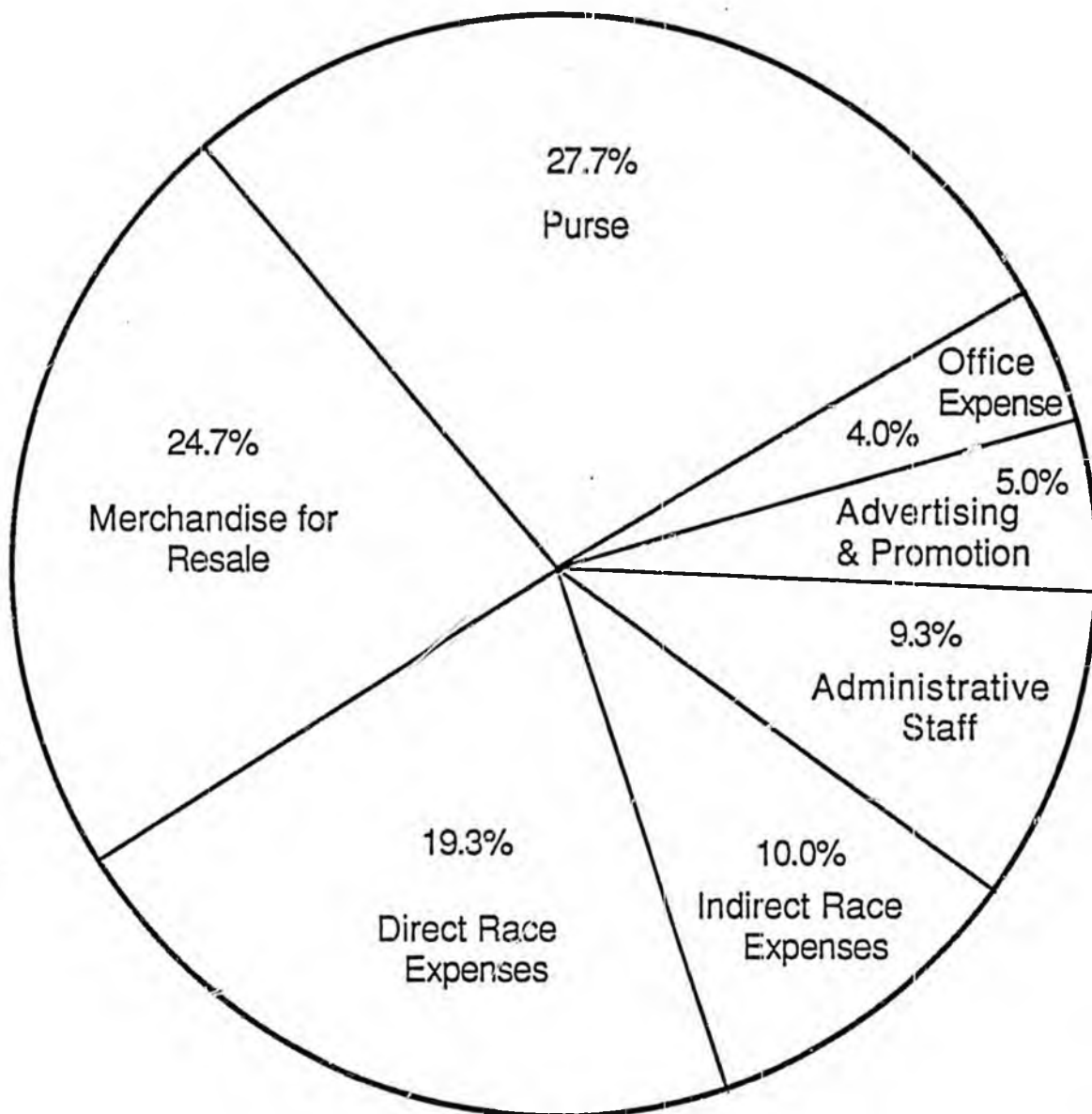
TOTAL REQUEST

\$ 100,000.00

# Iditarod 1985

Total Expenses

Fiscal '84/85'



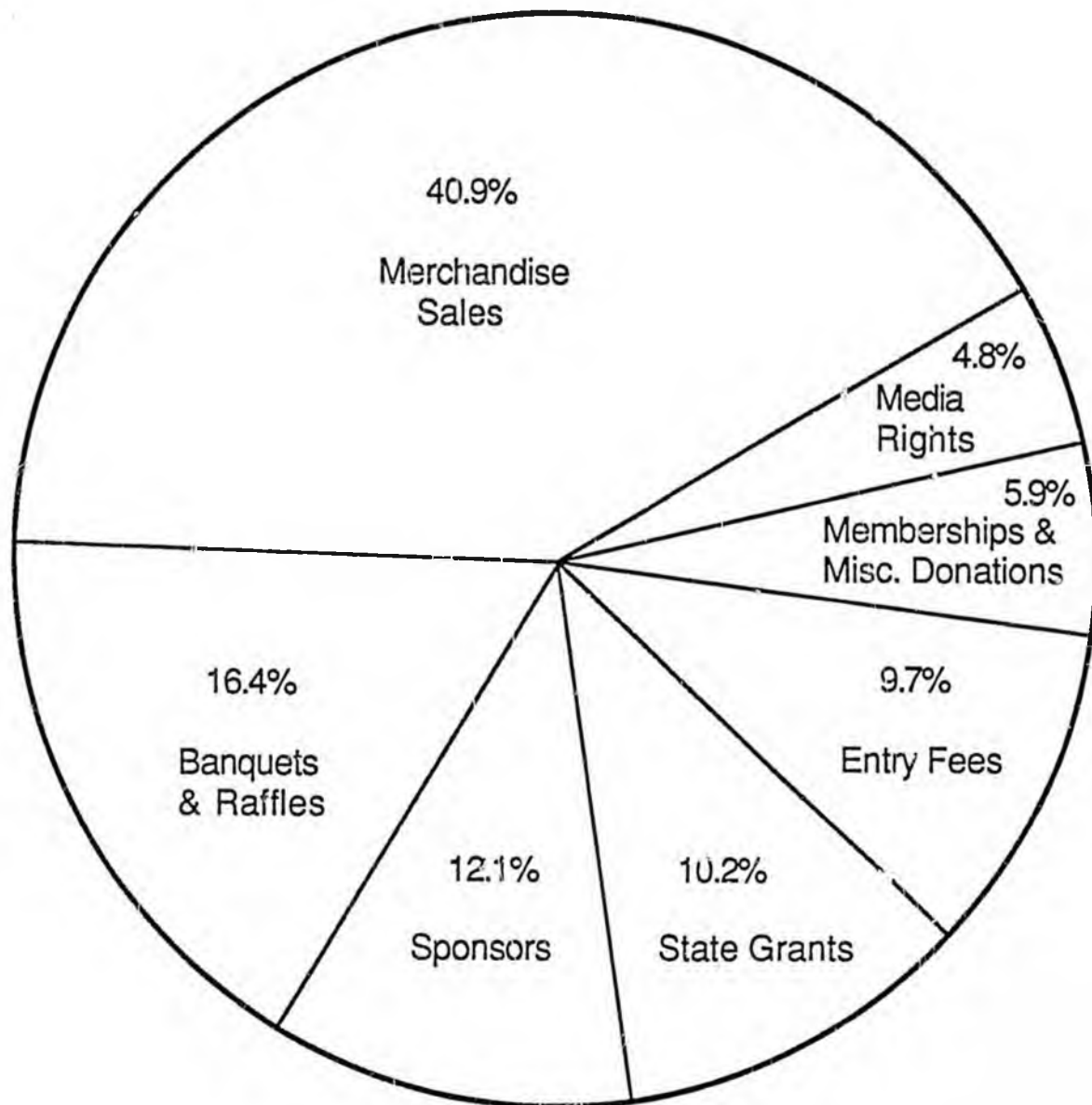
\$787,493.00

May 1, 1984 to April 30, 1985

# Iditarod 1985

Total Income

Fiscal '84/85'



\$787,493.00

May 1, 1984 to April 30, 1985



# RECORDS CERTIFICATION



I, the undersigned, an employee of the State of Alaska, do hereby certify that the microfilm images on this microform are accurate reproductions of the original records of the State of Alaska as accumulated during the regular course of business, and that it is the established policy and practice of this State to microfilm its records and to dispose of the original records after microfilm reproductions have been made.

  
Signature of Camera Operator

  
Date