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Fairbanks Area Alaska State Parks Citizen Advisory Board

3700 Airport Way • Fairbanks, Alaska 99709-4613 • (907) 451-2695

January 31, 1989

FEB 13 1989

Senator Jack Coghill
Senate
P.O. Box V
Juneau, Alaska 99811

Re: Project '92

Dear Senator Coghill:

At a recent Board meeting, we were provided information on Project '92 -- the 50-year anniversary of the building of the Alaska Highway. What an opportunity to promote a big year of tourism with economic spinoff for years to come! Canada has realized it and we hear dedicated several million dollars to the promotion of tourism on the Highway in '92. Times "outside" are not tough like they are here and people are traveling, especially by car, in the U.S. and Canada -- the "safe" way/places to travel today. Many still think of the Alaska Highway as a desolate one-lane mud and gravel trail to a pretty but inhospitable wilderness.

Senator Coghill, we need to get on the bandwagon and support Project '92. It won't cost, it'll pay. Please, support diversification of our economy. Developing tourism is one answer. Let's advertise Project '92. Let's do quick upgrades on our roadside parks -- both state and private and prepare historic exhibits between the border and Fairbanks. A big push for '92 would leave our roadside parks in better shape and we believe increase road-oriented tourism for several years to come.

Please move with Canada to ready Alaska for a big tourism push in '92.

Sincerely,

Larry Bright
Chairman



PROJECT 92

The International Celebration of the
50th Anniversary of the Alaska Highway

Project 92 Committee, Delta Convention and Visitor Bureau (DCVB),
P.O. Box 987, Delta Junction, Alaska 99737 (907) 895-5068

November 30, 1988

Honorable Steve Cowper
Office of the Governor
Third Floor, State Capitol
P. O. Box A
Juneau, Alaska 99811

Dear Governor Cowper:

Attached is a report on the Alaska Highway International Umbrella Convention I attended in Dawson Creek, British Columbia, November 8, 1988.

I am sure you are already aware of the significant emphasis the Canadians are placing on this celebration.

The State of Alaska is being offered a unique opportunity to piggyback on the substantial marketing effort of our Canadian neighbors. The ultimate destination for most of the visitors attracted to the Alaska Highway celebration will be Alaska. With proper planning, funding and coordination, the entire State can benefit from this celebration in 1992 and beyond.

It is extremely important that the Legislature be made aware of the international scope of this project. The real opportunity is in the fact that there may not be another suitable anniversary or event before the year 2000 for the State to cooperatively organize something which will potentially have benefit for everyone. That is the reason this event is so significant and important to the State as a whole. It is a rare opportunity which should be seized by the people of the State and used to achieve a lasting legacy.

We need to formalize and fund a statewide organization to develop our anniversary plans and coordinate with Canada. The Delta Chamber of Commerce has been working towards this goal for over 18 months. We will be holding meetings and speaking to groups around the State to promote this effort. I will continue to keep you informed of this project and would appreciate any support or suggestions you may have.

Sincerely *C. Kemp*
Susan C. Kemp

SUSAN C. KEMP, Chairperson
Project 92 Committee

cc: Senator Jack Coghill
Representative Dick Shultz

SCK/pd

DRAFT...DRAFT...DRAFT

A PROPOSAL

for

The Celebration of
**THE 50TH ANNIVERSARY OF
THE ALASKA HIGHWAY:
PROJECT 92**

PROGRAM OUTLINE
and
BUDGET

February 21, 1989



DRAFT...DRAFT...DRAFT

February 21, 1989

A PROPOSAL

for



The Celebration of
**THE 50TH ANNIVERSARY OF
THE ALASKA HIGHWAY: PROJECT 92**
PROGRAM OUTLINE and BUDGET

including
Proposals for

1992: A YEAR OF ANNIVERSARIES

and

The Celebration of
**THE 125TH ANNIVERSARY OF THE SEWARD
PURCHASE OF ALASKA FROM RUSSIA**

Douglas S. Christopherson

Prepared by the
Great Alaska Highways Society
P.O. Box 987, Delta Junction Alaska 99737
(907) 895-5068

FORWARD

This booklet contains four main proposals for Alaska.

The proposals all center on the year 1992 which is for Alaska...
"1992: A Year of Anniversaries"...

For this is the year of the International celebration of the...
"50th Anniversary of the Alaska Highway"...

Which will be under the leadership and promotion of the...
"Great Alaska Highways Society"... as the official operational
and administrative, "grass roots" body for Project 92 in Alaska.

And this is also the year of the celebration of Alaska's birthday as the...
"125th Anniversary of the Seward Purchase of Alaska from
Russia".

This proposal has been prepared in three levels... the overview... containing
basic ideas... the introduction... providing an preliminary outline of the
proposals... and the main body of the proposals... as detailed in the chapters
and appendices.

ACKNOWLEDGMENTS

This author would like to make the following acknowledgment:

The overall format of this proposal, many of the ideas contained therein and
some of the text was taken from the following, very excellent report:

**Project '92: Alaska Highway 50th Anniversary Celebration,
March 16, 1988; Cordillera Communications, Calgary, Alberta,
Canada T2P 2L2; prepared for Peace River Regional District, Fort St. John,
British Columbia, Canada, V1J 2N9.**

The author would also like to thank the following persons for their comments,
corrections, suggestions and overall assistance in preparing this proposal:

**Dr. William Wood, Executive Director, Festival Fairbanks, and Advisor,
the Great Alaska Highways Society;**

**Susan Kemp, acting Executive Director and Board President, the Great
Alaska Highways Society.**

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OVERVIEW

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1992: A YEAR OF ANNIVERSARIES

1992 is a year of significant historical anniversaries for Alaska which involve Canada and Russia.

The major events to be commemorated include the 1867 purchase of Alaska from Russia, the 1942 construction of the Alaska Highway and the 1942 US-to-Russia Lend-Lease War Planes program.

1992 will also be the year of a number of other anniversaries, international conferences and games which have as part of their focus, cultural, historical, political, economic and native issues of this Land at the Top of the World.

Thus, for Alaska it is a very special year... for Alaska it is... "1992: A Year of Anniversaries".

50TH ANNIVERSARY OF THE ALASKA HIGHWAY

The Alaska-Canada joint planning for the International Celebration of the 50th Anniversary of the Alaska Highway in 1992 has been ongoing since 1986. The result is an outline of a year-long series of historical and tourist events and activities along the entire length of the Alaska Highway, from Canada to Alaska for 1992.

This celebration is being designed to recognize the historical significance of the Alaska Highway in the development of Canada and Alaska while at the same time, realizing the potential economic benefit of this event through the tourism aspects of the celebration.

Project 92: the Celebration of the 50th Anniversary of the Alaska Highway, will involve other WWII anniversaries as they relate to the development of the communication, energy and transportation network developed in Alaska and Canada during 1942.

1992 will be a very exciting year along the Alaska Highway... from Canada to Alaska it will be the international celebration of the 50th Anniversary of the Alaska Highway.

125TH ANNIVERSARY OF THE SEWARD PURCHASE OF ALASKA FROM RUSSIA

The other main anniversary in 1992 is the 125th Anniversary of the Seward Purchase of Alaska from Russia.

This is a very significant anniversary in the history of the state and in this modern era of easing tensions between Russia and the rest of the of the world... this time of "Glasnost"... and this time of increasing contact between Alaska and Russia... the celebration of this anniversary would be a large part of Alaska's continuing "Russian Initiative".

Alaska and Russia ... taking the lead in the world... jointly celebrating the Russian heritage of Alaska... celebrating the 125th anniversary of the Seward Purchase of Alaska from Russia.

THE GREAT ALASKA HIGHWAYS SOCIETY

The Great Alaska Highways Society is a non-profit, private, state wide "grass roots" group that was organized to recognize the historical significance and heritage of the Alaska Highways and to promote their contribution to the continued development of Canada and Alaska.

The main goal of the Society is the coordination and promotion of the 1992 International Celebration of the 50th Anniversary of the Alaska Highway in Alaska. In support of this goal, the Great Alaska Highways Society is planning to be a "grass roots" body acting as the main operational and administrative organization for Project 92 in Alaska.

The Society is also seeking to be one of the recognized representatives of the State of Alaska to the International Committee on the 50th Anniversary of the Alaska Highway.

Project 92... its planning, organization and promotion... is the main goal of... The Great Alaska Highways Society.

1992...

The 50th Anniversary of the Alaska Highway...

**The 125th Anniversary of Alaska's Purchase from
Russia... and**

Project 92 and The Great Alaska Highways Society.

From historic Russian Alaska, 125th anniversary celebrations in Sitka, Kodiak, the Aleutian Islands and the Yukon-Kuskokwim Delta and Bristol Bay regions...

To 50th anniversary Lend-lease celebrations from Northway to Delta Junction to Fairbanks and on to Nome and Russia...

To the other 50th anniversary celebrations of WWII, construction related activities in Skagway, Delta Junction, Glennallen, Tok, Slana, Fairbanks, Palmer, Anchorage, Whittier, Portage, Anchorage and Valdez...

1992 will be the year when almost the entire state of Alaska will be a major tourist attraction and this will be a significant economic boost for the state.

...It is " 1992: The Year of the Anniversaries"

...It is "The 50th Anniversary of the Alaska Highway: Project 92"

...It is "The 125th Anniversary of the purchase of Alaska from Russia"

...It is Project 92 being promoted by the "Great Alaska Highways Society"

...And 1992 is coming soon to the entire State of Alaska.

...Alaskan's need to be prepared!

INTRODUCTION

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1992... A YEAR OF ANNIVERSARIES

The year 1992 will undoubtedly be one of historical import for much of Alaska and the northwest sections of Canada. 1992 is the year in which there are a number of historical anniversaries which focus on this Great Northland.

The historic, cultural and economic potential of the celebration of even a small number of these anniversaries is significant.

Consider that

1992 is... The 25th Anniversary of Alaskaland in Fairbanks, Alaska;

The 25th Anniversary of the Great Flood of 1967 in Fairbanks, Alaska;

The 40th Anniversary of highway to Seward, Alaska;

The 50th Anniversary of the construction of the Alaska Highway;

The 50th Anniversary of the construction of the CANOL Pipeline;

The 50th Anniversary of the construction of the CATEL Telephone System;

The 50th Anniversary of the Northwest Staging Route;

The 50th Anniversary of the United States to Russia Lend-Lease transfer of War Planes via the Alaska to Siberia (ALSIB) Route;

The 50th Anniversary of the the Big Delta Army Air Force Base (Fort Greely);

The 50th Anniversary of Eielson Air Force Base;

The 50th Anniversary of the opening of the Glenn (Chickaloon) Highway;

The 50th Anniversary of the Portage to Whittier Railroad Tunnel and the Port of Whittier;

The 75h Anniversary of the founding of the Alaska Territorial College of Agriculture and School of Mines (present day University of Alaska);

The 125th Anniversary of the Seward Purchase of Alaska from Russia;

The 125th Anniversary of the Confederation of Canada;

The 150th Anniversary of the famous United States-Canada "Webster-Asburton Treaty" (Boundary settlement);

The 175th Anniversary of the equally famous Canada-United States "Rush-Bagot" Agreement (designed to prevent wars between North American neighbors); and

The 500th Anniversary of the European discovery of America by Christopher Columbus.

TOURISM NORTH

FORMATION During early 1988, the concept of development of a unique multi-jurisdictional cooperative marketing program that would focus on the development of highway traffic to Alaska, the Yukon and Northern British Columbia came into being with the formation of "Tourism North" by the governments of Alaska, Yukon and British Columbia.

This consortium and the Cooperative Marketing Plan of Tourism North will be a major part of the marketing and promotion of Project 92.

UNDERLYING CONCEPTS

The primary destination of the independent pleasure visitors who travel to the northland by personal and rental vehicles is usually Alaska. To reach this destination, these travelers must travel through the Yukon and Northern British Columbia.

These visitors are predominantly American.

In addition to sharing this segment of the visitor market, the three jurisdictions have other common tourism characteristics, such as, great scenery, vast distances between urban areas, visitors are required to make lengthy travel commitments, limited tourism facilities, high prices, and inadequately trained staff.

Historically, each of the jurisdictions has promoted their products independently, although they are interdependent for that visitor segment traveling by highway.

GOALS

The goal of Tourism North is to increase the effectiveness of travel marketing programs by initiating long term, joint projects to promote the common tourism interests of Northern British Columbia, the Yukon and Alaska to obtain:

- An increase in the number of and expenditures by highway visitors to each jurisdiction; and
- The enhancement of trip experiences by highway visitors in each of the jurisdictions.

CONSORTIUM

The goals are to be attained by the creation of a consortium of Tourism Yukon, Tourism B. C. and the Alaska Division of Tourism. The cooperative venture is "Tourism North"

MARKETING STRATEGY

The three year Tourism North marketing strategy was agreed to with the signing of the Cooperative Marketing Plan of Tourism North. This was signed on January 3, 1989 by representatives of the three jurisdictions. The plan is to be implemented in the Fall of 1989 to generate preliminary results in 1990.

PROJECT 92

The initial marketing efforts will be created the foundation for, focus on and be integrated with the 1992 celebrations of the 50th Anniversary of the building of the Alaska Highway: Project 92.

COMMITMENT

The cost of this plan will be borne jointly by the jurisdictions. The three year estimates of this plan are (in US dollars):

1989-1990	\$750,000
1990-1991	\$1,000,000
1991-1992	\$1,250,000

(These monies are proposed and subject to approval of the respective legislatures.)

SPECIFIC OBJECTIVES

The specific objectives of this program are:

- In each program year, increase the number of visitors traveling to Alaska by personal vehicle;
- Increase the length of stay by Alaska bound visitors, in each region; north of Highway 16 in British Columbia, Yukon and Alaska;
- For visitors traveling by personal vehicle, increase their per diem expenditure in each of the participating jurisdictions;
- Generate awareness of the Alaska Highway and its history and promote the 50th Anniversary festivities and travel to the Region in 1992;
- Increase the number of visitors to the region who arrive on a fly/drive trip.

STRATEGIC ELEMENTS

The three-year strategic marketing plan contains the following elements:

- Identification and prioritization of target markets,
- Travel literature,
- Effective consumer advertising program,
- Intercept program for the motivation of highway traffic,
- Travel counseling program and support literature for visitors driving personal vehicles,
- Travel information counseling centers in the region,
- Mail fulfillment program,
- Community educational programs to improve service and enhance visitor trip experiences,
- Promotion at key consumer shows and AAA organizations,
- News releases and media fam tours,
- Consumer research to evaluate program effectiveness,
- Fly/drive and fly prepaid packages from international markets.

SUMMARY

The Cooperative Marketing Plan of Tourism North will provide a major part of the marketing and promotion for Project 92. These efforts will create the foundation for, focus on and be integrated with the 1992 celebrations of the 50th Anniversary of the building of the Alaska Highway.

The goals of Tourism North parallel many of the goals of Project 92.

THE CELEBRATION OF THE 125TH ANNIVERSARY OF THE SEWARD PURCHASE OF ALASKA

MAJOR

CELEBRATION

This celebration could be one of the major celebrations in Alaska in 1992. In conjunction with the 50th Anniversary celebration of the Alaska Highway, this would be one of the "umbrella" celebrations under which all the other anniversary celebrations would be developed.

This anniversary will involve the entire state of Alaska and this would also involve the continuation of Alaska's "Russian Initiative".

ALASKA 'S RUSSIAN INITIATIVE

The Russian heritage of Alaska is a long and colorful part of the state of Alaska.

When the United States Secretary of State, William H. Seward negotiated the purchase of Russian America in 1867, the Russian character of Alaska was deeply entrenched. This heritage is a major tourist attraction in Alaska today.

During recent years, a series of unique contacts have developed between Alaska and Russia... meetings about Bering Sea fisheries... American ship visits to Provideniya... Alaska Airlines flights between Nome and Provideniya... reunions of Siberian and Alaskan Eskimo families... Russian icebreakers and the whale rescue off Point Barrow... Russian - Alaskan agricultural exchanges... exchanges of Russian and Alaskan medical scientists and health professionals... Soviet rock band visit to Alaska... Soviet-American joint expeditions... Cub Scout visits to Provideniya... school student exchanges...

The celebration of the 125th Anniversary of the Seward purchase of Alaska from Russia would expand this contact and be a major part of Alaska's continuing Russian Initiative!

GOALS

Goals, objectives, organizational structure and funding policies could be similar to previous state-wide celebrations such as the 25th Anniversary of Alaska Statehood in 1984.

The celebration infrastructure could be integrated with that developed for Project 92.

THE ENTIRE STATE

This celebration and Project 92 would together involve 1992 celebrations across the entire state. From Sitka to Kodiak, to the Aleutian Islands and the Bering Sea, to the Yukon-Kuskokwim region... the entire state would be a part of the 1992 anniversaries celebrations.

THE 50TH ANNIVERSARY OF THE ALASKA HIGHWAY: PROJECT 92

MAIN PURPOSE OF THIS BOOKLET

The main purpose of this booklet is to outline a detailed program strategy and funding request for Project 92.... the Celebration of the 50th Anniversary of the Alaska Highway in the State of Alaska.

PROJECT 92 MISSION STATEMENT

To present a comprehensive year-long celebration of the 50th Anniversary of the Alaska Highway in the state of Alaska.

This celebration will be coordinated with similar celebrations in Canada to maximize the economic benefit to the entire northland.

It will focus on celebrations in 1992 and leave a legacy for the future.

THE GREAT ALASKA HIGHWAYS SOCIETY

The Great Alaska Highways Society is a non-profit, private, statewide, "grass roots" group that was organized to recognize the historical significance and heritage of the Alaska Highways and to promote their contribution to the continued development of Canada and Alaska.

The objectives of the Society are embodied in a main short term goal, a number of secondary goals, Project 92 objectives and long term goals.

MAIN SHORT TERM GOAL

The main concern of The Great Alaska Highways Society is the coordination and promotion of the 1992 International Celebration of the 50th Anniversary of the Alaska Highway throughout the State of Alaska.

In this capacity, the Great Alaska Highways Society (GAHS) plans to be one of the recognized representatives of the State of Alaska to the International Committee on the 50th Anniversary of the Alaska Highway and to be the main operational and administrative body for Project 92 in Alaska.

**SECONDARY,
SHORT TERM
GOALS**

As mentioned previously, there a number of other major anniversaries 1992. A secondary, short term goal of the Great Alaska Highways Society is the organization and promotion of these anniversaries as a part of, and in conjunction with Project 92.

The anniversaries include those of projects associated with the ALCAN and of other significant events in the history of the United States and Alaska.

**ASSOCIATED
PROJECT 92**

ANNIVERSARIES Like all great engineering projects, the Alaska Highway was part of a larger plan for a communications & transportation network and this project spawned or was a part of a number of affiliated or related projects which also have anniversaries in 1992 including:

- the CANOL project ;
- the Northwest Staging Route;
- the ALSIB (Alaska to Siberia) lend-lease program;
- the CATEL project ;
- the construction and opening of the Glenn Highway;
- the construction and opening of the Portage-Whittier railroad tunnel the establishment of the port of Whittier.

**OTHER
ANNIVERSARIES
IN 1992**

Other significant events with anniversaries in 1992, as listed previously, include:

- for North America... it is the 500th Anniversary of the European Discovery of America by Christopher Columbus;
- for Alaska... it is the 125th Anniversary of the Seward Purchase of Alaska from Russia and the 75th Anniversary of the Founding of the University of Alaska;
- for Fairbanks, Alaska... it is the 25th Anniversary of the 1967 Devastating Flood and the 25th Anniversary of the Building of the Alaskaland Historical Park.

**SPECIFIC
PROJECT 92
OBJECTIVES**

The main objectives of The Great Alaska Highways Society in support of Project 92 include:

**MAIN ALASKA
ORGANIZATION
FOR PROJECT 92**

- Designation of the Great Alaska Highways Society (GAHS) as one of the recognized representatives of the State of Alaska to the International Committee on the 50th Anniversary of the Alaska Highway and as the main operational and administrative body for Project 92 in Alaska;

**DEVELOP
PROJECT 92**

INFRASTRUCTURE • Assisting in the development of the Alaska State Project 92 Infrastructure through the attainment of the following sub-objectives;

- Establishment of, or affiliation with, local and regional Project 92 committees or similar organizations, in the towns, villages and other jurisdictions along and adjacent to the Alaska Highway and throughout the state;
- Establishment of a Alaska State Project 92 Office administered by GAHS, to;
 - provide a centralized information and assistance service to other organizations for the administration, planning and coordination of Project 92 functions for the state;
 - provide a State of Alaska, Project 92, point of contact with Canada, the lower 48, Russia and other jurisdictions;
 - provide assistance on the use of the international logo in the state;
 - work with tourism industry organizations such as the Alaska Visitors Association (AVA) Highways Chapter, the Southeast Alaska Marketing Council (SAMC) and the Alaska Highways Marketing Network (AHMN) in the marketing and promotion of Project 92;
 - assist in the development of a public relations effort, including a state-wide newsletter, for Project 92;

**OBTAIN
FUNDING**

- Obtaining administrative and operational funding from the state, and other sources or jurisdictions, governmental, corporate and private, for the Project 92 Office;

**IMPROVE
OF THE ALCAN
BY 1992**

- Improvement of the Alaska Highway for Project 92, by working with the State DOT & PF, to;
 - implement a series of Project 92 information signs along the ALCAN, as soon as possible;
 - improve historical and vista signage;
 - improve overall highway construction before 1992 (specifically the planned upgrade of Dot Lake to Johnson River section).

**ALCAN HIGHWAY
MEMORIALS**

- Construction of a series of memorials along the Alaska Highway and related highways in Alaska;
 - commemorating the construction assignments, construction companies, Army Engineer Regiments, construction camps and maintenance depots, and the route of the original, pioneer road;
 - built of stone or concrete, these memorial markers, would be of medium height, with bronze plaques (similar to the "Blue Star Highway Memorials");
 - funding will be through corporate and private sources.

**ALASKA HIGHWAY
MEMORIAL AND
SCULPTURE**

- Development of a major memorial and sculpture to the builders of the Alaska Highway that will include;
 - a central, twice life-size, bronze sculpture, by a major artist, to the men, women and machines which were a part of the construction;
 - a surrounding ring of bronze plaques listing the names of the construction companies, the Engineer Regiments and related Army support units, the Public Roads Administration organizations, and the names of all of the people who worked on the Highway;
 - the entire memorial to be funded through corporate and private sources;

**ALASKA HIGHWAY
AND PIPELINE
MUSEUM**

- Development of the Alaska Highway and Pipeline Museum;
 - dedicated to the heavy construction and earthmoving activities which have helped to opened Alaska in the 20th century; featuring the construction of the Alaska Highway and related roads, pipelines, airfields and projects of the 1942 era;
 - with a second major focus, the construction of the Alaska Pipeline;
 - featuring static and operating displays of earthmoving and heavy construction equipment, dioramas, scale models, photographic displays (still and movie) and operating demonstrations; and
 - organized about four major periods of modern Alaska history;
 - The Early Years (1902-1940);
 - The World War II (1941-1945);
 - The Post-war, Cold war and modern eras (late 1940's and '50s & '60s);
 - The Pipeline Era and Today (1970's and on to the year 2000);

LONG TERM

GOALS OF GAHS The Long Term Goals of The Great Alaska Highways Society are concerned with the continuing development of the Alaska Highways System; the historical preservation of the highways, trails and roads and associated buildings, structures and settlements; and the economic, legislative and regulatory support of this system.

Some specific long term goals include:

FUTURE

ANNIVERSARIES • Promoting the participation of the State of Alaska in future anniversary celebrations along the highways of Alaska;

PRESERVATION

OF ROADHOUSES • Working for the economic and historical preservation of Alaska's network of highway roadhouses, lodges and inns;

SIMILAR PROGRAM FOR TRANSPORTATION NETWORK

• Developing a similar program for the economic and historical preservation of other features of Alaska's unique highway and transportation network (including the marine highway and airways system);

EXPAND VISITOR FACILITIES ALONG THE HIGHWAYS

• Developing a plan for the expansion and improvement of tourist, visitor and recreational facilities along the highways;

EXPAND "RUBBER TIRE" TOURIST PROGRAM

• Continuing the development and expansion of the "rubber tire" tourist program and industry within the state.

GREAT ALASKA HIGHWAYS SOCIETY

INCORPORATED The Great Alaska Highways Society was incorporated on January 7, 1989 in Delta Junction, Alaska pursuant to the provisions of AS 10.20.151.

The initial board of directors includes representatives from the Interior, the Southcentral and the Southeast.

FUTURE

REPRESENTATION It is the objective of the members of the Great Alaska Highways Society to seek the widest regional representation. To this end, new members will be sought for the Board at the first elections.

In particular, Society members will be sought to represent the natives and native organizations. These Alaskans were significantly affected by the opening of Alaska via the Alcan and their part in this celebration is integral.

PROJECT 92 OBJECTIVES

LEGACY OBJECTIVES

- To find sponsors for major projects and events in Alaska's Project 92 which will leave a lasting legacy, impact and benefit for the people of the State of Alaska into the future.
- To make the Alaska Highway safer and easier to drive, more accessible and attractive to visitors.

ORGANIZATION OBJECTIVES

- To create an organizational structure for the Alaska Project 92 celebration which will facilitate planning, coordination and implementation without hindering initiative and enterprise.
- To ensure that a majority of the projects and activities for Alaska's Project 92 celebration are planned and implemented at a "grass-roots" level of participation.

TOURISM OBJECTIVES

- To facilitate and encourage planned development of the tourism infrastructure in the State in a way which will preserve the unique experience and "point-of-view" of the State and its communities as a tourism resource.
- To stimulate and maintain an annual growth of 5% in the number of tourists visitors to the State above the, over the next three years, a 10% increase for 1991 and an additional 15% in 1992, the year of the Project 92 celebration.
- To ensure that tourism levels continue to rise in the years subsequent to the celebration by an annual growth of 5% per year.
- To develop cooperative arrangements and projects with tourism stakeholders in Canada, to coordinate and share the growing tourism market potential in the Great Northland for mutual benefit.

COMMUNITY PARTICIPATION OBJECTIVES

- To ensure that a training program to prepare agencies, companies, organizations and individuals for the activities of planning, developing, implementing and evaluating the 1992 celebration has been delivered during the years prior to 1992.
- To develop a range of activities and programs for the Alaska Project 92 Celebration which will involve all segments of the population of the State of Alaska and its communities and its governments and companies.
- To develop a comprehensive fund-raising program for the Alaska Project 92 Celebration which will raise funds and donations-in-kind for use in projects and events for the celebration.

- To develop a group of volunteers in all communities who will contribute their time and enthusiasm to the community projects and events of the celebration in 1992.

COMMUNICATION OBJECTIVES

- To project a clear and positive image of the celebration, the State of Alaska, and the people of the North to visitors and to the rest of the world.
- To communicate specific important messages which need to be transmitted to visitors, potential visitors and the rest of the world about the Alaska Highway and the people who live next to it.
- To communicate specific messages to all residents so that they will better appreciate the history and heritage of the State of Alaska, with special emphasis on young audiences.

DESIRED TOURISM POTENTIAL FOR PROJECT 92

The objective is to increase highway tourism in conjunction with an overall increase in the number of visitors to the State. As an example of this desired increase, the following projections focus on the overnight highway visitor arriving in the state via the Alaska Highway.

ANNUAL GOALS

<u>Potential Overnight Highway Visitors</u>		<u>Potential Revenue</u>
1987	98,725	\$61 million
1988 5% increase	103,675	\$64 million
1989 5% increase	108,850	\$67 million
1990 5% increase	114,300	\$70 million
1991 10% increase	125,700	\$77 million
1992 15% increase	144,575	\$89 million

As noted above, these figures are projections for highway entry only and do not take into account the increased time spent by visitors arriving by other modes of transportation and visiting attractions created by the celebration.

How can the State create the potential for these increases?

In order for this to be achieved, there must be:

- creative
- well organized
- engaging opportunities for visitors traveling throughout the state.

There must be good reasons for the visitor to:

- travel to a few more locations
- slow down
- stay a few more days
- spend a few more dollars.

MAJOR PROJECT 92 STAKEHOLDERS

A "Stakeholder" in terms of Alaska's Project 92 is a person, agency, organization or government which has something to gain by participating (i.e., public profile and support, increased revenue, long term stability), or something to lose by not participating.

TARGET GROUPS

Targets groups offer opportunities for communities and businesses within the State, to focus program and promotional efforts.

VISITOR GROUPS

- Resident Audience Group
- School Audience Groups

- Non-Resident (tourist) Groups
- Special Activity Focus Groups

NON-VISITOR (EXTENSION) GROUPS

- Armchair Explorers
 - Visitors to Other Locals
 - Other Agencies and Organizations
- School Groups
 - Potential Visitors

SIGNIFICANT TOURISM GROUP

WESTERN U.S. The western United States delivers nearly half of Alaska's summer visitors and two-thirds of the Fall/Winter/Spring visitors.

The top three summer visitor producing states are California (21% of all visitors), Washington (13%) and Oregon (5%).

MIDWEST & SOUTH The Midwest and the South each produce twice the volume of visitors as the East region of the United States, which accounts for 9% of the total.

FOREIGN Foreign visitors are nearly 8% of the Alaska total. Half of them are from Canada and one-fourth from Europe. The remaining one-fourth of foreign visitors is split roughly between Asia (which in turn is almost entirely of Japanese origin) and all other countries of origin.

Note: Statistics are from Alaska Visitor Statistics Program - Alaska

Visitor Arrivals - Summer 1987, Fall/Winter/Spring 1987.

PROJECT 92 CELEBRATIONS

Established and new tourism opportunities must incorporate Alaska Highway themes and convey a unique "point-of-view" to the visitors.

Each community committee, regional organization or other group participating in Project 92, must determine which tourism opportunities it will develop for its own region and cooperatively with other groups for the State.

It is these programs, events and community participation with "front line" exposure which will create the Project 92 celebration in Alaska! This is the celebration in which visitors will participate!

REVENUES

PRIVATE SECTOR

& GOVERNMENT The need to raise funds for Project 92 is evident. Within the state there are two main categories of revenue sources: the government and the private sector. Revenue generation will require a concentrated effort involving these categories separately and jointly.

Initial government funding will be required to operate and administrate the project infrastructure prior to securing major funding.

Funding from the state, the federal government and the private and corporate sector will be required for major capital projects.

Government and cooperative efforts with both government and the private sector will include:

State of Alaska;	Alaska Tourism Marketing Council;
United States;	Southeast Alaska Marketing Council;
Local jurisdictions;	Alaska Highways Marketing Network
and Other Major Stakeholders.	

In addition there will be cooperative efforts between Alaska and Canadian jurisdictions

LOCAL COMMUNITY SUPPORT

As an indication of the local commitment, the Delta Chamber of Commerce (Delta Junction, Alaska) has spent nearly \$6,000 (as of February 20, 1989) in support of Project 92. These monies have been used for travel and travel related costs and for the development and printing of various brochures, proposals and other infrastructure information.

**REVENUE
SUMMARY**

<u>Income Source</u>	<u>Type</u>	<u>Amount</u>
Government of the United States	Capital	\$1,250,000
Government of Alaska	Operating	\$1,490,000
Government of Alaska	Capital	\$675,000
Government of Alaska	Marketing*	\$1,875,000
Patrons and Corporate Sponsors	Operating	\$360,000
Patrons and Corporate Sponsors	Capital	\$1,300,000
Patrons and Corporate Sponsors	Marketing	\$625,000
Local Communities	Operating	\$350,000
Local Communities	Capital	\$75,000
Total		\$8,000,000

*A portion of this marketing effort would be the commitment to Tourism North.

FUNDRAISING

Fundraising will be required at all levels and for all types of projects.

Fundraising is an extension of marketing.

Involve as many sectors and individuals as possible because there is no single "honey Pot" of money into which the project can dip.

Local efforts should aim at building long-term relationships on an emotional commitment to develop a sense of community ownership of Project 92 based on long-term rather than short-term gains.

PROJECT 92 BUDGET TARGETS 1989-1992

The funding sources for Project 92 will include individuals, small businesses, youth groups, service organizations, chambers of commerce, local, federal and state governments and major public and private corporations.

As part of Alaska's commitment to the International Celebration of the 50th Anniversary of the Alaska Highway, the total, 1989-1992 funding target is \$8,000,000.

This commitment is a four year total which will include operation and administrative funds, capital project funds, marketing and promoting funds, and program and events funds.

MARKETING AND PROMOTION TARGET

Joint effort between Project 92 and State of Alaska, Alaska Tourism Marketing Council and other tourism industry marketing and promotions groups.

•Presently existing programs in the State (including Tourism North and the Alaska Tourism Marketing Council)...	\$1,500,000	
•Funds specifically for Project 92...	\$1,000,000	
Total		\$2,500,000.

OPERATIONS AND ADMINISTRATION TARGET

PROJECT 92 STAFF

- Designed to support the development of the Project 92 infrastructure...

OPERATIONS AND ADMINISTRATION

- Execute the organization and operations strategies...
- State of Alaska provide the a majority of start-up funding for 1989 and 60% of future annual funding through 1992...
- Rest of the funds from public and private corporate support and local communities.

LOCAL COMMUNITIES OPERATIONS AND ADMINISTRATION

- Local communities will develop budgets for their individual celebrations.

OPERATIONS AND ADMINISTRATION BUDGETS

PROJECT 92 STAFF

BUDGET OPTION #1...

Professional/Volunteer Mix

(With Paid Manager of Fundraising and Revenue Generation)

		<u>1989*</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>
Staff	Executive Director	20,000	40,000	40,000	40,000
	Office Manager	12,500	25,000	25,000	25,000
	Manager of Fundraising	15,000	30,000	30,000	0
	Manager of Marketing & Promotion	Volunteer	Volunteer	Volunteer	Volunteer
	Manager of Programming, Events & Volunteer	Volunteer	Volunteer	Volunteer	Volunteer
	Employee Benefits (25%)	11,875	23,750	23,750	16,250
	Sub Total	59,375	118,750	118,750	81,250
<u>Administration</u>					
<u>Contract Services</u>	Telephone and Postage	1,725	3,500	3,500	3,500
	Rent and Utilities	3,700	7,300	7,300	7,300
	Printing/Publications	1,000	1,000	1,000	500
	Dues and Subscriptions	100	100	100	100
	Sub Total	6,525	11,900	11,900	11,400
<u>Other Services</u>	Office Equipment	14,500	4,100	4,100	4,100
	Office Supplies	4,700	3,800	3,800	3,800
	Computer System	8,000	0	0	0
	Sub Total	27,200	7,900	7,900	7,900
<u>Operations</u>	Market and Promotion	10,000	5,000	4,000	1,000
	Fundraising & Revenue	10,000	3,500	2,000	2,000
	Employee Travel	25,000	42,000	26,000	15,000
	Committee Travel	6,000	12,000	12,000	6,000
	Public Relations, Information Brochures & Newsletters	20,000	20,000	17,750	5,000
	Sub Total	71,000	82,500	61,750	29,000
<u>Yearly Total</u>		164,100	221,050	200,300	129,550

*Total for one-half year operation

1989-1992 Total

\$715,000

LOCAL COMMITTEE OPERATION AND ADMINISTRATION

1989-1992 Total

\$585,000

CAPITAL PROJECTS TARGET

These are projects with a legacy...

MAJOR PROJECTS TARGETS

Projects with a Project 92-wide appeal and developed under the direct control of the Project 92 staff.

<u>Project</u>	<u>Total</u>	<u>Funding</u>
Alaska Highway and Pipeline Museum	\$1,750,000	40% Private & Corporate 60% Government
Alaska Highway Memorial and Statue	\$500,000	100% Private & Corporate
Alaska Highway Monuments	\$100,000	100% Private & Corporate
Alaska Highway Video	\$50,000	100% State
Alaska Highway Vista & Historical Signage	\$150,000	100% State & Federal
• Total		\$2,550,000

LOCAL PROJECTS

Local or regional level projects...

\$750,000

PROGRAM AND EVENTS TARGET

Developed on the local and regional level...

\$900,000

PROJECT 92 BUDGET SUMMARY 1989-1992

OPERATING

EXPENDITURES

Marketing and Promotion	\$2,500,000
Administration - Project 92 Staff Office	\$715,000
Administration - Local committee	\$585,000
Program and events - Local committee	\$900,000

CAPITAL

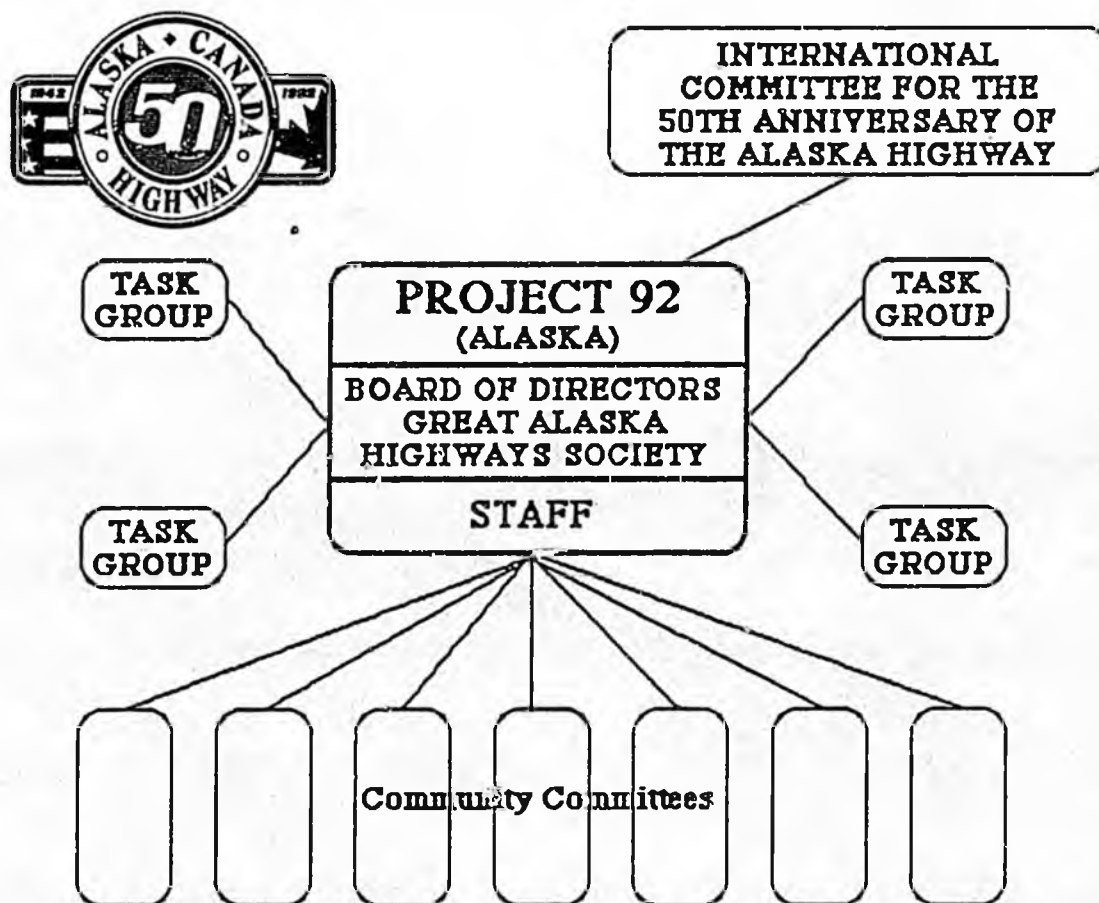
EXPENDITURES

Major Project - Project 92-wide	\$2,550,000
Major Project - Local committee	\$750,000

TOTAL PROJECT 92 EXPENDITURES

\$8,000,000

PROJECT 92 ORGANIZATION CHART



PROJECT 92 IMPLEMENTATION STRATEGY

Phase 1: Gain and Maintain Political Support	Dec 1988 - Dec 1992
Phase 2: Implement Project Infrastructure	Dec 1988 - Mar 1989
Phase 3: Obtain Government Funding	Dec 1988 - May 1989
Phase 4: Confirm Overall Framework	Dec 1988 - May 1989
Phase 5: Develop and Implement Local Funding Opportunities	Jan 1989 - Dec 1992
Phase 6: Develop and Implement Marketing Opportunities	Jan 1989 - Dec 1992
Phase 7: Develop Programming for Attractions and Events	Jan 1989 - Dec 1992
Phase 8: Develop and Implement Volunteer and Community Involvement Program	Jan 1989 - Dec 1992
Phase 9: Implement and Monitor Alaska's Project 92 Celebration	Jan 1989 - Dec 1992
Phase 10: The Legacy	Jan 1993 and beyond

CHAPTER 11

PROJECT 92: BUDGETS

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PROJECT 92 BUDGET TARGETS 1989-1992

FUNDING SOURCES

The funding sources for Project 92 will include individuals, small businesses, youth groups, service organizations, chambers of commerce, local, federal and state governments and major public and private corporations.

TOTAL COMMITMENT

As part of Alaska's commitment to the International Celebration of the 50th Anniversary of the Alaska Highway, the total, 1989-1992 funding target is \$8,000,000.

COMMITMENTS IN CANADA

This target amount will match the proposed funding commitments of the four other major jurisdiction in the northland, namely: British Columbia, Alberta, the Yukon and Northwest Territories.

This commitment is a four year total which will include operation and administrative funds, capital project funds, marketing and promoting funds, and program and events funds.

PROJECT 92 FUNDING TARGETS

The funding targets outlined in this proposal concentrate on the funding for the Project 92 office, staff and a number of major capital projects that have project-wide scope. These targets also include a marketing and promotion target which will be integrated with other similar efforts of Tourism North and the Alaska Tourism and Marketing Council.

LOCAL FUNDING TARGETS

Additional funding targets will be developed through local and regional committees. These targets will be established with the support and guidance of the Project 92 staff.

The main focus of local funding requests is expected to be in two areas: program and events funding and local capital projects funding.

MARKETING AND PROMOTION TARGET

PROJECT 92 MARKETING AND PROMOTION FUNDING TARGET

The marketing and promotion target is \$2,500,000 of the total \$8,000,000 funding target.

PRESENTLY EXISTING PROGRAMS

These funds would include monies expended on presently existing marketing and promotion programs such as directed by the Alaska Tourism Marketing Council (ATMC), the State through the Alaska Vacation Planner Program and those to be developed through the Cooperative Marketing Plan of Tourism North.

TOURISM NORTH

The portion of these funds allocated to the joint effort with the Canadians (under Tourism North) will result in a more focused, effective and efficient cost-sharing market and promotion program.

Furthermore, such a cooperative program will be an adjunct to, or actual part of, joint economic development programs which presently in place or are in the process of being developed. It will also be in line with other joint sports, cultural and political activities which are a part of the north today.

PROJECT 92 FUNDS

Additional funds would be sought specifically for Project 92 marketing and funding as part of a joint effort between Project 92 and State of Alaska, Alaska Tourism Marketing Council and other tourism industry marketing and promotions groups.

Suggested marketing and promotion targets are:

\$1,500,000as part of the joint program of the ATMC and State of Alaska; and

\$1,000,000for specific Project 92 marketing and promotion and the joint Alaska / Canada Tourism North program as directed to Project 92.

Total commitment

\$2,500,000.

OPERATIONS AND ADMINISTRATION TARGET

OPERATIONS AND ADMINISTRATION FUNDING TARGET

This budget is designed to support the development of the Project 92 infrastructure and to execute the organization and operations strategies as outlined in Chapter 12.

FUNDING STRATEGIES AND SOURCES

The Operations and Administration funding will be provided by the various governmental jurisdictions along the highways, the United States, the State of Alaska, public & private corporations, local and small business and the tourism industry.

The various non-state, governmental jurisdictions will include municipalities, boroughs and native village councils and a commitment to Project 92 in Alaska, these jurisdictions should accept up to 20% of the costs of this budget.

The State of Alaska will provide the majority of start-up funding for 1989 and 60% of future annual funding through 1992.

The rest of the funds will come from public and private corporate support including major public transportation, petroleum, communication and native (for-profit) corporations.

The business and tourism industry representatives will include Chambers of Commerce, Convention and Visitors Bureaus, Alaska Visitors Association and the Alaska Highways Marketing Network. The Board of Directors of the Great Alaska Highways Society will seek "seed" monies from all funding sources in addition to the initial "start-up" funds received from the state and other governmental jurisdictions.

PROJECT 92 STAFF AND LOCAL COMMITTEES

The two budgets under this section are the Project 92 Staff and the Local Committees.

PROJECT 92 STAFF

This combined volunteer and paid staff is designed to support the development of the Project 92 infrastructure. The paid staff consists of three persons: an executive director, an office manager, and a manager of fund raising and revenue generation.

**PROJECT 92 STAFF
OPERATIONS AND
ADMINISTRATION**

- Execute the organization and operations strategies...
- State of Alaska provide the a majority of start-up funding for 1989 and 60% of future annual funding through 1992...
- Rest of the funds from public and private corporate support and local communities.

**LOCAL
COMMUNITIES
OPERATIONS AND
ADMINISTRATION**

- Local communities will develop budgets for their individual celebrations.

OPERATIONS AND ADMINISTRATION BUDGETS

PROJECT 92 STAFF

BUDGET OPTION #1...

Professional/Volunteer Mix

(With Paid Manager of Fundraising and Revenue Generation)

		<u>1989*</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>
<u>Staff</u>	Executive Director	20,000	40,000	40,000	40,000
	Office Manager	12,500	25,000	25,000	25,000
	Manager of Fundraising	15,000	30,000	30,000	0
	Manager of Marketing & Promotion	Volunteer	Volunteer	Volunteer	Volunteer
	Manager of Programming, Events & Volunteer	Volunteer	Volunteer	Volunteer	Volunteer
	Employee Benefits (2.5%)	11,875	23,750	23,750	16,250
	Sub Total	59,375	118,750	118,750	81,250
<u>Administration</u>					
<u>Contract Services</u>	Telephone and Postage	1,725	3,500	3,500	3,500
	Rent and Utilities	3,700	7,300	7,300	7,300
	Printing/Publications	1,000	1,000	1,000	500
	Dues and Subscriptions	100	100	100	100
	Sub Total	6,525	11,900	11,900	11,400
<u>Other Services</u>	Office Equipment	14,500	4,100	4,100	4,100
	Office Supplies	4,700	3,800	3,800	3,800
	Computer System	8,000	0	0	0
	Sub Total	27,200	7,900	7,900	7,900
<u>Operations</u>	Market and Promotion	10,000	5,000	4,000	1,000
	Fundraising & Revenue	10,000	3,500	2,000	2,000
	Employee Travel	25,000	42,000	26,000	15,000
	Committee Travel	6,000	12,000	12,000	6,000
	Public Relations, Information Brochures & Newsletters	20,000	20,000	17,750	5,000
	Sub Total	71,000	82,500	61,750	29,000
<u>Yearly Total</u>		164,100	221,050	200,300	129,550

*Total for one-half year operation

1989-1992 Total

\$715,000

LOCAL COMMITTEE OPERATION AND ADMINISTRATION

1989-1992 Total

\$585,000

PROJECT 92 STAFF OPERATIONS AND ADMINISTRATION BUDGET NARRATIVE

NARRATIVE This budget request assumes funding for one-half year operation beginning with FY 1990.

STAFF To coordinate the activities of Project 92 in Alaska, the Great Alaska Highways Society will develop a paid/ volunteer Project 92 Staff Organization. The staff will be experienced, qualified persons hired on contract. This staffing is further outlined in the Chapter 12.

1989 Staff Expenses	
Executive Director	\$20,000
Office Manager	\$12,500
Manager of Fundraising	\$15,000
Employee Benefits (25%)	\$11,875
Total	\$59,375

MARKETING AND PROMOTION This will be devoted to the preparation of a marketing study in 1989 and follow-up annual costs (90 - \$5,000, 91 - \$4,000, 92 - \$1,000).

1989 Marketing & Promotion	\$10,000
----------------------------	----------

FUND RAISING AND REVENUE GENERATION The preparation of a fund raising and revenue generation program and follow up evaluation and validation (90 - \$3,500, 91 - \$2000, 92 - \$2,000).

1989 Fund Raising & Revenue Generation	\$10,000
--	----------

OFFICE ADMINISTRATION The cost of operating the Project 92 Office will involve the standard expenses of a major, non-profit organization. In addition, the nature of the staff's activities in coordination, fundraising, assistance and training will involve a large amount of telephone and postage costs.

The two divisions of office expenses are contract services and other. The contract services are self explanatory

The other expenses include office equipment and supplies. The leasing and purchase of typewriters, copiers, fax telephones, postage meter and similar items is included in the 1989 budget. The following year's costs will be substantially less. (\$7,900 vs \$19,200) (The computer line item is listed separately below)

1989 Office Administration	\$19,200
----------------------------	----------

COMPUTER SYSTEM

The IBM PC compatible computer system will be used for financial accounting, database operations and word processing. This system will also allow contact with the international participants through a special computer communication bulletin board and electronic messaging system. This one time cost will be for the complete computer system. Consumables and maintenance will be a part of the Office Administration Budget.

1989 Computer System \$8,000*

* This will be a one time expense.

EMPLOYEE TRAVEL

The activities of the staff, especially the executive director and the manager of fundraising, will involve extensive travel in the area of fundraising and revenue generation. This travel will be state wide and will also include a number of trips outside.

The direction of this fundraising effort will include the pursuit of general fundraising from governments, corporations and individuals, the development of local and regional fundraising and revenue generation programs and the assistance with project specific fundraising efforts.

This travel will include trips to Juneau, Anchorage and to the lower 48 for contact with major government and corporate stakeholders such as Green Construction Company, Caterpillar, and Allis-Chalmers. Contact will also be made with military groups, military reunions and retired veterans organizations such as the VFW and the American Legion.

In addition, there will be staff travel to various organizing and operational staff meetings across the State and into Canada. This will involve travel to the meetings of the International Project 92 Committee.

Finally, there will be marketing and promotion travel to trade shows and similar events.

The estimated number of such trips and approximate costs for a full year are:

<u>Type of trip</u>	<u>Number and per trip cost</u>	<u>Total Cost</u>
International Committee meetings & conferences -	10 person-trips: \$1,000 ea.	\$10,000
Lower 48 fundraising, market & promotion and contacts -	14 person-trips: \$1,500 ea.	\$21,000
In-state training, organization, public relations, marketing & promotion, fund raising & revenue generation, and lobbying -		
less than 400 miles RT -	10 person-trips: \$200 ea.	\$2,000
less than 800 miles RT -	5 person-trips: \$400 ea.	\$2,000
more than 800 miles RT-	7 person-trips: \$1,000 ea.	\$7,000
Total annual employee travel		(\$42,000)
1989 Employee Travel Expenses		\$25,000

**COMMITTEE
TRAVEL**

The monies allocated to committee travel will be expended to allow the members of the Project 92 Board and Committees to meet on a quarterly basis, as a minimum.

1989 Committee Travel Expenses \$6,000

**PROJECT 92
INFRASTRUCTURE
INFORMATION
SERVICES**

The funds for public relations, information brochures and the Alaska State Project 92 Newsletter (suggested name... The Alaska Highways Gazette) will be expended in the development of the Project 92 infrastructure within the State. These funds are separate from the monies budgeted under Marketing and Promotion.

1989 Public Relations, Information
Brochures, and Newsletter \$20,000

**TOTAL 1989
OPERATIONS AND
ADMINISTRATIVE
BUDGET REQUEST**

\$164,100

BUDGET OPTION #2...

Professional and Volunteer Staff
 (Without Paid Manager of Fundraising and Revenue Generation)

		<u>1989*</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>
Staff	Executive Director	25,000	50,000	50,000	50,000
	Office Manager	15,000	30,000	30,000	25,000
	Manager of Fundraising	Volunteer	Volunteer	Volunteer	Volunteer
	Manager of Marketing & Promotion	Volunteer	Volunteer	Volunteer	Volunteer
	Manager of Programming, Events & Volunteer Program	Volunteer	Volunteer	Volunteer	Volunteer
	Employee Benefits (25%)	10,000	20,000	20,000	20,000
	Sub Total	50,000	100,000	100,000	100,000
<u>Administration</u>					
<u>Contract Services</u>	Telephone and Postage	1,725	3,500	3,500	3,500
	Rent and Utilities	3,700	7,300	7,300	7,300
	Printing/Publications	1,000	1,000	1,000	500
	Dues and Subscriptions	100	100	100	100
	Sub Total	6,525	11,900	11,900	11,400
<u>Other Services</u>	Office Equipment	14,500	4,100	4,100	4,100
	Office Supplies	4,700	3,800	3,800	3,800
	Computer System	8,000	0	0	0
	Sub Total	27,200	7,900	7,900	7,900
<u>Operations</u>	Market and Promotion	10,000	5,000	4,000	1,000
	Fundraising & Revenue	10,000	3,500	2,000	2,000
	Employee Travel	25,000	42,000	26,000	15,000
	Committee Travel	6,000	12,000	12,000	6,000
	Public Relations, Information Brochures & Newsletters	20,000	20,000	19,875	5,000
	Sub Total	71,000	82,500	63,875	29,000
<u>Yearly Total</u>	154,725	202,300	183,675	148,300	
<u>1989-1992 Total</u>					\$689,000

*The 1989 funding request assumes one-half year operation and the total amount is to be requested from the State.

CAPITAL PROJECTS TARGET

These are projects with a legacy...

MAJOR PROJECTS TARGETS

Projects with a Project 92-wide appeal and developed under the direct control of the Project 92 staff.

<u>Project</u>	<u>Total</u>	<u>Funding</u>
Alaska Highway and Pipeline Museum	\$1,750,000	40% Private & Corporate 60% Government
Alaska Highway Memorial and Statue	\$500,000	100% Private & Corporate
Alaska Highway Monuments	\$100,000	100% Private & Corporate
Alaska Highway Video	\$50,000	100% State
Alaska Highway Vista & Historical Signage	\$150,000	100% State & Federal
• Total		\$2,550,000

LOCAL PROJECTS

Local or regional level projects... \$750,000

PROGRAM AND EVENTS TARGET

Developed on the local and regional level... \$900,000

PROJECT 92 BUDGET SUMMARY 1989-1992

OPERATING

EXPENDITURES	Marketing and Promotion	\$2,500,000
	Administration - Project 92 Staff Office	\$715,000
	Administration - Local committee	\$585,000
	Program and events - Local committee	\$900,000

CAPITAL

EXPENDITURES	Major Project - Project 92-wide	\$2,550,000
	Major Project - Local committee	\$750,000

TOTAL PROJECT 92 EXPENDITURES

\$8,000,000

APPENDIX 4

**A TYPICAL COMMUNITY
CELEBRATION: PROJECT 92 IN
DELTA JUNCTION, ALASKA**

TYPICAL COMMUNITY CELEBRATION: PROJECT 92 IN DELTA JUNCTION

This celebration in Delta Junction will involve a number of projects directly related to the 50th Anniversary of the Alaska Highway, a number of other activities which build on pre-existing activities and other changes in the local activities.

The planning for the celebration also involves an inventory of local tourism resources and plans for tourism development in the Delta area.

A COMMUNITY WIDE EFFORT

The Deltana Fair Association is working with the Delta Chamber of Commerce to make this a major activity here in Delta Junction in 1992. The entire Delta Junction/Fort Greely/Deltana comm will be working together to make these events and activities a possibility.

PROJECT 92 DEVELOPMENT PLAN

- Form a Project 92 Committee... 7 Person Committee: Fair, City, C of C, Army, DCC, and 3 others;

- Develop plans, interact with AVA and Canadian Tourist Groups. Seek state, federal and other types of support and funding to develop the plan and to develop Delta Junction businesses;

- Begin planning now for 1992 and beyond... Focus on the Fair, the Alaska Highway and Pipeline Museum, Rika's Roadhouse, and Tours of local interests. Also work toward getting low cost loans (grants) to develop or improve tourist lodging facilities. Work with tour companies to get them to plan over night stops in the Delta area.

PROJECT 92 RELATED ACTIVITIES

REDEDICATION OF THE "END OF THE ALASKA HIGHWAY" MILEPOST, MILEPOST 1422...

Including the placement of a time capsule to be opened on the 100th anniversary.... will include items from 1942 and 1992.

DEDICATION OF A STATUE TO THE MEN AND WOMEN WHO CONSTRUCTED THE ALCAN...

This statue will be dedicated to the civilian contractors and Army engineers who built the Alcan. The statue will highlight the contractors and engineers who worked in Alaska such as the Lytle and Green men from Iowa (built the Highway from Delta Junction to Tanacross) and the 97th Army Engineers (built Slana Cutoff). The statue is to be funded, in part, by individual and corporate subscriptions, and possibly, to be a commissioned piece by either an Alaskan or an Iowan artist.

JOINT US/CANADA COMMEMORATIVE ALASKA HIGHWAY POSTAGE STAMP...

With the first day of issue in Delta Junction; The City of Delta Junction has initiated correspondence on this matter in late 1986. This includes a resolution supporting the stamp and requests to the US and Canadian postal authorities in Jan 87. May be issued in the Delta Junction post office and Rika's Roadhouse post office which was in operation in 1942.

1992 ALASKA STATE FAIR AT "THE END OF THE ALASKA HIGHWAY"...

Being a redesignation of Deltana Fair for 1992; the 1992 Fair would be 9 days long (from Saturday, 25 July through Sunday, 2 August). It will feature the 1942-1992 Heavy Equipment Show and the Alaska State "Cat Skinner" Rodeo.

50TH ANNIVERSARY CELEBRATION OF THE BIG DELTA ARMY AIR FORCE BASE (present day Fort Greely)...

Activities would include a Military Show and Celebration on Fort Greely that would involve U.S. Army, Air Force (USAAF), military unit reunions, etc.

Also, this celebration would connect to the activities surrounding the 50th anniversary of the Lend-lease aircraft ferry flights from the US via Canada and Alaska to Russia. This will include reunions of the ferry pilots, WWII aircraft shows and flights, and similar activities. The lend-lease celebration will be coordinated with the Interior and Arctic Alaska Aeronautical Foundation (IAAAF).

The airfield was constructed in 1941 and it became a military air base in 1942. The first troops arrived June 24, 1942; 1st Lt. William L. Brane, 138th Infantry Reg. (Seattle), led an advance detail of 74 men into the Big Delta Area to establish an Army Air Force Base.

The base was later called "Station No. 17, Alaska Wing, Air Transport Command at Big Delta, Alaska. Lytle and Green Construction Co. of Iowa City and Des Moines built base.

DEDICATION OF THE ALASKA HIGHWAY AND PIPELINE MUSEUM...

It will feature the construction of the Alaska Highway, The Alaska Pipeline, and the Alaska Road Commission / Richardson Highway. Additionally, the museum will focus on other road, pipeline, military & similar heavy construction projects.

There will be static and operating displays of heavy construction equipment, dioramas, photographic displays and similar museum activities. Displays in four major periods: The Early Years... 1903-1941; World War II... 1942-1946; Post-war and the modern era... late 1940's and '50s & '60s; and the Pipeline Era and today... 1970's and beyond.

The museum site will also be the site for the "Alaska Cat Skinner Rodeo".

Funding for construction and operation will be solicited from local activities, corporate sources and state and federal governments.

ALASKA STATE "CAT SKINNER" RODEO...

These will be contests of driving and operating skills using earthmoving equipment - graders, front end loader, dozers, etc. Divisions will set up for equipment from the 1942 era and modern times. Held in conjunction with the Heavy Equipment Show at the 1992 Deltana Fair and become an annual event at the Fair and the Museum.

HEAVY EQUIPMENT SHOW: THEN - 1942 AND NOW - 1992...

The show will contrast 1942 era equipment with modern machines...both civilian and military. It will be a major part of the 1992 Deltana Fair and be funded in part by corporate entities.

REUNIONS OF CIVILIAN CONTRACTORS AND US ARMY ENGINEERS WHO BUILT THE ALCAN IN ALASKA...

For example, the Lytle and Green Construction Companies & their sub-contractors and 97th Engineer Regiment, who worked on the Alcan in the Delta Junction area and built the Slana cutoff and the engineers and contractors who were the builders of the Tanana bridges.

PERIOD ACTIVITIES AT RIKA'S ROADHOUSE...

Focus on such events as bridging the Tanana River; the troops and contractors who lived and ate at Rika's Roadhouse or Bert and Mary's Roadhouse across the river; the black troops quartered on the McCarty Military Reservation who worked on the road.

ACADEMIC SYMPOSIUM ON THE ALASKA HIGHWAY AND RELATED SUBJECTS...

Invited papers... Held in Delta Junction... Subjects might include:

- History of the Highway... Political... PRA and War Dept... Relations with other federal agencies in the state... Relations between Alaska Highway and ARC.

- History of Alaska Construction... CAA and airfield building... ARC and northern highway construction techniques... C.F. Lytle & green Construction Co. in Alaska: worked on CAA airfields, the Alcan, the Army airbases, other Alaska highways, Cold War projects, and the Alaska Pipeline.

- Military History... War-time... Black Engineer Regiments building the Alcan and other Alaskan highways Governmental prohibitions about blacks in the northern areas... Relations with other Army troops... Black troops quartered at old McCarty Military Reservation... Relations with the other Army troops on the Big Delta Airfield... Building the road to Nome... Relations with Canada

- Alaska History... Opening to Alaska - Post-war highway... New citizens with the war

- Sociology: Impact of Highway on Indians, Local residents

- Meteorology: Weather of 1942-1943: 72 below winter and the record spring and summer rains which took out many bridges and culverts.

- Civil Engineering: Road Construction techniques then and now... Permafrost... Modern Highway .

1992 ALASKA STATE TROOPERS S.O.M.E. RUN FROM MILE "0" TO MILE "1422" ...

Alaska State Troopers (AST) and Mounties (RCMP) combined team running from Mile "0" in Dawson Creek, BC to Mile "1422" in Delta Junction, Ak. Or an AST team to run from Fairbanks to Palmer to Tok and to the border to meet with a combined team of AST/RCMP from Mile "0" and then run together to Mile "1422" in Delta Junction.

This would allow the AST to canvas the state while at the same time participating in the wider event. This and other events will benefit from the national, international and world wide PR and media infrastructure developed for the Project 92 celebrations.

JURIED ART SHOW...

This will be a multi media art show with submissions by artists from across Alaska, Canada and the lower 48.

The theme would be selected to focus on the construction of the Alaska Highway, its effect on the northland.

ALASKA HIGHWAY PATHFINDER DOG MUSHING RACE FROM MILE "0" TO MILE "1422" ...

This event would be in recognition of the pathfinding efforts of early residents of the northland in creating the various trails and the actual surveying efforts which were directly connected with the building of the Highway.

The race could be either a single long distance event or a more symbolic combination event which would speak to the international character of the Highway. For instance... the race could combine long distance legs with some sort of relay efforts by sprint racers and local dog mushers. The various communities along the highway could upgrade the mushing trails to follow the original trails or the original "tote" road.

OTHER MAJOR ACTIVITIES NOT DIRECTLY RELATED TO THE ALCAN ANNIVERSARY

This would be an expansion of pre-existing activities or the development of completely new events for 1992 such as:

TRUCK RODEO...

Held in conjunction with the "Cat Skinner" Rodeo;

ANTIQUe TRUCK AND AUTOMOBILE SHOW...

Richardson Highway travelers of 20s, 30s & 40s. Feature Bobby Sheldon's Ford and feature vehicles which traveled the Richardson in the 1913-1940's. Contact Antique Automobile Clubs in Alaska to help organize. Make it international (invite Canada-Yukon and NW Ter. and B.C. people). Get word out the lower 48 clubs;

ALASKA STATE TAXIDERMISTRY SHOW AND EXPOSITION...

MAJOR HORSE SHOW...

Held on the at Deltana Fairgrounds for a number of days; sanctioned by the IHA

ALASKA INTERNATIONAL SQUARE AND ROUND DANCE CONVENTION AT THE BUFFALO WALLOW...

Held on the Deltana Fairgrounds... in the Delta Junction Community Multipurpose Pavilion... with integrated camping and dancing and other activities on the Fairgrounds and throughout the Delta area;

INTERIOR ALASKAN LIFESTYLE SHOW AND FESTIVAL... (WINTER AND SUMMER)...

Feature displays, demonstrations, and shows which focus on the Lifestyle of the Interior Alaska in 1942 and today. Trapping demos and educational displays.... fox farming displays.... fur sewing demos and classes.... homestead activities.... quilting.... salmon and wild game canning and preparation.... Alaskan gardening.... Alaskan wild berry food preparation.... spinning - sheep to shawl.... dog mushing.... dog weight pulling.... Alaskan farmer demos and displays.... hunting.... fishing.... mountaineering.... skiing.... Fish and Game Dept. stuff.... Soil and Water Conservation things.... gun show featuring 1930's and 40's guns.... snowmobile and ATV show (feature early snow machines).... river boat show with boats of the 30's and 40's.... hockey and curling things.... mining displays and things.... professional hunters, guides and outfitters.... log home/cabin building demos/classes.... auto show of 1920's-1940's.... In the winter it would be held in conjunction with either the 5 or 8 dog classic races in Delta Junction... and races could be held with mushing equipment of the 1940 era;

ALASKA INTERNATIONAL BLACK POWDER RENDEZVOUS...

A 2 week long event featuring Black Powder Activities... Muzzleloaders and buckskinners Major activity on the Bison Range.... Big draw from the lower 48 and International.... Canada.... Russia.... Up to 500 camps;

ALASKA INTERNATIONAL BOY SCOUT JAMBOREE...

Held on the Delta Bison Range... High adventure with trips into the Alaska Range... overnight hiking trips to the Black Rapids Glacier... horse camping up onto the Macomb Plateau... climbing Donnelly Dome... canoeing on the Tanana River... boat trips up the Goodpaster River... long term hiking trip retracing the track of the 1885 US Army Allen Expedition or the 1898 US Army Castner Expedition... normal Jamboree activities... international with invited scouts from Russia and Canada... celebrating both the 50th Anniversary of the Alaska Highway and modern Alaska and the 125th Anniversary of the Seward Purchase of Alaska from Russia;

STERNWHEEL BOAT TRIPS FROM FAIRBANKS TO RIKA'S ROADHOUSE...

ALASKA SPECIAL OLYMPICS FOR 1992 IN DELTA JUNCTION...

SPECIAL EXHIBITION HOCKEY GAMES AND HOCKEY TOURNAMENTS...

INDUSTRIAL AND TRADE SHOWS IN CONJUNCTION WITH THE ACTIVITIES LISTED ABOVE...

DEVELOPMENT OF A PLAN TO GET TOURISTS TO STOP IN THE DELTA JUNCTION AREA

CONSTRUCTION OF A MAJOR RV PARK AND CAMPGROUND...
On the Deltana Fairgrounds

CONSTRUCTION OF A NEW LOG ROADHOUSE (HOTEL OR MOTEL) IN DELTA JUNCTION...
And other tourist facilities for the highway traveler

CLEAN UP AND PAINT DELTA...
But not too much since this is still Alaska... and we must remember what one was observed during the Tanana Valley State Fair in 1985... A real Alaskan is one who lives in a partially finished house which NEVER will be!!
..Remember..tourists come to see how Alaskan's live!!

ACTIVITIES AT BIG DELTA STATE HISTORICAL PARK...
(Rika's Roadhouse)
Period plays... riverboat rides... historic displays...

WHAT TO SEE... WHERE TO GO... WHAT TO DO IN DELTA JUNCTION

THE MOUNTAINS
Black Rapids Glacier, Alaska Range, Glaciers, Summit and Tangle Lake

THE EARLY IDENTITIES (1900s-1940s)
Rika's Landing, Goodpaster River, Roadhouses, WAMCATS/ACS, the old Richardson Hiway

THE HOMESTEADERS (1940s-1960s)
Homesteads and cabins in the Clearwater, Big Delta and along the Alaskan Hiway and the growth of Delta Junction/Delta City/Big Delta/Buffalo Center •• the pipeline (1970's): Delta Camp, Isabel Camp, the pipeline ..the modern farmers (1970s-1980): the Ag Project, Hollembeck Ranch, Interior Dairy Farms, Tanana Loop and Dry Creek and Whitestone Farms

THE LAND AND PEOPLE OF THE DELTA AREA TODAY
Quartz Lake Area, fishing the Clearwater, the Bison Range, Coal Miner Road, the City of Delta Junction, Fort Greely, the Deltana Fairgrounds

LOCAL TOURS

(via Bus or by auto with a prepared tour guide book)

BLACK RAPIDS GLACIER AND ALASKA RANGE TOUR

Black Rapids Glacier ("The Galloping Glacier") views -- Black Rapids Roadhouse and Hunting Camp -- U. S. Army Northern Warfare Training Center -- Coal Mine Road and Coal Seams -- Pump 10 -- Trims Highway Maintenance Camp -- Rainbow Mountain and Big Delta River -- Richardson Monument and views of Gakona Glacier -- Beavers in Streams near Summit Lake -- Summit Lake -- Isabel Pipeline Camp -- Gakona Glacier -- Tangle Lakes -- Tangle River Inn -- and return

CLEARWATER TOUR (via Jack Warren-Nistler Road)

Clearwater Lake -- Clearwater Farms -- Original Homesteads: Remington, Forck.... -- Clearwater Lodge -- Original Homestead Cabins and Buildings -- New and old Log Homes -- and return

ALASKA FARMER TOUR

Co-Op Elevators -- Various Farms via Barley Way Road -- Hollembeck Operation -- Tanana Loop Farms and Ranches -- Silver Fox Roadhouse/Nearest Bar or Cherokee II -- return via Sawmill Road and Alaska Highway

RIKA'S LANDING AND DELTA CAMP AND TANANA RIVER TOUR

Delta Camp -- Rika's Gravesite -- Blacksmith Shop Museum -- Visit Rika's Roadhouse -- Tanana River Crossing of Pipeline -- Deltana Outfitters (a typical non-city, non-tourist stop) -- return via the Old Richardson

QUARTZ LAKE TOUR

Hansen Hollow Road Tour -- Whitestone Farms Tour -- Quartz Lake -- Black Spruce Lodge Boat Trip -- Tour of Timber Pipeline Pumping Station -- return

APPENDIX 5

THE ALASKA HIGHWAY MEMORIAL AND STATUE

THE ALASKA HIGHWAY MEMORIAL AND STATUE

Over 26,000 men and women were part of the construction of the Alaska Highway in 1942 and 1943. The Great Alaska Highways Society proposes the creation of a commemorative statue dedicated to this military and civilian work force and the equipment which helped to build one of the greatest construction wonders of the Great Northland.

DEDICATED IN 1992

This memorial and sculpture would be dedicated in conjunction with the 50th Anniversary Celebration of the Alaska Highway in 1992.

MEMORIAL AND SCULPTURE

The monument would consist of the central sculpture encircled by memorial bronze plaques listing the the names of the individual men and women who worked on the highway.

MEMORIAL PLAQUES

The plaques would also contain the names of the civilian contracting companies, the US Army Engineer Regiments (and other army units), and the Public Roads Administration and similar organizations which were a part of the project.

Additional plaques, sponsored by various entities, would feature vignettes of the highway construction. Finally, there would be plaques listing individual and corporate contributors; the cities, towns, villages and other jurisdictions along the modern highway and a variety of other sponsors.

CENTRAL SCULPTURE

This Alaska Highway sculpture and memorial would be similar in concept and size to the very impressive "Pipeline Workers' Monument:" in Valdez, Alaska and the equally impressive Alaska's "Unknown First Family" sculpture and monument located in Fairbanks, Alaska. These are significant monuments both in concept and physical size.

PIPELINE WORKERS MONUMENT

The "Pipeline Workers' Monument" in Valdez commemorates the women and men who constructed the 800 mile long Alaska Pipeline from Purdhoie Bay, on the North Slope of Alaska, to the tanker port in Valdez on Prince William Sound. It is a twice-lifesize sculpture weighing 6,000 pounds and standing 13-foot tall on a seven foot diameter base.

**ALASKA'S
"UNKNOWN**

FIRST FAMILY" Alaska's "Unknown First Family" sculpture and monument located in Fairbanks, Alaska. The statue and park commemorate the long battle for Alaska Statehood and it was dedicated on the Silver Anniversary of that event.

In the words of the artist, Malcolm Alexander, "The monument stands as a timeless tribute to the indomitable spirit of the people who, for thousands of years, have inhabited interior Alaska." The sculpture is a family group, "Portraying the family of all mankind, the family of Fairbanks, and the nuclear family" and it symbolizes "for families present and future, the pride and dignity of this great land."

**MAJOR
SCULPTOR**

Both of these statues were created by Malcolm Alexander. Mr. Alexander is a well-known artist who has become best known for his sculpted masterpieces. His "Backbone of America" and "Working America" series have won international acclaim.

It has been suggested that the sculpture be created by an artist with similar credentials and skill. Dr William R. Wood, Executive Director of Festival Fairbanks and advisor to the Great Alaska Highways Society, has suggested that this third sculpture by the same artist, the memorial to the men of the Alcan located in Delta Junction, would tie all these locations together. (Dr Wood has offered his considerable talents and expertise to this project.)

**ALASKA HIGHWAYS
MEMORIAL PARK**

Located in a proposed Alaska Highways Memorial Park in Delta Junction, Alaska, this Alcan memorial would be the first statue the highway traveler would encounter in Alaska. The traveler would thus be encouraged to visit the other monuments of this artist in Fairbanks and Valdez, thereby drawing them to both ends of the Richardson Highway. (Delta Junction is at the northern terminus of the Alcan, at its junction with the pre-existing Richardson Highway. Delta was one of the main starting locations for the highway construction in 1942)

FUNDING AND SUPPORT

The creation of this type of statue requires between one and two years. Projected cost for total completion, including site preparation, artist consultations and other items, is \$500,000.

The working concept for the memorial would be developed in conjunction with the artist in a series of in-person meetings.

The funding would be through donations and sponsorship in conjunction with the plaques mentioned previously. Individual plaques would be sponsored by corporate entities and other large organizations. As mentioned previously, some of these plaques would contain vignettes of history and culture associated with the Highway. Sponsorship for one of these plaques would be on the order of thousands of dollars.

Additional plaques would contain the names of the over 26,000 people who built the Highway. This fund raising effort would concentrate on the eighty-one civilian contractors and seven US Army Engineer Regiments who constructed the highway and who would be the focus of the monument. Sponsorship of these "Name Plaques" would be on the order of \$100 per individual name.

TOTAL PARK CONCEPT

As mentioned previously, the entire memorial would be located in the Alaska Highway Memorial Park in Delta Junction, Alaska.

This park will be at the northern end of the Alaska Highway, at the junction with the Richardson Highway and adjacent to the Alaska Highway and Pipeline Museum.

Another feature of the park would be a memorial to the early days of Alaska's Highways and Trails, the restored Sullivan Roadhouse.

APPENDIX 6

THE ALASKA HIGHWAY AND PIPELINE MUSEUM

ALASKA HIGHWAY AND PIPELINE MUSEUM

MUSEUM CONCEPT

This museum will be dedicated to the heavy construction and earthmoving activities which have opened up Alaska in the 20th century. It will focus on the construction of the Alaska Highway and other roads, the Alaska pipeline and other pipelines, military bases and similar heavy construction.

In addition to the specific projects, the museum will feature static and operating displays of earthmoving and heavy construction equipment, and the periods in which they existed.

FOUR MAJOR PERIODS

THE EARLY YEARS

••The Early Years (1902-1941): WAMCATS; Fairbanks-Valdez Trail - Richardson Highway; Alaska Road Commission (ARC); the ARC - Civil Aviation Authority (CAA) airfields.....

1902 - WAMCATS and early Fairbanks-Valdez Trail ...1905 - Alaska Road Commission and Maj. Wilds P. Richardson ...military wagon and sled road ...horse and man: Fresno scrapers, graders, "bull dosers" ...WWI and motorized equipment ...Cat 30 and 60 tractors, c 1930 Ford Model B Dumps, Adams Graders ...Hard surface, modern, all-weather highway ...the "Trucker's Rebellion" of the late 30's and early 40's ...the ARC and the CAA airfields of the 30's and 40's - C.F. Lytle and Green Construction Company of Iowa, comes to Alaska to build airfields for the CAA

WORLD WAR II ••World War II (1942-1945): The Alaska Highway (the Alcan); the Big Delta Army Air Force Base; the Northwest Staging Route and Lend-lease aircraft ferry program; Canol pipeline.....

The Alcan -Tote Road Big Delta to Tanacross - Lytle and Green Construction Company of Iowa ...D8, D4, D7, R4, 6X6's, other Army vehicles ...Army engineers - Slana cutoff- 97th Engineer Regiment ...Big Delta Airbase construction: - Lytle and Green Construction Company ...Canol Pipeline from Normal Wells via Whitehorse to Fairbanks

THE POST-WAR, COLD WAR AND MODERN ERAS

••The Post-war, Cold war and modern eras (late 1940's and '50s & '60s): Post war military construction; the Cold War era; Alaska statehood.....

Big Delta Airbase becomes the modern Fort Greely ...atomic power plant ...Haines to Fairbanks (8") military pipeline...ACS and "White Alice"

...Statehood - the end of the ARC and the beginning of the Department of Transportation ...C.F. Lytle and Green Construction Company working on the bases, the highways and other projects ...special road building and maintenance equipment and methods

**PIPELINE ERA
AND TODAY**

••Pipeline Era and today (1970's and beyond): The Alaska Pipeline; the Delta Ag Projects; The Over-the-Horizon Radar.....

Modern pipeline construction equipment: side-Boom tractors, Roc-Saw, 60-80 ton dumps, scrapers, D9's ...pipeline construction ...pipeline camps: Delta and Isabei ...pump stations ...Associated Green Construction Company

**FOCUS ON
SPECIFIC
PROJECTS**

AND ENTITIES

WAMCATS; The Alaska Road Commission (ARC); The Alaska Highway; Civil Aviation Authority (CAA) and Alaskan airfield construction; The Northwest Staging Route and military airbases; The Canol pipeline; The Military Pipeline; Cold War construction; Statehood; The Alaska Pipeline; The Delta Ag Projects

**STATIC AND
OPERATING
DISPLAYS**

Earthmoving, heavy construction and pipeline operating equipment; Dioramas and static and operating scale model displays; Photographic displays: still and movie; Operating demonstrations: operating tractors from the 30's, Cat trains" and Army trans-Alaska vehicles of the 50's; Demonstrations of horse pulled 3-way drags, scrapers, and graders, demonstration of original "bull dosers"

**CONSTRUCTED
ON THE
DELTANA
FAIRGROUNDS**

20-30 acres; Covered main building 100' x 300' with garage and repair shop; field displays; Demonstration and competition areas; Site of the annual Alaska "Cat Skinner Rodeo"

FUNDING AND SUPPORT OF THE MUSEUM

FUNDING

Funding support will come from corporate, federal and state entities. Additional monies will come from donations and from the companies and men who built the Alaska Highway.

Funding sources will be the major construction equipment manufactures, construction firms such as Lytle-Green that worked on the Alaska Highway and the military bases, and other firms that worked on the pipeline for funding support and equipment donations and loans.

**IN-KIND
SUPPORT**

The museum will display cats, graders and scrapers, tractors and all manner of heavy construction equipment that has been used in the local area. The equipment will be received as donations, on-loan and by direct purchase.



©

SENATE COMMITTEE REPORT

FIRST COMMITTEE OF REFERRAL

Date of 5-DAY NOTICE Feb 23, 1989
IN ACCORDANCE WITH UNIFORM RULE 23

FURTHER

**FISCAL NOTE(S) MUST BE ATTACHED
IN ACCORDANCE WITH AS 24.08.035

DATE TURNED INTO OFFICE March 14, 1989

2/22/89

Mr. President:

TRSP Committee considered SCR 22

Project '92

and recommended:

- replace with cs SCR 22 (Trsp) same title
 attached amendment(s) and new title
- _____ letter of intent adopted

do pass

do not pass

no recommendation

individual recommendations

further referral to _____

FISCAL NOTE(S) attached zero
 appropriation no FN attached

fiscal impact
 Gov. FN introduced w/ bill

MEMBERS SIGNING DO PASS

OTHER RECOMMENDATIONS

[Handwritten signatures]

[Handwritten signature]
Chairman signature and recommendation

Committee backup attached

FISCAL NOTE

REQUEST:

Revision Date: _____
Title: Project '92: Alaska Highway
Celebration (50th Anniversary)
Sponsor: Coghill, et al.
Requester: Senate Transportation

Agency Affected: Commerce & Econ. Dev.
BRU: Tourism
Components: _____

EXPENDITURES / REVENUES : (Thousands of Dollars)

OPERATING	FY 89	FY 90	FY 91	FY 92	FY 93	FY 94
PERSONAL SERVICES						
TRAVEL						
CONTRACTUAL						
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS						
TOTAL OPERATING	0	0	0	0	0	0

CAPITAL	0	0	0	0	0	0
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REVENUE	0	0	0	0	0	0
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FUNDING: (Thousands of dollars)

GENERAL FUND						
FEDERAL FUNDS						
OTHER						
TOTAL	0	0	0	0	0	0

POSITIONS:

FULL-TIME	0	0	0	0	0	0
PART-TIME						
TEMPORARY						

ANALYSIS: (Attach a separate page if necessary.)

Prepared by: Hubert J. Gellert, Director
Division: Tourism

Phone: 465-2012
Date: 3-15-89

Approved by Commissioner: Larry Mercurieff
Agency: Department of Commerce & Economic Development

Phone: 465-2500
Date: 3/15/89

Distribution (by preparer):

Legislative Finance
Legislative Sponsor
Requestor
Office of Management and Budget
Impacted Agency(ies)
3456D-1/031589d

FISCAL NOTE

REQUEST:

Revision Date: _____
Title: Relating to Project '92

Agency Affected: _____
BRU: _____

Sponsor: Senator Coghill
Requestor: _____

Components: _____

EXPENDITURES/REVENUES: (Thousands of Dollars)

OPERATING	FY 89	FY 90	FY 91	FY 92	FY 93	FY 94
PERSONAL SERVICES						
TRAVEL						
CONTRACTUAL						
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS						
TOTAL OPERATING	0	0	0	0	0	0

CAPITAL	0	0	0	0	0	0
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REVENUE						
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FUNDING: (Thousands of Dollars)

GENERAL FUND						
FEDERAL FUNDS						
OTHER						
TOTAL	0	0	0	0	0	0

POSITIONS:

FULL-TIME						
PART-TIME						
TEMPORARY						

ANALYSIS : (Attach a separate page if necessary)

Prepared by: Senate Transportation
Division: _____

Phone: 465-3743
Date: 2/23/89

Approved by Commissioner: [Signature]
Agency: Chairman Senate Transportation

Date: 2/23/89

Distribution (by preparer):

- Legislative Finance
- Legislative Sponsor
- Requestor
- Office of Management and Budget
- Impacted Agency(ies)

Original sponsors: Coghill, Faiks,
Adams, et al.

IN THE SENATE

BY THE TRANSPORTATION COMMITTEE

CS FOR SENATE CONCURRENT RESOLUTION NO. 22 (Transportation)

IN THE LEGISLATURE OF THE STATE OF ALASKA

SIXTEENTH LEGISLATURE - FIRST SESSION

Relating to Project '92.

BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

WHEREAS Project '92 will be an international celebration in 1992 of the 50th anniversary of the Alaska Highway by the United States, Canada, and Alaska; and

WHEREAS Project '92 is being promoted as a year long celebration with a dynamic program of events to commemorate the building and use of the Alaska Highway; and

WHEREAS Project '92 offers an unparalleled opportunity to promote a clear and positive image of highway travel to Alaska with emphasis on the unique cultural, scenic, and historical values to be experienced en route; and

WHEREAS Project '92 will bring thousands of additional visitors to Alaska who will have participated in the celebration throughout the Canadian portion of the highway; and

WHEREAS a continuation of the Project '92 celebration along the Alaska portion of the highway with special recognition for visitors at the terminus will greatly benefit the state; and

WHEREAS Project '92 will be the inaugural celebration in Alaska's "Gold Rush Decade Of The '90's"; and

WHEREAS Canada continues to demonstrate a very cooperative relationship with Alaska and promote the state's portion of the highway as the official destination in Project '92;

BE IT RESOLVED that the Alaska State Legislature supports the efforts of the Great Alaska Highway Society, a nonprofit corporation that has

1 organized to promote Project '92; and be it

2 FURTHER RESOLVED that the Alaska State Legislature encourages the
3 Department of Transportation and Public Facilities to participate in,
4 support, and to the extent possible, promote the celebration of Project '92
5 on the various Alaska Highway routes and the Alaska marine highway system;
6 and be it

7 FURTHER RESOLVED that the Alaska State Legislature pledges to assist
8 the Office of the Governor and the Canadian delegation in this unprecedent-
9 ed opportunity to promote the most unique highway in North America.

6-0889E ✓
Cook
3/14/89

Original sponsors: Coghill, Faiks,
Adams, et al.

1 IN THE SENATE BY THE TRANSPORTATION COMMITTEE
2 CS FOR SENATE CONCURRENT RESOLUTION NO. 22 (Transportation)
3 IN THE LEGISLATURE OF THE STATE OF ALASKA
4 SIXTEENTH LEGISLATURE - FIRST SESSION
5 Relating to Project '92.

6 BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

7 WHEREAS Project '92 will be an international celebration in 1992 of
8 the 50th anniversary of the Alaska Highway by the United States, Canada,
9 and Alaska; and

10 WHEREAS Project '92 is being promoted as a year long celebration with
11 a dynamic program of events to commemorate the building and use of the
12 Alaska Highway; and

13 WHEREAS Project '92 offers an unparalleled opportunity to promote a
14 clear and positive image of highway travel to Alaska with emphasis on the
15 unique cultural, scenic, and historical values to be experienced en route;
16 and

17 WHEREAS Project '92 will bring thousands of additional visitors to
18 Alaska who will have participated in the celebration throughout the
19 Canadian portion of the highway; and

20 WHEREAS a continuation of the Project '92 celebration along the Alaska
21 portion of the highway with special recognition for visitors at the termi-
22 nus will greatly benefit the state; and

23 WHEREAS Project '92 will be the inaugural celebration in Alaska's
24 "Gold Rush Decade Of The '90's"; and

25 WHEREAS Canada continues to demonstrate a very cooperative relation-
26 ship with Alaska and promote the state's portion of the highway as the
27 official destination in Project '92; and

28 [WHEREAS the Alaska marine highway system serves as an important link
29 between various Alaska Highway routes for many travelers.]

Dakota

1 BE IT RESOLVED that the Alaska State Legislature supports the efforts
2 of the Great Alaska Highway Society, a nonprofit corporation that has
3 organized to promote Project '92; and be it

4 FURTHER RESOLVED that the Alaska State Legislature encourages the
5 Department of Transportation and Public Facilities to participate in,
6 support, and to the extent possible, promote the celebration of Project '92
7 on the various Alaska Highway routes and the Alaska marine highway system;
8 and be it

9 FURTHER RESOLVED that the Alaska State Legislature pledges to assist
10 the Office of the Governor and the Canadian delegation in this unprecedent-
11 ed opportunity to promote the most unique highway in North America.
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THE GREAT ALASKA HIGHWAYS SOCIETY INCORPORATED

The Great Alaska Highways Society was incorporated on January 7, 1989 in Delta Junction, Alaska pursuant to the provisions of AS 10.20.151

THE INITIAL BOARD OF DIRECTORS

The initial board of directors of Great Alaska Highways Society included representatives from many sections of the state. These directors are:

Stan Stephens, Prince William Sound Coalition and Valdez Convention and Visitors Bureau, Box 1297, Valdez, Alaska 99686;

^{10-11 AM 895-4345 Chr.}
Susan Kemp, Alaska Representative, The International 50th Anniversary of the Alaska Highway Committee and Board Member, Alaska Tourism Marketing Council, Box 626, Delta Junction, Alaska 99737;

Gary Kranenburg, Alaska Visitors Association, Highway Chapter and Alaska Highways Marketing Network, Box 508, Tok, Alaska 99780;

Paul Smith, Tok Chamber of Commerce, Box 559, Tok, Alaska 99780;

Melissa Ottley, Anchorage Convention and Visitors Bureau, 2023 Sheperdia Dr., Anchorage, Alaska 99501;

Neal Kutchins, Delta Chamber of Commerce and Delta Project 92 Committee, Box 987, Delta Junction, Alaska 99737;

Dennis Geary, Interior and Arctic Alaska Aeronautical Foundation, Box 73333, Fairbanks, Alaska 99707;

Douglas Christopherson, Deltana Fair Association and Delta Project 92 Committee, Box 408, Delta Junction, Alaska 99737;

Frank Geiger, City of Delta Junction, Box 229, Delta Junction, Alaska 99737

FUTURE BOARD REPRESENTATION

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In particular, board members will be sought to represent the natives and native organizations. These Alaskans were significantly affected by the opening of Alaska via the Alcan and their part in this celebration is integral.

ADVISORS

Dr William R. Wood, Executive Director, Festival Fairbanks

John Pearson, Alaska Division of Tourism

Juanita Helms, Mayor, Fairbanks North Star Borough

**EX-OFFICIO
MEMBERS**

Senator Jack Coghill, Alaska State Senate Seat J

Representative Richard Schultz, Alaska State House District 17

Senator John B. (Jack) Coghill

Alaska State Legislature

Box V
Juneau, Alaska 99811
(907) 465-4797

Box 55028
North Pole, Alaska 99705
(907) 488-0862



MEMORANDUM

To: Senator Lloyd Jones
Senate Transportation

From: Senator Jack Coghill

Re: SCR 22

Date: February 22, 1989

A large, stylized handwritten signature in black ink, which appears to be "Jack Coghill", written over the "From" line of the memorandum.

Senate Concurrent Resolution 22, relating to Project 92, has been referred to the Senate Transportation Committee. I would greatly appreciate if you would waive the 5 day rule and hold a hearing on SCR 22 at Thursday's meeting. The reason for this request is because there are three members from the "Great Alaska Highway Society" in Juneau, and I would like them to testify on SCR 22 before they leave town.

Project 92 is the celebration of the 50th Anniversary of the Alaska Highway in 1992. This is an international celebration between Canada, United States and Alaska. My office has been involved in the development stages of Project 92 since 1987.

Members of the Tok and Delta Chamber of Commerce, along with the Convention and Visitor Bureau's of Valdez and Anchorage have formed a non-profit organization called the Great Alaska Highway Society to organize and promote Project 92. This organization has statewide representation.

Since Project 92 will bring thousands of additional visitors to Alaska during 1992, it is imperative that the Legislature show their support by passing SCR 22.



ALASKA HIGHWAY

PLAN TO CELEBRATE THE
50th ANNIVERSARY IN 1992

A sign the Canadians already
have on their highways.
They will give Alaska
signs to put along the
Alaska Highway.

Sign

City of Delta Junction



RESOLUTION 89-06

A RESOLUTION OF THE CITY OF DELTA JUNCTION REGARDING: The Designation of the "Great Alaska Highways Society" as the City of Delta Junction Coordinator and Planner for Activities and Events in conjunction with Project 92: the International Celebration of the 50th Anniversary of the Alaska Highway in 1992.

- WHEREAS, Project 92, the celebration of the 50th Anniversary of the Alaska Highway in 1992, is to be a major international event involving the United States, Alaska and Canada; and
- WHEREAS, Project 92 is designed to recognize the historical significance and heritage of the Alaska Highway and its contribution to the development of Alaska and Canada; and
- WHEREAS, Project 92 will be a year-long celebration with a wide and varied program of coordinated historical and tourist activities along the entire length of the Highway; and
- WHEREAS, Project 92 includes the projection of a clear and positive image of the celebration, the region and the people of the North and the communication of the special spirit, spectacular scenery and the unique lifestyle of the Northland to visitors and to the rest of the world; and
- WHEREAS, Project 92 will facilitate, advertise and promote the unique vacation experience involved in travel to the Great Northland via the Alaska Highway and define the ease with which this experience can be realized; and
- WHEREAS, Project 92 is designed to develop a lasting legacy of cultural, recreational and economic benefits through the development of the highway tourism resources along the Alaska Highway and related throughout the State of Alaska; and
- WHEREAS, Delta Junction holds a special place in Project 92 as the "End of the Alaska Highway", Milepost 1422, and the northernmost start of construction on the ALCAN in 1942; and
- WHEREAS, Delta Junction will be a focal point for a number of major Project 92 events, including the Alaska State Cat Skinner Rodeo, the Alaska Highway Heavy Equipment Show: Then - 1942 and Now - 1992, the 1992 "Alaska State Fair and Exposition at the End of the Alaska Highway", the development of a major memorial to the builders of the Alcan and the dedication of Alaska Highway and Pipeline Museum; and

City of Delta Junction Resolution

WHEREAS, the Great Alaska Highways Society is organized to recognize the historical significance and heritage of the Alaska Highways and promote their contribution to the continued development of Alaska and Canada.

NOW THEREFORE BE IT RESOLVED BY THE CITY OF DELTA JUNCTION;

That, Project 92, the International Celebration of the 50th Anniversary of the Alaska Highway in 1992 is a celebration which recognizes significant events which helped to shape the present day United States, State of Alaska, Interior Alaska, and the City of Delta Junction; and

That, the City of Delta Junction officially designates and proclaims the year NINETEEN HUNDRED and NINETY TWO(1992) as a time of celebration of such events; and

That, the Great Alaska Highways Society, a non-profit, statewide organization, acting through its local representative, the Delta Project 92 Committee, be designated as the official City Coordinator and Planner of events to occur during Project 92.

PASSED AND APPROVED by a duly constituted quorum of the City Council this 24th day of January, 1989.

MARY A. LEITH DOWLING, MAYOR Mary A. Leith Dowling

FRANK W. GEIGER, MAYOR PRO TEM Frank W. Geiger

LEONARD A. LEMON, COUNCILMEMBER Leonard A. Lemon

EMORY BOHANAN, COUNCILMEMBER Emory Bohanan

DAVID L. KAMRATH, COUNCILMEMBER David L. Kamrath

GLEN E. WRIGHT, COUNCILMEMBER _____

FREDERIC T. READY, COUNCILMEMBER _____

ATTEST:

Robby L. Edelen

Robby L. Edelen
City Clerk/Treasurer/Administrative Assistant to the Mayor

some savings, but the exact amount will vary from year to year and will depend on

der new names. Current law says people who change their name must change their voter registration within 30 days

Alaska now has the longest time period in which to receive absentee ballots after election day.

Cowper meets Canadian leaders

The Associated Press

FAIRBANKS — The leaders of Alaska, British Columbia, and Yukon Territory said they agreed Monday to work more closely together on energy, tourism and education issues.

Alaska Gov. Steve Cowper met for two days with British Columbia Premier William Vander Zalm and Yukon Territory Government Leader Tony Penikett.

The "Tri-Lateral" meeting, which coincided with the opening ceremonies of the Arctic Winter Games, was the first since September 1984, when the leaders' predecessors met in Dawson, Yukon Territory.

"It's clear that our region can work together," Cowper said in a written statement released Monday at the end of the closed-door sessions. "We

understand each other's problems. We can help each other's economy. It makes sense to cooperate."

The leaders agreed to have their energy officials review the possibility of connecting power grids of the state and provinces, according to a statement released by Cowper's office.

The three men agreed to ask their federal governments for funding to upgrade the Alaska-Canada Highway. And they promised to work together to commemorate the highway's 50th anniversary and the 1998-1998 centennial of the Klondike gold rush.

The leaders also discussed the White Pass Railroad, which starts in Skagway. They agreed to create a joint committee to study extending operation of the narrow-gauge line. The privately owned railroad is scheduled to begin service this summer between Skagway and Fraser as a tourist attraction.

The leaders also agreed to joint membership on an advisory board to monitor development of a Canadian studies program at the University of Alaska Anchorage.

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Behind-the-Ear	\$389.00 & up
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 an invitation?

APRIL 15 1988



newsclipping

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 study of...
 clinical...



DEPARTMENT OF THE ARMY
U.S. ARMY ENGINEER DISTRICT, ALASKA
P.O. BOX 898
ANCHORAGE, ALASKA 99506-0898

REPLY TO
ATTENTION OF:

Public Affairs Office

April 26, 1988

Mr. Paul Smith, Chairman
Highway Chapter, Alaska Visitor Association
Post Office Box 559
Tok, Alaska 99780

Dear Mr. Smith:

We recently received a letter and Strategy Plan for "Project '92", a celebration of the 50th Anniversary of the Alaska Highway in 1992. I have replied to Mr. Philip Cove of the Peace River Regional District expressing the high interest of the U.S. Army Corps of Engineers, and the Alaska District, in participating in this celebration.

The initial strategy report for British Columbia communities is a sound document reflecting positive goals and options. However, the International and "total" program elements for the 50th anniversary are outside the scope of their efforts.

For example, last year Lieutenant General E. R. Heiberg, III, Chief of Engineers, officially proposed that a special postage stamp be issued as a joint commemoration with Canada of this anniversary. This proposal was taken under advisement by the Citizens' Stamp Advisory Committee and is being considered for action.

General Heiberg, as well as other Federal officials, has received other correspondence and proposals from persons interested in this commemoration. Principal among them are suggestions from former members of the Army Engineer units who constructed the highway and who now want to help celebrate its Golden Anniversary and assure that it be properly remembered for its rich heritage.

Each of us has reasons for wanting to make this observance a top priority. The treasure of this event is in the fact that all our preferences are ones which blend and complement each other. National, state, regional, and local goals and plans must be formulated in concert with those which have International potential and significance.

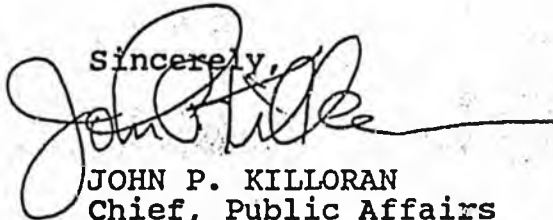
I suggest that initial discussion and planning should begin in the next few months to insure that a meaningful program is devised, and that coordination with the "Project '92 Society" and others can be effected in a timely manner. By mailing this letter to the persons who participated in the

Dept. of Army

Peace River Regional District's study I hope to stimulate the call for a meeting to discuss the overall Alaska program for the Alaska Highway anniversary, and hopefully to formulate a framework for coordinating the program.

Perhaps under the aegis of an appropriate State agency we can get together to further this agenda. I'll look forward to an early reply with your thoughts or proposals.

Sincerely,



JOHN P. KILLORAN
Chief, Public Affairs

Copies Furnished to:

- Dana Brockway, Alaska Visitor Association
- Janet Halverson, Fairbanks Convention/Visitor Bureau
- Hugh Gellert, Alaska Division of Tourism
- Neil Johannsen, Alaska State Parks
- Judy Bittner, Alaska Office of History
- Ginger Johnson, Alaska Dept. of Transportation & Public Facilities
- Susan Kemp, Delta Chamber of Commerce
- Paul Smith, Highway Chapter, AVA

THE PROPOSALS

1. That 1992 be designated the "1992: Year of Anniversaries" for Alaska; and

2. That the celebration of the "50th Anniversary of the Alaska Highway: Project 92" be formally recognized, organized and funded as an official celebration throughout the State of Alaska... and

3. That the celebration of the "125th Anniversary of the 1867 Seward Purchase of Alaska from Russia"... the birthday celebration of this Great Northland becoming a part of the United States... be formally recognized, organized and funded as an official celebration throughout the State of Alaska... and

That these two anniversary celebrations be the 1992 "umbrella" celebrations under which all other 1992 celebrations be coordinated across the State of Alaska... and

4. That the Great Alaska Highways Society be recognized, tasked and funded as the official, State of Alaska representative body for the planning, organizing, coordinating and developing of Project 92 within the State of Alaska... and

That the Great Alaska Highways Society be designated as one of the official, State of Alaska representatives to the International Joint Committee for the 50th Anniversary Celebration of the Alaska Highway.

THE GREAT ALASKA HIGHWAYS SOCIETY INCORPORATED

The Great Alaska Highways Society was incorporated on January 7, 1989 in Delta Junction, Alaska pursuant to the provisions of AS 10.20.151

THE INITIAL BOARD OF DIRECTORS

The initial board of directors of Great Alaska Highways Society included representatives from many sections of the state. These directors are:

Stan Stephens, Prince William Sound Coalition and Valdez Convention and Visitors Bureau, Box 1297, Valdez, Alaska 99686;

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