

## Manager's Update - Nov. 17<sup>th</sup>, 2022

**Police:** Jason is currently in Anchorage training to be able to provide drivers tests at the DMV. The Audit Team is getting closer to completion. We have not had any further bear related calls recently. We continue to work with P&Z, DYEA advisory and Public Safety to review Hazard Mitigation and other safety concerns in the Borough. We still have an open position in dispatch and will be losing another dispatcher when she goes out on Maternity Leave. We did receive job applications, unfortunately their background packets were not complete, so I could not move forward with those hires.

**Finance:** We have received draft FY21 financial statements for review by the Treasurer and hope to have final reports for Assembly approval in early December.

**Skagway Public Library:** Now that our Book and Film Clubs are meeting monthly through the winter, the end of the month sees community meetings and lively discussions for both. The Film Club will meet this Sunday, November 20<sup>th</sup> to watch the documentary, *Gather*. In honor of Native American Heritage Month and the harvest season, the club will be discussing this documentary about food sovereignty and ancient foodways in Indigenous communities. Then, on Sunday, December 4<sup>th</sup>, the Book Club will be meeting to discuss this month's novel entitled, *The Book That Matters Most*.

The Winter Reading Challenge has also begun, in the form of Book Bingo! Stop in to see our giant bingo card on the foyer wall, then each time you read a book that fits one of the categories in the squares, come into the library and tell us the name of that book. Once you complete a whole line on the giant card, you win Bingo and will receive a prize!

Finally, the Library is preparing for all of the events related to Skagway's Yuletide Festival, including another take-and-go craft and a week-long DVD sale thanks to the generosity of Grizzly's General Store. Lots going on at the end of the year here at the library!

**Museum:** Museum staff this season, April – November 15, welcomed 5,815 visitors to the museum; including 256 local residents and 325 children. The museum, open 7 days/week this summer, encouraged social distancing (maximum 15 people in the museum) and visitors willingly complied. Staff alerted visitors when the museum reached capacity and wait time to enter averaged 5-10 minutes. Our thanks to the Visitor department for encouraging visitors to "Explore Skagway" this summer and for providing the updated calendar of Skagway business hours, services, and attractions. Museum Fall hours: Mon-Fri & Sun, 1-4 pm.

The museum provided Victorian toys and music instruments for two NPS Ranger education programs at Skagway School in April and May and participated in NPS Jr Ranger Day, July 21. Skagway teacher Kortney Rupprecht brought K-1st Grade children to the museum in July and returned in November with 17 Kindergarten children. Mrs. Outcalt's Skagway Third Grade class, studying Alaska's indigenous cultures, also visited in November for hands-on activities in the museum. This year the class could see – and smell – the fishy eulachon oil still seeping from a century-old Tlingit bentwood storage box used for carrying the nutrient-dense eulachon oil (or "grease"), a valuable and essential trade item between Coastal and Interior peoples.



## Explore Skagway Tourism Director Report – November 2022

### **A. November is Alaska Native / Native American Heritage Month**

- a. Recognizing that we are conducting business on the Traditional Land of the Chilkoot Tlingit People since time immemorial.

### **B. New Skagway Visitor Guide**

- a. Many thanks to Jan and PR Services for producing this guide.
- b. Beautiful cover picture by Kari Rain! We appreciate her photo contest submission and generosity in allowing SVD to share her work with the world.
- c. Additional content including new photos, wi-fi hot spot information Traditional Tlingit place names included on maps, Alaska Marine Highway Route Map, South Klondike Highway travel route info, Walking Tour, and more.
- d. 3,500 visitor guides were sent to travel agents through ATIA's INFOX Travel Agent Mailing Program.
- e. <https://www.yukoninfo.com/virtualskagway/>

### **C. Yuletide**

- a. Thank you RCCL for donating \$1,000 and a cruise for two for our Christmas Light Contest!
- b. I appreciate all the hard work that Wendy put into organizing the event calendar and everyone that is hosting an event.

### **D. The Statewide Comprehensive Outdoor Recreation Plan (SCORP) is a product of the Alaska Department of Natural Resources Division of Parks and Outdoor Recreation (DPOR).**

- a. Public Comment period is open November 1-28, 2022.
- b. <https://www.alaskascorp.org/?emci=3feb2fe6-4363-ed11-ade6-14cb65342cd2&emdi=2ecc873b-5264-ed11-ade6-14cb65342cd2&ceid=26090465>

### **E. Yukon Tourism & Culture**

- a. I shared Skagway Tour Company information with Geoff Harries, Manager of Visitor Information Services, that they plan to promote via digital kiosks.

### **F. Destination Analysis Report**

- a. 292 DMOs completed the survey across North America and Europe on their perceptions, policies and plans on community engagement.

### **G. Bradners' Alaska Economic Report No. 16/2022**

- a. Indicates visitors to Alaska are scheduled to surpass 2019 numbers.

### **H. Attended Kuti Project Workshop - Discuss Heavy Rainfall and how it effects life in Skagway**

- a. Rockslides, Atmospheric Rivers, Rainfall, Snow Accumulation, Wind, Monitoring.

- b. [www.Sitkalandslide.org](http://www.Sitkalandslide.org)

#### **I. USDA Forest Projects**

- a. <https://usfs.maps.arcgis.com/apps/MapSeries/index.html?appid=b1693ca13b0d4e4cb5fa87b3825c2a17>
- b. FS Recreation Staff Officer, Peter Schneider responded that the Laughton Glacier cabin is on their radar for future projects.
- c. Sturgill's Landing Cabin Suggestion
  - i. "Sturgill's might be a tough sell but not out of the question. We won't get support unless we can establish a solid level of consistent use. For a new cabin, for instance, the agency will want to see us claiming an estimated 200-250 nights of paid use a year. Anything less than that probably wouldn't rate that well. Only half our cabins are getting that currently, but they are grandfathered."
- d. Trail Access to Denver Trailhead Status
  - i. An all-new trail is a big deal, but I understand the interest and has all the right makings for a partnership opportunity. We might not steer the ship on that one, but I could see us being an active passenger.

#### **J. Budget**

- a. Marketing and TBMP line items decreased
- b. Requested Capital Project- AB Hall Accessibility

#### **K. Alaska Certified Local Government Historic Preservation Program**

- a. I am working on a nomination for AB Hall for consideration for The National Register of Historic Places to help with building preservation costs into the future.

#### **L. Visit Southeast Alaska**

- a. [https://visitsoutheastalaska.com/cities\\_villages/skagway-shgagwei/](https://visitsoutheastalaska.com/cities_villages/skagway-shgagwei/)
- b. Worked with Mary Goddard to provide a week's worth of imagery and narrative to use in their social media tagging Explore Skagway.
- c. Southeast Sustainable Partnership & Spruce Root Pledge
  - i. I recognize that I am a guest of this Indigenous place, whose people have stewarded these lands and waters for over ten thousand years.
    - 1. As a guest, I will:
      - a. Honor the vibrant and diverse cultures, values and traditions of this place
      - b. Respect all living beings, their homes, and the environments that support them. If I choose to hunt, fish, or gather, I will only take what I can use.
      - c. Agree to be properly prepared, appreciate and be open to the unique rhythms of nature and water, understanding that all things are interconnected.

- d. Support Alaskans in maintaining their ways of life by engaging with and purchasing from local artists, producers and businesses.

e.

#### **M. New Video & Audio Equipment**

- a. Projector, camera and speaker system installation this week

#### **N. Ferry Service for 2023**

- a. Sent a letter to DOT Commissioner Ryan Anderson to continue advocating for advanced schedule notice and increased ferry service around special events.

#### **O. Alaska Outdoor Alliance Confluence**

- a. Attending Lunch & Learn: Trends in Alaska's Outdoor Recreation by the Numbers on November 16<sup>th</sup> at Noon via zoom with US Bureau of Economic Analyst Stanislaw "Stas" Rzeznik.

#### **P. Alaska Travel Industry Association (ATIA)**

- a. ATIA recently released a new Alaska Native Culture Guide, with collaboration and input from members of ATIA's Cultural Enrichment Subcommittee. It was largely written by Mary Goddard (Tlingit) a member of the subcommittee, and Samantha Phillips (Tlingit), and features images taken by Alaska Native photographers.
- b. <https://digital.milespartnership.com/publication/?m=68361&l=1&p=&pn=>
- c. Bricker is now a member of ATIA's Cultural Enrichment Subcommittee.

#### **Q. Alaska Media Roadshow in Las Vegas on October 29<sup>th</sup>-31<sup>st</sup>**

- a. 19 meetings with freelance photographers, writers, influencers and some sales folks.
- b. Wendy and I have sent follow up e-mails in hopes of securing attention for Skagway this year.

#### **R. HAP Alaska Cruise & Travel Show in Scottsdale on November 5<sup>th</sup>**

- a. HAP, Expedia, Seabourn partners.
- b. 35 Alaska Exhibitor tables
- c. Ave Throwing, Panning for Gold, Smores making and live music
- d. I created a temporary landing page for Job openings and listed businesses that responded to my request to promote them. Many students and retirees were interested in escaping the Arizona heat for summer jobs in Alaska.

- i. <https://www.skagway.com/skagway-job-openings/>

#### **S. Skagway.com Job Posting Page in Development**

- a. Working with Simpleview to create a page, much like the Events Posting page, businesses will post their job recruiting information to Skagway.com.
- b. I will debut Elise's job recruiting video on this page (still in production).

#### **T. YouTube**

- a. Updated with branding, photos, a video about outdoors in Skagway and links to other social media on October 19<sup>th</sup>.
- b. We had 108 views since, which is 38 more than usual. And watch time increased to 2.7 hours; an increase of 569% more than the previous 28 days.
- c. Added Elise's video on Monday and look forward to seeing next month's statistics.

#### **U. Shoulder Season Discussion**

- a. "After this e-mail, I will cancel my reservation. I was in Skagway last Thursday with my best friend coming to visit me from Ottawa. The city was so dead!! So I've decided if I have to spend Christmas time in a dead place, better be in the nature. So I rented a place in Atlin, in a cabin. Sorry about that. Wish you the best." Shared by Billi Clem

#### **V. Elise Giordano**

- a. <https://www.instagram.com/elisegiordano/>

#### **W. Tourism Best Management Practices**

- a. Plan for a 2023 launch program that includes regional info including the Yukon, Visit Southeast Alaska Pledge, presentations, training, materials, social media and more.

#### **X. Education/Training**

- a. Bandwango DXE, "The Destination Experience Engine" consultation on 11/15
  - i. <https://www.bandwango.com/>
  - ii. MOBILE PASSPORTS - Gamified Trails, Culinary Passes, Savings Passes, Attraction Passes, Event Passes (not an app!)
  - iii. SCAVENGER HUNT – Points for visiting all the way to 7<sup>th</sup> Ave and Side Avenues for prizes and grand prize entry over a certain point system.

- b. Cornell University "Social Media Marketing" consultation on 11/16
- c. Alaska Certified Expert in progress
  - i. "The Alaska Certified Expert (ACE) Program is a free, in-depth online training course for travel professionals covering the entire state of Alaska. The ACE Program educates readers on details needed to successfully sell Alaska, allowing them to increase commissions while also designing a custom itinerary to best fit their clients' needs." Per The Alaskan Tourism Board
  - ii. <https://www.alaskacertifiedexperts.com/>
- d. Attended Webinar: "Accessible Travel & Tourism: How Destinations are Mastering It"
  - i. Exploring economic benefits of Accessibility, DE&I (Diversity, Equity & Inclusion) and Sustainability
  - ii. Certifications (IBCCES), Hidden Disabilities Sunflower Program, Aira, Threshold 360 Virtual Tours, Amenities: Sensory Kits/Spaces, Great Resource – TravelAbility

#### Y. 1-800 Numbers

- a. In July, we had 14 calls. The 1-800 Number costs \$40 per month, plus long-distance inbound fees which were \$5.22.

EXPLANATION	AMOUNT
<b>LONG DISTANCE SERVICE</b>	
14 Total Calls	
0:24:30 Total Minutes/Seconds	
Long Distance Charges	\$63.25
AK UNIVERSAL SERVICE FUND	0.01
<b>TOTAL LONG DISTANCE CHARGES</b>	<b>\$63.26</b>
<b>SUBTOTAL</b>	<b>\$63.26</b>

#### Z. Access Road

- a. Reviewed by Civic Affairs on November 10<sup>th</sup> and they are recommending "Harbor Road". (Update location names for 2024 Visitor Guide.)

#### AA. Hillside Cemetery

- a. Assembly confirmed the name of "Hillside Cemetery" at their November 3<sup>rd</sup> meeting. (Update location names for 2024 Visitor Guide.)

#### BB. Medias, Ads & Internet finds for Skagway & Alaska Industries

- a. <https://www.kinyradio.com/news/news-of-the-north/huna-totem-corporation-presents-at-weekly-chamber-luncheon/>
- b. <https://www.cruiseindustrynews.com/cruise-news/28754-celebrity-s-2024-2025-edge-to-alaska-year-round-service-in-asia-and-europe.html>
- c. Skagway Traditional Council - FYI – Bricker taking leave to attend the White House Tribal Nations Summit in Washington DC as STC's President on November 30<sup>th</sup> and December 1<sup>st</sup>.
  - i. <https://www.whitehouse.gov/iga/tribal-nations-summit/>

## CC. Visitor Statistics

16C Monthly Stats for Port 3103 - Skagway, AK													
Data Element by Port	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total
Trucks	129	192	293	200	159	252	336	373	329	260			2,523
Truck Passengers Arriving	129	192	293	200	159	252	336	373	329	260			2,523
Buses					531	966	1,013	1,359	774	24			4,667
Bus Passengers Arriving					10,025	13,546	14,898	16,021	6,830	473			61,793
POVs	230	252	337	1,684	6,543	5,269	5,443	4,877	3,387	1,076			29,098
POV Passengers Arriving	463	367	594	3,335	22,747	11,966	12,400	12,399	7,518	2,209			73,998
Pedestrians Arriving						4	77	24	39	1			145
Trains								1	1	0			2
Train Passengers Arriving								2	2	0			4
Source													
CBP- 16C													
73103-01X													
Cruise Ship	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total
Passenger	-	-	-	3,167	116,452	159,172	165,866	154,191	99,463	5,754	-	-	704,065
Crew	-	-	-	2,315	70,968	85,051	83,966	78,618	50,993	2,861	-	-	374,772
Cruise Ship	-	-	-	2	78	92	93	88	57	5	-	-	415

September	
33,154	estimated passengers assuming double occupancy
26,024	estimated passengers lost due to lost sailings from rockslide
7,130	NEW estimated passenger assuming double occupancy
5,754	actual passengers
81%	Ship Passenger Capacity (actuals / NEW estimated maximum assuming double cabin occupancy)

You can find the last 38 years' worth of Skagway visitor statistics here.

[Annual Arrival Statistics | Municipality of Skagway Borough Alaska](#)