

## Manager's Update – December 15, 2022

**AIDEA Meeting:** Municipal representatives met in Anchorage last week with Interim Executive Director Morgan Neff of the Alaska Industrial Development and Export Authority (AIDEA). It was a productive meeting to discuss port development and the ore terminal, and we look forward to a potential visit from AIDEA representatives in January.

**Revenue Bond Application Approved:** At its meeting of December 9, the Alaska Municipal Bond Bank Authority (AMMBA) approved the Municipality's application for \$65 million in revenue bonds to fund the port project. After closing documents are executed, the bond issuance will commence after the new year and funds will become available in early spring.

**2023 Skagway Operational Planning Group:** The Municipality, White Pass, and cruise line representatives have formed an operational planning group to further efforts related to the 2023 season, specifically in regard to modified berthing and passenger transportation on the Railroad Dock. We continue to work closely with the group to develop a solid operational plan to provide guidance and assurance to the cruise lines and the public as we tackle operations for the 2023 season. A passenger traffic and staging plan is being developed to assure that crowding and wait times are minimized.

**Rockslide Update:** The rockslide work is still on track and the outlook for the project is good. Scaling of the rockslide chute above the north end of the Railroad Dock will be complete by December 16, and at that time the Municipality's contractor will install anchors for the mid-slope and bottom attenuators. The protective draped mesh and attenuators will be installed after the new year. The work should be complete and tested by the end of April, at which time we can determine the success of the project. It is the goal to bring the slope to highway standard in order to transport passengers from the aft dock position by bus, and also tender passengers from both the forward and aft dock positions.

**BRIC Grant Application:** Municipal staff continue to develop a BRIC grant application to address long-term rockslide mitigation in the Port of Skagway. The deadline for the Municipality to apply is December 23. As of this writing, we have received letters of support and/or partnership agreements from White Pass & Yukon Route, Carnival Corporation, Disney Cruise Line, Norwegian Cruise Line Holdings, Senator Murkowski, Senator Sullivan, and Representative Peltola. We have also received very strong support from the local business community, and can use even more – please contact Kaitlyn Jared at [k.jared@skagway.org](mailto:k.jared@skagway.org) if your business would like to submit a letter of support by December 16 (also see Tourism Director report below for the letter template). We truly appreciate all of the support we have received for this critical project.

**Small Boat Harbor Breakwater:** The week of November 20, the wave barrier lost several panels and a piling. An underwater inspection was completed on November 30, and indicates that the problem is much worse than anticipated. There is failure of the welds on the first five pilings supporting the wave barrier, and this needs immediate attention to prevent more material from falling into the water. Staff has engaged KPFF to help guide the potential long-term solutions and is contracting with Alaska Commercial Divers to complete temporary repairs to the structure after January 1.

**Skagway Visitor Department Update:** Please see the attached December report from Tourism Director Jaime Bricker.

**Dahl Memorial Clinic Update:**

- We are pleased to welcome Sid Cowan, RN into our midst. Sid is a Registered Nurse out of the Palmer area and will be with us through May.
- Dahl Memorial Clinic has been notified that our OSV (Operational Site Visit) will be between July and September. In preparation, we will have a GAP analysis (mock survey) this spring.
- We held a children's COVID clinic today (Thursday). There will be an adult COVID clinic in next week.
- As of this writing, the flu vaccines are in Seattle (or closer by this meeting). Once we have those on-site we will get information out to the public.
- Dahl Memorial Clinic is having an open house on Friday from 2 -4. All are welcome and please do stop by.
- As you are able, please wipe down your area, table tops, door knobs, phones, etc., try not to rub your eyes or put your hands on your face, mask up if not feeling well, and take good care of yourself.

**Skagway Public Library Update:**

- The Library just wrapped up its week-long DVD and BluRay sale thanks to Grizzly's General Store's donation of their movie rental collection. The sale generated nearly \$600 for the Library's Special Collection fund and provided dozens of new titles which the library staff are currently adding to the shelves for patron borrowing. Big thanks to Grizzly's for their generosity!
- The next few weeks will see a number of holiday events at the library, all part of Skagway's Yuletide Festival. The next event is this Saturday's craft workshop, where visitors will be able to drop by to make a festive wreath, enjoy some warm drinks, and chat with friends from 2:00 to 4:00 pm. Then, on Sunday the 18th, Nicole Roscamp will be running another knitting workshop open to all – beginners and seasoned knitters alike – from 1:00 to 3:00 pm. Both of these events are free and open to everyone. The next Book Club meeting will also take place that Sunday the 18th at 3:00 pm, where readers will discuss *The Ultimate Gift* by Jim Stovall.
- On the days leading up to Christmas, the library will be hosting a number of events to entertain the kids while they are out of school. On Wednesday, December 21st at 10:30 am, Ms. Anna will be leading a holiday-themed Windy Valley Babies story time, and on Thursday, December 22nd at 11:00 am, Ms. Crystal will be running an ornament paint dip craft for kids ages 5-9. Finally, on Christmas Eve, stop by the library between 12:00 and 3:00 pm for some festive cheer! Enjoy warm drinks, cookies, and good company around the tree, and check out a holiday movie to watch or book to read on Christmas night. Happy Holidays, Skagway!



## Explore Skagway Tourism Director Report – December 2022

- A. **BRIC – Letter for Support, Call to Action**
  - a. If your business has not signed and delivered a letter of support to Kaitlyn Jared to improve Skagway’s chances of receiving the BRIC Grant, please contribute. (see attached for a letter of support template).
  - b. [K.jared@skagway.org](mailto:K.jared@skagway.org)
- B. **Yuletide**
  - a. Thanks to all the volunteers & businesses that make this event so special every year!
- C. **2023 Skagway Visitor Guides**
  - a. <https://www.skagway.com/plan-your-trip/visitor-guide/>
- D. **Photo Contest Winner**
  - a. Kari Rain, “After the Rain” featured on this year’s Skagway Visitor Guide
    - i. <https://www.skagway.com/media-gallery/item/kari-rain/630d11cdb374774c77455fb0/>
- E. **Video Contest Winner**
  - a. Reba Hylton, “Skagway. As seen by Alaska\_eyes\_2022”
    - i. <https://www.skagway.com/thisisskagway2022/entries/>
- F. **Seatrade**
  - a. March 27<sup>th</sup>-30<sup>th</sup> in Fort Lauderdale.
  - b. <https://www.seatradecruiseglobal.com/en/home.html>
- G. **Cruise 360**
  - a. April 18<sup>th</sup>-23<sup>rd</sup> in Fort Lauderdale
  - b. <https://cruise360.org/>
- H. **Miles Partnership & Destination Analyst Summary Report of North American & European Survey of DMOs on Community Engagement Practices & Policies**
  - a. I have the latest report in hand if you’d like to review it.
  - b. If you would like access to the public version of this report, you can get a copy by signing up for this Webinar regarding Destination Management Organizations and Community Engagement on January 25<sup>th</sup>.
    - i. <https://www.milespartnership.com/time-democracy-global-study-community-engagement>
- I. **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.
- J. **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 including Klondike Road Relay’s 40<sup>th</sup> Anniversary.

- b. Tazlina is now on the schedule to serve Skagway in January & February.

**K. 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 Giordano's job recruiting video on this page.

**L. Visitor Product Cluster Working Group (VPCWG) under USDA's Southeast Alaska Sustainability Strategy (SASS) Meeting about Action Initiatives on November 22, 2022**

- a. Sustain and Expand Small Cruise Tourism
  - i. Challenges: hotels, docks, infrastructure, airlift, access to public lands, product, etc.
- b. Winter Tourism
  - i. Winter adventure cruise packages have been launched by UnCruise including Eagle Crest adventures.
  - ii. Bricker requested involvement in this group.
- c. Seasonal Workforce Housing
  - i. Capacity of Housing, challenges with funding for communities as it relates to tourism industry, etc.
  - ii. Bricker requested involvement in this group.
    - 1. Working Waterworks Framework - Murkowski's infrastructure initiatives might play into opportunities.
- d. Recruitment, Retention, & Staff Development
  - i. Shared Skagway's Relocation Guide which was admired thanks to Wendy sharing with a colleague last year.
    - 1. <https://www.skagway.org/svd/page/relocation-guide>
- e. Cultural Tourism
  - i. Central Council / Tlingit & Haida are working on a program to train workers (Sara Dybdahl)
  - ii. Bricker requested involvement in this group.
- f. Increased Access to Federal Lands & Permitting
  - i. Paired with first initiative.
- g. Shared Value and Regenerative Tourism

- i. Broad Concept: Business concept to find value that inspires visitors and employees to want to be involved.
- h. Advocacy
  - i. Murkowski's Working Waterworks Framework
    1. Workforce development – education for mariners, etc.
    2. Housing
    3. Fishing Vessel electrification that could be broadened to vehicles supporting tourism
    4. Shoreside Electrification
    5. PVSA exemption

#### **M. 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.

#### **N. Education/Training**

- a. Bricker is registered for 6-week E-Cornell class for Social Media Marketing
  - i. <https://ecornell.cornell.edu/certificates/marketing/social-media-marketing/>

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

- a. <https://khns.org/infrastructure-bill-anniversary>
- b. <https://www.bhg.com.au/alaska-cruise-travel-guide?category=tv>
- c. <https://www.fodors.com/>
  - i. Working on a piece about mermaid statues that we hope will feature the Smokehouse Mermaid.

#### **P. HELP!! SOS Influencers**

- a. We have some remarkably talented businesses and individuals posting to social media. This is an untapped resource. Cody asked me to help with social media when she was TD which I still do from my personal social media accounts. You TOO can help with positive social media posts that will attract visitors. Please use some or all of the following hashtags when you post amazing Skagway content!
  - i. #ExploreSkagway
  - ii. #ThisIsSkagway

- iii. #SkagwayAlaska
- iv. #Shgagwei
- v. #SaveOurSkagway
- vi. #TravelAlaska
- vii. #VisitSoutheastAlaska
- viii. #TravelSkagway
- ix. #GatewayToTheKondike
- x. #GoldRush1898
- xi. #GardenCityOfAlaska

**Q. Visitor Statistics**

- a. Updated for 2022: You can find the last 38 years' worth of Skagway visitor statistics here.
  - i. [Annual Arrival Statistics | Municipality of Skagway Borough Alaska](#)

**R. Work Session Agenda Recommendations**

- a. Vision & Mission Statement
- b. 2023 Ship Schedule
- c. 2023 Event Schedule
- d. 2023 TBMP Draft Review & Implementation Program Ideas

(BRIC Grant Support Form Letter)

U.S. Department of Homeland Security  
Federal Emergency Management Agency  
500 C Street, SW.  
Washington, DC 20472

Dear Hazard Mitigation Assistance (HMA) Division Selection Committee:

On behalf of [Insert Organization Name], I write to express our strong support for the Municipality of Skagway's FY22 Build Resilient Infrastructure and Communities grant sub application. [Insert 1-2 sentences providing background on your organization and its relevant role.]

[Insert paragraph or two explaining why this project is important to your organization. Suggested themes include your organization's mission and experience relevant experience to supporting resilience, economic activity, health, equity and/or safety within Southeast, Alaska or Skagway specifically.]

We believe the phased project is the most effective method to ensure effective and efficient hazard mitigation work to reduce the risk for the long-term. Overall, the project Rockslide Mitigation to Protect Skagway's Critical Port Economy will significantly reduce the risks posed by catastrophic ground failures and increase the community's resiliency. If left unattended, the existing situation will continue to pose a chronic risk to health, safety and property. Moreover, the potential risks to the community's vital infrastructure and economic ability cannot be overstated.

In addition, we believe Rockslide Mitigation to Protect Skagway's Critical Port Economy in necessary for the Port's ability to adapt to the impacts of climate change. This, in turn, will enhance economic security for a region that depends highly on the port infrastructure.

{If awarded [Organization] intends to further support this project by [explain what specifically your organization will provide/ add to the project].} (Only include this

section if you are providing support through staff time, materials, other in kind donations or cash contribution, otherwise delete)

Again, we strongly support the Municipality of Skagway's proposed project. Please do not hesitate to contact me to discuss any questions you may have. Thank you for your time and consideration.

Sincerely,

[Name]

[Title]

[Company]

[Email Address]

[Phone Number]