



Municipality of Skagway

GATEWAY TO THE KLONDIKE

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MEMO

TO: Borough Assembly
FROM: Mayor Cremata
DATE: March 2, 2023
RE: Special Event Budget Request

It came to my attention that there were questions from the Finance Committee regarding the \$10,000 budget request for the April 19, 2023 port event. First, I want to point out that the Manager and Finance Chair could have approved this expenditure without Assembly approval, but I thought it best to thoroughly vet the expense at the Assembly table because staff will also play a role in putting together the event.

The event will take place on April 19th, the day after our first cruise ship day. A presentation with some speeches will take place on the waterfront where there will be a ceremony followed by a town photo commemorate the event. I've already reached out to multiple business owners about hosting festivities after the official ceremony so that local businesses can take full advantage of the opportunity to host dignitaries and visitors on what will otherwise be a very slow day.

The guest list includes government officials, including our federal delegation, State officials and Yukon dignitaries, industry partners, and local residents who have played a role in this momentous achievement.

\$10,000 for this event is a modest request. I spoke with a professional photographer about taking a large-format photo for the event, providing us with 20 prints, and granting ownership and redistribution rights to the photo. Their estimate was \$5,000.

We also want to send formal invitations to all dignitaries and create a commemorative card/brochure to commemorate the date, outline our history, and showcase our future port plans. Design and printing costs will need to fit within the budget, so this constraint will likely determine the number of prints that can be made. I know design costs are likely to run around \$250 per hour. They will also have to be shipped to Skagway.

Hopefully, this memo highlights the nature of this modest budget. I ask that you support the expenditure so we can commemorate this date in a way that allows every member of the community to feel a sense of accomplishment.