

Manager's Update – April 6, 2023

Relocation of Containers in Boat Storage Yard: At its meeting of March 22, the Ports and Harbors Advisory Board recommended that several containers in the Boat Storage Yard be relocated to the 5-acre parcel on the Klondike Highway for which the Assembly authorized purchase. The current owner of the parcel has given permission for the Municipality to relocate the containers, which will create room for staging and transportation of cruise ship passengers from the Railroad Dock this summer. I intend to provide notice to owners of the containers that they have until May 1, 2023 to move them or the Municipality will move them to the 5-acre site. The storage fee would remain the same for the relocated containers and the Municipality would pay for the containers to be moved if the owners don't move them on their own.

Cruise Schedule for 2023: The Municipality continues to move forward with the rockslide mitigation and monitoring efforts as we have been planning with the cruise lines. However, even with these efforts some of the cruise lines have concerns with bringing a ship in past bollard 7. For this reason, there is currently discussion about "hot berthing" ships when it is not possible to have two ships on the Railroad Dock and stay south of bollard 7. If this plan moves forward, there could be as many as 44 days when ships will hot berth on the Railroad Dock. This schedule has not been finalized and we continue to work with White Pass and the cruise lines to reduce the number of hot berths.

Tourism Director's Update:

Please see the attached Tourism Director's report for March.

Library Director's Update:

The biggest news item from the library is that we now have a website of our own! Please check out www.skagwaylibrary.com for an updated Calendar of Events and information on all of our services and resources.

On the programming front, our 2023 Tournament of Books wrapped up this past weekend, where Hernan Diaz's novel, *Trust*, was declared the winner. Thanks to everyone who participated!

Clinic Interim Executive Director's Update:


- April 24th & 25th The Breast Cancer Detection Center of Alaska's mammography van will be in Skagway at the clinic. Please schedule your appointment by calling (907) 479-3909
- (Tentatively) Dr. Amy Dressel, Glacier Pediatrics, will see pediatric patients in the clinic on April 27th
- (Tentatively) April 28th Child Find at school for children under 5
- In response to the federal notice of the end of the COVID pandemic, Alaska Medicaid is notifying recipients when they are no longer eligible for Medicaid services. If you need help understanding your healthcare options, please call Sherri Jones at 983-2255 to schedule an appointment
- Please welcome Kathleen Elliott, RN, and Bridget Mulrooney, RN, to the clinic
- Please welcome back to the clinic Tracey Carter, NP, and David Bartal, PA-C



Explore Skagway Tourism Director Report – March 2023 – Part 2

- A. Buckwheat Ski Classic Willy Wonka Winter Wonderland had 289 race registrants.**
 - a. Thanks to Log Cabin Ski Society, their volunteers and those who took part in the event!
 - b. <http://buckwheatskiclassic.com/>
- B. Skagway RV Parks**
 - a. With help from MOS Finance Department and our contracted managers at Heger Construction, we can now take online reservations.
 - i. <https://skagwayrvparks.com/>
 - b. The transportation plan for the Rail Dock Passengers will require use of the RV Park spaces normally utilized in the Small Boat Harbor Parking Lot. We are working on solutions which could possibly include expanding the RV Park to the west once containers are moved.
- C. Skagway Visitor Department Newsletters**
 - a. Sign up here: <https://www.skagway.com/plan-your-trip/enewsletter-sign-up/>
 - b. Newsletter Statistics for March. We hope you are getting the message.

Municipality of Skagway Visitor Department



To support our year-round visitors and businesses, explore Skagway's accessibility provisions include distributing confirmed monthly business hours through the visitor centers. If your business is open for walk-in or by appointment visitors in April, please send us your operating hours by April 5th.

Completed

 Campaign • Mar 7

March 2023 Skagway Visitor Department Updates

426 Recipients

Open Rate	17.8%	Total Clicks	73
Clicks Per Unique Open	18.4%	Orders	0
Successful Deliveries	422	Average Order Revenue	\$0.00
Total Opens	148	Total Revenue	\$0.00

- D. Ports & Harbors**
 - a. As of the end of the day, Saturday, March 19th, the Municipality of Skagway is operating Ore and Broadway Docks.
 - b. Rail Dock Transportation Plan is evolving well with MOS, Cruise Companies, Bus companies and White Pass.
 - c. <https://www.skagway.org/bc-pc/page/ports-harbors-advisory-board-3>
- E. Wayfinding**
 - a. SVD is working with the Port Department, WPYR, Bus companies and industry to produce maps and signs for wayfinding this summer.

F. Rockslide Mitigation

- a. MOS, WP&YR and Industry leaders are meeting an average of twice per week to stay informed about the rockslide mitigation. We are all working to facilitate the cruise schedule for 2023. It is contingent on successful testing of the attenuator fences mid-April.

G. Idaho Potato Truck

- a. The Tater Team is driving truck, trailer and their 4 ton “Loaded Potato” to Skagway for Skagway Art Council’s Blues, Brews and BBQ’s on July 22nd
- b. <https://bigidahopotato.com/the-truck/>
- c. <https://bigidahopotato.com/tour-schedule/>

H. Dyea Maintenance Road Closures in 2023

- a. Update from DOT that the contractor is slated to complete the work by May 31st.
- b. Even if the project runs long, we do not anticipate the work interfering with the Cancer Walk or Duff’s Skagway Marathon.

I. Alaska Seaplanes Community Advisor Board

- a. I’ve been asked to advocate for Skagway and tourism by serving on the Alaska Seaplanes Community Advisor Board and I have accepted. Meetings are semi-annual and I anticipate the next one in May.
- b. Members include:
 - i. Matt Carle – Sealaska – Director of Corporate Communications
 - ii. Mary Edenshaw – Klawock Heenya – COO
 - iii. Ken Jackson - Kake Community Member
 - iv. Jessie Martin - Hoonah – CCTHITA
 - v. Leatha Mercurief- SEARHC – COO
 - vi. Shayne Thompson - Angoon Trading
 - vii. Richard Peterson - CCTHITA – President
 - viii. Kimberley Strong - Klukwan – SEARHC Board Chair
 - ix. Robert Venables - Southeast Conference Executive Director

J. Alaska Travel Industry Association (ATIA)

- a. Monthly Membership Coffee Call on March 16th with updates and discussions on the following topics.
 - i. Overall of the Travel Planner this year
 - 1. <https://www.travelalaska.com/Plan-your-Trip/Planning-Tools/Vacation-Planner>
 - ii. Seatrade in Fort Lauderdale, March 27th – 30th
 - 1. <https://www.seatradecruiseglobal.com/en/home.html>
 - iii. Travel Agent Forum in Las Vegas March 31st – April 3rd
 - 1. <https://www.travelagentforum.com/attendees>
 - iv. Cruise 360 in Fort Lauderdale on April 18th -April 23rd – SOLD OUT
 - 1. <https://cruise360.org/>
 - v. Free Tourism Cares Meaningful Map
 - 1. <https://www.tourismcares.org/meaningful-map>

- vi. Shepard Point in Cordova for oil spill cleanup rig – not permitted for Cruise Ships yet but it's on the minds of many.
 - 1. <https://www.thecordovaitimes.com/2021/01/29/construction-to-begin-in-2022-on-shepard-point-project/>
 - 2. <https://www.thecordovaitimes.com/2022/08/26/shepard-point-project-bid-solicitation-anticipated-in-december/>
- vii. Tourism Best Management Practice Program (TBMP) were designed to collect information about community impact
 - 1. Limiting Cruise Ship/passengers is a conversation happening in several communities throughout the state.
 - 2. ATIA looking into another visitor impact survey
- viii. Government Relations Committee Update from Jeff Samuels on Congress Bills
 - 1. Senator Danes bill that will benefit to recreation in gateway communities
 - a. <https://www.daines.senate.gov/2023/02/13/daines-king-introduce-bipartisan-bill-to-support-gateway-communities-that-serve-national-park-visitors/>
- b. Seatrade
 - i. Explore Skagway has partnered with ATIA for a booth at Seatrade and Skagway Representatives will be able to utilize the space and interact with industry.
 - ii. Alaska Cruise Industry Reception on March 28th at Broward Country Convention Center and our team of Skagway representatives hope to attend.

K. ATIA Cultural Enrichment Subcommittee

- a. Alaska Cultural Host Training Program & Materials will be tested at the Cultural Heritage Tourism Conference in Sitka and taught by Sarah Asper Smith and Mary Goddard.
 - i. Committee members would like ATIA to be mindful that the content teaching is eventually outsourced to Native Organizations and taught by Alaska Natives.
- b. Committee recommended to ATIA board that they begin looking for future funding for Cultural Tourism to ensure sustainability of the program and materials.
 - i. Currently, the initiative is federally funded by ARPA and allocated \$1M for 2024.
- c. ATIA's New York City Media event this April 25th
 - i. Editors and writers signed up from publications like Conde Nast Traveler, Afar, Travel + Leisure, Alaska magazine, Thrillist, New York Post, NBC Access Hollywood, Fodor's Travel, Shondaland, Lonely Planet, Business Insider and more.
 - ii. Travel Alaska will be represented by Alyssa Yáx Ádi Yádi London under her 1-year Influencer Contract with ATIA.

1. <https://www.instagram.com/alyssaklondon/>
 2. <https://linktr.ee/Alyssalondon>
- d. Heritage & Cultural Tourism Conference in Sitka on April 11-13
- i. <https://sitkatribalenterprises.com/index.php/heritage-cultural-tourism-conference/>

L. Medias, Ads & Internet finds for Skagway & Alaska Industries

- a. Thanks to Wendy Anderson, Jim Sager and Johanna Evans for working with Jason Oliver Nixon, the Editor at Large of the Holland America Line magazine to produce some original, authentic, Skagway resident inspired content on great things to do in Skagway. And all out of the goodness of their hearts and love for the Skagway Experience. No spoilers; but I will tell you; what they produced was amazing! Stay tuned for publication in May.
- b. Yukon looks to spend \$17M US to upgrade ore dock in Skagway, Alaska
- i. <https://www.cbc.ca/news/canada/north/yukon-skagway-alaska-port-ore-1.6770585>
- c. 5 Incredible Excursions On A Small Ship Alaska Cruise
- i. <https://www.travelawaits.com/2863901/best-excursions-windstar-cruise-alaska/>
- d. New tours and special events await summer visitor to Alaska
- i. <https://www.travelweekly.com/North-America-Travel/New-tours-special-events-await-summer-visitors-to-Alaska>
- e. Skagway Assembly Member takes job as Haines tourism director
- i. <https://khns.org/skagway-assembly-person-takes-job-as-haines-tourism-director>
- f. The next train to Whitehorse?
- i. <https://www.whitehorsestar.com/News/the-next-train-to-whitehorse>
- g. New Skagway dock will boost post-Panamax cruise ship capacity
- i. <https://www.seatrade-cruise.com/ports-destinations/new-skagway-dock-will-boost-post-panamax-cruise-ship-capacity>
- h. Skagway dock upgrades leave Yukon mines searching for an alternative.
- i. <https://www.cbc.ca/news/canada/north/skagway-minto-alternatives-1.6785618>
- i. Skagway preparing for its biggest cruise season yet.
- i. <https://www.kinyradio.com/news/news-of-the-north/skagway-preparing-for-their-biggest-cruise-season-yet/>










M. Public Relations and Engagement Survey

- a. Only 1 response. Should I resend?

N. eCornell Social Media Marketing Class Concepts

- a. I received my social media marketing certificate from eCornell on March 23, 2023. Can't wait to put all of these tools for work for Explore Skagway. And thanks again to ATIA for awarding me a scholarship to offset the cost of the six week course.
- b. Conversion
 - i. The number of online actions completed through a social post (e.g., purchases, downloads, email capture).
- c. ROMI (Return On Marketing Investment)
 - i. It is calculated with the following formula: $ROMI = ((\text{income from marketing} - \text{cost of goods} - \text{marketing expenditures}) / \text{marketing expenditures}) * 100$
- d. Conversion rate (CR or CVR)
 - i. The percentage of people who click the ad and then make a purchase or complete a desired activity, like joining an email list or community, using a hashtag, etc.
- e. Click-through rate (CTR)
 - i. The percentage of people who click on an ad from all of the people who saw the ad in their feed. The higher the click-through rate, the better.
- f. Cost per impression (CPM)
 - i. The cost per 1,000 social views. The more relevant an ad is, the less it costs to run.
- g. Engagement rate
 - i. The number of unique visitors who have clicked, liked, commented on, or shared a brand's post. An example is the average number of visitors to a brand's Facebook site who liked or commented on a post.
- h. Reach
 - i. The number of people exposed to and who may have seen a post, piece of content, profile/page, etc., representing the potential audience. Reach is measured by counting the total number of a brand's followers on each social network (e.g., Facebook Insights

defines reach as “the number of people who saw your post” and counts reach when a post is displayed in a person's News Feed).

Content		Create a post	Last 28 Days ▾	Post reach ▾
	Skagway is the 18th most popular cruise destinations in the world. With scenery like this, I think you can see why. 📸 David Yekell #exploreskagway #visitskagway #thisisskagway #travelalaska #cruisealaska Tue, Jan 24	Post reach	Engagement	Boost post
		6,113	805	
	https://youtu.be/KXVmBWgTr0 Explore Skagway has a new tool that will help match great employers with great employees! Introducing https://www.skagway.com/jobs/! If you've worked in Skagway before, you know how amazing it is! Skagway Madam, Alanna Bagdon, tells the unscripted, genuine story of why employment in Skagway, Alaska is so... Fri, Feb 3	Post reach	Engagement	Boost again
		5,912	673	
	"One of the prettiest towns in Alaska." Thanks, The Travel.com. We agree! https://www.thetravel.com/most-beautiful-towns-in-alaska/... 📸 Kari Rain #exporeskagway #thisisskagway #visitskagway #travelalaska #visitalaska Sat, Jan 28	Post reach	Engagement	Boost post
		4,597	629	
	Sail to Skagway and this could be your view! 📸 Kari Rain #exploreskagway #thisisskagway #visitalaska #travelalaska #visitskagway #sailalaska Mon, Feb 13	Post reach	Engagement	Boost post
		3,504	286	
	Good news for train fans: the White Pass & Yukon Route Railroad will resume trips into Canada in 2023! https://www.trains.com/trn/news-reviews/news-wire/white-pass-yukon-to-resume-service-into-canada-in-2023/ #exploreskagway #visitskagway #thisisskagway #travelalaska #visitalaska #travelyukon #whitepassrailroad #wpyr... Tue, Feb 21	Post reach	Engagement	Boost post
		2,900	367	
	Valerie & Wendy have some tips for your Alaska travel planning! https://www.youtube.com/watch?v=ZepcK-E0RXQ #exploreskagway #thisisskagway #visitskagway #travelalaska #cruisealaska #hikealaska Valerie & Valise - Alaska Travel Tips Wed, Jan 25	Post reach	Engagement	Boost post
		2,776	615	
	Did you know you can drive to Skagway? Traveling the Klondike Highway from Canada's Yukon Territory to Skagway is one of the most spectacular drives in the world! 📸 #elisegiordano #exploreskagway #visitskagway #thisisskagway #travelalaska #roadtrip #roadtripalaska #KlondikeHighway Tue, Jan 31	Post reach	Engagement	Boost post
		2,135	244	
	A huge thank you to Royal Caribbean Group for sponsoring the 2022 Skagway Holiday in Lights decorating Contest! The 2022 winners are: \$300 Residential 1st place: Kaylie Smith \$200 Residential 2nd place: Deb Potter & Jen Thuss \$300 Business 1st place: Skagway Brewing Company \$200 Business 2nd place: First Presbyterian Church And the winner of the... Fri, Jan 13	Post reach	Engagement	Boost post
		2,088	630	
	January means setting fitness goals for many people. In Alaska, even the sled dog pups are getting in shape for summer! #exploreskagway #thisisskagway #visitskagway #visitalaska Alaska X 📸 Elise Giordano Wed, Jan 18	Post reach	Engagement	Boost post
		2,085	70	