

Proposed by:	Assembly
First Reading:	03/19/2009
Second Reading:	04/02/2009
Vote:	5 Aye      0 Nay      1 Absent

**MUNICIPALITY OF SKAGWAY, ALASKA**  
**ORDINANCE NO. 09-07**

**AN ORDINANCE OF THE MUNICIPALITY OF SKAGWAY, ALASKA AMENDING THE FY09 STATE EXCISE TAX FUND AND TOURISM BUDGET TO INCLUDE FUNDING FOR A SKAGWAY COMMUNITY AMBASSADOR PROGRAM.**

**WHEREAS**, additional funding is necessary as follows:

1. Skagway Community Ambassador Program – Funding from the State Commercial Passenger Excise tax will be used through the Tourism Department for the implementation of a trial Community Ambassador program where uniformed ambassadors will be available on Skagway sidewalks in the historic district to assist visitors with information. This funding is intended as a trial for the 2009 summer season. If the program is successful, funding may be included in future budgets.

**NOW THEREFORE, BE IT ORDAINED AND ENACTED BY THE MUNICIPALITY OF SKAGWAY, ALASKA AS FOLLOWS:**

**Section 1.** Classification. This ordinance is not of a general and permanent nature and shall not become a part of the Skagway Municipal Code.

**Section 2.** Purpose. To amend the FY09 State Excise Tax fund and Tourism fund budgets to include funding for a trial Skagway Community Ambassador program.

**Section 3.** Amendment. The FY09 State Excise and Tourism Fund Budgets are hereby amended as follows.

<b>State Excise Tax Fund:</b>		
<b>EXCISE TAX REVENUE</b>		
Revenue	\$3,714,965	\$7,577,935
<b>Total Revenue:</b>	<b>\$3,901,679</b>	<b>\$7,764,649</b>
<b>EXCISE TAX EXPENSE:</b>		
Transfer to Tourism	\$0	\$25,000
<b>Total Expense</b>	<b>\$5,239,060</b>	<b>\$5,264,060</b>
<b>Tourism Fund:</b>		
<b>TOURISM REVENUE</b>		
Transfers from Excise Tax	\$0	\$25,000
<b>Total Revenue:</b>	<b>\$419,091</b>	<b>\$444,091</b>
<b>TOURISM EXPENSE</b>		
Skagway Community Ambassador	\$0	\$25,000
<b>Total Expense</b>	<b>\$419,090</b>	<b>\$444,091</b>

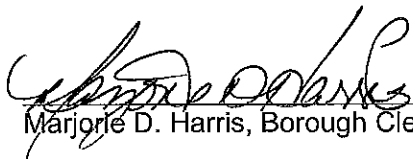
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**Section 4. Effective Date.** This ordinance shall become effective immediately upon adoption.

**PASSED AND APPROVED** this 2<sup>nd</sup> day of April, 2009

  
\_\_\_\_\_  
Thomas D. Cochran, Mayor

ATTEST:

  
\_\_\_\_\_  
Marjorie D. Harris, Borough Clerk

(SEAL)





## **MUNICIPALITY OF SKAGWAY**

**P.O. BOX 415  
SKAGWAY, AK 99840  
(907)983-2297 (PHONE)  
(907)983-2151 (FAX)  
[www.skagway.org](http://www.skagway.org)**

### **MEMORANDUM**

**Date: March 11, 2009  
To: Mayor and Assembly  
From: Cindy O'Daniel, Treasurer  
RE: Skagway Community Ambassador Program**

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A budget amendment has been drafted for the Skagway Community Ambassador Program based on the discussion at the March 5<sup>th</sup> meeting.

A couple of things to note...

It appears, from reading the minutes, that the \$25,000 discussed as the cost of the program is for the entire summer season in 2009. If this is the case, then the \$25,000 being added to the FY09 budget is for expenses that will be incurred in both FY09 and FY10 (July, August and September). You can either adjust the amount of the amendment to include only the funding that is needed for FY09, and then add the remainder to the FY10 budget, or you can leave it as is and the FY10 budget can include a carry forward for the amount needed in July, August and September. Not knowing what expenses will be incurred or what the anticipated wage for an ambassador is, it is difficult for me to estimate the breakdown for each fiscal year.

Also, for the FY10 budget, some thought needs to be given to whether funding should be included for May and June of the 2010 summer season. Since this is a trial period, it's difficult to know if the assembly has a desire to fund the program for the 2010 season. Also, since the budget process occurs prior to the implementation of the program in 2009, I can't see that sufficient evaluation can be given to it to make a decision about 2010 funding. It seems reasonable to include the funding for May and June of 2010, in anticipation of continuing the program and then just not spend the money, or to reallocate it if the desire is to not continue the program. Or, you could adjust the budget later in FY10 to include May and June 2010 funding, assuming that the Excise Tax has not been fully allocated prior to that. This can all be hashed out when we get further along with the budget, of course.

Please let me know if you have any further questions.



**RECEIVED**

MAR 10 2009

March 10, 2009

**MUNICIPALITY OF SKAGWAY**

Mayor & Assembly Members  
Municipality of Skagway  
P.O. Box 415  
Skagway, AK 99840

Dear Mayor & Assembly Members:

I would like to thank you for considering to fund the Skagway Community Ambassador at the next Assembly Meeting. Unfortunately, I will be out of town until March 24, but I would like to take a moment to provide some more details regarding the program.

The premise behind the Community Ambassador is to create a positive experience for our visitors and encourage them to return to Skagway. In this time of economic uncertainty and with increasing competition between ports for cruise ship business in Alaska, we think Skagway needs to stand out as a community who values every visitor. When visitors speak highly of Skagway they encourage others to visit, whether via cruise ship, the Alaska Marine Highway, by motor home or air, their visit or return visit equals additional sales tax revenue to the municipality.

Our intention is to put forth a friendly, knowledgeable face to our visitors. In the summer, when locals go to the downtown area, they inevitably are questioned by visitors. While we believe our local residents appreciate visitors; there are many times when one is in a hurry running errands and does not have time to adequately answer visitor questions. Other port communities have multiple Visitor Information Centers in their downtown area to aid visitors. Haines, Juneau, Kodiak, Seward and Valdez put CVB employees onboard Princess ship to answer questions. We are proposing that the Skagway Visitor Center be expanded to include the whole downtown area.

In addition to providing excellent customer service to our visitors, the Community Ambassadors will aid the municipality in keeping Skagway authentic. The Historic District Commission has put a lot of effort into amending the requirements for signs along Broadway, and it is my understanding that the police department receives numerous calls relating to tour vending and simply does not have time to respond to them all. The Skagway Community Ambassadors will bring a higher level of accountability to local businesses and aid the police department in enforcing codes relating to the downtown area.

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When considering that the Tourism Director would like to use these additional positions in the Visitor Center and on Broadway, we would like to amend our proposed wage to the municipality's starting wage of \$14.20 per hour. The cost to cover two roving Community Ambassadors (Visitor Information Specialists) eight hours per day, four days per week (64 hours per week total) for 22 weeks is \$19,993.60. Again, we would recommend a slightly higher budget for this program due to overtime, holidays and community events such as 4<sup>th</sup> of July parade, the road relay, etc.

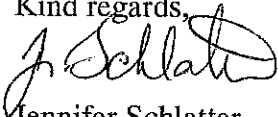
The cost of this proposal is less than one percent of the total funds that the Municipality of Skagway has received from the cruise ship head tax (excise tax). In fact, this will cost approximately 3 cents (\$.03) per visitor drawn from existing funds from the excise tax. Let's show that Skagway is a community who values every visitor and give a very small amount of the head tax back to those visitors we appreciate so much.

We understand that when this program was proposed in the past, WP&YR was willing to partially fund it; however, that proposal was asking for these individuals to be the crossing guards for the train. This current proposal is not asking for the Community Ambassadors to be crossing guards for WP&YR. The reason we believe that this should be a program funded from the excise tax and managed by the CVB and Police Department is that these departments will use these individuals to the best of their ability to benefit the municipality and the community as a whole. If private businesses fund a portion of this program, it is my fear that there may be conflicts regarding the use of these individuals between the municipal departments and private businesses. By providing full funding from the excise tax the municipality will choose the best way to use these individuals.

We encourage the municipality to fund this program for one year; thereafter the effectiveness of the program can be evaluated. Obviously, we think this program will be beneficial to our community, but if it is not we do not expect the municipality to continuing funding.

Again, thank you for considering the Skagway Community Ambassador program.

Kind regards,



Jennifer Schlatter  
President, ATIA Golden Circle Chapter



RECEIVED

APR - 1 2009  
cc Assembly  
MUNICIPALITY OF SKAGWAY

April 1, 2009

Mayor & Assembly Members  
Municipality of Skagway  
P.O. Box 415  
Skagway, AK 99840

Dear Mayor & Assembly Members:

I would like to thank you for considering to fund the Skagway Community Ambassador program. My understanding from members who attended the last assembly meeting is that there needs to be more clarification regarding what these ambassadors will be doing.

Below is an outline as to what a typical day could be for these two individuals.

**Skagway Community Ambassador #1:**

8:30am – 10:00am	Begin the day by walking up and down Broadway Street greeting guests. At this time pick up any litter that could have been blown down the street during the night. This is the time to generally make sure Skagway is ready for our guests.
10:00am – 11:00am	Be positioned at 2 <sup>nd</sup> Ave & Broadway Street as a guide to guests regarding traffic. Assist guests with limited mobility across the street and keep an eye out for traffic. If you see traffic coming and guests standing in the roadway, kindly ask the guests to move out of the street so that traffic can flow smoothly.
11:00am – 11:15am	Break
11:15am – 12:30pm	Be positioned at 2 <sup>nd</sup> Ave & Broadway Street as a guide to guests regarding traffic. The train should be unloading guests starting around 11:30am, stand at the south end of Broadway Street to direct guests across 2 <sup>nd</sup> Avenue when traffic is clear. Continually monitor passenger flow across this intersection.
12:30pm – 1:30pm	Lunch
1:30pm – 2:30pm	Be positioned at 2 <sup>nd</sup> Ave & Broadway Street as a guide to guests regarding traffic. Assist guests with limited mobility across the street and keep an eye out for traffic. If you see traffic coming and guests standing in the roadway, kindly ask the guests to move out of the street so that traffic can flow smoothly.
2:30pm – 3:15pm	Walk up and down Broadway Street answering general visitor questions. Mingle with our guests and aide them with any inquiries.
3:15pm – 3:30pm	Break
3:30pm – 5:30pm	Be positioned at 2 <sup>nd</sup> Ave & Broadway Street as a guide to guests regarding traffic. The train should be unloading guests starting around 3:45pm, stand at the south end of Broadway Street to direct guests across 2 <sup>nd</sup> Avenue when traffic is clear. Continually monitor passenger flow across this intersection.

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**Skagway Community Ambassador #2:**

9:00am – 10:00am Be positioned at 2<sup>nd</sup> Ave & Broadway Street as a guide to guests regarding traffic. Assist guests with limited mobility across the street and keep an eye out for traffic. If you see traffic coming and guests standing in the roadway, kindly ask the guests to move out of the street so that traffic can flow smoothly.

10:00am – 11:15am Walk up and down Broadway Street answering general visitor questions. Mingle with our guests and aide them with any inquiries.

11:15am – 11:30am Break

11:30am – 1:30pm Be positioned at 2<sup>nd</sup> Ave & Broadway Street as a guide to guests regarding traffic. The train should be unloading guests starting around 11:30am, stand at the south end of Broadway Street to direct guests across 2<sup>nd</sup> Avenue when traffic is clear. Continually monitor passenger flow across this intersection.

1:30pm – 2:30pm Lunch

2:30pm – 3:30pm Be positioned at 2<sup>nd</sup> Ave & Broadway Street as a guide to guests regarding traffic. Assist guests with limited mobility across the street and keep an eye out for traffic. If you see traffic coming and guests standing in the roadway, kindly ask the guests to move out of the street so that traffic can flow smoothly.

3:30pm – 3:45pm Break

3:45pm – 5:00pm Be positioned at 2<sup>nd</sup> Ave & Broadway Street as a guide to guests regarding traffic. The train should be unloading guests starting around 3:45pm, stand at the south end of Broadway Street to direct guests across 2<sup>nd</sup> Avenue when traffic is clear. Continually monitor passenger flow across this intersection.

5:00pm – 6:00pm Walk up and down Broadway Street answering general visitor questions. Mingle with our guests and aide them in any inquiries. This is also the time to pick up any litter that could have been left along the street throughout the day.

As this is a program that would be managed by the Skagway CVB in partnership with the Police Department, the Tourism Director and Police Chief would be able to adjust this schedule and job description as the municipality sees fit.

I understand that there was concern about the Job Announcement listing job duties such as: answering phones and responding to inquiries via phone and fax. The reason these duties are listed is that the Tourism Director would like the ability to move employees in and out of the Visitor Center. Essentially, using all Visitor Center employees on the street as well as in the Visitor Center, as the Tourism Director sees fit.

I would also like to point out that we recommend that these employees have a valid CPR & First Aid Responder certificate. As these employees will be on Broadway Street all day, they will likely be the first ones on the scene in the event of a guest injury.

I apologize if my original letters and proposal did not outline this program clearly. Again, thank you for considering the Skagway Community Ambassador program.

Kind regards,



Jennifer Schlatter

President, ATIA Golden Circle Chapter

P.O. Box 1087 Skagway, AK 99840  
atiagoldencirclechapter@gmail.com



March 2, 2009

Mayor & Assembly Members  
Municipality of Skagway  
P.O. Box 415  
Skagway, AK 99840

Dear Mayor & Assembly Members:

The local chapter of ATIA is working on a Tourism Best Management Practices (TBMP) plan that will be unveiled to you in the coming weeks. This program is intended to minimize the impacts of tourism in a manner which addresses both resident and industry concerns and enhances our visitors' experience in Skagway. Toward this effort we ask the Borough Assembly to consider our proposal for the Skagway Community Ambassador.

In this time of economic uncertainty, Skagway should shine as the exciting and friendly port in southeast Alaska that we all know it to be. The Skagway Community Ambassadors will provide information to our visitors as well as help to ease congestion in the downtown area. This program will help us stand out as a community who appreciates every visitor and wishes to share our unique history and culture.

The Cruise Ship Head Tax has given our community extra funds to improve our infrastructure relating to tourism. The Skagway Community Ambassadors will not only improve the successful visitor industry that we enjoy but will go above and beyond our visitor's expectations, encouraging them to return to Skagway in the future.

I have communicated this program to the Tourism Director and the Police Chief and have received positive feedback. I look forward to your inquiries and questions regarding this program. Please consider funding the Skagway Community Ambassador.

Kind regards,

A handwritten signature in black ink, appearing to read "Jennifer Schlatter". The signature is fluid and cursive, written over the printed name.

Jennifer Schlatter  
President, ATIA Golden Circle Chapter

P.O. Box 1087 Skagway, AK 99840  
atiagoldencirclechapter@gmail.com



# Skagway Community Ambassador

## **Purpose:**

The purpose of the Skagway Community Ambassador program is to provide general visitor information and provide added safety in the downtown area.

## **Concept:**

Seasonal employees that are hired by the Borough of Skagway to assist in improving congestion, creating a safe environment, providing general visitor information and improving the safety of downtown. There is no denying that there is a congestion problem downtown, particularly at the intersection of 2<sup>nd</sup> & Broadway. The Community Ambassadors would ease congestion at this intersection by providing safe passage for visitors. They may aide visitors when crossing this busy intersection and be of extra assistance when trains unload on Congress Way and Broadway. The Skagway Community Ambassadors would also act as walking visitor centers throughout the downtown area. They will answer questions regarding public transportation (schedule and location of pick up), location of the museum, park service, public restrooms, retail stores, post office, bank, and general historical information. The Community Ambassadors will be additional eyes and ears for the Police Department, reporting any unusual behavior they may witness and any hazards that they may encounter. They will also aide the police department in observing local businesses and communicating with them regarding signage and tour vending.

## **Existing Models:**

A similar model is currently being used in Anchorage by the Anchorage Downtown Partnership and is funded by Anchorage's Improvement District. Cruise ship head tax money in Juneau pays for the safety officers that are located in the downtown area. Both programs have been a noted success for their congestion issues and creating a visitor friendly atmosphere.

## **Partnerships & Training:**

The Skagway CVB and Police Department would be in partnership in training and overseeing the Skagway Community Ambassadors. The Skagway CVB would be responsible for hiring, supervising day-to-day activities, and training these employees on the history of Skagway. The Police Department will be responsible for training these employees on municipal code relating to questionable "sale" signs used at downtown businesses and prohibited tour vending. This paid training could occur the last week of April, before the cruise ship season is fully underway. The Skagway CVB would be responsible for organizing this training.

## **Cost:**

The Community Ambassadors would work four (4) days per week (Monday – Thursday), eight (8) hours per day with one (1) hour for lunch. The proposed schedule is 9:00am – 5:00pm, for 22 weeks including a one week paid training period in late-April. The starting wage for these positions would be \$15 per hour. The total cost to cover the hours listed above for the summer would be \$21,120.00. We suggest providing supplemental funding of \$25,000.00 to the Skagway CVB to cover these position and allowing for unforeseen extra hours, such as overtime for parades and other community events.

These positions could be funded from the Cruise Ship Head Tax money that the Borough of Skagway has received. ATIA is willing to fund the cost of uniforms for these positions.

## JOB ANNOUNCEMENT - SKAGWAY COMMUNITY AMBASSADOR

The Municipality of Skagway is accepting applications for 2 part-time, seasonal Community Ambassador positions. These are seasonal appointments beginning April 27, 2009 and working through September 24, 2009.

**WAGE RANGE:** Wage \$15.00 per hour. This position is not eligible for benefits or housing.

**HOURS:** Monday through Thursday 9:00am – 5:00pm, with two 15-minute breaks and 1 hour for lunch

**DUTIES:** These positions work under the direction of the Visitor Information Specialist I and perform a variety of tasks including: provide general information to visitors and provide additional safety in the downtown area.

Principle duties include, but are not limited to:

- Greeting and providing visitor information by acting as a walking Visitor Center along Broadway Street and at the Visitors Center
- Manage the flow of visitors at the intersection of 2<sup>nd</sup> Avenue and Broadway Street
- Report any unusual behavior or hazards to the Police Department
- Respond to visitor inquiries via phone, fax, e-mail and in person
- Answer phone and prepare outgoing mail
- Cleaning and maintenance
- Other duties as assigned

### REQUIRED SKILLS AND ABILITIES:

- The equivalency of a high school diploma
- Valid CPR & First Aid Responder certificate
- Experience working with people and responding to inquiries
- Must have strong customer service and communication skills
- Ability to represent Skagway in a friendly and professional manner
- Must be able to lift up to 35 lbs.
- Must be able to stand for up to eight hours per day
- Must be able to work outside for extended periods of time

Applicants must submit a complete Municipality of Skagway application form to the Municipality Clerk's Office at the address above, no later than time and date.

Contact the Municipal Clerk's office at the address or phone number above or by email at [m.calver@skagway.org](mailto:m.calver@skagway.org) for an application or further information. The application can also be downloaded from the website at [www.skagway.org](http://www.skagway.org).

The Municipality of Skagway is an equal opportunity employer.