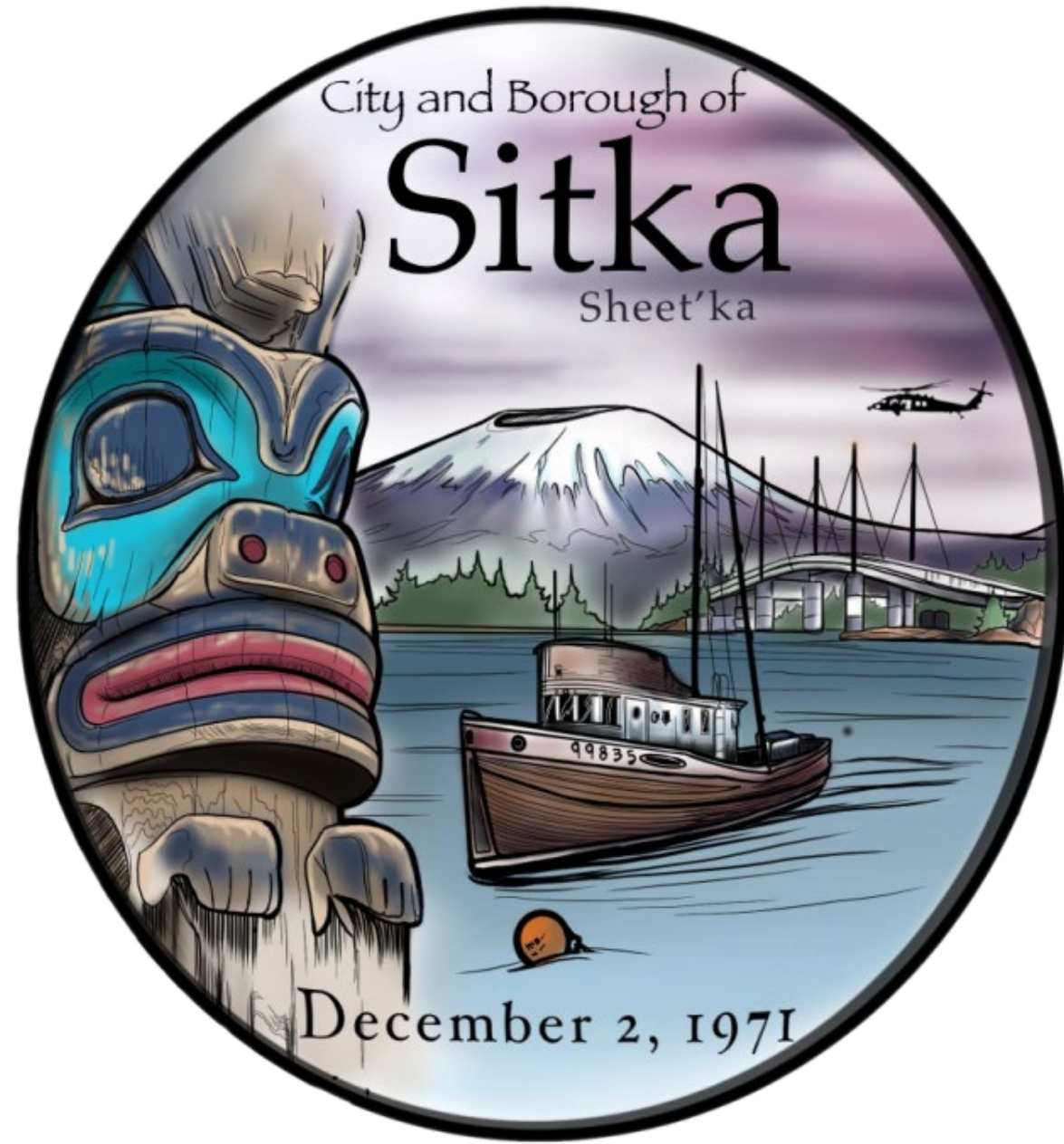


Short-Term Tourism Plan *End-of-Season Review*

Assembly & Planning Commission
Joint Work Session
October 27, 2022



Agenda

- I. Introduction & Plan Recap
- II. Presentations
 - a. Visit Sitka
 - b. Sitka Sound Cruise Terminal
 - c. Walk, Bike, Win!
 - d. Traffic Study
 - e. Cost Allocation Study
- III. Community Survey Results
- IV. Staff Lessons Learned & Recommendations
- V. Next Steps

Short-Term Tourism Plan



DISPERSION

Keep passengers moving throughout town and prevent congestion



TRANSPORTATION

Explore options for passenger and resident transportation



TRAFFIC

Manage traffic to ensure safety and efficiency



INFRASTRUCTURE NEEDS

Define CBS infrastructure needs for the 2022 season



FUTURE PLANNING NEEDS

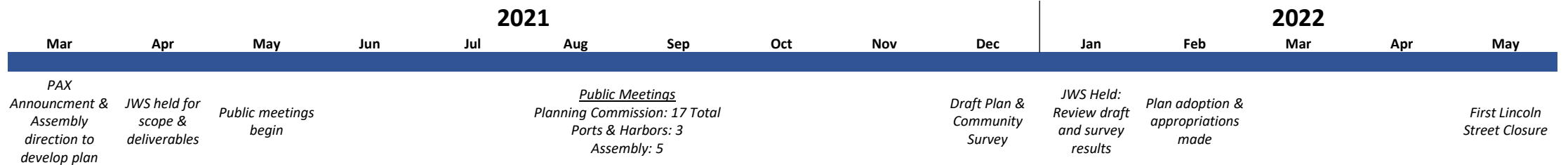
Outline future planning needs for CBS infrastructure and community-wide impacts



SITKA'S SHORT-TERM TOURISM PLAN

City and Borough of Sitka, Alaska

Adopted February 8, 2022



2022 Execution

New Operations

- Lincoln Street Closure
- Communications
- Temporary Restrooms

Changed/Increased Operations

- Harrigan
- Public Works
- Police
- Fire
- Harbors
- Library

New Programs/Studies

- Bathroom Grant
- Walk, Bike, Win!
- Food Cart Permitting
- Harrigan Permitting Study
- Cost Allocation Study
- Traffic Study



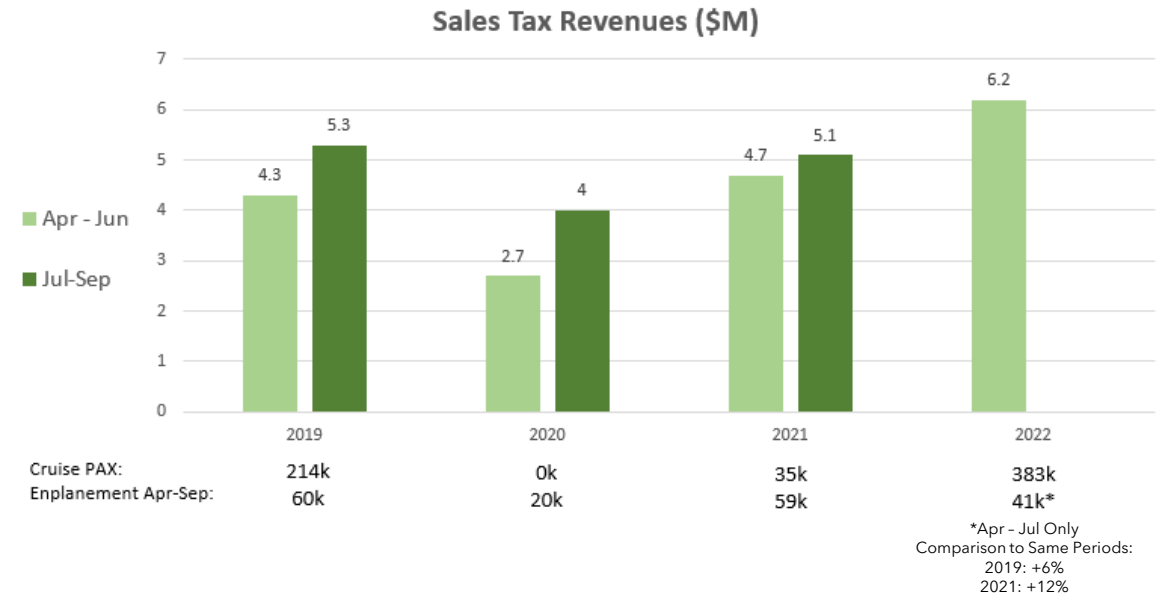
Key Numbers

383,000

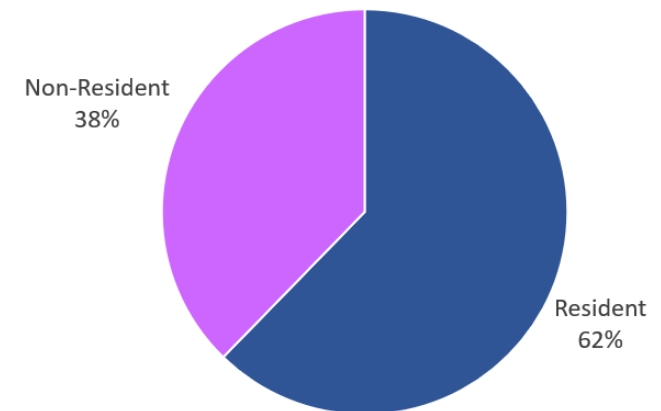
2022 Cruise Passengers

74

Lincoln Street Closures



EMS Transports 1/1 - 9/30



VISIT SITKA



Sitka Sentinel Photo

Assembly & Planning Committee Joint-Work Session

Greater Sitka Chamber of Commerce

October 27, 2022

THE **1** GREATER **1** SITKA
chamber
OF COMMERCE

Sitka VISIT

Visit Sitka: Convention and Visitors Services Contract

Transient Lodging Tax: 6% tax per night

- Industry Specific Tax collected by the Visitor Industry
- Funds used for Visitor Industry Promotion

Greater Sitka Chamber of Commerce Selected in RFP Process

- 3-year contract October 2015-June 2018
- Sitka Chamber creates Visit Sitka, Sitka's Destination Marketing Agency (DMO)
- 3-year renewable contract began January 2019
- Currently in 2nd 1-year renewal of 5



Sitka VISIT



New in 2022:

Communications & Operational Support

Visit Sitka was contracted in April to implement Short-Term Tourism Plan

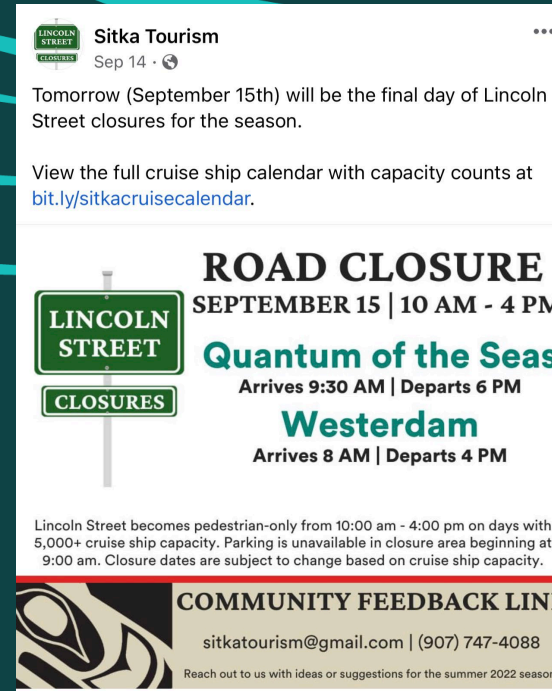
- Community-Wide Communications
 - Communications Plan
- Signage & Design
- Lincoln Street Closures
 - Staff supervision & monitoring
 - Roving Information Staff

*Destination Marketing
& Management
Organization*

Sitka VISIT

Communications

- Community-Wide Communications
 - Emails
 - Facebook/sitkatourism
 - Media- Radio, Newspaper, Flyers
 - Live-Google Calendar
 - Sandwich Board at Visitor Information Center



Sitka Tourism
Sep 14 · 🌐

Tomorrow (September 15th) will be the final day of Lincoln Street closures for the season.

View the full cruise ship calendar with capacity counts at bit.ly/sitkacruisecalendar.

ROAD CLOSURE
SEPTEMBER 15 | 10 AM - 4 PM

LINCOLN STREET CLOSURES

Quantum of the Seas
Arrives 9:30 AM | Departs 6 PM

Westerdam
Arrives 8 AM | Departs 4 PM

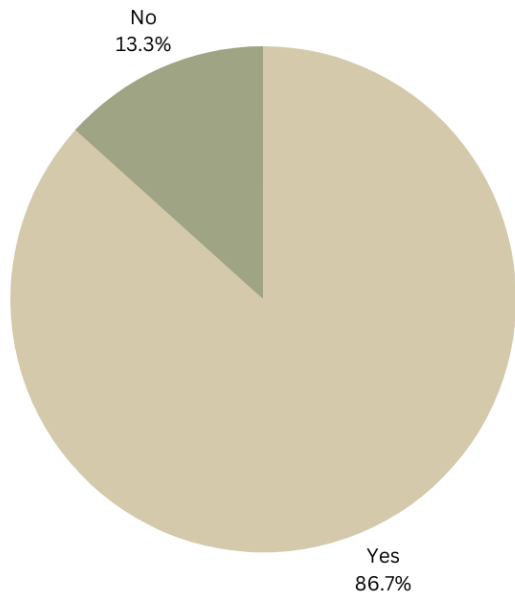
Lincoln Street becomes pedestrian-only from 10:00 am - 4:00 pm on days with 5,000+ cruise ship capacity. Parking is unavailable in closure area beginning at 9:00 am. Closure dates are subject to change based on cruise ship capacity.

COMMUNITY FEEDBACK LINE
sitkatourism@gmail.com | (907) 747-4088
Reach out to us with ideas or suggestions for the summer 2022 season!



Downtown Merchant Survey

Was this a successful summer season for your business?

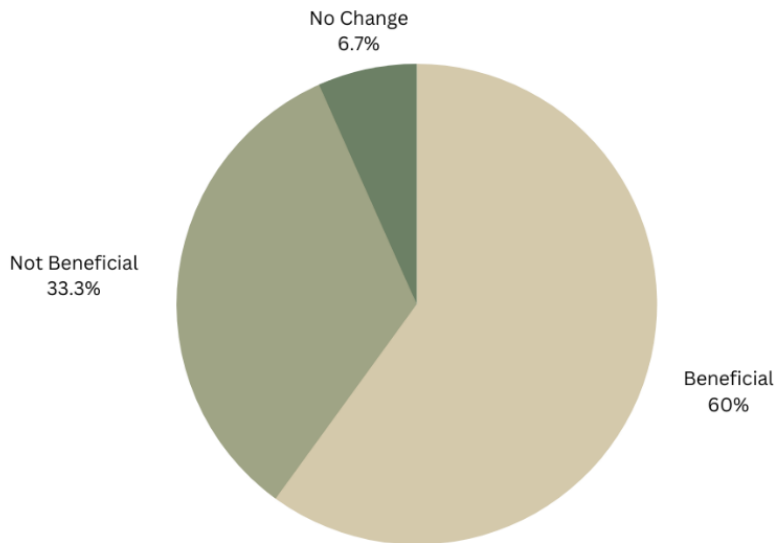


Conducted mid-September
15 surveys received

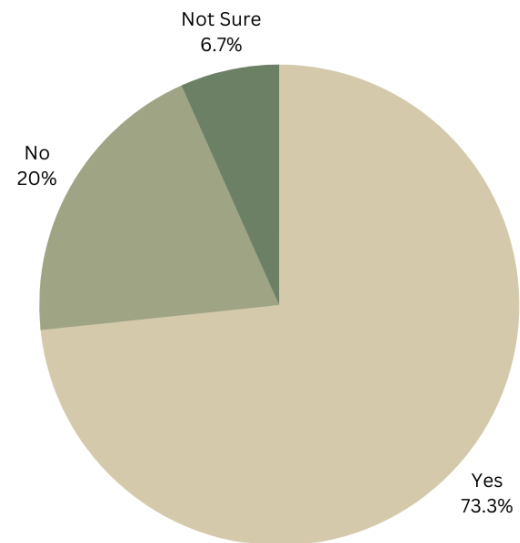
Sitka VISIT

Downtown Merchant Survey

How did the Lincoln Street Closures affect your business?



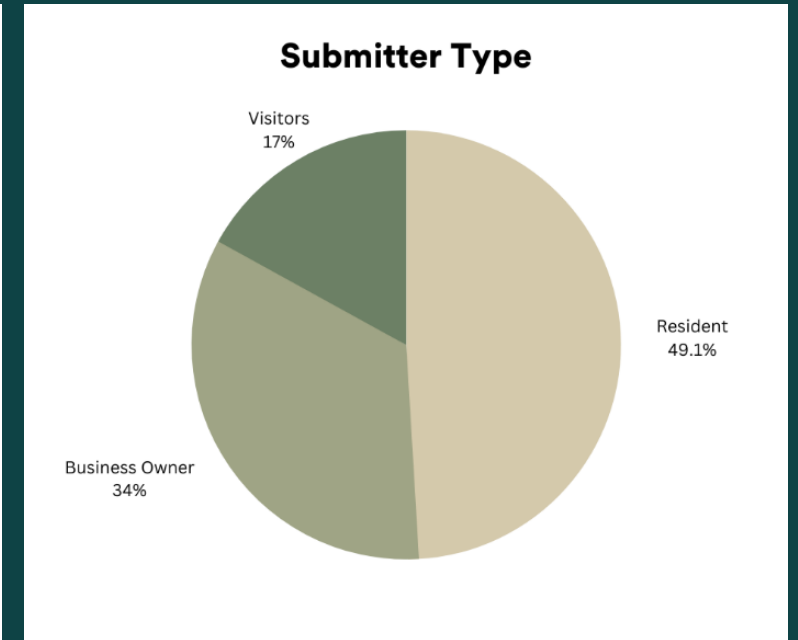
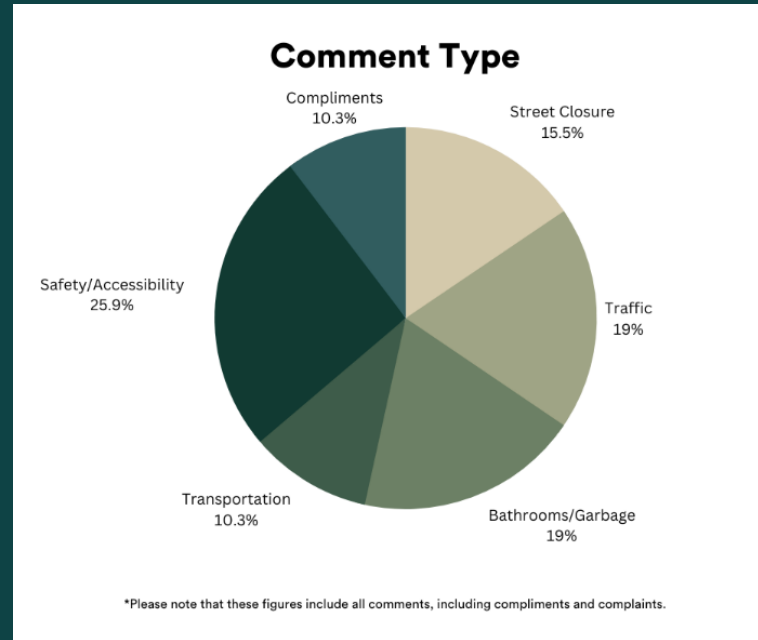
Do you support Lincoln Street Closures occurring on high cruise ship days in the future?



Community Feedback Line

53 comments received

- Phone Line - 32%
- Email - 40%
- In-person - 28%





THE **1** GREATER **1** SITKA
chamber
OF COMMERCE

VISIT
Sitka

104 Lake Street | (907) 747-8604

director@sitkachamber.com | tourism@visitsitka.org

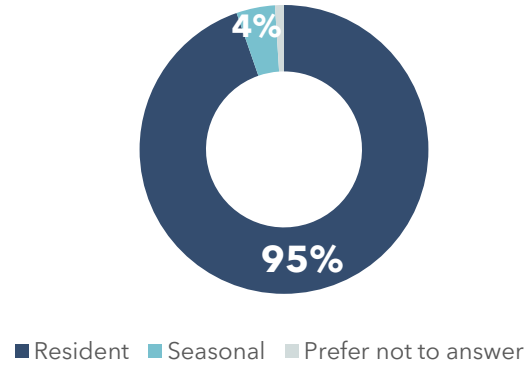
[@visitsitka](#) | [#visitsitka](#)

**END-OF-SEASON
TOURISM SURVEY
RESULTS**

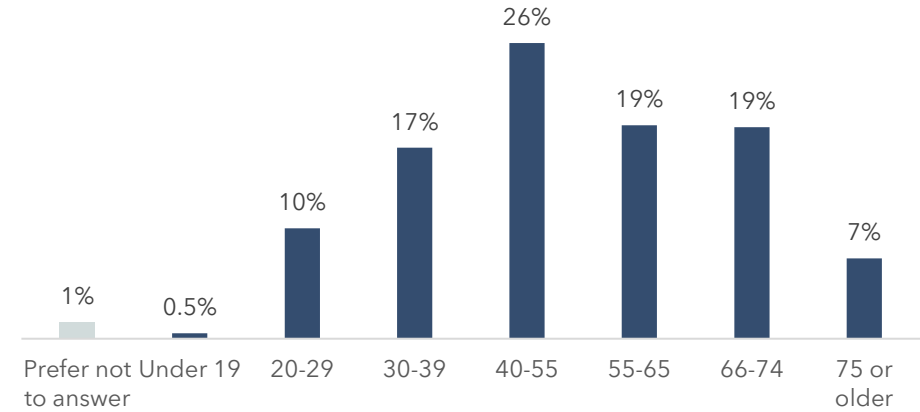
Community Survey Preliminary Results

DEMOGRAPHICS

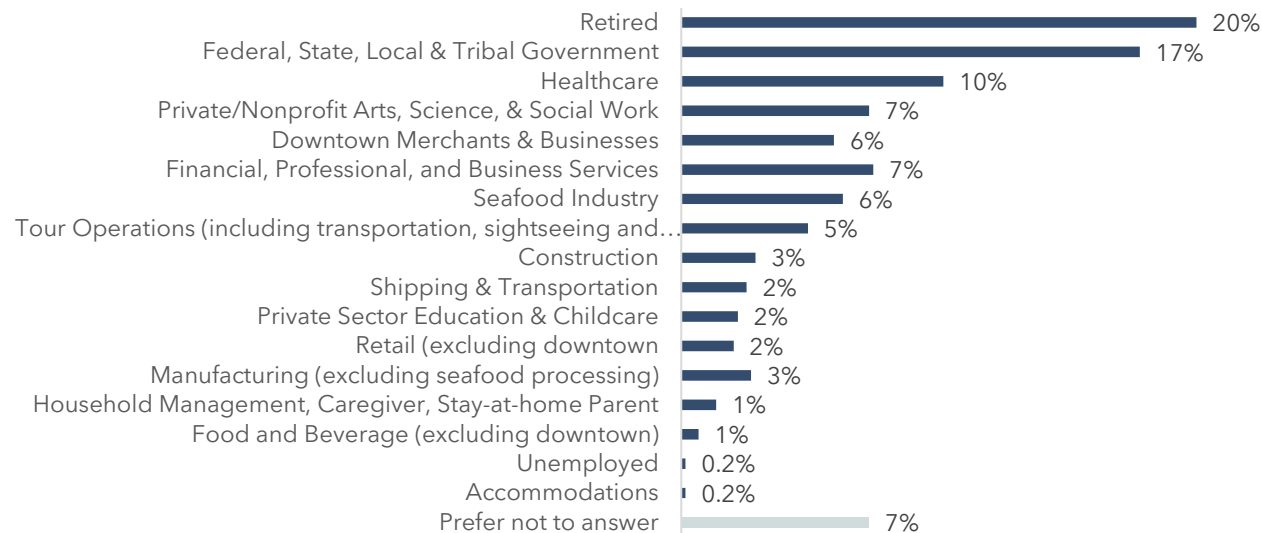
Q1. Describe your residency



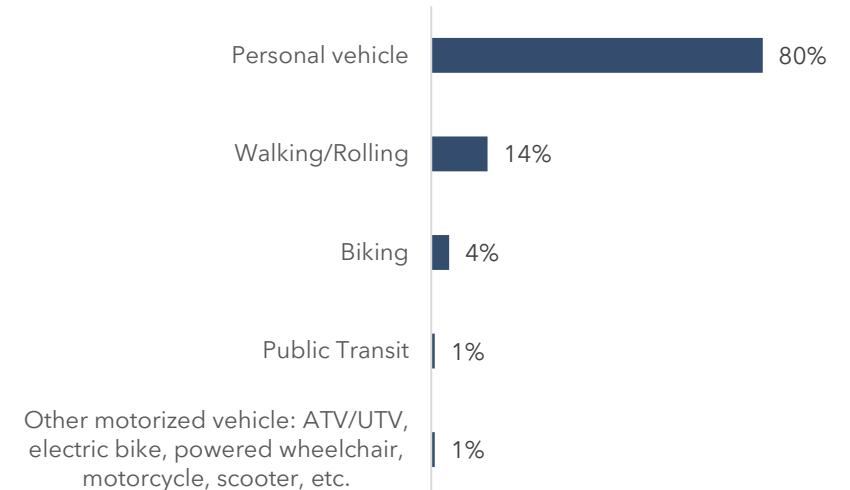
Q2. What is your age?



Q4. What is your primary occupation?



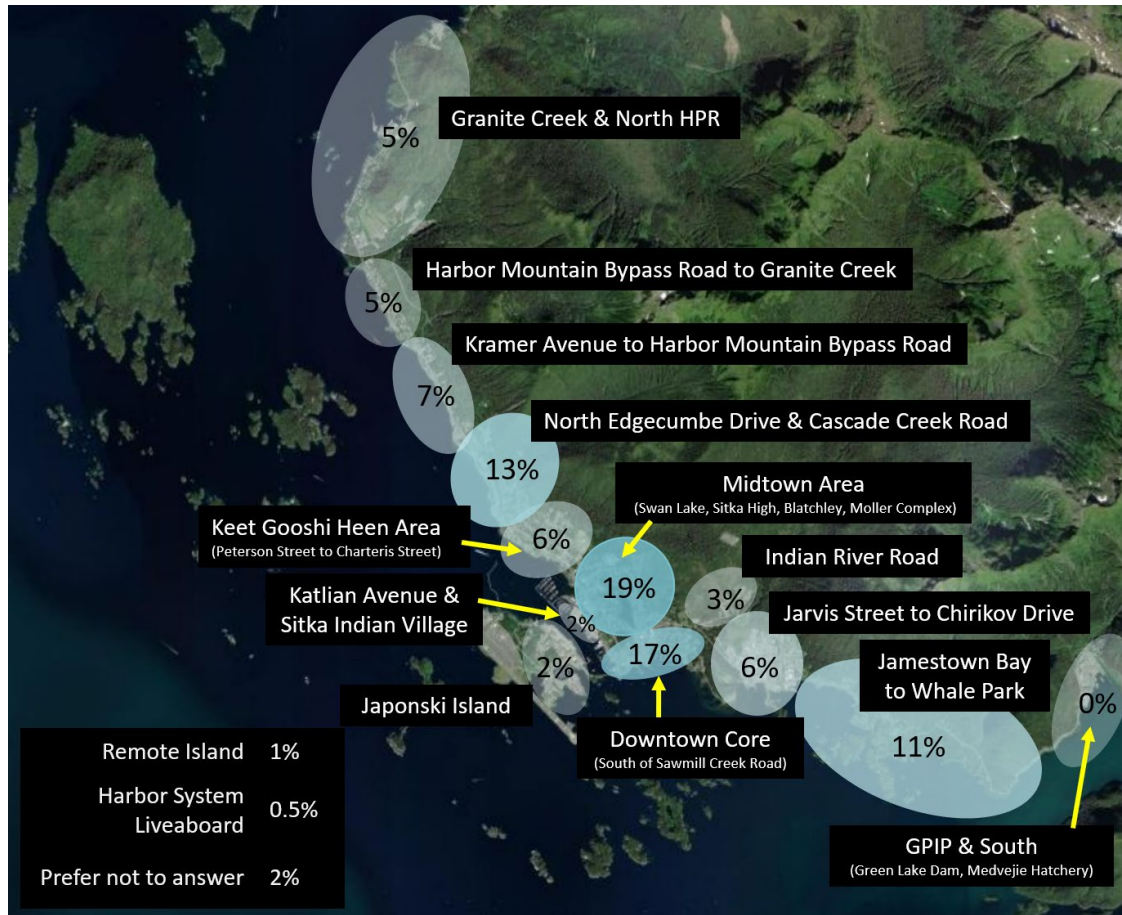
Q6. What is your primary mode of transportation?



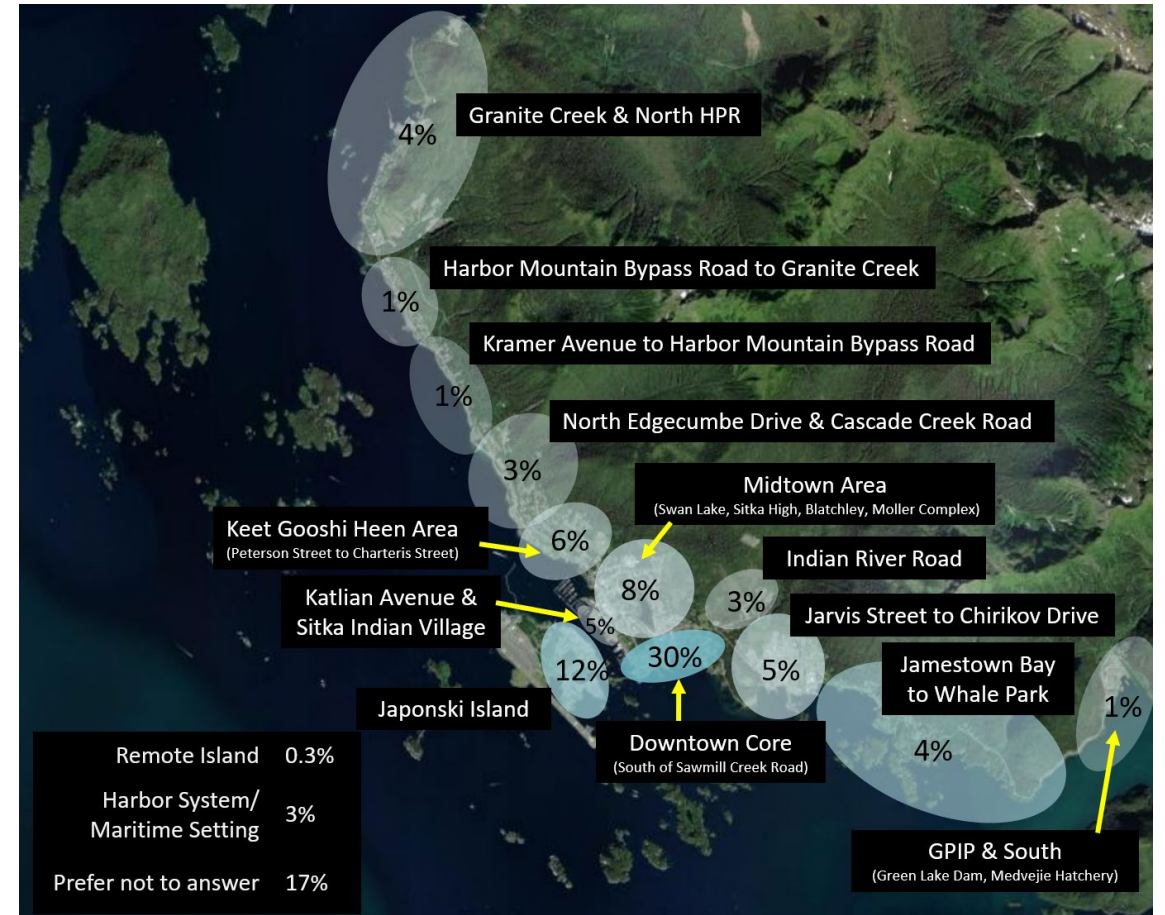
Community Survey Preliminary Results

DEMOGRAPHICS: RESIDENTIAL & WORK NEIGHBORHOODS

What area of town do you live in?



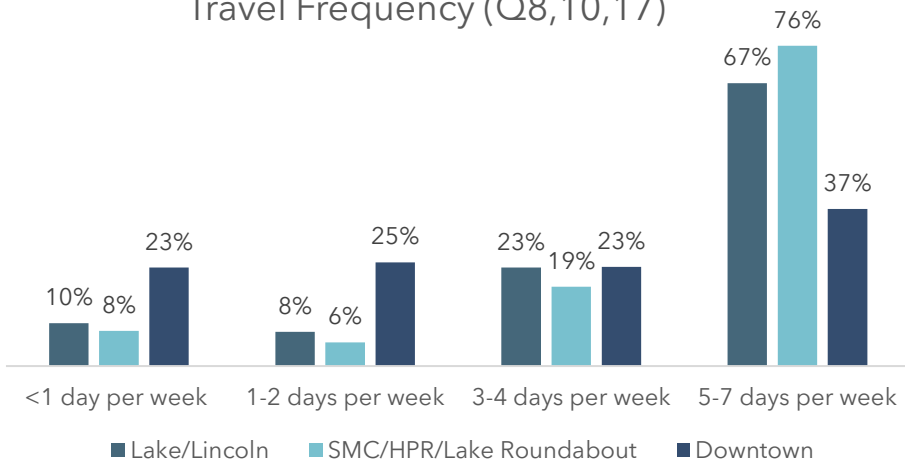
What area of town do you work in?



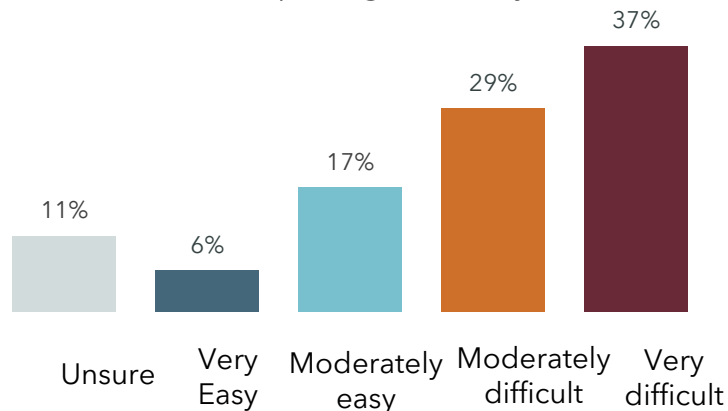
Community Survey Preliminary Results

TRAFFIC IMPACTS

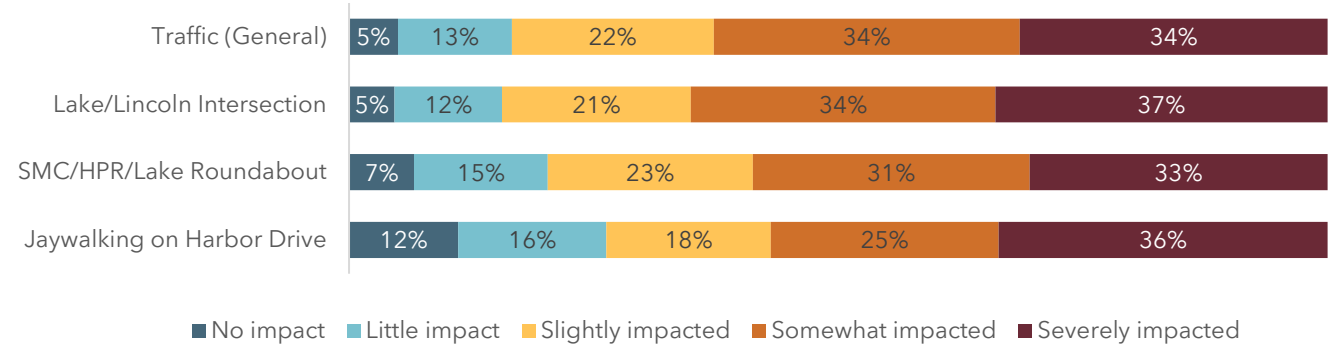
Travel Frequency (Q8,10,17)



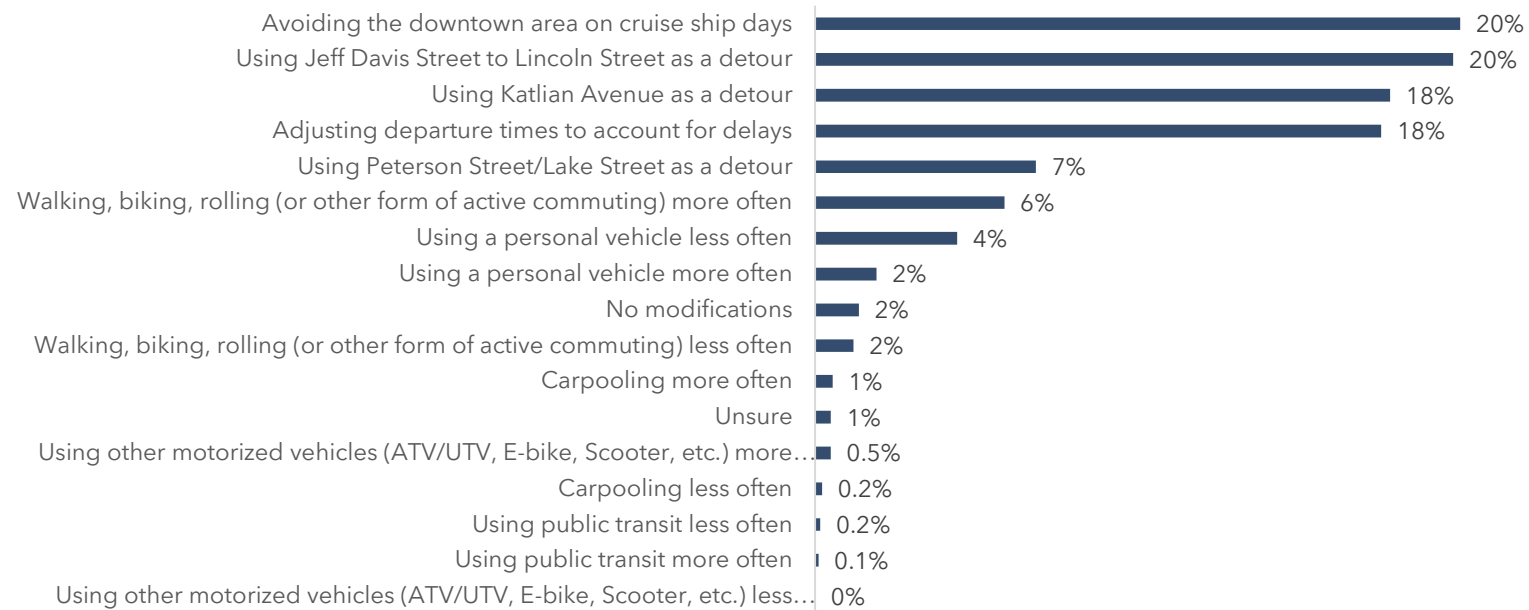
Q14. Rate downtown parking availability this summer.



Traffic Impact on Residents



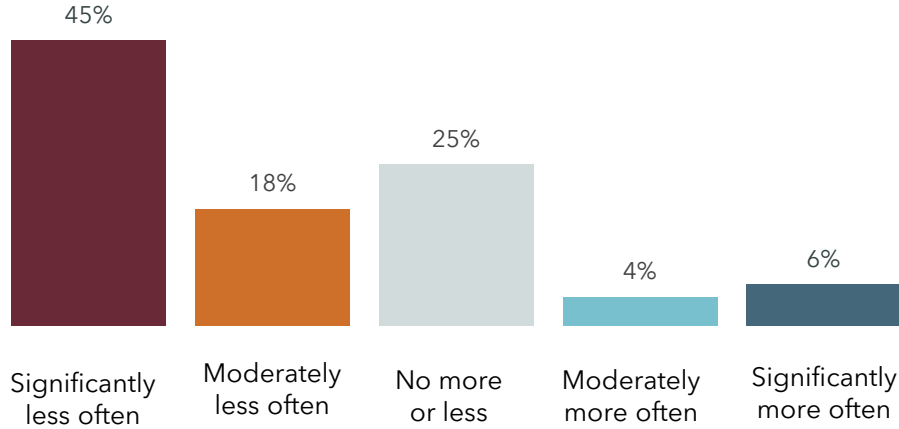
Q13. What modifications (if any) have you made to your commutes in light of traffic changes/impacts?



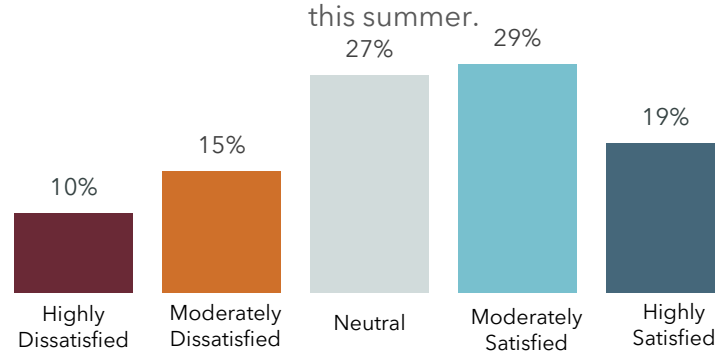
Community Survey Preliminary Results

LINCOLN STREET

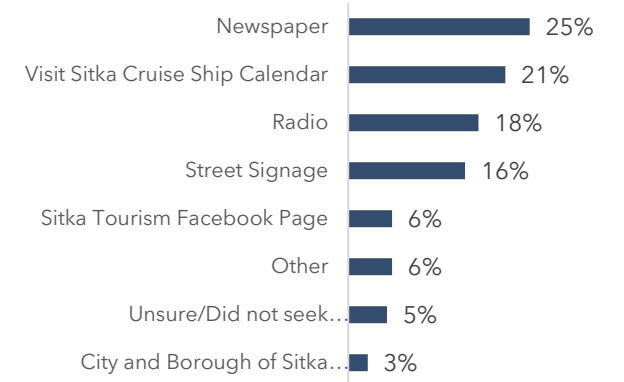
Q18. How much more or less did you go downtown on street closure days?



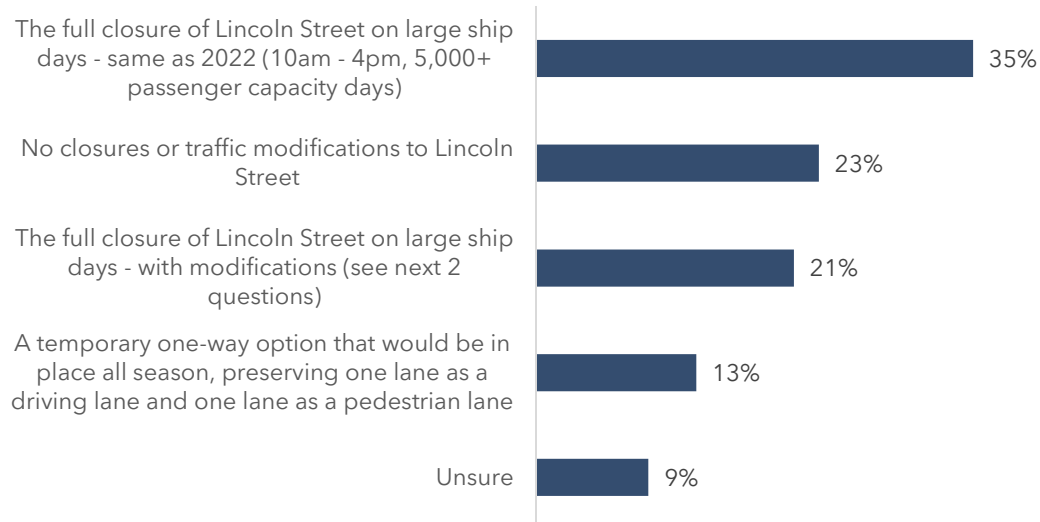
Q20. Rate your satisfaction with communications regarding Lincoln Street closures, traffic changes on city streets, or other public information relating to city tourism operations this summer.



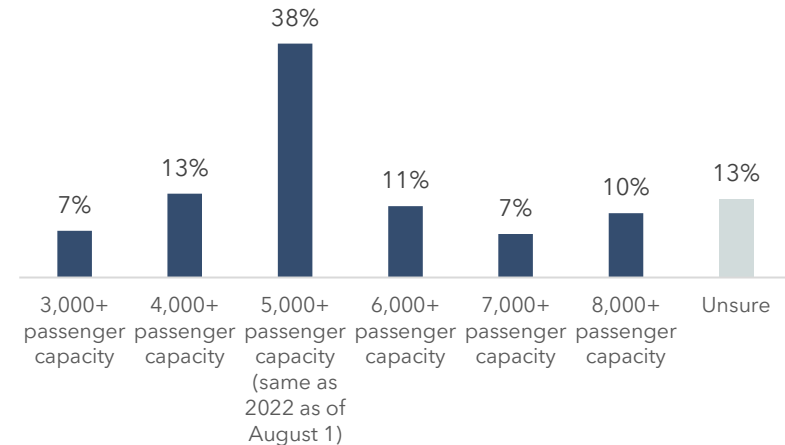
Q21. What was the primary communication medium you used for information regarding Lincoln Street closures?



Q22. Next season, I support:



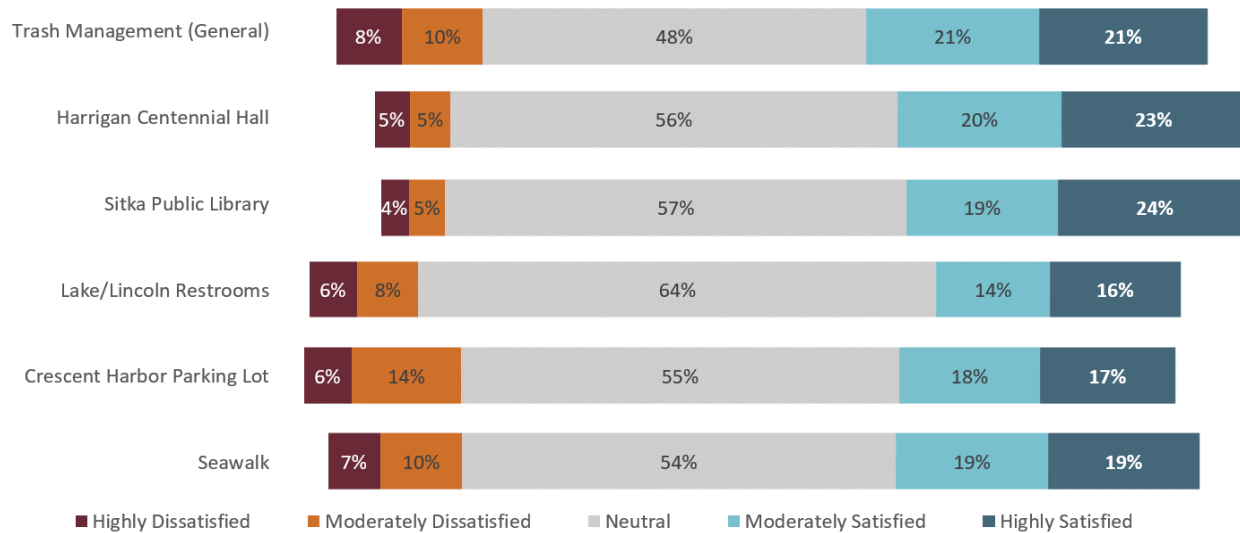
Q23. If Lincoln Street closures continue next season, closures should take place on days with:



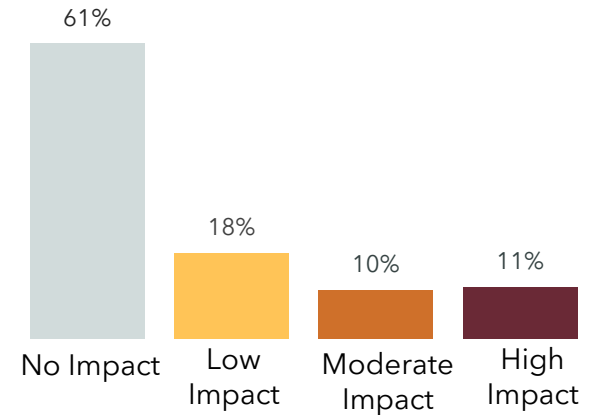
Community Survey Preliminary Results

OTHER CBS SITES/AMENITIES

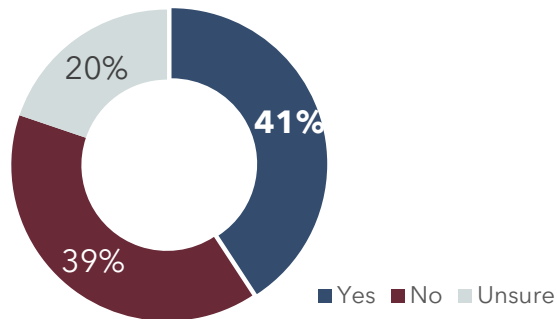
Rate your Satisfaction with trash management



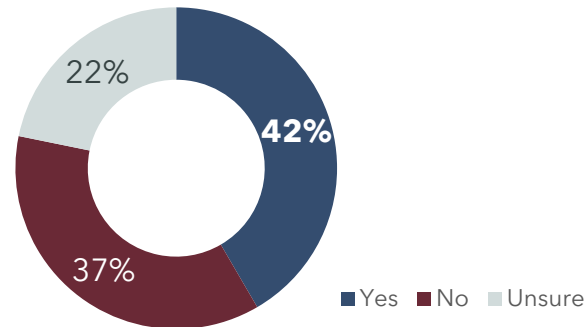
Q15. Describe how you were impacted by limited access to the Crescent Harbor boat launch.



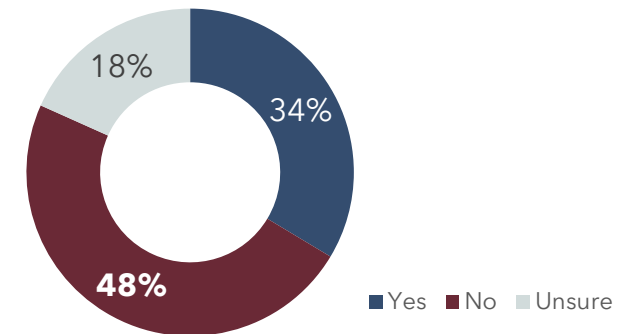
Q26. I support the use of the upper Maksoutoff Street for the placement of the temporary restroom units.



Q27. I support the use of the parking lane on Lincoln Street near Barracks Street for placement of a temporary restroom unit.



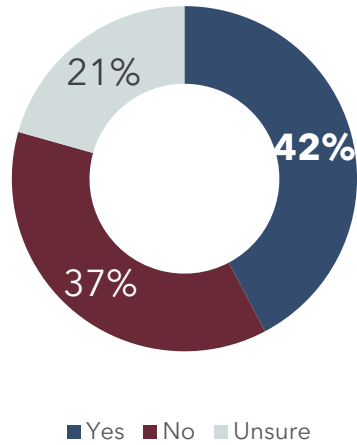
Q28. I would support the use of additional city funding to keep the temporary restrooms open during non-cruise ship days.



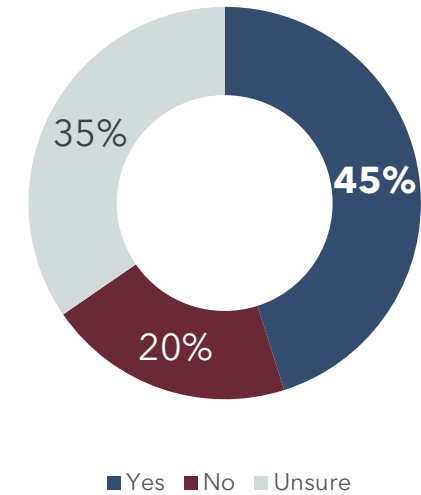
Community Survey Preliminary Results

PROGRAMS NEXT SEASON

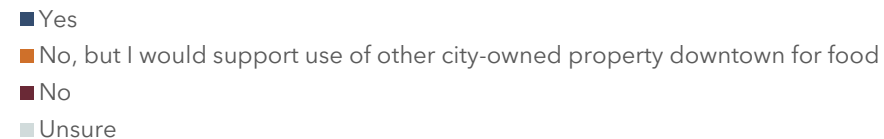
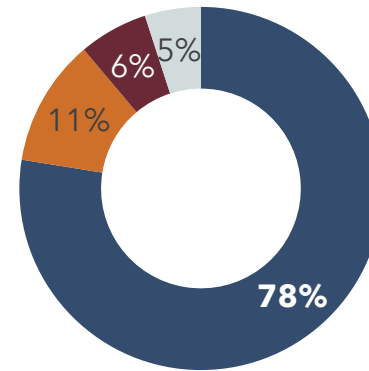
Q29. I support the use of city funding for a looping shuttle system to serve locals and visitors in the downtown area.



Q30. I would like to see the Walk, Bike, Win! program continued next season.



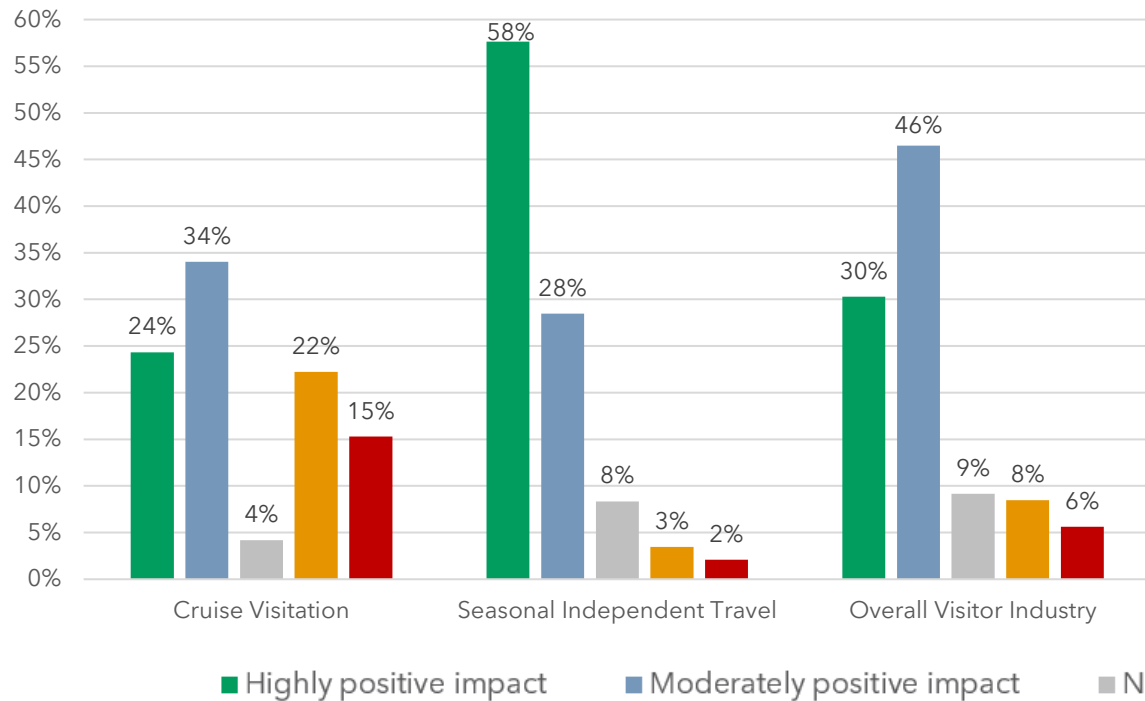
Q25. Next season, I support the permitting of food cart operations on Lincoln Street



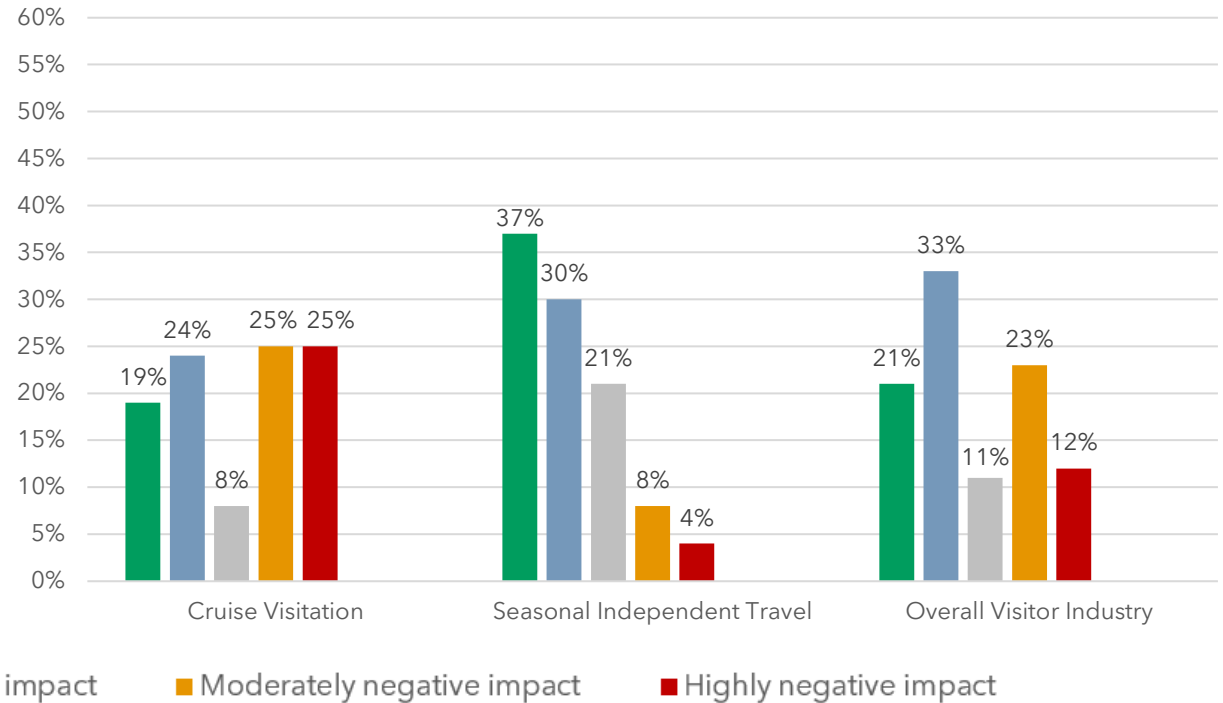
Community Survey Preliminary Results

OVERALL VISITOR INDUSTRY IMPACT

Pre-Season Ratings

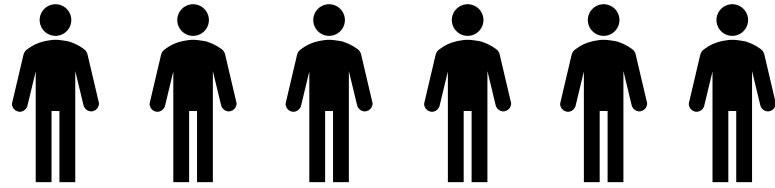


Post-Season Ratings

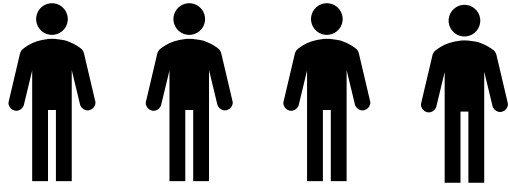


Community Survey Preliminary Results

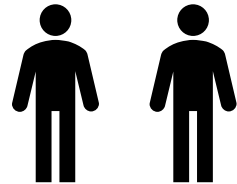
COMMENTS, SENTIMENT, & OVERALL IMPRESSIONS



601 total survey respondents



436 respondents answered long-form



228 traffic concerns

- 120 regarding pedestrian and bike safety
- 108 regarding Lake/Lincoln intersection and general traffic



About 1 out of 6 respondents...

- Expressed concern or dissatisfaction with the amount of visitation
- Felt their quality of life had been negatively impacted and/or that locals were not being prioritized
- Had complaints related to bus operations - volume and environmental impacts

51

Environmental concerns: air and water pollution, emissions, noise

43

New locations for portable restrooms and/or new permanent facilities

41

Expanded use of closure and more amenities

25

Less downtown shopping/visitation

23

Positive feedback about CBS operations/handling of tourism

19

More money/community benefit needed from the cruise industry

18

More hours/availability for portable restrooms

14

Modifications to Lincoln Street closure

10

Bikes allowed in closure area of Lincoln Street

10

Telecommunications impacts

STAFF FEEDBACK

Operations

- Staffing & capacity
- Traffic & safety
 - Pedestrian
 - Bike
 - E-bike & scooter
 - Efficiency
- Permitting
 - City-wide
 - HCH
 - Vending

Observations

- Traffic impacts to the public
 - Traffic study
- Quality of life & prioritization
 - Lincoln Street Closure & potential changes
 - Bussing
 - Cost allocation
 - Communication
- Long-term
 - Controllable factors: property, infrastructure, contracts, ordinance/policy

CRUISE LINE AGENCIES OF ALASKA
CRUISE SHIP CALENDAR FOR 2023

10/13/22

NEXT STEPS

2023 CRUISE CALENDAR

- 527,901 total PAX
- 100% + capacity expected
- Unknowns w/Skagway closure
- Monday - Wednesday reliably busy
- Sundays & Thursday intermittent

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DATE	23-Apr	24-Apr	25-Apr	26-Apr	27-Apr	28-Apr	29-Apr
PAX	0	0	2100	0	2124	0	0
DATE	30-Apr	1-May	2-May	3-May	4-May	5-May	6-May
PAX	0	0	2100	2100	5508	0	0
DATE	7-May	8-May	9-May	10-May	11-May	12-May	13-May
PAX	4602	4174	3314	5660	6028	0	6282
DATE	14-May	15-May	16-May	17-May	18-May	19-May	20-May
PAX	1590	5247	4470	3267	1918	0	0
DATE	21-May	22-May	23-May	24-May	25-May	26-May	27-May
PAX	100	4562	5353	8282	3438	930	100
DATE	28-May	29-May	30-May	31-May	1-Jun	2-Jun	3-Jun
PAX	0	5247	5182	6280	1848	530	0
DATE	4-Jun	5-Jun	6-Jun	7-Jun	8-Jun	9-Jun	10-Jun
PAX	5870	7474	5953	4172	6028	750	100
DATE	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun
PAX	0	7651	6280	7210	1848	530	0
DATE	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun
PAX	1690	4562	5523	9362	1848	750	100
DATE	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul
PAX	2474	6177	5750	6980	3438	0	0
DATE	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul	8-Jul
PAX	4280	7104	4823	5732	6028	1280	1690
DATE	9-Jul	10-Jul	11-Jul	12-Jul	13-Jul	14-Jul	15-Jul
PAX	5174	4797	6280	6280	1848	0	70
DATE	16-Jul	17-Jul	18-Jul	19-Jul	20-Jul	21-Jul	22-Jul
PAX	2620	6094	5023	9362	3940	750	1030
DATE	23-Jul	24-Jul	25-Jul	26-Jul	27-Jul	28-Jul	29-Jul
PAX	312	5497	4950	6280	1848	0	1590
DATE	30-Jul	31-Jul	1-Aug	2-Aug	3-Aug	4-Aug	5-Aug
PAX	7210	7104	5135	4102	6028	820	1730
DATE	6-Aug	7-Aug	8-Aug	9-Aug	10-Aug	11-Aug	12-Aug
PAX	1660	5327	6480	6280	1848	930	0
DATE	13-Aug	14-Aug	15-Aug	16-Aug	17-Aug	18-Aug	19-Aug
PAX	100	3630	4823	6280	3438	750	100
DATE	20-Aug	21-Aug	22-Aug	23-Aug	24-Aug	25-Aug	26-Aug
PAX	0	4797	4950	6280	1918	1630	70
DATE	27-Aug	28-Aug	29-Aug	30-Aug	31-Aug	1-Sep	2-Sep
PAX	5870	5012	5023	7184	6958	750	412
DATE	3-Sep	4-Sep	5-Sep	6-Sep	7-Sep	8-Sep	9-Sep
PAX	70	5497	8827	2100	3438	0	0
DATE	10-Sep	11-Sep	12-Sep	13-Sep	14-Sep	15-Sep	16-Sep
PAX	4280	5247	4200	7217	4902	750	2400
DATE	17-Sep	18-Sep	19-Sep	20-Sep	21-Sep	22-Sep	23-Sep
PAX	1590	4174	5680	7210	1848	450	0
DATE	24-Sep	25-Sep	26-Sep	27-Sep	28-Sep	29-Sep	30-Sep
PAX	2550	4174	4180	3574	4124	0	0
DATE	1-Oct	2-Oct	3-Oct	4-Oct	5-Oct	6-Oct	7-Oct
PAX	0	450	0	2100	0	0	0
DATE	8-Oct	9-Oct	10-Oct	11-Oct	12-Oct	13-Oct	14-Oct
PAX	0	0	0	0	700	0	0
DATE	15-Oct	16-Oct	17-Oct	18-Oct	19-Oct	20-Oct	21-Oct
PAX	0	0	0	0	0	0	0
DATE	22-Oct	23-Oct	24-Oct	25-Oct	26-Oct	27-Oct	28-Oct
PAX	2002	0	0	0	0	0	0

COLOR CODE	PAX RANGE	# OF DAYS	% OF SEASON
	0	45	25%
	1 - 1999	44	24%
	2000 - 4999	41	22%
	5000 - 6999	40	22%
	7000+	13	7%

NEXT STEPS

RECOMMENDED PROCESS

Direction

- Continue
- Discontinue
- Add
- Change
- Explore

Process

- Seek direction/consensus
- November: Planning Commission will work on recommendations, send to Assembly
- December: Assembly adoption
- December/January: Staff to begin any needed supplemental appropriations and procurement