

Alaska Travel Industry Association - Long Range Tourism Growth **FY2007 Request: \$250,000**
Reference No: 41969

AP/AL: Appropriation **Project Type:** Planning
Category: Development **Recipient:** Alaska Travel Industry Association
Location: Statewide **Contact:** Samuel Thomas
House District: Statewide (HD 1-40) **Contact Phone:** (904)465-2506
Estimated Project Dates: 07/01/2006 - 06/30/2011

Brief Summary and Statement of Need:

This program will provide funding for several projects related to long range tourism growth. This program contributes to the Department's mission of promoting a healthy economy and strong communities by providing economic growth in the communities it serves.

Funding:	<u>FY2007</u>	<u>FY2008</u>	<u>FY2009</u>	<u>FY2010</u>	<u>FY2011</u>	<u>FY2012</u>	<u>Total</u>
Gen Fund	\$250,000						\$250,000
Total:	\$250,000	\$0	\$0	\$0	\$0	\$0	\$250,000

<input type="checkbox"/> State Match Required	<input type="checkbox"/> One-Time Project	<input type="checkbox"/> Phased - new	<input type="checkbox"/> Phased - underway	<input checked="" type="checkbox"/> On-Going
0% = Minimum State Match % Required		<input type="checkbox"/> Amendment	<input type="checkbox"/> Mental Health Bill	

Operating & Maintenance Costs:

	<u>Amount</u>	<u>Staff</u>
Project Development:	0	0
Ongoing Operating:	0	0
One-Time Startup:	0	0
Totals:	0	0

Additional Information / Prior Funding History:

Refer to the funding matrix in the detailed description.

Project Description/Justification:

To ensure a steady and sustainable growth in Alaska's tourism industry, attention must be given to maintaining the quality of Alaska as a visitor destination, providing an overall vision and plan to guide development over the next 5 to 20 years, and ensuring that visitation is adequately dispersed throughout Alaska. These efforts can best occur through coordination of state, federal, and private efforts that are currently underway, assessing projects on the drawing board in the near future, and influencing future projects so that end results have a positive impact on Alaska's quality of life and economic well-being.

Presenting existing plans and getting feedback on future needs from residents in regions around Alaska can ensure that efforts are on target with respect to economic benefits and quality of life. A thorough and well-documented planning process will guide private and public investment in appropriate tourism access and infrastructure projects throughout Alaska for years to come. Without an adequate planning process, investments and outcomes would be left to chance and many rural locations will remain underdeveloped.

The following projects will be funded with this \$250,000 request:

\$25,000 for reviewing prior research and planning documents and evaluate their strengths and weaknesses. It has been more than 10 years since the last major planning effort - "Destination Alaska". This project will include reviewing "Destination Alaska" as well as other plans drafted by communities and agencies, and will include taking inventory of existing facilities and expansion plans for the next five years that are in the works by land management organizations and tourism businesses.

\$50,000 for a 2 day forum consisting of statewide major land management organizations and significant travel industry

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businesses and organizations. Roughly 65% of the meeting will be spent hearing from land managers about current directions for access and growth. About 35% of the meeting will be spent looking at the big picture for future development.

\$75,000 to plan and implement facilitated meetings in Alaska's 5 regions to encourage community participation in the development of a long term (5, 10, and 20+ year) vision for the Alaska visitor industry.

\$100,000 to prepare, review and present a report that synthesizes the results of all the forums (as well as public comment) into a working document that can suggest directions and targets for private and public investments to enhance and maintain the quality of Alaska as a visitor destination. This phase will also develop a mechanism to keep the "Alaska Tourism Planning Forum" alive and active, moving into the future through periodic meetings of a small task force composed of land managers and tourism representatives as well as larger "Forum" meetings every few years.

Funding History

Year	Amount	Legislation
FY 2001	4,850,000	SLA 00 Ch 126 Page 4 Line 20
FY 2002	4,655,200	SLA 01 Ch 61 Page 3 Line 13
FY 2003	4,005,100	SSLA 02 Ch 94 Page 6 Line 25
FY 2004	4,005,100	SLA 03 Ch 83 Page 5 Line 31
FY 2005	4,005,100	SLA 04 Ch 158 Page 7 Line 11
FY 2006	5,005,100	FSSLA 05 Ch 4 Page 5 Line 29