



Sitka Tribe of Alaska's

# Sitka Tribal Enterprises

## Economic Forecast 2010

*for Sitka Chamber of Commerce*

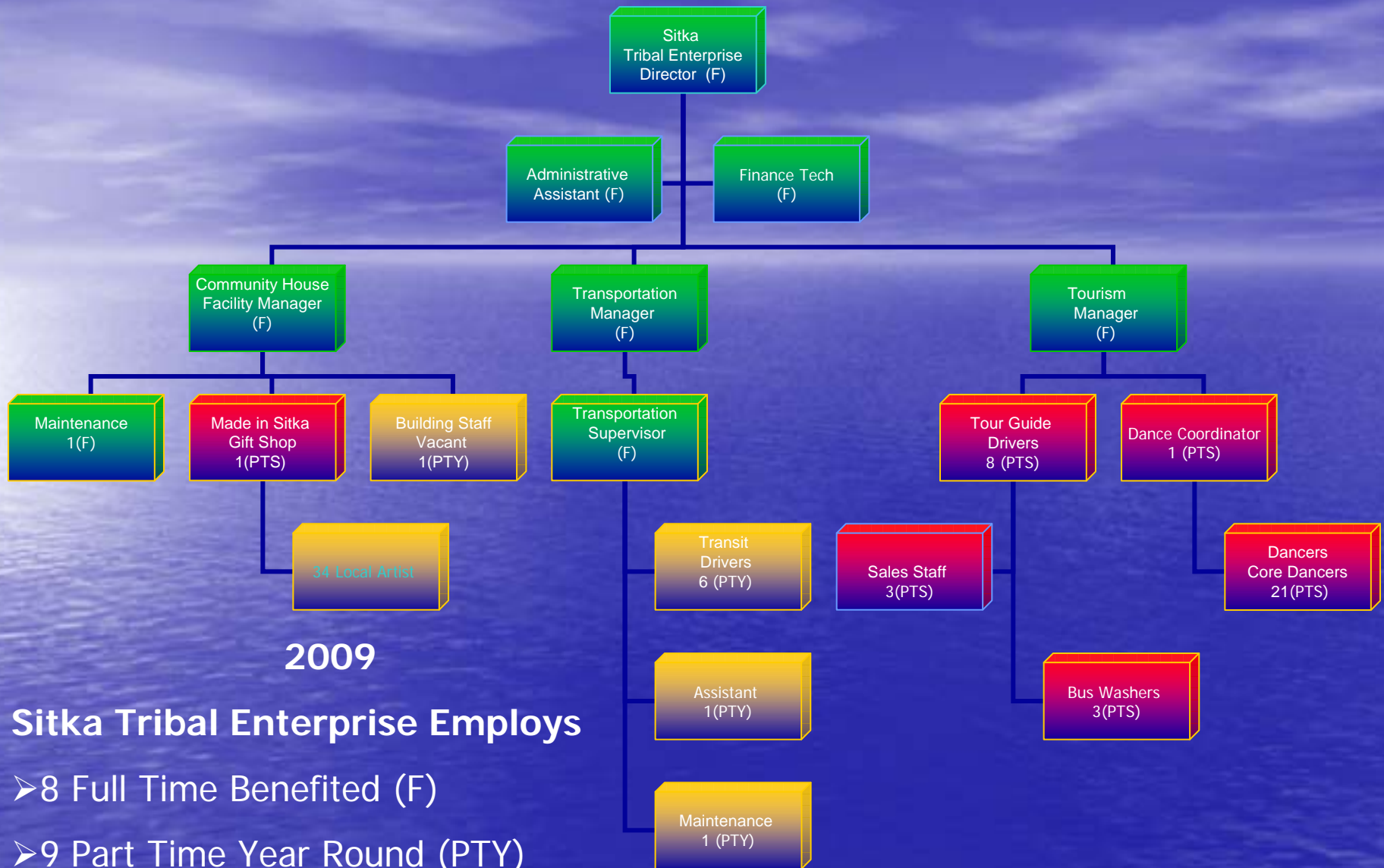
*by*

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*Presented by Gerry Hope*

*Tourism Manager*



2009

## Sitka Tribal Enterprise Employs

- 8 Full Time Benefited (F)
- 9 Part Time Year Round (PTY)
- 37 Part-time Seasonal (PTS)
- 34 Local Artist

# Sitka Tribal Tours

Is self sustaining and does not receive any grant funding and depends on the tourism industry.

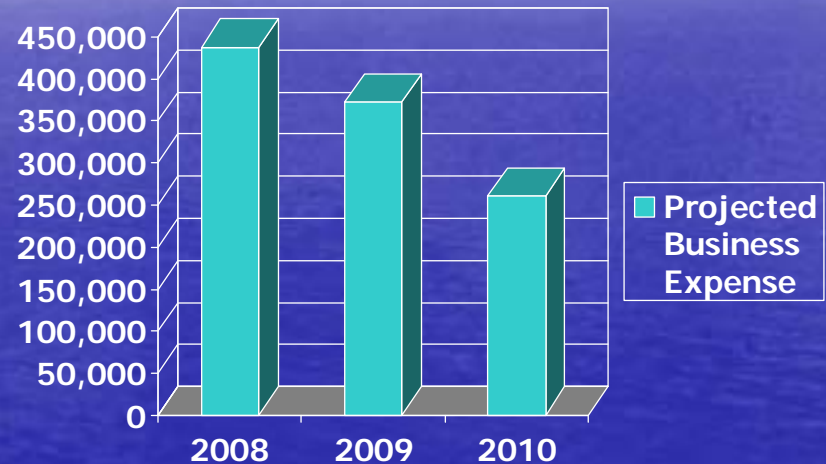
## Tribal Tours :

- Employs 33 part time seasonal positions and 1 full time benefited
- Provides Revenue for:
  - Community House Rental
  - Naa Kahidi Dancers
  - Made In Sitka Gift Shop
- Provides training opportunities in:
  - Customer Service
  - Commercial Drivers License
  - Tlingit Culture & Local History
  - Tlingit Dance Practice

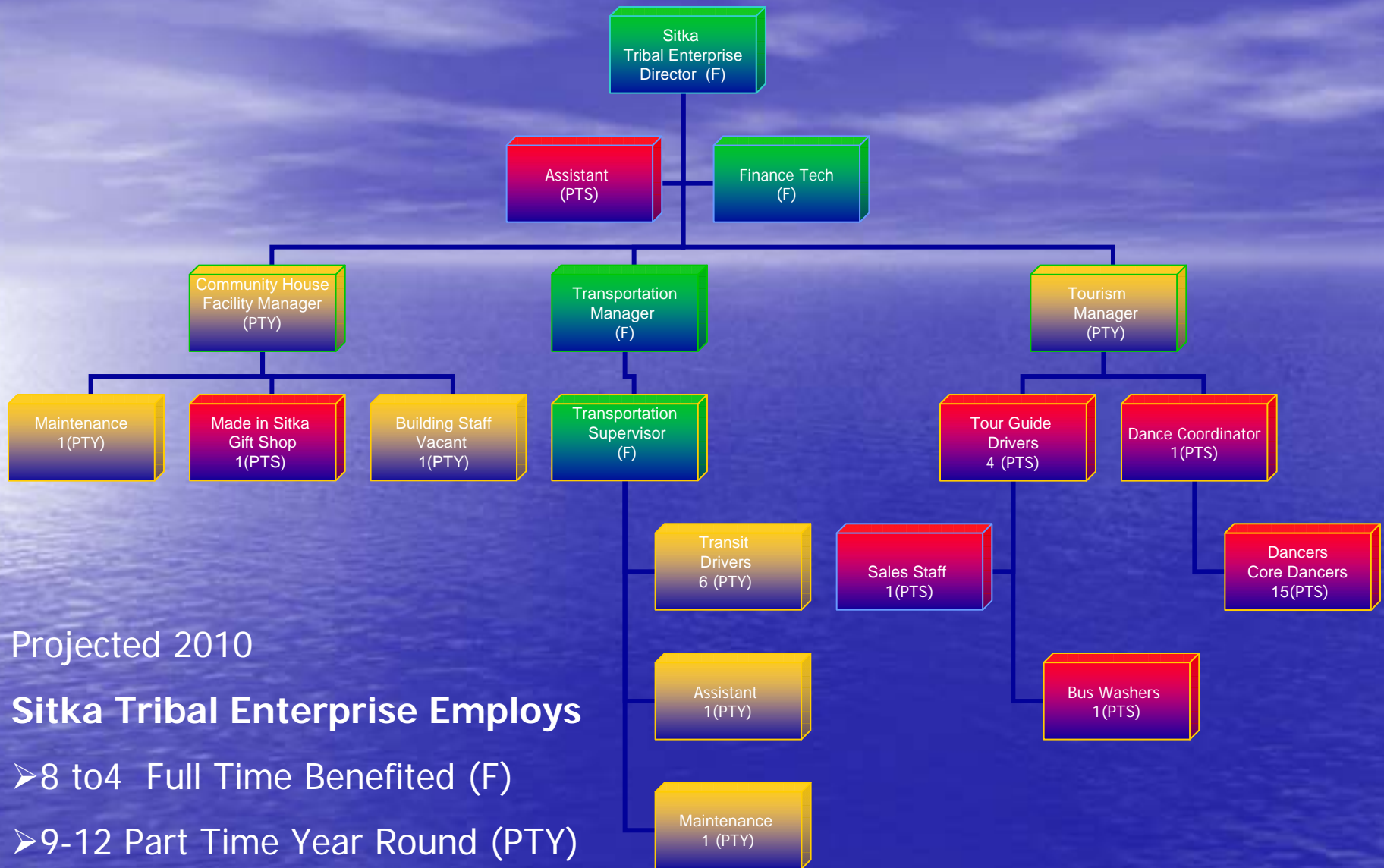


# Tourism Related Business Expenses

- Salary – Local
- Fuel –Petro Marine
- Insurance -Stedman's
- Maintenance – Worth Auto
- Phone Lines- ACS
- Aurora Business Supply
- Tour Expense
  - Alaska Raptor Center
  - Alaska Gourmet
  - Sitka National Historic Park
  - Fortress of the Bear



STE Tourism Department spends locally and contributes to the 6% city sales tax on all sales revenue.



Projected 2010

## Sitka Tribal Enterprise Employs

- 8 to 4 Full Time Benefited (F)
- 9-12 Part Time Year Round (PTY)
- 44-24 Part-time Seasonal (PTS)

*(These estimates are based on decrease in tourism projections for 2010)*

# Decrease in Tourism Creates..

- Loss in Jobs
- Loss in local community purchasing
- Loss in Tlingit Cultural Exposure
  - Less Dance Performances
  - Less Opportunity for Artist Sales

# How can we increase tourism?

- Convince community to invest in Marketing our City of Sitka. You have to spend money to make money.
- Request our City Officials participate in Cruise Marketing efforts, to include official invitation and thank you visits as part of the City of Sitka marketing plan.
- Create partnerships to leverage marketing dollars
- Make our City easy to access by providing transportation to and from the ships and or provide a facility for docking vessels.

# 2010 Ship in Sitka and in Alaska

## Ships coming to Sitka – 12

- Millennium
- Oosterdam
- Amsterdam
- Rotterdam
- Radiance of the Sea
- Infinity
- Zaandam
- Silver Shadow
- Mercury
- Seven Seas Navigator
- Hanseatic

## Ships coming to Alaska and Not Sitka!

- Norwegian Pearl
- Norwegian Star
- Carnival Spirit
- Coral Princess
- Rhapsody of the Seas
- Golden Princess
- Volendam
- Zuiderdam
- Diamond Princess
- Island Princess
- Sapphire Princess
- Statendam