

## **IDEAS FOR REVIVING A SLUMPING ECONOMY**

- Enhance transportation infrastructure (better ferries, road across island, etc) through collaborative efforts - City, Tribe, etc.
- Get fast ferries to bring cruise ship visitors down Peril Straight.
- Build a tunnel across Baranof Island and dock cruise ships over at Warm Springs.
- Work to maintain the cruise lines we do have by welcoming them.
- Encourage the removal of the statewide \$50 cruise ship passenger head tax.
- We need a docking facility for cruise ship visitors.
- Make it easier for cruise ship passengers to get ashore. Contract with Allen Marine to get them into town more quickly.
- Build a dock for cruise ships that will hold 1-2 ships. It will create new jobs and we can charge ships to dock.
- Tie cruise ships at a floating 'buoy' of some sort, closer to shore and more accessible.
- Build a dock!
- Build better connections to our neighbors in SE Alaska. An inter-island ferry system, road or tunnel across the island.
- Invite and market to other universities to take a look at Sheldon Jackson.
- Have the city strongly encourage/incentivize Dubuque University to come to Sitka.
- House the SE Tribal College at Sheldon Jackson.
- Partner with NOAA to build a facility and/or create student internships.
- Market Sitka more effectively and more collaboratively.
- City 'officials' should participate in marketing trips.
- Businesses benefit from advertising smartly. Sitka can benefit from advertising too.
- Identify Sitka's competitive advantage or Unique Selling Proposition.
- Market Sitka collaboratively and build teamwork - Sell the Sitka package.
- There are lots of marketing ideas in the Visitor Industry Plan. Use them.
- Invest in marketing Sitka. We need to spend money to make money.
- Pool resources to develop a community approach to marketing.
- Encourage the film/media industry to come to Sitka by preparing and marketing potential locations, talent, and service providers. We get immediate business during filming and the long term effect of having the town portrayed authentically and attractively on screen.
- Develop any and all fisheries and market Sitka products broadly and aggressively.
- Do away with the \$10 fish box tax. Help the charter industry bring in more money.
- Focus on working together to solve problems. Look for solutions rather than blaming.
- Work on clarifying inaccurate perceptions that make us enemies with each other.
- Look for common ground, rather than black and white or right and wrong answers.
- Build affordable housing to keep lower income families in Sitka.
- Expand independent living facilities for seniors or those with handicaps.
- Sell parts of the bench lands as is, to get some development going.
- Beautify downtown. Identify spots that are bare or unattractive and make them welcoming for visitors and locals.
- Expand nurses' training programs.
- Market our water aggressively and get it sold bulk.
- Capitalize on our natural resources, mountains, forests, water.
- Build an artificial reef that can attract fish and tourists. Sinking surplus ships and planes can create attractive havens for sea life and for winter divers. Off season tourism.