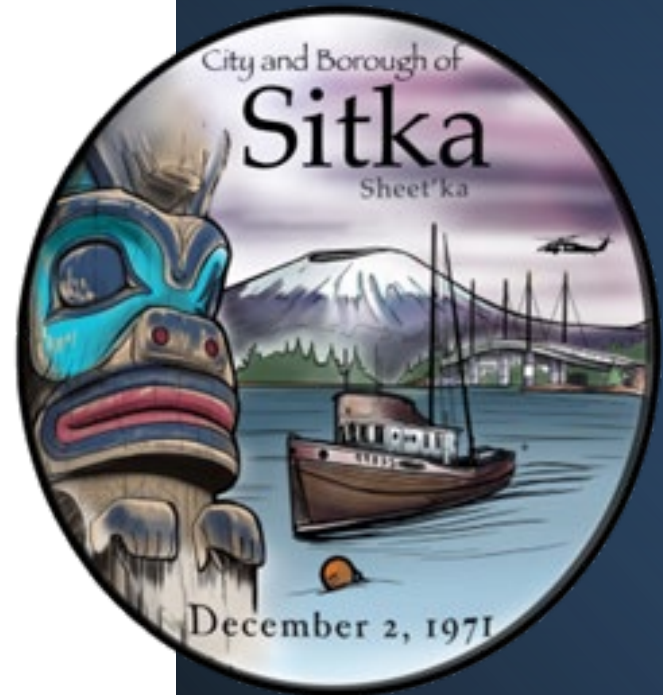


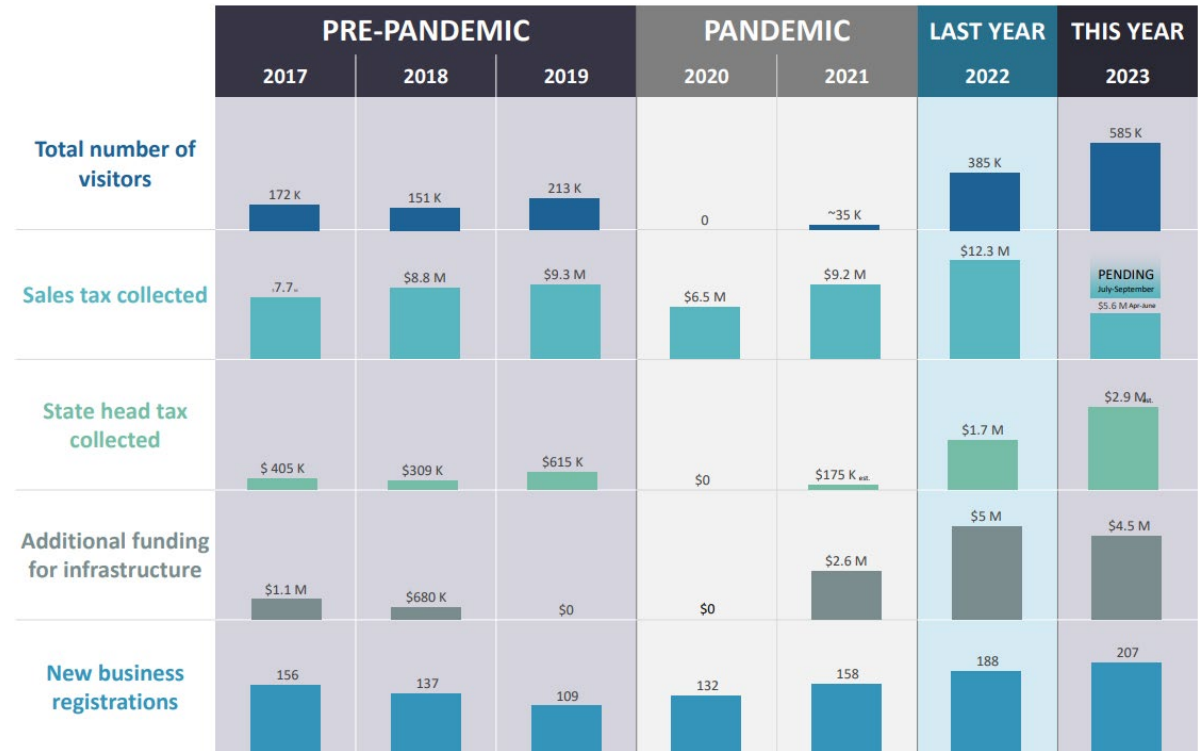
# Do Healthy Public Pocketbooks Make Healthy Communities?

presented by  
City and Borough of Sitka  
for  
Alaska Municipal League

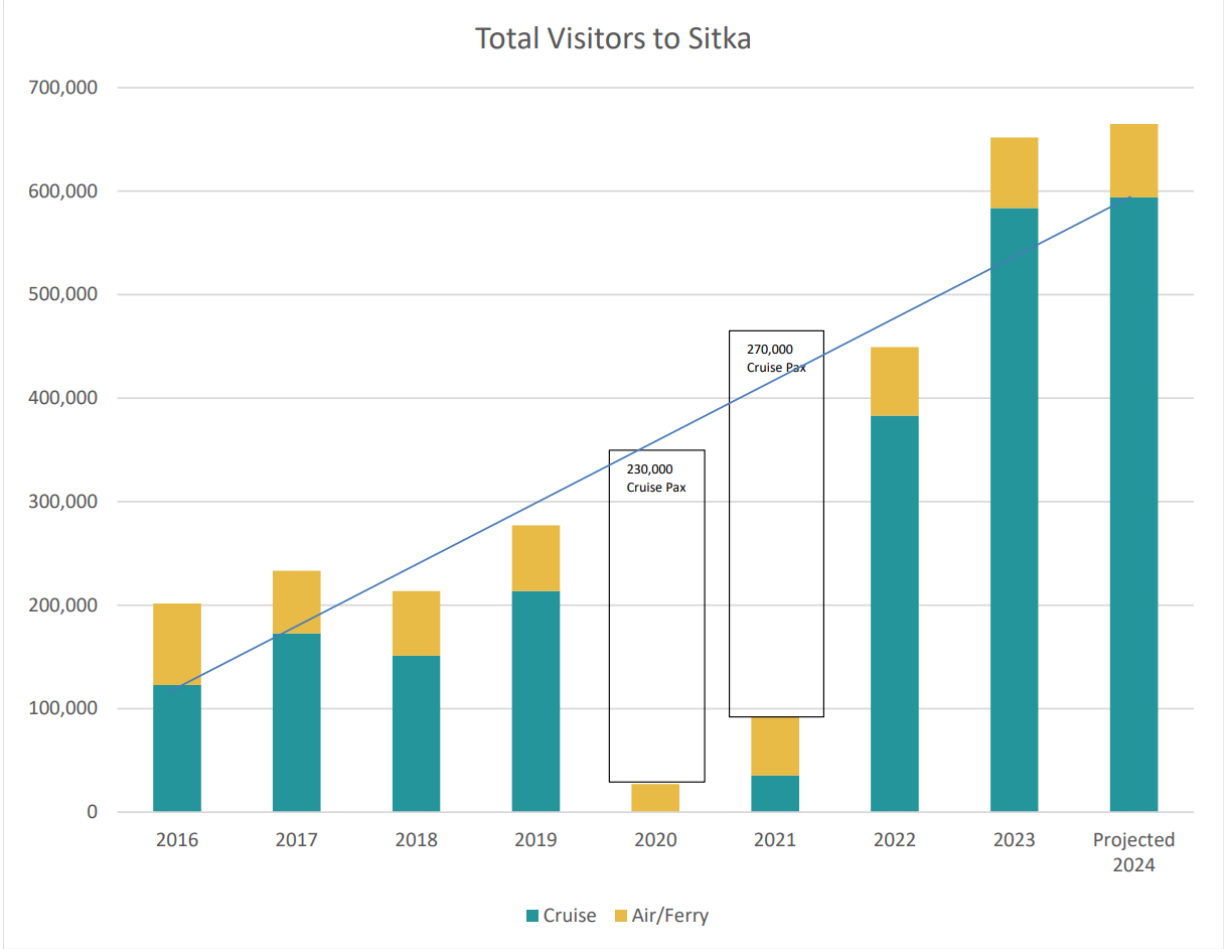


# Tourism Milestones: Sitka's Growth Journey

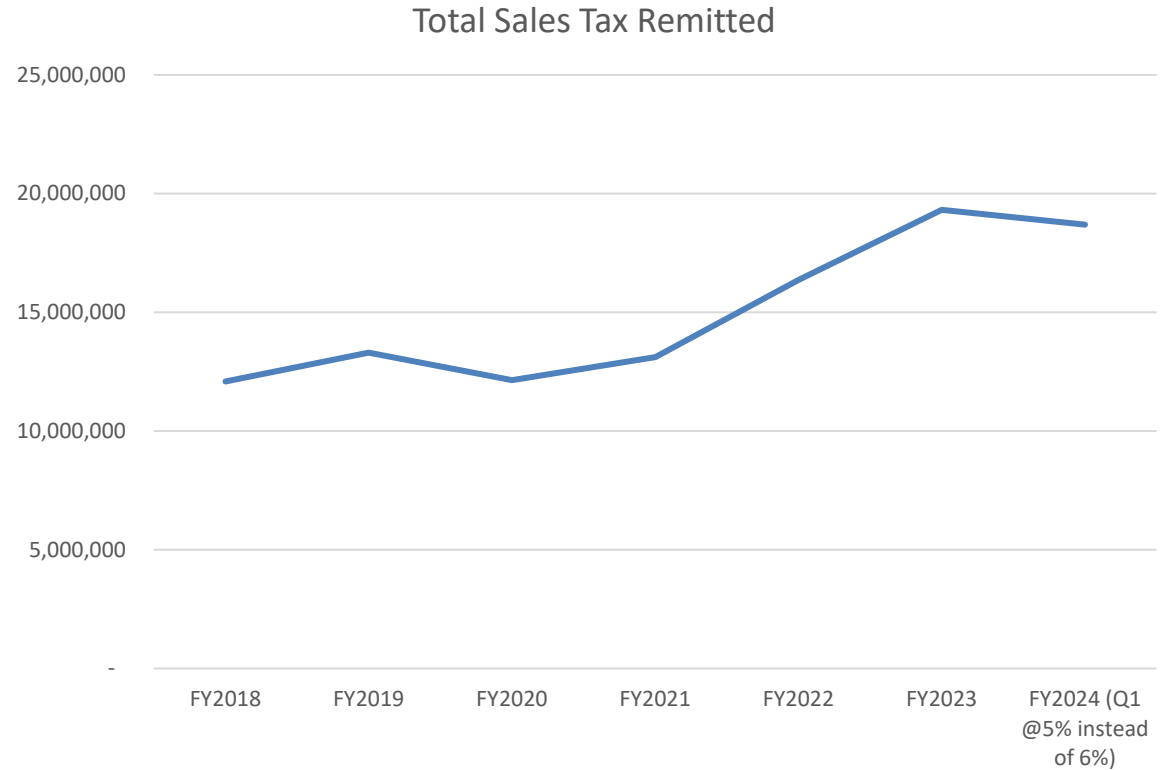
## CRUISE TOURISM DATA SUMMARY



# Tracking Tourist Arrivals: 2016–2024



# Sales Tax Revenue Trends: Reflecting Tourism's Impact



# Balancing the Scales: Challenges and Benefits of Tourism

## Challenges

- Overcrowding - the population of Sitka more than doubles on some days.
- Large numbers of buses on roads transporting passengers from cruise terminal to downtown.
- Wear and tear on municipal infrastructure.
- Lack of shoreside activities for visitors.
- Stores and restaurants at capacity, leading to a decline in visitor experience.
- Quality of life concerns from residents.

## Accomplishments

- New businesses benefiting younger population and new families.
- Creation of a Parks & Recreation Program from increased municipal revenues.
- Nearly \$17M transferred to the Public Infrastructure Sinking Fund over 4 years.
- A one-time \$300 per resident electric utility subsidy through increased revenues.
- City assumed maintenance responsibilities for the Sitka School District, easing financial strain.
- MOU with private dock owner to set passenger limits, maintaining quality of life for residents.