



City Manager/General Manager | 334 Front Street, Ketchikan AK 99901 | (907)228-5603

FYIa

TRANSMITTAL MEMORANDUM

TO: The Honorable Mayor and City Council

FROM: Delilah A. Walsh, City Manager

DATE: December 28, 2022

RE: **For Your Information: Ketchikan Visitors Bureau Activities Report**

Initials: 

File #: MGR22-090

Attached for City Council's information is the Ketchikan Visitors Bureau's quarterly activities report as outlined in the 2022 City of Ketchikan-Ketchikan Visitors Bureau Agreement.



December 22, 2022

City Manager's Office
Attn: Myrna Johannsen
City of Ketchikan
334 Front Street
Ketchikan, AK 99901

Re: Community Agency Funding Agreement between Ketchikan Visitors
Bureau, Inc., and the City of Ketchikan for the Year 2022

Dear Ms. Johannsen,

Enclosed please find a quarterly activities report and invoice #3-7231 requesting the 4th and final reimbursement as outlined in the 2022 City of Ketchikan-Ketchikan Visitors Bureau Agreement.

Please note that the media packet is missing some documents. Unfortunately, my email account was hacked by a ransomware attack that affected the server my account was hosted on, and I have lost all access to email prior to December 16, 2022. As a result I wasn't able to confirm whether I had all of the media files for the quarter. I will include any missing information in my next report.

If you have any questions or need additional information, please contact me at your convenience.

Thank you for your assistance and attention to this matter.

Sincerely,

Patti Mackey
President & CEO
Ketchikan Visitors Bureau, Inc.

KETCHIKAN VISITORS BUREAU
Quarterly Activities 3rd Qtr 2022
Report to City of Ketchikan

Top paid lead generating* sources this quarter/year

AARP Magazine/AARP Magazine
KVB's Visit Ketchikan 2022 guide/ travelalaska.com
alaskasinsidepassage.com / KVB's Visit Ketchikan 2022 guide
travelalaska.com / alaskasinsidepassage.com
AAA Journeys magazine/website /Alaska State Vacation Planner

Leads are also generated from internet searches, friend and family referrals, national guidebooks (AAA, Lonely Planet) reciprocal websites (AMHS, VisitAnchorage.com), the chamber of commerce and more.

**Leads are defined as a visit to our web site prompted by an advertisement and all requests for a copy of our visitor guide.*

Ketchikan Trip Planner guide requests this quarter/year break down as follows:

11% / 10% by air 4%/ 4% by ferry 80%/82% by cruise ship 5%/5% undecided

Top areas of interest cited by requestors included Sightseeing tours, Native culture, outdoor adventure, Misty Fjords, Prince of Wales Island, fishing, and accommodations.

www.visit-ketchikan.com Stats for the quarter/year:

Unique visitors: 58,625 for the quarter/ 173,368 year
New visitors: 57,111 for the quarter/170,208 year
% Of New Visitors: 98%

Visits down 4% from same quarter in 2021/ Up 16% year to date

Top referrers included Google, MSN pay per click, direct searches (entering web address as opposed to a referral from another source), Bing, Yahoo, duckduckgo, and AdWords.

Ad Impressions: July: 795,290
 August: 808,556
 September: 531,877

Total for the Quarter: 2,135,723 Year to Date: 5,093,080

Referrals from Visit-Ketchikan to local businesses: 39,704 for the quarter/92,315 year to date.

Meetings and Events economic impact this quarter

July: \$119,412.00
August: \$209,529.00
September: \$715,635.00

3rd Qtr Total: \$1,044,576.00/YTD Total: \$1,453,311.00

Meetings and Events this quarter, which were reported or that KVB assisted with, included Casting for Recovery Annual Retreat, Waterfall Foundation, Alaska Power Association, private wedding, Southeast

Conference Annual Meeting, Northwest Trade Adjustment Assistance Center board meeting, and the Alaska Realtors Convention.

The Alaska Power Association conference included 120 delegates. SEAPA representatives were Kudos to Deb Anderson from our staff and Alice and staff at the Ted Ferry Civic Center for their support of SE Conference's annual meeting in Ketchikan. According to Robert Venables, Executive Director, the meeting was a huge success, with over 300 attendees. As the organization grows, it is likely Ketchikan will be asked to host more frequently as many SE communities do not have the facilities needed to manage the event.

Ketchikan served as host destination for the Alaska Realtors convention, with 200 delegates from around the state participating. The event was held at the Landing/Sunny Point. Local realtor Mary Wanzer helped bring the event to town.

Visitor Center Operations

As noted in my last report, KVB experienced the same hiring difficulties that many employers had to contend with, and we were unable to staff the B3 visitor center. Figures here reflect visits to the B2 visitor center.

Month	Total	Daily High	Daily Low	Daily Average
July	20,043	1,151 on 7/17/22	162 on 7/16/22	647
August	19,528	986 on 8/9/22	215 on 8/27/22	630
September	15,633	838 on 9/11/22	0 on 9/24-25/22	558
Total Quarter	55,204			612

Marketing/Public Relations Activities

KVB was contacted by representatives of Meta (parent company of Facebook and Instagram) and their PR firm, Invisible Hand to partner with them and ATIA on a promotional visit to Ketchikan in September. The event was conceived to assist tourism businesses by inviting Alaskan social media influencers to visit and post about the community. The influencers arrived the weekend of September 24, followed by a lunch program on Tuesday. Approximately 75 people attended.

Travel Journalists visiting this quarter included:

Jill Dutton- freelance; writes for a variety of lifestyle and travel publications, both print and digital including Business Insider, AFAR, Wine Enthusiast, USA Today, Trip Savvy, Travel Awaits, HuffPost and more.

Bailey Berg-freelance; writes for NY Times, Nat Geo, Washington Post, Conde Nast Traveler, Travel & Leisure, Forbes, Fodor's, and many more.

Jessica Kelly

Kit Bernardi- freelance; former contributing editor for Midwest Living magazine covers cultural, adventure and culinary travel worldwide. Writes for USA Today, Rachel Ray In Season, Reveal, South China Morning Post, CruiseCritic.com.

Better Homes & Gardens-Australia television show (traveling with Holland America)

Deb Anderson, KVB Meetings & Events Manager attended Connect PNW, an annual meet up between event planners and destinations to promote meeting opportunities Sept 18-20.

Admin/General Operations activities

Met with Julie Klein and Selen Matus, principals on the borough's tourism strategic planning project and provided support to the consultants to schedule meetings with KVB board members and tourism businesses.

Attended several conference calls held between consultants and the Community Advisory committee, Communications and Engagement work group,

KVB's board held their quarterly board meeting on August 23.

KVB and the board hosted a reception honoring Len Laurance's contributions to the organization and the tourism industry on September 26. A plaque was installed at the Berth 2 Visitor Center, and a legislative citation was presented by Representative Dan Ortiz and Senator Bert Stedman. City Mayor Dave Kiffer spoke about the City's decision to name the waterfront promenade after Len, and representatives from local government, Historic Ketchikan and the community were also in attendance.

Met with Chris Nicholson, Princess Cruises to brainstorm ideas for a local artist to travel onboard a Princess ship providing demonstrations to passengers, during the voyage from Seattle to Ketchikan during the 2023 season.

KVB's office closed in observance of Independence Day on July 4 and Labor Day on Sept 5 . The Berth 2 Visitor Center remained open.

Submitted KVB's grant application to the City of Ketchikan for 2023 funding support.

Submitted by Patti Mackey, president & CEO

[Homepage - South Florida Reporter](#)

9 Best Labor Day Fishing Destinations

By
Fishing Booker
-
Aug 13, 2022



Some see Labor Day as an ode to union workers who changed the lives of future generations. Some use it as the last chance to bask in the summer before the school year begins. Most people, however, just want some time to spend with their families, doing the things they love. But parades and barbecues aren't the only way to celebrate. We're just going to say: fishing is one of the best ways to spend this holiday. That's why we've come up with a list of top Labor Day fishing spots, to make your travel planning easier.

You'll find a diverse selection of fishing locales on the list, and no matter where you are in the US, chances are, there's a destination that's not too far from you. Read on and see what we've got in store for you.

- [Put-In-Bay, OH](#)
- [Fox Cities, WI](#)
- [Richmond, VA](#)
- [Charleston, SC](#)
- [Matagorda, TX](#)

Ketchikan, AK

If there's a state that combines fantastic fishing opportunities with breathtaking nature, it's Alaska. There's no overstating just how good of a time fishermen have here. If you're not sure where to go, we wholeheartedly recommend [Ketchikan](#).

September in Ketchikan offers prolific angling conditions. Pleasant temperatures (with quite a bit of rainfall) make it easy to enjoy the bite – and the list of species is impressive, too. First in line is **Coho Salmon**. These silvery beauties are the talk of the town around Labor Day. Don't get us wrong, all five Salmon species are in the cards, but Coho is the most popular draw. Follow that up with some **Halibut** and **Rockfishing**, and you've got yourself a feast.

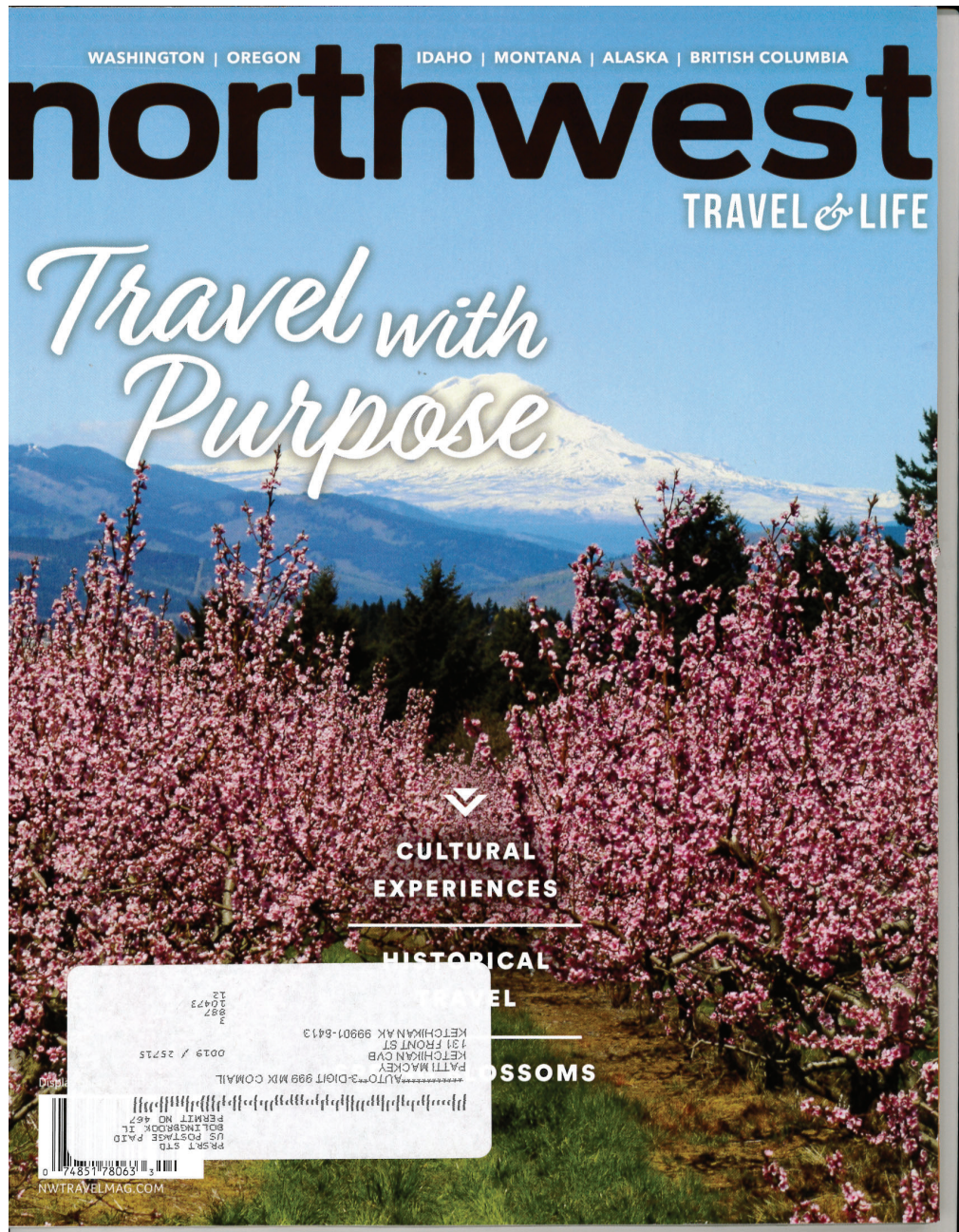
If you prefer freshwater fishing, head to Ward Lake or Connell Lake. You'll come face to gills with **Rainbow**, **Cutthroat**, and **Brook Trout**, as well as **Dolly Warden** and **Steelhead**.

When you've had your fill of battles, take a walk through history in Totem Bight State Historical Park. Don't miss the Misty Fjords National Monument and definitely explore Creek Street. If you're going to Ketchikan for your Labor Day weekend, trust us when we say there's plenty to see, do, and experience.

See full story at: [9 Best Labor Day Fishing Destinations - South Florida Reporter](#)

Top Labor Day Fishing Destinations

- [Ketchikan, AK](#)
- [Santa Cruz, CA](#)
- [Bar Harbor, ME](#)
- [Estes Park, CO](#)



Tear sheets not received until July

FEATURE | Tribal Ways: Native American Cultural Centers

SAXMAN VILLAGE TOTEM PARK

Tlingit

In Ketchikan, Alaska, the art of carving totems is very much alive. About 2 miles south of Ketchikan, Saxman Village is the home of around 400 people, most of whom are Tlingit. The village consists of several totems, a clan house and a carving workshop. At Saxman, Tlingit traditions and customs survive, and visitors are welcome to visit the village. Traditional dance performances take place in the clan house, and carving demonstrations take place in the workshop, where visitors can watch Tlingit carvers at work.

Ketchikan has the largest collection of totems in the world, and the Totem Heritage Center is an excellent place to view a vast collection of historic totems.

In Ketchikan, stay at Cape Fox Lodge, which is owned by a Tlingit corporation. Totems, art pieces and photographs adorn the lodge, immersing guests in Tlingit culture and history. Book your stay at Cape Fox Lodge at capefoxlodge.com.

Learn more about the Totem Heritage Center at ketchikanmuseums.org and about Ketchikan and Saxman Village at visit-ketchikan.com.



Capt. Eric Davidson of Seawards Cultural Center. © Ketchikan Visitors Bureau/Alan Johnson & Co.

BEFORE YOU TRAVEL

Some Native American cultural centers on Tribal lands have experienced temporary closures to ensure the health and safety of Tribal members. Go to the Center's website to check if they are open before planning your visit.



Visitors at Seawards Village. © Ketchikan Visitors Bureau/Alan Johnson

New Zealand Herald article

TRAVEL

Cruise holidays: Visiting Ketchikan, Alaska on board Norwegian Cruise Lines' Bliss

NZ Herald

5 Sep, 2022 04:30 PM 7 mins to read



Dale Omenson is leaning against the door of the old brothel in the late April sun, wearing a red feather boa, red sequined top and a velvet leopard-print jacket. It's just after 10.30am, a little early for business, but it's the start of the tourist season and Omenson, curator of what is now Dolly's Historic Museum, is ready.

She's in her late 60s now, but when Dale was just 8 years old, she ran away to the Creek Street red-light district. She'd misbehaved and her mother or father had told her she was a "bad girl". So, when she showed up, and the infamous madam, Dolly Arthur, asked her what she was doing there, she replied, "This is where they told me the bad girls go."

In the 1800s, when fishermen, miners and lumberjacks stopped in Ketchikan for respite, recreation and company, Dolly's was lit up with the names of the "girls" - Frenchie, Prairie Chicken and Deep Water Mary. At Dolly's, no smoking, drinking or swearing was allowed. Dolly lived at Number 24 Creek St with her boyfriend, Lefty.

Dolly (who was born Thelma Copeland in 1888 and died in 1975), was a formidable force. Like many of the women of her time and profession, she was tough. She had to be. She bought property, paid off police to operate, advocated for her workers' financial independence and the right to their privacy and respect. Another madam, an African American from Arkansas was a fierce advocate for sex workers. Annie Watkins, known affectionately as "mama" by those she employed, was an entrepreneur who invested in a number of houses on Creek St.

Ketchikan's streets are paved with rich, layered stories. Until the 1980s, there was the same number of churches as bars. On Creek St, the brothels are now brightly painted souvenir shops where you can buy pens shaped like humpback whales, finely carved bone-handled knives, tea towels and jewellery.

There's a shop on the walkway where you can sample hot- and cold-smoked salmon. Simply Salmon has been in the same family of fisher people for generations. They smoke it,

can it, and send it all over the world from the Salmon capital of world.

Everyone in Ketchikan goes back. Way back. The mountains go up, way up and the water falls down, endlessly, relentlessly.

The Tlingit people named this place Kitch-Kan, meaning "the thundering wings of an eagle." The area is shaped just like an eagle in flight.

Although Tongass National Park is the largest temperate rainforest in the world (7 million hectares), the defining element in Ketchikan is the water.

It rains in Ketchikan, in southeastern Alaska, about 233 days - or about 4m a year. The winds can get up to 128km/h - technically a hurricane - but according to Celeste, who drives the bus from the port to the centre of town, that's just a regular wind storm.

At this time of year, we can expect 14 hours of daylight but in the depths of a Ketchikan winter, in December, it's seven.

The morning Norwegian Bliss sails into Ward Cove from the Inside Passage of the North Pacific, there is not a whisper of wind and I hoof it around the town, with my jacket tied around my waist.

The hills and mountains rise up steeply from the tiny city built on stilts. If a staircase has more than 100 steps, it's considered a street. There are more than 1000 islands here, and many people build houses on them and commute by boat to school or work. Many of the locals live on boats and you can kayak under the town. A bear cub once showed up at the local grocery store, having strayed from the forest, and ran riot in the aisles till the mother eventually showed up.

After wandering Creek St, I head to the Tongass Historical Museum, which has an extraordinary curation of Native Alaskan heritage and history, artefacts and photographs. Ketchikan Creek is the central thread of the town. It was used as a summer fishing camp by the Tlingit, who were the first people here.

By the turn of the 20th century when non-Native settlers could benefit from the rich resources, commerce came - gold rushes, salmon canneries - they became recipients of

this ancient knowledge. A note at the museum says this shared knowledge "allowed them to survive, gather and exploit these resources - sometimes all too well".

There's a giant steel sculpture of "Old Groaner" - a legendary black bear who moaned and marauded the creeks where prospectors searched for a fortune. There's a glass case with Old Groaner's skull. It measures nearly 27 inches (68.5cm) on the Boone and Crockett scale, the official scale of world record animals.

Perhaps the most extraordinary, compelling exhibits are the collection of portraits taken by First Nation photographer Benjamin Alfred Haldane. They defy the colonial narrative of a Christian "utopia". Many of those portraits were on glass negatives and were rescued, fortunately, from a landfill in 2003.

They tell another story through another lens, of the spirit of a place and people that remains against the overwhelming forces of commerce and colonisation.

As we pull out of port, I lean on the ship's rail and gaze at the countless islands dotted throughout the cove. Many have tiny houses that seem, at this distance, too flimsy to withstand the power of a hurricane-grade wind and relentless rainfall. A glorious fantasy land, but not for the faint-hearted.

STREET SCENES AND A SKAGWAY SALOON

At the Red Onion Saloon in Skagway, Alaska, it's a sea of cleavage, corsets and bustles. They serve hot chili and cold beer and the women waiters stuff tips down their fronts. The men look like Seattle hipsters. Periodically a "madam" will appear at the top of the stairs and holler an invitation to come on up and have a tour.

The saloon was also a brothel in the 1890s gold rush. Today it's like a bawdy improv show, packed with tourists and the waiting line snakes along the pavement. Afterwards, I head out for a wander and find a bookstore, and find a collection of short stories, "The Way Winter Comes," by Alaskan writer Sherry Simpson. How does one understand such a place, much less explain it, she asks.

That day we'd taken the train along the White Pass and Yukon Route, built for the gold rush. It's a monumental engineering feat. Back then, for the thousands who steamed up

the Inside Passage and arrived in Skagway to begin the march to fortune up the treacherous trek to Klondike, it would have been unimaginably torturous. The Red Onion must have been an oasis in a desert of unrelenting misery for prospectors.

Although not for the "ladies" who worked there and suffered extortion and abuse. Out the window, it's a panorama of river, ice, mountains, snow and trees. Impossible to understand, dazzling to experience. The main economy here now is tourism, and the streets are already teeming with people. I buy fridge magnets and chocolate, and amble back to the ship, passing boats on the dry dock with names like Miss Fitz and Moonbeam.

A bright yellow streetcar goes to "all points of interest" and on the side it says: "Skagway Alaska Street Car Tour - nothing like it in the world."

Checklist

ALASKA

DETAILS

Norwegian Cruise Lines' Norwegian Bliss sails a range of Alaska itineraries from Seattle, Washington. For prices and more details, see **ncl.com**


AAA WASHINGTON

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16. This statement of ownership will be printed in the Fall 2022 issue of this publication.
17. I certify that the statements made by me above are correct and complete.

Wayne Kilburn
Publisher
October 1, 2022




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