


- b.** Approve Appropriated Reserves Transfer – Tourism Management and Consulting Services

TRANSMITTAL MEMORANDUM

6b

TO:	The Honorable Mayor & City Council	Initials:	
FROM:	Lacey G. Simpson, Assistant City Manager	File #:	MGR24-454
DATE:	July 12, 2024	Mtg. #:	07/18/24 UBb
RE:	Approve Appropriated Reserves Transfer – Tourism Management & Consulting Services		

The motion below was prepared at the request of Tourism Manager Laurie Booyse, who asked that it be placed before the City Council for Consideration at its meeting of July 18, 2024. At the meeting of July 9, 2024, the City Council adopted a motion deferring consideration of this item until the meeting of July 18, 2024, when Mayor Kiffer could be present to address this project. If adopted, the motion below approves a budget transfer in the amount of \$41,000 from appropriated reserves of the CPV Fund to the Tourism Management's 2024 Tourism Management & Consulting Services account (Account No. 640.04) for the purposes of funding a resident sentiment survey.

As indicated in the attached memoranda from Ms. Booyse, staff has received a scope of services from McKinley Research Group to conduct a resident sentiment survey in 2024 at the request of Mayor Kiffer. The survey will sample 500 randomly selected City of Ketchikan residents based on residential areas in order to understand opinions on tourism and its impacts. A similar survey has been conducted annually in Juneau for decades by McKinley Research Group and has been instrumental in capturing resident feedback and tracking changes over time, aiding in the establishment of tourism-related goals, initiatives, and policies. As no funds were appropriated for this engagement, a budget transfer is required, and staff is recommending that CPV Fund appropriated reserves be utilized. I concur with Ms. Booyse's recommendation.

The motion on the floor as deferred from the City Council meeting from July 9, 2024, is:

Moved by Zenge, seconded by Kistler the City Council authorize the City Manager to transfer from appropriated reserves of the CPV Fund to the Tourism Management's 2024 Management & Consulting Services account (Account No. 640.04) in the amount of \$41,000 for the purposes of funding a resident sentiment survey conducted by McKinley Research Group in an amount not to exceed \$41,000.

MEMORANDUM

To: Delilah Walsh, City Manager
From: Laurie Booyse, Tourism Manager
Date: June 21, 2024
File#: TM24-006

Subject: Request for Appropriated Reserves Transfer - CPV Fund to request funds for a resident survey on tourism

This memo is to request an appropriated reserves transfer for contracted services to perform an end-of-season resident survey on tourism.

The contracted services for the end-of-season resident survey on tourism will be provided by McKinley Research, at a cost of \$41,000.00. I am requesting a transfer of \$41,000.00 from the CPV Fund to cover these expenses.

RECOMMENDATION

It is recommended that the City Council adopt a motion authorizing the City Manager to transfer \$41,000.00 from Commercial Passenger Vessel (CPV) Special Revenue Fund to Management and Consulting Services (640.04).

Recommended motion: I move the City Council authorize the City Manager to transfer \$41,000.00 from the Commercial Passenger Vessel Special Revenue Fund to the Tourism Department Management and Consulting Services account.

MEMORANDUM

TO: Delilah Walsh, City Manager
FROM: Laurie Booyse, Tourism Manager
DATE: 6/21/24
FILE#: TM24-007

SUBJECT: City of Ketchikan Resident Sentiment Survey on Tourism

Introduction:

Following the Southeast Conference Mid-Session Summit Mayor David Kiffer requested staff research commissioning a resident sentiment survey to assess the impact of tourism on the Ketchikan community. This memo is to formally request the commissioning of this research.

Recommendation:

I recommend contracting McKinley Research Group to conduct a resident sentiment survey. McKinley is a leading firm specializing in economic and demographic research within Alaska. They have extensive experience in this area, having provided similar surveys to the City and Borough of Juneau (CBJ) since the 1990s.

Benefits of Using McKinley Research Group:

Expertise: McKinley possesses a deep understanding of Alaska's tourism industry and resident demographics.

Proven Track Record: Their long-standing experience conducting resident sentiment surveys for the CBJ ensures a tailored and effective approach for Ketchikan.

Data Continuity: Engaging McKinley allows for potential comparisons between Ketchikan and Juneau's resident sentiment data.

Conclusion:

A resident sentiment survey conducted by McKinley Research Group will provide valuable insights into the community's perspective on tourism. This information can be crucial in crafting policy decisions that ensure a balanced and sustainable tourism industry in Ketchikan.

June 21, 2024

Laurie Booyse, Tourism Manager
City of Ketchikan
334 Front Street
Ketchikan, AK 99901

Sent via email: Lauriebooyse@ketchikan.gov

Dear Laurie:

Please consider this our professional services proposal to conduct a survey of Ketchikan residents regarding tourism. We understand the City of Ketchikan would like to understand how residents feel about tourism, impacts at the household level, tourism industry management, and desired level of growth.

McKinley Research Group is uniquely qualified to conduct this research.

- We have conducted seven similar surveys for the City and Borough of Juneau.
- We have been analyzing Alaska's tourism industry for over 50 years, including over a dozen tourism-related projects in Ketchikan.
- We have successfully conducted multiple telephone surveys of Ketchikan residents.

Our proposed scope of work, timeline, and budget follow. We look forward to working with the City of Ketchikan on this important project.

Sincerely,



Heather Haugland
Vice President



Scope of Work

The purpose of this project is to understand Ketchikan resident opinions on a range of tourism-related issues and impacts. The information will help inform Ketchikan's tourism planning and management efforts.

We will conduct a statistically representative telephone survey with a sample of 500 randomly selected residents aged 18 and older. Respondents who did not reside in Ketchikan in summer 2024 will be screened out of the survey. We will work closely with the City of Ketchikan and other stakeholders to design an unbiased and easy-to-understand survey instrument. Areas of questioning may include, but are not limited to:

- Area of residence
- Area of work
- Employment in tourism
- Overall support/opposition to tourism
- Perceived impacts on household, by type of impact
- Tourism management priorities
- Preferences for future tourism growth

The sample will be randomly drawn from an appropriate mix of cell phone and landline numbers purchased from Dynata, a national supplier of telephone number samples. Calls will be made from our Juneau and Anchorage offices by our experienced survey team.

Survey results will be analyzed in total and by area of residence. Additional subgroup areas could include tourism employment and/or area of work, for example, as sample sizes allow. The final report will include an executive summary of key findings, results in total, by area, and the survey instrument. Statistically significant differences by subgroup will be provided in the text. We will be available to deliver a PowerPoint presentation of results to key stakeholders.

Timeline

The timeline for this survey is challenging due to the need to survey at the close of the tourism season while avoiding the busy election-related call period. We suggest aiming for the following timeline, but being flexible if we need to shift the schedule due to election-related survey fatigue. Our suggested timeline is:

- **Late August:** Project kick-off meeting
- **Early September:** Survey design
- **Mid-September:** Survey testing and sample design
- **Last week of September through first week of October:** Survey fielding
- **Second and third week of October:** Data entry, data cleaning, data processing

- **Last week of October:** Report preparation
- **First week of November:** Report draft delivery

Budget

Our proposed fee for the Ketchikan Tourism Survey is \$41,000. This budget includes project management, survey design, telephone fielding (500 households), data entry, cleaning and coding, data analysis, reporting, and PowerPoint presentation. This budget does not include any travel to Ketchikan. If travel is necessary, any travel expenses will be billed at cost.

We propose invoicing for 50% of the budget at project kickoff and 50% upon your acceptance of the final report. Please let us know if you prefer an alternate invoicing schedule.