

# **Gustavus Visitors Association November 4, 2025 Fourth Quarter Report**

## **City of Gustavus Quarterly reports due:**

November- fourth quarter - reflecting activities from- September, October & November.  
Objectives for- December, January & February.

February- first quarter (Mid Year) – reflecting activities from- December, January & February  
Objectives for March, April & May.  
Include: - next FY Marketing Plan & FY budget request.

May - second quarter -reflecting activities from March, April and May  
Objectives for – June, July & August.

August- (End of Year) third quarter - reflecting the FY activities & completed to task years report  
Quarterly report - reflecting activities from- June, July & August  
Objectives for- September, October & November

**This report reflects activities within the GVA from September, October & November. 2025  
Objectives for- December, January & February. 2026**

## **Packet Includes:**

- Quarterly Progress
- Profit & Loss vs Actual
- Balance Sheet

**Gustavus Visitors Association Board of Directors:**

President: Leah Okin

Vice President: open seat

Secretary: Cam Cacioppo

Treasurer: Hillery Lesh

Director: Curtis Linblom

Director: Natalie Vaz

member at large: open seat

**Employed Positions:**

Administrator: Noel Farevaag

Marketing Coordinator: Leah Okin

Marketing Technician: open position:

Marketing Social Media: position open.

**Mission Statement**

The mission of GVA is to enhance the economies of the City of Gustavus (CoG) through marketing tourism that increases business revenue, tax revenue and creates jobs. Our primary goal is to increase overnight stays of leisure and business travelers, who in turn, support local businesses through spending money – a boost to our economy.

GVA is committed to promoting and elevating Gustavus' position as a world-class destination for leisure travel. GVA further serves to ensure tourism continues to contribute locally on a large scale, thereby enhancing the quality of life for all who live, work and play here

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### **Organizational Structure: Non-profit Corporation**

The Gustavus Visitors Association was incorporated as a 501c(3) non-profit corporation in January of 2005. According to GVA By-laws, every fall the Board reviews and adopts a fiscal year budget for the period: July 1 to June 30 of the following year to coincide with the City of Gustavus fiscal year. The GVA Board submits its request for use of a portion of bed tax revenues to the City, along with the Marketing Plan which must by Ordinance be approved by the City Council.

### **Funding Source**

The Gustavus Visitors Association is funded both by a city bed tax of 4%, of which GVA can receive up to half, and GVA annual membership dues. The visitor industry supports up to 50% of the City's tax revenue in most years.

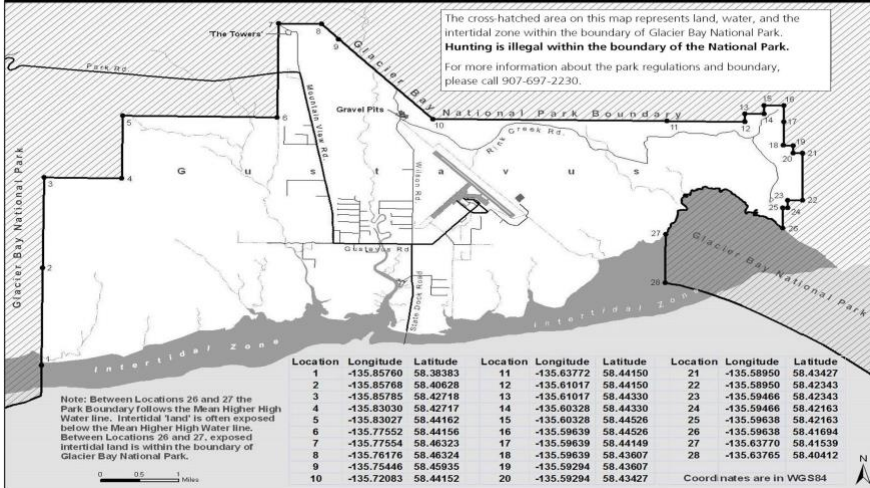
## Completed to task this quarter – September, October & November

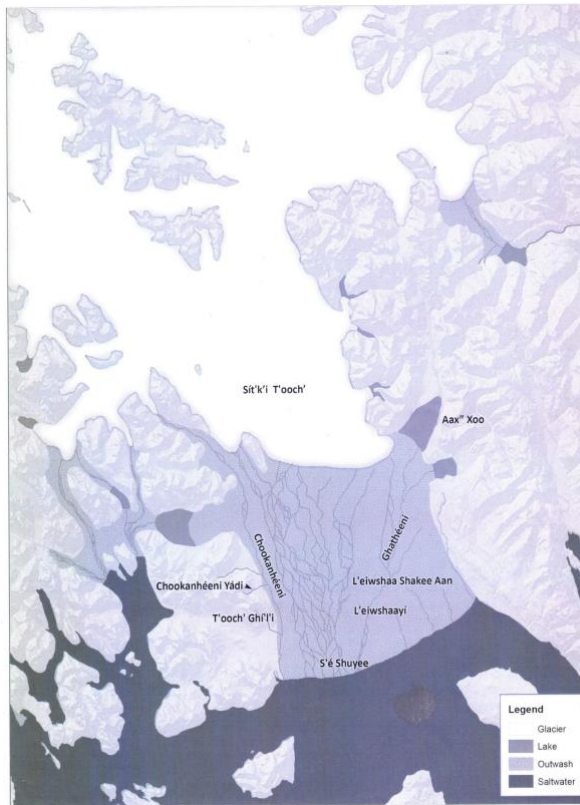
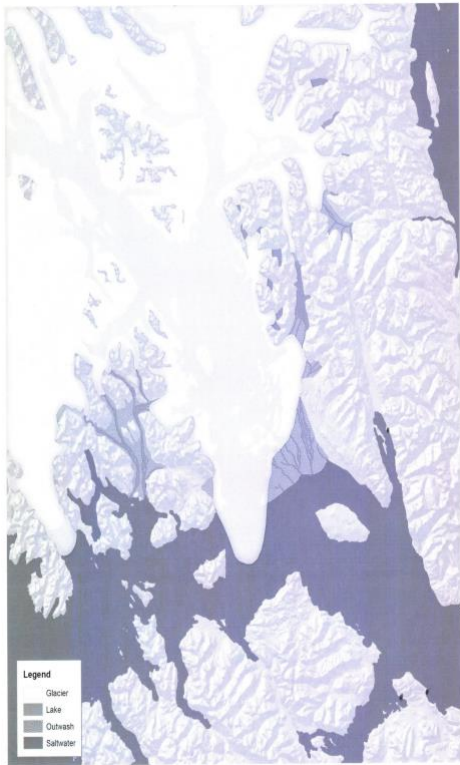
- ❖ Maintained marketing and memberships.
  - Southeast Alaska Tourism Council (SATC)
  - Travel Alaska
  - Alaska Travel Industry Association (ATIA)
  - Travel Juneau
- ❖ Maintained web content.
- ❖ Launched subscription payment options and a new payment provider for our membership drive payments. We're now taking payments via Stripe.
- ❖ Marketing listings in the MilePost and the Alaska Magazine
- ❖ Continued the position of Featured listing on [Travel Juneau's nearby communities](#)
- ❖ Continued working with video content from Frostline Films -viewable example short videos. - <https://vimeo.com/showcase/11297193>
  
- ❖ Continued work on the new beach sign content, working with Kathy Hocker, Linda Parker, Wayne Howell & Jim Mackovjak and the company - Seareach.com. Seareach design and print work is an estimated \$3,000. In addition to this cost there has been a stand alone image of the Fairweather Mountains created by Sean Neilson.
- ❖ Below are a few draft maps, images and information that may be included on the Welcome sign along with other information about the history of Gustavus including Geology, glaciology and Human history. There may be more information not written here, this is still a work in progress. This sign is a collaboration of work and we hope will remain as an informative historical sign for not only visitors but also our children.
- ❖ Once the final draft is complete it will be brought to the City Council for approval.

# Park Boundary in Gustavus

Map Version: 2008-08-22b

Glacier Bay National Park and Preserve  
National Park Service  
U.S. Department of the Interior







## Gustavus town history

**Location:** Visitor welcome kiosk, Dock Road

**Title:** Homestead History

**Subtitle:** They made something from nothing

**Main text:** The very first brave and adventurous dreamers arrived at Strawberry Point (now called Gustavus) in 1914, immediately followed by a handful of others. All of them knew full well the backbreaking work and solid determination it would take to homestead this wild and never-before-settled land. Yet, against all odds, they were willing to try. Those who stayed built a storied life for themselves—full of hope, ingenuity, and the satisfaction that came from living off the bounty of the land, the sweat of their brows, and the never ending work with calloused hands.

They built something from nothing—including their homes, barns, boats, bridges, and even a schoolhouse. Most of all, they built fierce loyalties to Strawberry Point and guarded their chosen way of a remote, self-sustaining lifestyle as though their very lives depended on it—and each other. And it did.

There were those who called them “foolhardy,” and pronounced them doomed to fail. They were wrong. Over a century ago, a band of bold, daring trailblazing pioneers served as our advance team of what has become Gustavus, Alaska today. They took the risks, they persevered, and we are grateful.

**Sidebar:** Text and photos provided by Gustavus Historical Archives and Antiquities. Learn more about the pioneer history of Gustavus at their website. [QR code to <http://www.gustavushistory.org>]

**Captions:** *Look straight ahead...there! In the middle of the Salmon River arriving cargo!* C. 1933. Early homesteaders, Harry Hall, the Chases, Parkers, and Bill White hauling an old mail transport car from Juneau to Strawberry Point on Abraham Lincoln Parker's hand-built boat the “Edith A.” Photo taken from the Matson's temporary living headquarters on their boat anchored on the west bank of the Salmon River. Offloading would take place at the settlers' “river landing” slough just below the present day bridge. Excursion Ridge and Charlie Parker's homestead can be seen in the background.



*A mountain of a haystack—1937 Strawberry Point “farmers” at work.* The White children all pitching a fork with the Parkers' old Fordson tractor pulling an earlier horse-drawn hay rake. Crudely improvised car/truck conversion loaded to the max with winter feed for roaming cattle that once numbered over 200 and 5-6 horses. The most unpredictable challenge was... the weather! Bert Parker once said, “To put up hay in this country, you have to be a walking weather barometer!” This photo was taken in the open fields about where the Gustavus Community Center sits today.



*The Gustavus "First-Class" Airport: a progeny of war.* Prior to the early 1940s, the only transportation in or out where the settlers' home-made wooden boats—or hitching a once-a-month mail boat ride. Then came rumblings of war, the threat of a Japanese attack, and the US Government's need for



strategic defense in Alaska. Strawberry Point boasted the largest plain in all of SE Alaska—room for two paved and lit runways, 5,000 and 7,500 feet long! Finished by late 1941, the airport was used primarily as a refueling and support stop, able to accommodate even the B-29 bombers. WWII was over by 1945, and “the flats” (as Strawberry Point was often called) was left with a first-class airport—although it would take many years for the aviation industry to mature and play a vital role in our community as it does today.

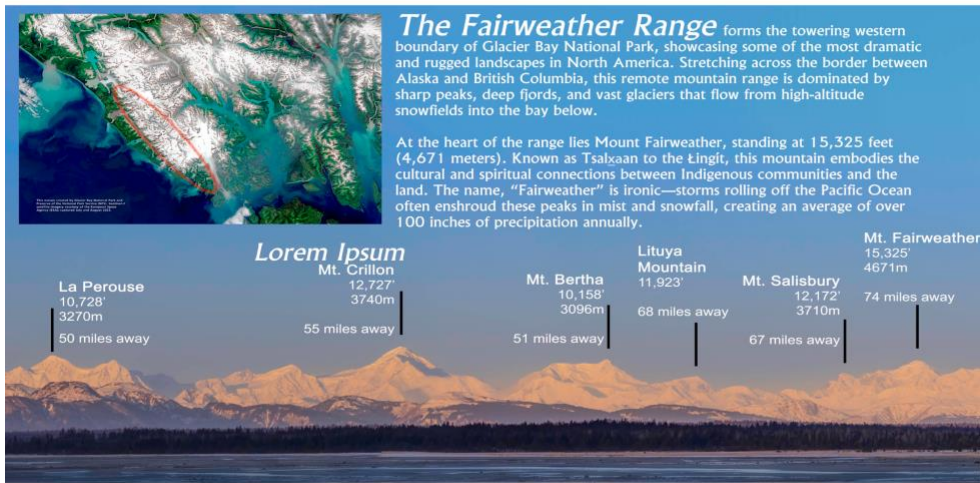
In this 1942 photo, eight C-47s (the military version of the Douglas DC-3) sit awaiting orders on the southwest side of our long runway. Pleasant Island can be seen in the far background. Troubling days for our homesteaders, but a war-time gift for this community that likely would not have happened any other way.

The local pronunciation of the town's name is a little different than you might expect! We pronounce it “Gus-TAY-vus.”



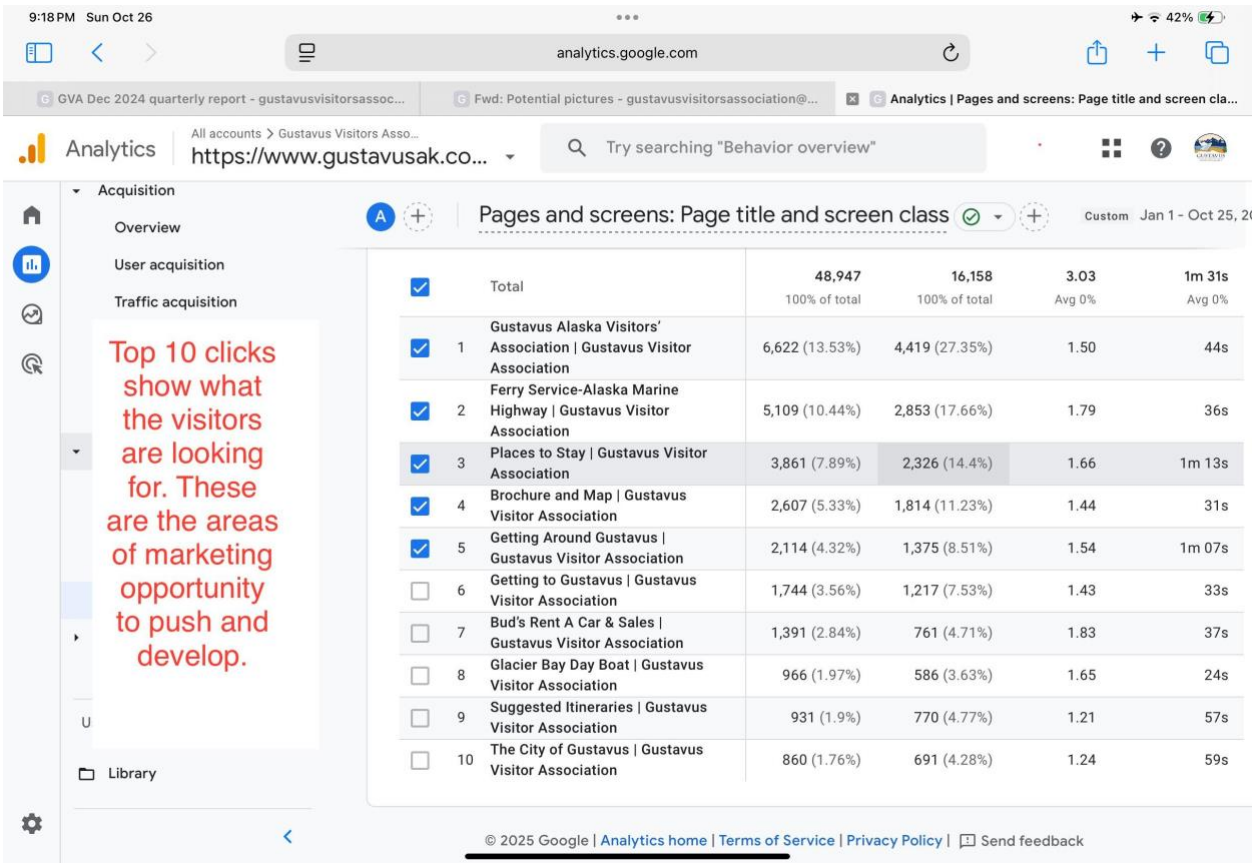
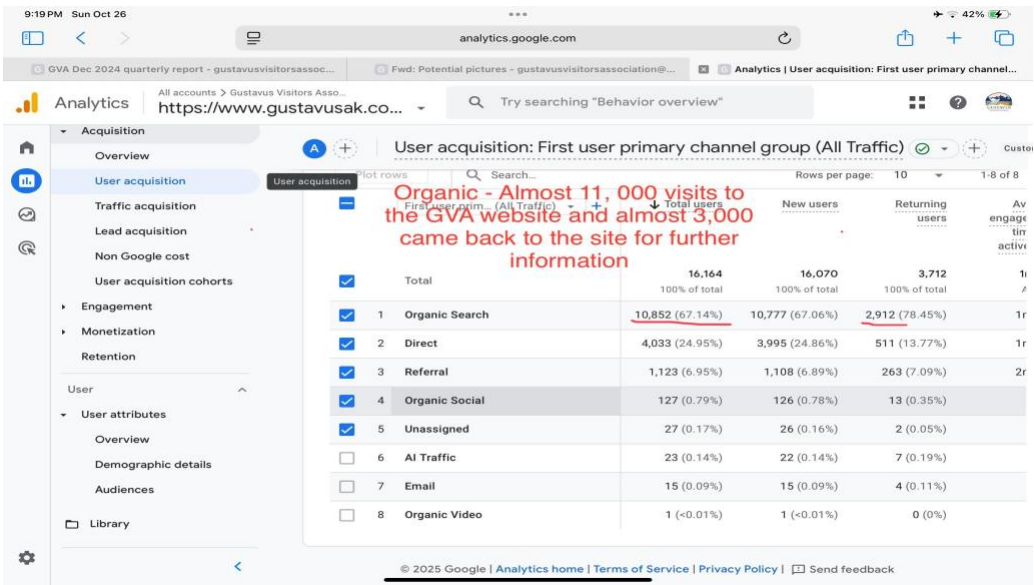
**Images:** Historical photos as described. GVA logo.





The above sign will be a stand alone sign on the edge of the grass to be viewed while looking at the Fairweather mountains. This image was taken from the perspective of the Gustavus beach.

# Analytics of GVA Website



## Goals and Objectives for December, January and February 2026

- ❖ Re visit how to best inform Gustavus visitors and community about all events and information of interest. Is a news bulletin the best way or is there a better way?
- ❖ Continue to work on the Beach welcome sign.
- ❖ Continue working with Frostline Studios about the creation of more short videos for digital marketing, social media and possibly a featured longer film for the website
- ❖ Increase our social media presence with more content creation.
- ❖ Continued maintenance, incremental updates and improvements to our website.
- ❖ Run our membership drive
- ❖ Expand marketing.
- ❖ Look to engage in travel shows both in Juneau and other states
- ❖ Advertise for a marketing coordinator / Lead
- ❖ Fill two seats on the board of directors

## Conclusion

As a whole the 2025 summer season seems to have been an average summer, with fishing charter numbers being down, Gustavus accommodations average, kayaking and whale watching were average, and the Glacier Bay Lodge was up on last year. The Alaska Airlines jet had a few cancellations as did the Glacier Bay Tour boat.

The GVA is transitioning and looking for new board members and staff to join the GVA. If you know someone who may share our mission with an interest to join the GVA please email us on [info@gustavusak.com](mailto:info@gustavusak.com)

The GVA exists for the betterment of Gustavus, the future of our children and we welcome your voice