

**PETERSBURG BOROUGH
RESOLUTION #2025-05**

**A RESOLUTION ADOPTING A VISITOR INDUSTRY MANAGEMENT PLAN FOR
PETERSBURG DRAFTED BY THE VISITOR INDUSTRY WORKING GROUP**

WHEREAS, at the request of the Petersburg Economic Development Council (PEDC) Board of Directors, a Visitor Industry Working Group, comprised of 17 interested residents, local business owners, and borough staff, met in 2019 and 2020 to research and make recommendations on how to best respond to potential visitor industry growth; and

WHEREAS, the purpose statement for the Visitor Industry Working Group was to develop objectives and recommendations to address the goal of maintaining the balance between Petersburg's quality of life and the visitor economy while preserving Petersburg's authenticity and sense of place; and

WHEREAS, the Working Group made recommendations on six (6) different topics that were developed primarily from community input received. Recommendations for each topic in the report begin with statement of a goal, and are as follows: 1) Quality of Life – Sustain a reasonable balance between visitor industry and the quality of life in our community; 2) Communication & Public Education – Improve communication between industry and community; provide accurate information; 3) Maximize Local Benefits – Maximize benefits of the visitor economy to local residents; 4) Quality Experience for Visitors – Ensure visitors have quality experiences and services; 5) Infrastructure & Planning – Identify and prioritize infrastructure needs; and 6) Environmental/Outside Agencies – The majority of Petersburg's economic, recreation, and subsistence activities rely on marine resources; and

WHEREAS, the Working Group states in the Management Plan that the recommendations should not be taken as a directive; rather the Working Group encourages a public process as part of any implementation effort; and

WHEREAS, in February of 2025, the PEDC updated the Visitor Industry Management Plan with new statistics on number of port calls and passengers. The Working Group recommendations have not changed; and

WHEREAS, the Petersburg Borough Assembly wishes to formally adopt the Visitor Industry Management Plan as currently written to guide the community in navigating the ever changing visitor industry and sustaining a reasonable balance between the visitor industry and the quality of life for our residents.

THEREFORE, BE IT RESOLVED, that the Petersburg Borough Assembly adopts the February 2021 Visitor Industry Management Plan, as updated periodically, to guide development of the visitor industry within the Borough.

BE IT FURTHER RESOLVED, that the Petersburg Borough Assembly thanks the members of the Visitor Industry Working Group for their valuable time, expertise, and dedication in developing the Visitor Industry Management Plan to assist our community in navigating reasonable and responsible management of this industry.

PASSED AND APPROVED by the Petersburg Borough Assembly, Petersburg, Alaska
this 3rd day of March, 2025.

Mark Jensen, Mayor

ATTEST:

Rebecca Regula, Borough Deputy Clerk