

DENALI BOROUGH

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DENALI BOROUGH, ALASKA RESOLUTION NO. 21-15 INTRODUCED BY: DOMINIC CANALE

A RESOLUTION BY THE DENALI BOROUGH ASSEMBLY SUPPORTING THE ALASKA TRAVEL INDUSTRY ASSOCIATION AND THEIR STATEWIDE DESTINATION MARKETING PROGRAM, TRAVEL ALASKA

WHEREAS, the COVID-19 pandemic has impacted many sectors of our local, State and National economy; and

WHEREAS, the leisure and hospitality industry was the most impacted economic sector nationwide due to COVID-19; and

WHEREAS, the Alaska leisure and hospitality industry was significantly impacted by losing 36% of the industry jobs due to the pandemic; and

WHEREAS, our local economy, and our Borough revenue, are reliant on the local leisure and hospitality industry; and

WHEREAS, our local leisure and hospitality industry were also significantly impacted by the pandemic; and

WHEREAS, the Alaska Travel Industry Association (ATIA) works on behalf of all regions of Alaska and for all aspects of the visitor industry to promote and keep Alaska as a vacation destination specifically through the Travel Alaska program; and

WHEREAS, State of Alaska funding to ATIA and for the Travel Alaska program have been inconsistent; and

WHEREAS, regular and consistent funding is vital to short and long term marketing and promotion strategies.

NOW THEREFORE BE IT RESOLVED, that the Denali Borough Assembly supports the regular and consistent funding to ATIA from the State of Alaska for the statewide destination marketing program, Travel Alaska.

PASSED and APPROVED by the DENALI BOROUGH ASSEMBLY this 10TH day of November, 2021.



Mayor Clay Walker

ATTEST: 

Amber Renshaw, Borough Clerk

VOTE: *unanimous*

