

DENALI BOROUGH

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DENALI BOROUGH, ALASKA RESOLUTION NO. 25-02 INTRODUCED BY: MAYOR CHRIS NOEL

A RESOLUTION BY THE DENALI BOROUGH ASSEMBLY SUPPORTING DESTINATION MARKETING FUNDING

WHEREAS, Alaska is considered a long-haul destination, and as such, Alaska competes with other states, and other counties, for visitors; and

WHEREAS, the leisure and hospitality industry was the most impacted economic sector nationwide due to COVID-19; 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 statewide destination marketing efforts work on behalf of all regions of Alaska and for all aspects of the visitor industry to promote and keep Alaska as a vacation destination; and

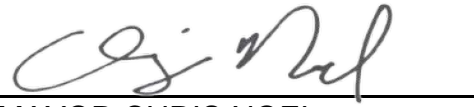
WHEREAS, State of Alaska funding for destination marketing has been inconsistent; and

WHEREAS, the recent budget proposal released from the Governor's office does not propose any funding for destination marketing; and

WHEREAS, regular and consistent funding is vital to stable marketing strategies and visitor interest.

NOW THEREFORE BE IT RESOLVED, that the Denali Borough Assembly encourages the State of Alaska to invest regularly and consistently into destination marketing strategies.

PASSED and APPROVED by the DENALI BOROUGH ASSEMBLY this 8TH day of January, 2025.



MAYOR CHRIS NOEL

ATTEST:



AMBER RENSHAW, CLERK

VOTE: unanimous

