

SUSTAINABLE ECONOMIC DEVELOPMENT for the Prince William Sound Region



prepared for the National Wildlife Federation, Alaska Office

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Table of Contents

EXECUTIVE SUMMARY	1
INTRODUCTION	3
I. TOURISM	5
B] Current Alaska Visitor Numbers and Profile	6
C] Current Tourism Opportunities and Planning in Prince William Sound	7
D] Ecotourism: A Potential Niche for Prince William Sound	10
E] Opportunities with the New Fast Ferry	14
II. FISHERIES	26
REFERENCES	33
Appendix A	36
Appendix B	50
Appendix C	57
Appendix D	67

EXECUTIVE SUMMARY

The Prince William Sound area possesses an array of the attractions that draw people to visit and live in Alaska: dramatic peaks and glaciers, an intricate coastline, old growth rainforest, alpine meadows, abundant wildlife, and distinct small towns and villages. It offers a valuable combination of accessibility and wilderness solitude. The area has many of the resources and products needed to position itself as a premier destination for the adventure, cultural, educational and ecotourism market segments. A key challenge for the region is to capture these economic opportunities while maintaining control over residents' economic future and quality of life.

Ecotourism, as defined by the International Ecotourism Society, means "responsible travel to natural areas that conserves the environment and improves the well-being of local people." Ecotourism companies and their guests strive to minimize their impact; build environmental and cultural awareness and respect; provide positive experiences for both travelers and local people; and generate financial benefits for local people. Considered to be one of the fastest-growing tourism sub-sectors, ecotourism is a promising niche market for the Prince William Sound (PWS) region.

A key development likely to lead to major changes in the character of the region's tourism industry is the new Alaska Marine Highway System (AMHS) fast ferry *M/V Chenega*, scheduled to begin operating in the Sound in 2005. The fast ferry will improve access and the draw of the region by decreasing travel time and is expected to increase the level of travel to and among PWS communities. The challenge, however, is to promote the ferry as an attractive way to travel through the region for an extended period of time, not just for a day trip or single scenic transit. Communities should work with the AMHS to make ferry travel as convenient and user-friendly as possible for residents and visitors, while incrementally developing local amenities and additional infrastructure to accommodate increasing numbers of visitors.

The improved ferry service and increased visitation challenge the communities to be prepared to provide services for a potentially large influx of visitors. The communities of Valdez and Cordova have developed tourism plans that represent a good initial effort to guide incremental changes, prepare for impacts, and capture potential benefits without overreaching investments. It will be important to increase the in-region capacity to develop and implement this type of planning in each community.

In addition to improving and promoting AMHS service, it will be beneficial for PWS communities to engage in a regional tourism marketing effort. Collectively working together to promote the region would extend the influence and market penetration of all the communities while spreading out the cost of advertising and public relations. There is a wide range of activities in the region that leveraged together can draw visitors for extended visits. Several project participants who are members of the Prince William Sound Economic Development District have now initiated a regional marketing effort.

While the commercial fishing industry's contribution to the regional economy has declined over the last 20-30 years, it is still an important component of the economy and the mainstay of the community of Cordova. Developments including a regional fish marketing effort made possible by new state legislation, the advent of fishermen directly marketing their catch to consumers, increased capacity for small business production of value-added fish products, as well as the successful niche marketing of the now world-famous Copper River wild salmon are all serving to buoy the industry despite many years of reduced salmon runs and/or prices.

INTRODUCTION

Prince William Sound is a diverse and pristine maritime area in Southcentral Alaska. The region is marked by coastal rainforest providing rich habitat to fish and wildlife resources. These coastal forests and the Copper River watershed support the renowned Prince William Sound subsistence, personal use and commercial fisheries. Exceptional recreation opportunities include boating, camping, hiking, kayaking, sport fishing, and bird and whale watching. These opportunities and the region's scenic beauty are enjoyed by residents and the Sound's growing number of visitors from other parts of Alaska as well as other states and countries.



The communities of the Sound range from small Native villages to the city of Valdez, the terminus of the Trans-Alaska Pipeline. While representing a diverse array, all communities struggle for economic opportunities for their residents, especially the challenge of providing job opportunities for young people. The region experiences the impacts of global economic fluctuations that affect fish and oil prices and peoples' propensity to travel, and has experienced overwhelming catastrophic events such as the massive *Exxon Valdez* oil spill and 1964 earthquake.

The goals of this project are to:

- Identify opportunities and challenges to diversify and grow the Prince William Sound economy while improving the quality of life for Prince William Sound residents and maintaining the exceptional natural environment.
- Help foster and strengthen partnerships for economic development.
- Consider new pathways to a prosperous economic future.

To accomplish these goals, we undertook several steps. First, we prepared a profile of the PWS regional economy, showing trends over the last 20-30 years. See Appendix A. Second, we shared that profile with interested parties in the region and solicited their ideas on forging a sustainable economy for the future. Participants included local residents, business owners, fishing groups, economic development groups, Chamber of Commerce leaders, elected officials and other community representatives. The list of participants appears on page 2.

Third, we evaluated some of those suggestions in detail and developed potential ways of implementing them. The bulk of this report consists of this research and findings.

Partly because of the opportunities provided by the new *M/V Chenega* to initiate high speed daily service in Prince William Sound, many participants expressed interest in emerging tourism possibilities for the region. Accordingly, this report focuses primarily on tourism and the potential benefits and challenges new fast ferry service and the likely influx of visitors will bring to the Sound. However, the report also briefly covers opportunities for continued fisheries development.

The tourism section begins with background information on tourism in Alaska and the Prince William Sound region, including data regarding visitor numbers, types, and visitor expenditures. We then highlight the Prince William Sound Transportation Plan, the expected *M/V Chenega* operations and forecasted increases in visitation, as well as potential business development opportunities for servicing the increased visitor numbers and ways to expand marketing efforts. Appendices B and C provide detailed information on existing core tourism businesses and the region's visitor amenities, respectively, and were prepared for use as a web-searchable database for a regional marketing effort.

There is an extensive discussion on adventure, nature-based and cultural tourism sectors and strategies for accessing these promising markets, including a discussion of considerations in developing a regional marketing effort. Existing and planned tourism infrastructure projects and associated existing and potential funding sources are listed. In addition to the appendices on businesses and amenities, Appendix D contains overviews of the five major communities in Prince William Sound: Chenega Bay, Cordova, Tatitlek, Valdez and Whittier.

The commercial fisheries section includes information on direct marketing, regional marketing, community processing facilities for individuals or small businesses, king salmon enhancement, processing fish waste for commercial uses and shellfish aquaculture development.

TOURISM

As the old adage states, "Change is inevitable." Change will come to Prince William Sound in the coming years regardless of whether its residents are prepared to seize and manage the opportunities or are caught in a wave of change they did not anticipate or desire. Shifts in transportation patterns in Alaska can result in significant socioeconomic changes to regions and communities. This is especially true where the number of visitors can exceed in a single day the number of residents in small Alaska communities. The fast *M/V Chenega*, scheduled to begin service in Prince William Sound in 2005, is one such transportation shift that offers the potential for substantial economic benefits as well as potential social and environmental impacts. The synergy of both the Whittier Tunnel and the new fast ferry are likely to be larger than the sum of their parts and together change the face of travel and tourism in PWS. How communities in the Sound work together to maximize the benefits and minimize the impacts from these developments will shape the future of the region for many years to come.

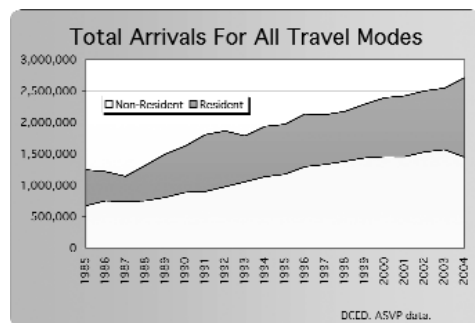


Current Alaska Visitor Numbers and Profile

Visitation to Alaska has increased steadily since at least 1985 and has enjoyed an annual growth rate of 6.5%. Within the "visitor industry," which includes all nonresident travel to Alaska, the strongest growth rate is in cruise ship travel, with an average annual growth rate of 11.6% since 1991. Other arrival modes such as domestic air, international air, and highway travel have seen an average annual increase of 5.4%, 1.7%, and 1.5%, respectively, since 1991 (Figure 1).¹ During the 2003-2004 visitor seasons, more than 1.7 million visitors came to Alaska; over 80% of these visitors come during the summer season, from May to September.

In 2000-2001, Alaska visitors were primarily domestic visitors (86%); 58% of visitors are from the western United States; 9% from Canada and about 4% from other countries. Visitor travel during the fall/winter season is increasing. Between the 1998-1999 and 2000-2001 fall/winter visitor seasons, visitation grew by 8.5%. Visitation during the fall/winter season is comprised of a larger portion of business travelers than summer visitation. Other factors contributing to winter visitor growth include the expansion of winter trails and the increasing popularity of aurora viewing. In addition, more winter tourism products are being developed to attract additional visitors to this season and many convention and visitor bureaus, especially Anchorage, devote considerable effort to attracting business meetings and conventions during the fall and winter months.

Figure 1



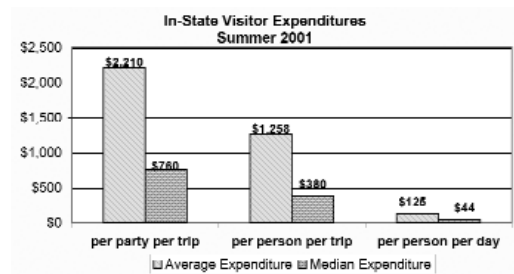
Source: DCED, AVSP data, 2004.

Visitor spending

Visitors to Alaska spent more than \$1.8 billion from October 2000 to September 2001. Summer visitor spending increased from \$598 million in 1993 to more than \$1.5 billion in 2001. Fall/Winter visitor spending increased from \$87 million in 1993-94 to \$326.8 million in 2000-01. Visitor spending outpaced the increase in visitor travel, even accounting for inflation. This is likely the result of increased numbers of in-state tour businesses and tour opportunities.²

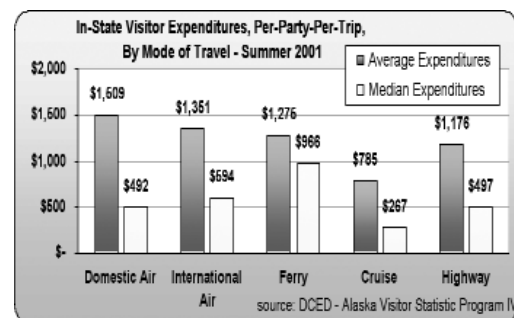
Figure 2 shows the average and median expenditures per trip per person, per traveling party and per person per night. The median amount spent per person per trip during the 2001 summer season was \$380, while the average amount was \$1,258. Figure 3 shows visitor spending per-party, per-trip based on the mode of arrival, and indicates that visitors arriving via ferry spend the most (\$2,858), almost twice as much as cruise ship arrivals (\$1,532).³

Figure 2



Source: DCED, AVSP data, 2002.

Figure 3



Source: DCED, AVSP data, 2002.

¹ Alaska Department of Community and Economic Development, Alaska Visitor Statistics Program data, 2004.

² Some of the observed increases in visitor spending figures may be due to changes in data gathering methodology between the 1993 and 2001 visitor surveys.

³ In-state visitor spending by ferry travelers is different from the other categories because it includes the in-state expenditure of traveling to Alaska on the Alaska Marine Highway System, whereas other modes of arrival in Alaska entail out-of-state expenditures for travel to Alaska such as airlines and cruise ships whose companies are not based in Alaska.

Income and Employment

In 2002, the "Leisure and Hospitality" sector generated nearly 30,000 jobs in Alaska, which amounted to ten percent of the wage and salary workforce. There is some overlap between this sector and non-resident tourism. As a result, the Leisure and Hospitality sector is sometimes used as a surrogate for economic activity in the visitor industry because there is no specific "tourism sector" tracked in labor statistics. Annual earnings in Leisure and Hospitality (\$15,937) are lower than the Alaska statewide annual income (\$37,101), which is attributable to lower hourly wages and are part time and seasonal which results in monthly incomes below the statewide average.⁴ Employment in the tourism industry is estimated at 22,000 jobs generating \$360 million annually, about half of which is earned in Southcentral Alaska.

Visitor Industry Outlook: Continued Growth

During 1996 to 1999, the visitor industry in Alaska grew at almost twice the national tourism growth rate. That increase, however, was driven by increases in the cruise segment (Table 1). Alaska non-cruise tourism grew at half the national growth rate during this period.⁵

Table 1

Year	Summer Alaska Visitor Growth Rate	
	All Visitors	Cruise Visitors
1996	10.10%	18.70%
1997	5.30%	16.50%
1998	3.80%	10.00%
1999	3.00%	6.00%
2000	1.5%	5.8%
2001	-0.1%	5.8%
2002	5.2%	13.5%
2003	2.4%	6.9%
2004	8.9%	14.7%

Source: Alaska Department of Community and Economic Development, AVSP data.

Growth rates had been slowing since about 1997 and declined more in 2000 and 2001 as a result of a variety of factors including decreased marketing funding, the national economic recession, and the international decline in tourism following the September 11, 2001 terrorist attacks. Alaska did show a surge in 2002 as a result of the decision by many American travelers to remain in the United States, but the relatively smaller growth rate in non-cruise sector visitation is likely the result of large marketing expenditures by the

cruise sector and the popularity of the cruises themselves. The Alaska state tourism marketing and management program also appears to place insufficient emphasis on the non-cruise tourism market segments. During the 2002-2003, visitation via domestic air, ferry and highway declined by 1%, 11%, and 3%, respectively, while cruise visitation grew by 7%.⁶ Visitation via all modes in 2004 increased significantly, reflecting a general improvement in the U.S. economy.

Current Tourism Opportunities and Planning in Prince William Sound

Appendices B and C detail the tourism-related visitor amenities and businesses in the Prince William Sound region.

Among the recent developments likely to lead to major changes in the character of the region's tourism industry are the new Princess Hotel and the new Wrangell-St. Elias National Park and Preserve Visitor Center, both located near Copper Center, as well as the new Alaska Marine Highway System fast ferry *Chenega* to begin service in 2005. The following sections highlight specific tourism development opportunities that communities and residents in this region may choose to explore to capitalize on these new developments.

Outdoor Recreation Opportunities Scenery and Wilderness

Prince William Sound is characterized by mountains rising directly from the water's edge. The Chugach and Kenai mountains, with many peaks reaching higher than 5,000 feet, frame the Sound's north and western sides. Mount Marcus Baker, at 13,176 feet, is the tallest peak in the Chugach and is located just 15 miles from tidewater in Harvard Arm.

One of Alaska's biggest collections of tidewater glaciers is concentrated in the Port Wells/College Fjord area. This is the Sound's primary cruise ship destination. Other large tidewater glaciers include the Columbia Glacier, the glaciers of Blackstone Bay, and Chenega and Tiger Glaciers flowing into infrequently visited Icy Bay west of the village of Chenega Bay. The sound's tidewater glaciers represent alternatives to Glacier Bay National Park and Preserve for sightseeing and cruises.

⁴ Fried, Neal and Brigitta Windisch-Cole, "Leisure & Hospitality", *Alaska Economic Trends*, January 2004.

⁵ Nichols Gilstrap, *Strategic Marketing Analysis and Planning for Alaska Tourism*, prepared for the Alaska Department of Commerce and Economic Development, Division of Tourism, November 2000.

⁶ Alaska Department of Community and Economic Development, AVSP data, January 2004.

Boating

Prince William Sound offers secure anchorages and welcoming beaches for sailors, boaters and kayakers. Its relatively protected fjords and inlets provide for safe recreational use, which is steadily growing throughout the Sound by both private parties and guided commercial trips. Several kayaking businesses are currently growing at about 10% to 15% per year.

The Copper River and several small rivers on the Copper River Delta are increasingly used for rafting and kayaking. The Copper River features a road accessible float of several days down a wild deep canyon, with hanging glaciers, abundant wildlife, and the chance to start in Interior Alaska and end within sight of the Gulf of Alaska. Several outfitters based in Cordova and the upper Copper River area offer guided trips on the Copper River and its tributaries.

Wildlife Viewing and Bird Watching

Prince William Sound offers excellent opportunities to see spectacular wildlife including sea otters, harbor seals, sea lions, killer whales, humpback whales, mountain goats, deer, and black and brown bear. Birdlife in the Sound is also abundant, including bald eagles, cormorants, murrelets, pigeon guillemots, black oystercatchers, harlequin ducks, kittiwakes and gulls. The Copper River Delta is a prime stopping point for migratory birds. Hundreds of thousands of shorebirds and waterfowl take up temporary residence each spring in the delta's 700,000 acres of wetlands. Cordova's Shorebird Festival celebrates this annual spectacle with a week-long event in early May, when birders, photographers and others from Alaska and around the world come to enjoy events and activities focused on this phenomenon.

Camping, Hiking and Public Use Cabins

Prince William Sound is surrounded by the Chugach National Forest. The Forest Service provides campgrounds, public use cabins, trails and other recreation facilities. While most of the established trails are located near communities, the Forest Service maintains more than 15 popular public use cabins in this region, including several in remote locations in the Sound and the Copper River Delta. Wilderness camping and hiking are popular on the Sound's beaches and uplands where neither campgrounds nor trails are established.

Parks, Refuges, and Special Designations

Although a part of the Chugach National Forest, the Copper River Delta maintains a unique status under the Alaska National Interest Lands Conservation Act (ANILCA), whereby protection of the area's remarkable fish and wildlife resources is the management priority.

ANILCA also created the Nellie Juan-College Fjord Wilderness Study Area, which covers most of the western half of Prince William Sound, and directed the Forest Service to recommend to Congress which portions of this roughly two million acre area should be managed as wilderness. Pending action by Congress to designate all or part of the area as wilderness, the Forest Service must manage the entire Wilderness Study Area to protect its wilderness characteristics.

The Alaska Department of Natural Resources, Division of Parks, manages over a dozen state marine parks located throughout the Sound, though about half of these are in the busy northwest quadrant near Whittier. These sites range in use from undeveloped to places with campsites, toilets and trails.

Sport Fishing

The greater Prince William Sound area is a popular fishing destination, as wild and hatchery-enhanced runs of five species of Pacific salmon, as well as halibut and other sport fish, support a thriving sportfishing industry. The City of Valdez is working with Department of Fish and Game to develop a terminal king salmon fishery that will extend the salmon fishing opportunities earlier into the spring.

Winter Activities

In the last decade, the Chugach Mountains have become one of the world's best known locations for extreme skiing and snowboarding. Although the World Extreme Skiing Championships that took place near Thompson Pass each winter for several years have been discontinued, it is hard to attend a ski movie, or read a snowboard or ski magazine without seeing astonishing images of snowboarders and skiers coming down off Chugach Peaks. Valdez hosts the majority of the visitors who come to ski the Chugach and offers a number of helicopter guide companies, as well as lodging and other winter tourism services. An operator in Cordova recently began similar services. Cordova also has a small chair lift, the oldest

operating chair lift in America, serving slopes immediately above town. Runs are limited, but popular with locals and occasionally visitors. Some charter operators offer boat-based backcountry skiing excursions out of Whittier in the spring.

Locals enjoy a number of winter activities. This region consistently receives good snowfall and cold temperatures. Winter activities including skiing, dog mushing and snow machining are already popular, and have the potential to expand with improved marketing, more trails, mapping and other support services.

Cultural and Native Tourism Opportunities

The Eyak people are a distinct group linked to Interior Athabascan people, tied to trade and movement along the Copper River. Eyak villages were traditionally located on the east shore of the Copper River Delta. The eastern reaches of the transitional Aleut culture can be found in Prince William Sound. Tlingit influences, the results of warfare and trade, also are found in the region. All in all, the Prince William Sound region has a rich cultural heritage that could become the basis for a strong cultural tourism sector if the villages in the region choose to pursue tourism development. For more information, see the cultural tourism section of this report.

Prince William Sound Tourism Plans

Cordova and Valdez both recently completed tourism plans; the efforts included significant community outreach, a tourism task force and approval of the plans by the city council. As a result, these are assumed to represent reasonable consensus of each of these communities' objectives toward tourism development. Chenega Bay, Tatitlek and Whittier have not completed tourism plans nor has a regional tourism plan been developed for the Prince William Sound area.

Cordova

The *Cordova Community Tourism Plan* was completed in March 2003.⁷ The plan identifies the following community goals:

Expand and diversify Cordova's economy.

- Promote year-round tourism; strengthen summer visitation and encourage more visits in the fall, winter and spring.
- Work toward steady tourism growth; avoid dramatic spikes and valleys.

- Emphasize forms of tourism that can be sustained over the long term.

Maintain a healthy, productive natural environment.

- Protect natural systems that support fish and wildlife habitat, commercial fishing, subsistence.

Maintain quality of community life.

- Focus on improved attractions such as trails and sidewalks that directly benefit residents.
- Maintain small town qualities that make Cordova a unique place to live and visit.

Improve Cordova's fiscal health and public infrastructure.

Keep the community informed and involved in tourism decisions.

The actions to achieve these goals include 1) marketing and promotion, 2) attractions and events, 3) tourism management, and 4) monitoring and evaluation. The Tourism Plan goes into detail on each of these sets of actions. In summary, the community of Cordova wants a well managed tourism sector that capitalizes on its strengths, maximizes benefits while minimizing impacts, wants the community involved in the decision making process, and wants to carefully monitor tourism expansion. A significant challenge, however, lies in implementing the components of the plan, since neither the City nor any entity has dedicated funds for that purpose.

Valdez

Valdez published *Guiding Valdez Tourism: A Plan for the Future of Tourism in Valdez* in spring 2004.⁸ As in Cordova, the effort involved significant community outreach including a survey of residents, a Valdez Tourism Task Force, and a final plan approved by the Valdez City Council. Again, the process suggests there is considerable community consensus on the plan.

The survey conducted found the following community views on tourism:

- Valdez is broadly supportive of tourism.
- Residents and businesses are increasingly concerned about the Valdez economy.
- Tourism is seen as the best economic sector for diversifying and strengthening the local economy.

⁷ Cordova Chamber of Commerce, Tourism Advisory Committee with assistance from Christopher Beck and Associates, *Cordova Community Tourism Plan*, March 2, 2003.

⁸ City of Valdez, Valdez Convention and Visitors Bureau, Valdez Tourism Task Force working with Agnew: Beck Consulting and the Alaska Institute for Sustainable Recreation and Tourism, *Guiding Valdez Tourism: A Plan for the Future of Tourism in Valdez*, Spring 2004.

- The community supports a range of actions, improved facilities and programs to make Valdez a more attractive, successful destination.

Specific strategies for accomplishing the community's goal include:

- Focus on improving appearance and attractions of downtown.
- Improve nearby and out-of-town recreation opportunities.
- Establish Valdez as a regional gateway to Prince William Sound and Wrangell St. Elias.
- Improve connection to natural setting.
- Improve community infrastructure.
- Market Valdez to draw a diverse range of visitors; focus on sub markets with greatest net benefits.
- Get everybody working together—city, residents, businesses, organizations.

A number of projects were identified to accomplish these community goals. These are listed in the capital improvement section of this report.

Ecotourism: A Potential Niche for Prince William Sound

The Alaska Visitor Statistics Program and other research have consistently shown that cultural, wildlife viewing, and nature-based tourism opportunities contribute more dollars per visitor day and more of these dollars stay in Alaska. This is consistent with worldwide data showing that cultural, nature-based tourism and ecotourism are some of the fastest growing visitor industry segments. Approximately half of the 1.5 million non-resident visitors who came to Alaska in 2001 are interested in cultural and rural tourism experiences. These same visitors spend on average about 20% more for their visits to Alaska.⁹ Because Prince William Sound has a great deal to offer that is of interest to ecotourists, it is a promising potential market for the Sound region.

Ecotourism

The nature-based, adventure and ecotourism sub-sectors all hold considerable potential for PWS. While quite similar, there are subtle differences among these visitor categories. Ecotourism is a subset of the nature-based tourism sector. The International Ecotourism Society definition and principles of ecotourism are:¹⁰

"Responsible travel to natural areas that conserves the environment and improves the well-being of local people." This means that those who implement and participate in ecotourism activities should follow the following principles:

- Minimize impact
- Build environmental and cultural awareness and respect
- Provide positive experiences for both visitors and hosts
- Provide direct financial benefits for conservation
- Provide financial benefits and empowerment for local people¹¹

These principles effectively "raise the bar" for both visitors and businesses offering these travel opportunities. Travelers who define themselves as "ecotourists" include learning as part of their reason to travel. They generally are also motivated to reduce the negative impacts of their travel while increasing the benefits to the local area they visit. For some of the communities in PWS, especially the smaller villages of Chenega Bay and Tatitlek, this type of "sensitive" traveler may be the only type that is tolerable for their community size and culture. Development, marketing and management of tourism in PWS can be strategically structured to match communities with their desired niche markets and types of visitors.

Ecotourism is considered to be one of the fastest growing tourism sub-sectors. There are a number of factors believed to be driving this increase including:¹²

- Increases in the overall travel market.
- Growth in popularity of vacations to natural areas-particularly dramatic growth rates to parks.
- Massive dissatisfaction with the simplistic travel packages offered by travel firms and facilities.
- Urgent need to generate funding and human resources for the management of protected areas in ways that meet the needs of local rural populations.
- Recognition of the importance of tourism within the field of sustainable development.

⁹ Alaska Visitor Statistics Program data, 2002.

¹⁰ www.ecotourism.org/index2.php?what-is-ecotourism

¹¹ The Alaska Wilderness Recreation and Tourism Association, which has numerous members doing business in Prince William Sound, has adopted a similar set of Ecotourism guidelines. See www.awrta.org.

¹² The Ecotourism Society, USA Ecotourism Statistical Fact Sheet, 1999. Available at www.ecotourism.org/research/stats/files.

Ecotourist Profile

Based on data collected by a survey completed by HLA and ARA consulting firms on North American travel consumers, The Ecotourism Society constructed the following “ecotourist” market profile.¹³ Ecotourism was defined in this study as nature/adventure/culture oriented travel, thus broader than the narrower ecotourism definition noted above.

- *Age:* 35 - 54 years old, although age varied with activity and other factors such as cost.
- *Gender:* 50% female and 50% male, although clear differences by activity were found.
- *Education:* 82% were college graduates, although a shift in interest in ecotourism from those who have high levels of education to those with less education was also found, indicating an expansion into mainstream markets.
- *Household composition:* no major differences were found between general tourists and experienced “ecotourists” (defined in the study as tourists that had been on at least one “ecotourism” oriented trip).
- *Party composition:* a majority (60%) of experienced “ecotourism” respondents stated they prefer to travel as a couple, with only 15% stating they preferred to travel with their families, and 13% preferring to travel alone.
- *Trip duration:* the largest group of experienced “ecotourists” (50%) preferred trips lasting 8-14 days.
- *Expenditure:* experienced “ecotourists” were willing to spend more than general tourists, the largest group (26%) stating they were prepared to spend \$1,001-\$1,500 per trip.
- *Important elements of trip:* Experienced “ecotourists” top three responses were: (1) wilderness setting, (2) wildlife viewing, (3) hiking/trekking.
- *Motivations for taking next trip:* Experienced “ecotourists” top two responses were (1) enjoy scenery/nature, (2) new experiences/places.

More than half (53%) of the American tourists surveyed agree that they have a better travel experience when they learn as much as possible about their destination’s “customs, geography, and culture”. Sixty-two percent of Americans surveyed in 2003 say that it is important to learn about other cultures when they travel.¹⁴ In the U.S., more than three-quarters of travelers “feel it is important their visits not damage the environment,” according to a 2003 study. This study estimates that 17 million American travelers consider environmental factors first when deciding which travel companies to patronize.¹⁵

Wildlife Viewing

Wildlife viewing is another opportunity that PWS residents and businesses could consider expanding to increase visitation to the region. Visitors who come to Alaska primarily to view wildlife spend more time and money than other visitors do.¹⁶ If done carefully, this sector could be expanded to significantly increase incomes and employment to residents while minimizing impacts to wildlife, communities and the quality of life enjoyed by PWS residents. Alaska offers exceptional wildlife viewing and the market is huge and largely untapped. According to a recent U.S. Forest Service report, over 95 million Americans over age 16 participate in wildlife viewing.¹⁷ That is 45%, up from 31% in 1995. Not only is wildlife viewing popular, but nationally wildlife watchers spent \$38 billion on equipment and travel for the primary purpose of viewing wildlife; the total economic impact is estimated to be \$96 billion, with more than a million jobs and \$28 billion in job income generated. The total estimated economic impact of wildlife viewing in Alaska is \$792 million, with 13,000 jobs and \$237 million in job-related income generated.¹⁸

Alaskans also enjoy viewing wildlife; 170,000 Alaskans traveled within Alaska spending \$81 million for the primary purpose of watching wildlife—trips that might have otherwise led to Hawaii or other out-of-state destinations.

¹³ Ibid.

¹⁴ Travel Industry Association of America (TIA) and National Geographic Traveler (NGT), *The Geotourism Study: Phase I, Executive Summary*, 2002. Based on 4300 responses to a survey of 8000 American adults, of which 3,300 had taken a trip in the last three years.

¹⁵ Travel Industry Association of America (TIA) and National Geographic Traveler (NGT), *Geotourism: The New Trend in Travel*, press release, 8 October 2003. This refers to the second portion of a two-part survey.

¹⁶ Miller, SuzAnne and Daniel McCollum, *Less May Mean More: Maximizing the Economic, Environmental, and Social Benefits from Alaska's Visitors Industry*, A paper presented at a Conference on Alaska's Economy: "Can the Last Frontier Have a Sustainable Future" sponsored by the Alaska Conservation Alliance, July 22, 1999. See also McCollum, Daniel and SuzAnne Miller, 1997, *Alaska Non-resident Visitors: Their Attitudes Towards Wildlife*.

¹⁷ Bowker, J., *Outdoor Recreation by Alaskans: Projections for 2000 through 2020*, U.S. Forest Service, PNW-GTR-527.

¹⁸ U.S. Fish and Wildlife Service, Department of Commerce, U.S. Census Bureau, 2001 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, October 2002.

Seventy-four percent of Alaska adults consider themselves wildlife viewers and two-thirds of Alaskans who hunt also identify themselves as wildlife viewers. The U.S. Forest Service estimates the number of wildlife viewers in Alaska will increase by 100% in the next 20 years,¹⁹ so additional investment in wildlife viewing opportunities is warranted to capture more of this market as well as maintain quality viewing experiences for visitors and residents. This sector offers opportunities for rural economic development in communities interested in tourism.

In Prince William Sound whale and bird watching are two activities that businesses and communities could expand. The renowned Copper River delta in particular offers exceptional opportunities as it is a major migratory bird stop over for birds migrating through the Western United States. The spring birding festival in Cordova is an ambitious start but it could be expanded through marketing partners such as the Audubon Society and other educational groups such as Elderhostel. Many regions have successfully developed birding itineraries for visitors, such as the Rio Grande “birding trail”, which help expand the “season” beyond the spring migration period.

Alaska Cultural and Rural Tourism

With the 2000-2001 Alaska Visitor Statistics Program, the Alaska Village Initiative provided funding to expand the Visitor Opinion Survey to specifically collect information that would be useful to rural villages for potential tourism development. Questions were added to the survey to determine visitor:

- Interest in Alaska Native Culture and Arts
- Interest in Travel to Small Rural Communities in Alaska
- Barriers to Travel to Remote Areas
- Willingness to Pay to Visit Small Rural Communities

Interest in visiting rural Alaska was quite high with 85% of visitors saying that they would be interested in visiting rural Alaska if they traveled to Alaska again. Visitors were asked what potential cultural, fishing, outdoor recreation, and nature activities they would be interested in doing if they were to visit Alaska again.

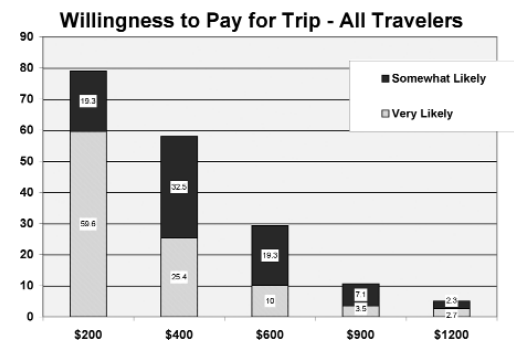
There was a considerable amount of interest in cultural activities as shown by the percentage of visitors who would be interested in:

Visiting museums/cultural center	77%
Wildlife viewing with a Native Guide	72%
Fishing with a Native Guide	49%
Learning Native village activities	48%
Learning Native crafts	47%
Learning Native dances, songs, stories	41%

Of the 85% of visitors who said they would be interested, only a relatively small portion would be deterred by unusual travel methods to reach rural destinations such as small planes, boats, or off-road vehicles. Travelers’ willingness to pay for rural experiences, however, appears to be quite sensitive to price. Visitors were asked:

If you were planning another trip to Alaska, how likely do you think you would be to include a two day, one night trip to a small Alaska village if the cost per person for that part of your Alaska trip were each of the following amounts? (Figure 4)

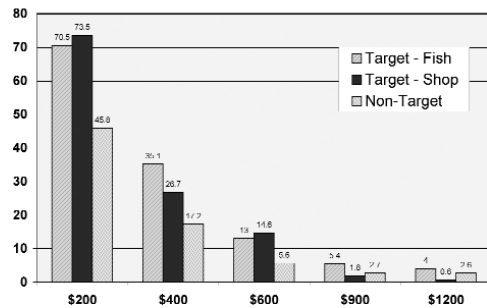
Figure 4



While also price sensitive, the target market groups that are specifically interested in Native culture, fishing with a Native guide, buying Native arts and crafts, are more willing to pay for these experiences as compared to all travelers who visited Alaska (Figure 5).

¹⁹ U.S. Department of the Interior, Fish and Wildlife Service and U.S. Department of Commerce, U.S. Census Bureau. 2001 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, October 2002.

Figure 5
Willingness to Pay - "Very Likely" by Group



As can be seen, interest declines precipitously after the \$400 price interval. So while travel by unusual means might not impose a barrier, the high cost of travel and/or the price of the experience would most likely have a dampening effect on travel. Pricing for new products would have to be done carefully to appeal to most travelers, including those especially interested in these experiences.

The cultural and small community market segments:

- Are more willing to pay for travel to rural areas
- Spend more money on
 - Made in Alaska products
 - Tour Packages
 - In-State Transportation
 - Recreation and Entertainment
- Spend more money in total in state.

Travelers in these segments spend more than travelers in general (the non-target group), whether spending is measured by trip, by day or by individual. As a result the total amount these segments spend in Alaska is a disproportionately large share of total visitor expenditures.

Expenditures during Alaska Trip
Cultural Target

	Non-Target	Fish	Shop
Total In-State \$ Spent/Group	\$1,409	\$1,902	\$1,604
Daily Group \$ Spent	\$153	\$184	\$161
Daily Individual \$ Spent	\$80	\$100	\$89

Total In-State Expenditures

Non-Target Group	\$826 million
Target Culture/Fish	\$697 million
Target Shoppers	\$316 million
Total Visitors	\$1,839 million

Strategies to identify and target these market segments are a challenge, however, because demographically the culture/fish segment does not differ dramatically from the non-target group (those not specifically interested in cultural and rural activities). "Target culture/fishermen" are difficult to distinguish by demographics or trip characteristics except that they are more likely to return to Alaska within 5 years. However, the target shopper group is more likely to be female, slightly younger, employed full time, earn over \$100,000, and a college graduate. They are also more likely to use a travel agent, make trip plans earlier, purchase a travel package, and are less likely to have been to Alaska before. "Target shoppers" are a little more distinctive and may potentially be reached through travel agents that cater to well educated, employed women.

Distinctions between the target and non-target segments appear more readily in their interests than in their demographics. Each segment's interest in specific activities is shown below. A marketing strategy that targeted interests rather than strictly demographics would most likely be more successful at reaching these travelers.

Interest in Alaska Native Culture and Arts
Comparison of Activities – by Market Segments

Activity	Non-Target	Fish	Shop
Visiting museums	65%	91%	91%
Wildlife viewing	54%	91%	87%
Fishing	38%	100%	0%
Village activities	30%	70%	62%
Native crafts	31%	60%	71%
Native folklore	30%	56%	50%
Nature Activities	66%	88%	85%
History/Way of Life	60%	90%	90%
Outdoor Recreation	46%	65%	67%

Importance of Opportunities in Planning
Alaska Trip – by Market Segments
% Responding that Opportunity was Very Important

Opportunity	Non-Target	Fish	Shop
Learning Alaska History	16%	52%	45%
Learning Native Culture	14%	50%	47%
Meeting Local People	14%	40%	36%

This information suggests that there is significant potential for the villages in Prince William Sound to participate in cultural and ecotourism if they desire to do so. Of particular interest are opportunities to fish and engage in wildlife viewing opportunities with a Native guide. In addition, cultural activities including village activities, understanding history and way of life are things that many potential travelers expressed a high interest in doing. However, even the most motivated visitors are fairly price sensitive. This suggests that it is critical that the villages receive regularly scheduled, affordable service from the new *M/V Chenega* to be able to tap into and compete in this growing market.

Opportunities with the New Fast Ferry

In addition to the largely untapped market for cultural tourism discussed above, there are a number of ways that tourism could be expanded in Prince William Sound through nature-based activities and businesses. Exploring parks and preserved areas, hiking, and viewing wildlife are the most popular and actively participated in nature-based activities by travelers. There is an abundance of these types of opportunities in PWS.

There are a number of tourism businesses that are taking advantage of the region's amenities to draw visitors to PWS; many of these businesses serve both residents and visitors. Information on these businesses and amenities is included in Appendices B and C. This information can be used to identify opportunities for new businesses as well as business expansions. The databases can also be used to create a searchable web-based system for visitors to plan itineraries and identify and book travel arrangements.

The challenge for the communities and businesses is to draw travelers to PWS. Often what draws visitors is a sense of "uniqueness" that makes the destination stand out from others as well as the ease of reaching the destination—visitors generally do not want to spend an exorbitant amount of time researching their travel plans and reaching their destinations. The new fast ferry could make the region more accessible while also preserving its wilderness and off-the-beaten-track qualities, improving its attractiveness to ecotourists.

Prince William Sound Transportation Plan and Fast Ferry

The Prince William Sound Transportation Plan, begun in May 1997 and completed in 2000, focuses on linking communities within the region to each other, to the rest of Alaska and to outside Alaska. As a result of its topography, the PWS area historically provided two natural gateways to Alaska's interior: one via Thompson Pass near Valdez and another via the Copper River valley. Completion of the Whittier Access Tunnel providing direct auto and rail access from Anchorage to Whittier further strengthens the region's gateway role. While the PWS area possesses tremendous strengths, chief among which are its beauty and natural resources, it also faces numerous transportation challenges.²⁰

Among these challenges are the significant differences in mobility and access among the region's communities. Seward, for example, has direct connections to highway, air, rail, and the Alaska Marine Highway System (AMHS). On the other hand, Cordova, Chenega Bay and Tatitlek are wholly dependent on AMHS and air travel—and of these three, only Cordova has regularly scheduled AMHS and air travel options. As a result, the cost of moving people and freight from Chenega Bay and Tatitlek is extremely high and a significant impediment to business development. This reliance is problematic because residents of communities with no overland access pay higher costs for goods and for travel.²¹ In addition, for all communities, the existing AMHS service is infrequent, irregularly scheduled, inadequate to meet demand during the peak summer season, inconvenient (e.g., midnight arrivals and departures) and very time consuming. And finally, the lack of access and mobility is a barrier to economic diversification.

After studying a number of alternatives, the PWS Plan identified high speed day boat ferries as the best option to improve transportation services. To implement the plan, the State of Alaska is initially purchasing a new 32-knot, 30-vehicle high-speed ferry similar to the "Sitka class" vessel developed for Southeast Alaska service. The plan called for this vessel, homeported in Cordova, to make alternating loops (one round trip per day, five days a week) among the ports of Cordova, Valdez and Whittier year-round. A second identical vessel would be added 6-10 years later.

²⁰ Information on the Prince William Sound Transportation Plan is from: Parson Brinckerhoff, *Prince William Sound Area Transportation Plan*, prepared for the Alaska Department of Transportation and Public Facilities, July 2001.

²¹ *Prince William Sound/Copper River Transportation Plan Transportation Needs and Deficiencies Technical Memorandum* prepared for the Alaska Department of Transportation and Public Facilities by Parsons Brinckerhoff, September 1999.

The second vessel would be homeported in Valdez and dedicated in peak season to service between Whittier and Valdez, where it could make one or two round trips per day. In the off-peak season, the second vessel would be used as a spare vessel, substituting for other fast ferries elsewhere in the AMHS system during maintenance periods. The operating concept is illustrated in Figures 6 and 7 below.

Figure 6

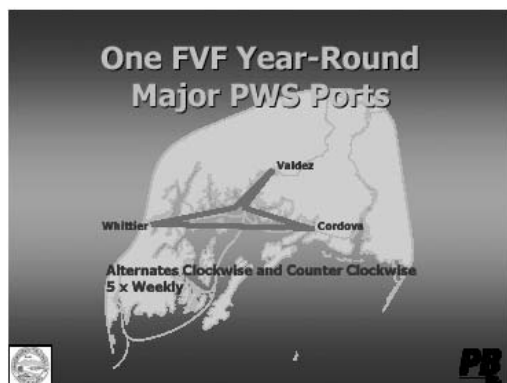
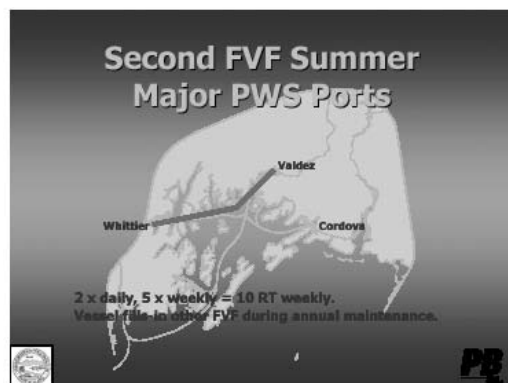


Figure 7



Source: Parson Brinckerhoff, *Prince William Sound Area Transportation Plan*, prepared for the Alaska Department of Transportation and Public Facilities, July 2001.

The appeal of the fast ferry is its cost-effectiveness. The system has operational costs slightly less than those projected with the existing system, while the better service increases revenues significantly. If the existing AMHS services in Prince William Sound were to continue, the projected costs are about \$6.3 million for the

design year 2020. The fast ferry, in comparison, is projected to cost about \$6.1 million and generate revenues of \$8.9 million for the 2020 design year.²²

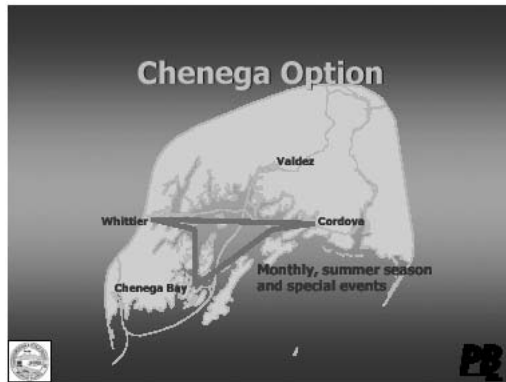
According to the PWS Transportation Plan, "whistle-stop" (the present-day practice) or scheduled service to Tatitlek is feasible, on legs between Valdez and Cordova. Several means of serving Chenega Bay are feasible, but according to the PWS Transportation Plan it is likely to be a weekly scheduled service. This would be done by modifying an occasional loop trip to serve Chenega Bay instead of Valdez (a Cordova – Chenega Bay – Whittier – Cordova loop or a Cordova – Whittier – Chenega Bay – Cordova loop). Figure 8 illustrates this option.

In order to serve Chenega Bay, Cordova, and Tatitlek, new docks are needed in each community to allow docking of the fast ferry. However, while continued service for Chenega Bay and Tatitlek are called for in the PWS Plan, construction of the two required docks was dropped from the Statewide Transportation Improvement Plan (STIP), which is used to program construction funds for projects throughout Alaska.

2005 witnessed some major setbacks in AMHS's implementation of the plan, however, The *Chenega* arrived in Alaska later than planned, then remained in Juneau while the state negotiated a contract with the union representing the laborers. The inaugural sailing date slowly slipped from May to September and the busy summer season was lost. The *Chenega* finally made its PWS debut in early September, and although AMHS had promised PWS residents that it would serve PWS year-round, it announced a new plan in July to move the *Chenega* to southeast AK for the winter. These actions disrupted bookings, caused cancellations, and foiled plans made by some PWS businesses based on anticipated increased visitation due to the *Chenega*. Efforts to market the ferry regionally were abandoned of necessity and for any real benefit from the *Chenega* PWS communities must now look to 2006.

²² *Ferry Alternatives Revenue Analysis Technical Memorandum* prepared for the Alaska Department of Transportation and Public Facilities by Parsons Brinckerhoff, March 2000.

Figure 8



Source: Parson Brinckerhoff, *Prince William Sound Area Transportation Plan*, prepared for the Alaska Department of Transportation and Public Facilities, July 2001.

The increased projected revenue stream for the new fast ferry operations in PWS results from providing improved service to residents. The improvements include regular service, convenient and repeatable schedules, less time spent traveling, and availability of direct routes to desired destinations. Another critical element is increasing summertime vehicle capacity on the Whittier-Valdez route, which currently is not meeting demand. "Day boat operations" provide the improved service while lowering costs.

Like Southeast Alaska, the critical component for achieving day boat operations in PWS is speed. Table 2 illustrates the drop in travel times between communities with the plan implemented and Table 3 compares vehicle capacity along trip segments. Table 4 displays travel demand forecasts for the fast ferry in 2020 based on different assumed annual passenger growth.

Table 2

Prince William Sound Ferry Travel Times
(in hours including staging times)

Communities	Current	PWS
	System	Plan
Cordova-Valdez	7.5	3.5
Cordova-Whittier	9	4
Cordova-Seward	13 (direct)	6 (via Whittier)
Seward-Valdez	13 (direct)	7 (via Whittier)
Seward-Whittier	2-3	2-3
Valdez-Whittier	8.8	3.5
Valdez-Anchorage	6	5
Chenega-Anchorage	13 (via Valdez)	6

Source: Parson Brinckerhoff, *Prince William Sound Area Transportation Plan*, prepared for the Alaska Department of Transportation and Public Facilities, July 2001.

Table 3.

Prince William Sound Ferry Vehicle Capacity between Communities

From	To	Peak Season		Annual	
		Current	Fast Ferry	Current	Fast Ferry
Whittier	Valdez	1,160	8,908	2,610	12,070
Cordova	Whittier	348	1,802	783	4,964
Cordova	Valdez	580	1,802	2,522	4,964

Source: Parson Brinckerhoff, *Prince William Sound Area Transportation Plan*, prepared for the Alaska Department of Transportation and Public Facilities, July 2001.

Table 4.

Alaska Marine Highway System 2020 Travel Demand Forecasts											
	1999 Total Passengers	2003 Embarking Passengers	Passenger Growth Projections								
			Low - 1.5%			Medium/Base - 3%			High - 6%		
			Resident	Visitor	Total	Resident	Visitor	Total	Resident	Visitor	Total
Existing Ferry System											
Chenega	56	58	50	8	58	50	11	61	51	22	73
Cordova	5,906	6,426	3,662	9,347	13,009	3,851	10,081	13,931	4,163	28,266	32,429
Tatitlek	103	141	93	15	108	94	20	114	95	39	134
Valdez	14,093	13,236	3,768	21,621	25,389	3,995	38,922	42,917	4,819	88,481	93,300
Whittier	9,703	8,141	1,003	18,851	19,854	1,096	35,295	36,391	1,214	79,574	80,788
Prince William Sound Total	29,860	28,002	8,575	49,841	58,415	9,085	84,328	93,413	10,341	196,382	206,722
Loop Service by New High Speed Ferry											
Cordova			6,276	4,674	10,949	6,464	10,081	15,545	6,776	28,266	35,042
Valdez			5,083	21,621	26,703	5,310	38,922	44,232	6,134	88,481	94,615
Whittier			2,935	18,851	21,786	3,028	35,295	38,323	3,146	79,574	82,720
Prince William Sound Total			14,293	45,145	59,438	14,802	84,297	99,099	16,055	196,321	212,376

Source: Prince William Sound Area Transportation Plan, Travel Demand Forecasts Technical Memorandum, Revised Draft, November 1999.
Note: Passenger growth projections were modified to reflect the usual AMHS method of tracking embarking passengers rather than the PWS Transportation Plan methodology of projecting ridership, which was defined as embarking passengers times two. The latter method was used to estimate port activity rather than numbers of persons traveling or visiting communities. In addition, "1999 Total Passengers" is the term used in the PWS Transportation Plan and is assumed to be the equivalent to the standard AMHS statistics of "embarking passengers."

Opportunities for Custom Trip Packaging with Ferry Service

Significant improvements are possible for making ferry travel more convenient for residents and visitors traveling on the Alaska Marine Highway System (AMHS). Unfortunately, the AMHS has been slow to make improvements and to adjust to 21st century business practices such as improved reservation systems, web booking and ticket sales, ticket pricing to reach different travel segments and clear inventory, strategic marketing, and custom trip packaging. It will take a concerted effort by communities in PWS as well as the rest of Alaska served by the AMHS to improve the system.

Changes that could significantly improve service in PWS include itinerary pricing that would allow passengers and vehicles to disembark and re-embark at communities without paying additional costs for the trip as long as the tickets were purchased together prior to the trip. The current system of charging more for passengers to break their trips discourages passengers from stopping at intermediate points, which leads to fewer stays in these communities. A similar pricing change would be to reintroduce an "Alaska pass" similar to a Eurail pass that would allow unlimited travel on Alaska ferries during a specified time period. This could be adjusted to apply to specified regions within the system or price variations for one to three regions—Southeast, Southcentral, Southwest Alaska. Other pricing opportunities include purchase of a discounted "punch card" or "debit card" with, for example, \$120 worth of travel value for \$100. The card could then be used to purchase tickets, staterooms, food in dining rooms, or gifts in gift shops. All of these would make AMHS travel easier for travelers and potentially increase revenues to the system.

Of particular benefit to PWS would be to implement a model used in resort towns in British Columbia and Alberta as well as Europe applicable to PWS. For example, in Canadian and European ski resort towns, business owners and travelers can flexibly "package" accommodations, breakfast or other meals, ski lift tickets, car rental and other amenities or activities. It is not dependent on a tour operator building a static package in advance and selling it through their limited channels. The ski area is the core draw that is being "sold" by all these other businesses as part of their flexible package.

This process enlists a large number of businesses to act as wholesalers for the ski area. In PWS the fast ferry could be this core that is wholesaled by businesses. It is not clear at this time whether AMHS will allow for this "flexible custom packaging," but this feature, the itinerary pricing, and other user-friendly selling and marketing opportunities discussed above could be a huge financial benefit to businesses and communities in PWS as well as the AMHS.

Trails

The economic benefits of trails are extensively documented.²³ Studies have found that trails bring economic benefits in the form of jobs in trail construction, maintenance and operation as well as tourism-related opportunities such as outfitter guides, equipment rentals, restaurants and lodging. The economic impact of a trail involves a combination of newly created jobs and the expansion of existing businesses related to travel, equipment, clothes, food, souvenirs and maps. In addition, trails can increase quality of life in a community and consequently attract new businesses.

Trails for hiking, biking, skiing, and snow machining as well as waterways for kayaking, canoeing, and scuba diving are assets that simultaneously cater to residents and visitors alike. Many of the trails in PWS are located near communities and vary in length. One method for augmenting the value of trails, especially for visitors, is to network or link them, as Southeast Alaska communities are doing with the SEATrails project discussed in the next section.

In addition, a longer, world renowned trail can also serve as an anchor or a primary draw for outdoor oriented visitors. Research on nature oriented travelers indicates that hiking is their third most important attribute after wilderness setting and viewing wildlife. Examples of these types of trails are the Appalachian Trail in the Eastern USA, the Continental Divide Trail in western USA, the Chilkoot Trail in Southeast Alaska, or the hut to hut system in the European Alps. Given its historic and premiere scenic and wildlife attributes, a trail along the Copper River would be an equivalent type of draw for visitors.²⁴ A Copper River Trail has the potential to:

- Forge a strong regional identity;
- Serve as an anchor amenity for resident and non-resident visitor outdoor recreation in the Sound;

²³ See for example, National Park Service, Rivers, Trails and Conservation Assistance, *Economic Impacts of Protecting Rivers, Trails, and Greenway Corridors*, A Resource Book, 1995, fourth edition revised. http://www.nps.gov/pwro/rca/econ_all.pdf Trails and Greenways Clearinghouse, *Economic Benefits of Trails and Greenways*, 2004. http://www.trailsand-greenways.org/resources/benefits/topics/tgc_economic.pdf

²⁴ For more information on the Copper River Trail, see Knowlton, Rebecca, publisher, *Copper River Trail Plan*, Alaska Department of Natural Resources, Alaska State Parks, February 1998.

- Preserve and interpret the historic Copper River and Northwestern Railroad;
- Improve public access;
- Stimulate low impact tourism;
- Tap the growing adventure and ecotourism markets;
- Enhance economic diversity;
- Provide a sustainable revenue source for local employment in trail maintenance and operation; and
- Compliment rather than compete with other recreation attractions in Southcentral Alaska.²⁵

Both a program modeled after the SEATrails project and the Copper River trail are examples of the types of projects that could position PWS as a premiere outdoor and adventure travel destination, especially combined with the access afforded by the *M/V Chenega*. Both projects are eligible for transportation enhancement funding through the Alaska Department of Transportation TRAAK program.

SEATrails model

Prince William Sound could develop an interlinking system of trails similar to the model developed in Southeast Alaska with the SEATrails program. SEATrails is the Southeast Alaska Trail System, an initiative to promote a system of trails in Southeast Alaska. Sixteen communities joined together to form a cooperative, non-profit organization to market and promote tourism and recreation through the promotion of trail systems within and among their communities.²⁶ Several convention and visitor bureaus and trail organizations, as well as Southeast Conference, Alaska Wilderness Recreation and Tourism Association, and Alaska Recreation and Park Association, have endorsed the establishment of SEATrails.

The effort is based on a coordinated regional trail system attracting independent travelers interested in hiking, biking, boating, or enjoying the scenic and cultural trails in Southeast Alaska. The mission of the program is to facilitate planning, promotion, maintenance, and construction of a region-wide, Southeast Alaska trail system that will stimulate economic development, enhance quality of life, and improve transportation.²⁷ Trails in the program include hiking, biking, bridle, and walking paths, as well as canoe, kayak and scuba diving routes. The system will ultimately consist of trails that are locally owned and managed as well as trails located on state

and federal land. The management of SEATrails will be defined by people in each community or village, working with their counterparts at the local, state, and federal level throughout Southeast Alaska. The backbone of the interconnected system is the Alaska Marine Highway System that links the communities.

The SEATrails vision is:

- A long-distance recreation corridor for hikers, kayakers, cyclists, divers, and others wishing to travel in the region and experience Southeast Alaska communities and the great out-of-doors.
- A transportation and trail network with maps and information, signs, user guides and common services.
- A system of trails and cultural itineraries conveniently reached by the Alaska's Marine Highway System and other transportation modes that serve the region.

Communities join the network through the passage of a resolution of support by their community council, and can nominate trails for addition to the SEATrails network. The nominated trails are assessed by a group comprised of representatives from other SEATrails communities and trail experts from local, state, and/or federal land management agencies. The SEATrails group completed an assessment report and received funding from the Alaska Department of Transportation and Public Facilities TRAAK program and federal highway program. In September 2003, SEATrails received \$454,813 in the 2003 Omnibus Appropriations Act under the Public Lands Highways Discretionary Program and entered into an agreement with Western Federal Lands division of the Federal Highway Administration and the U.S. Forest Service Alaska Region. Senator Ted Stevens included an appropriation in the Senate transportation budget that will enable SEATrails to begin developing trail maps, information and promotional materials, and a strategic plan. It also provides the necessary funds for establishing a grant program for local trail projects.²⁸

The SEATrails concept holds considerable potential for Prince William Sound especially with the *M/V Chenega* to improve the access and connectedness among the communities and amenities. With only five communities in PWS, the process of forming a group and organizing would most likely

²⁵ An extensive evaluation of a potential Copper River Trail in the late 1990s resulted in no action, however, primarily due to objections from private landowners along the river.

²⁶ www.seatrails.org

²⁷ SEATrails Brochure, 2003.

²⁸ SEATrails Press Release, September 24, 2003. www.seatrails.org

be easier than the process in Southeast Alaska with its large number of communities. A PWS group could potentially join under the one umbrella or develop a complimentary group. Either way, the groups should cooperate to help each other attract more independent travelers to smaller communities to enjoy hiking, biking, paddling and accompanying activities of bird and wildlife watching. Alaska is lagging behind other states in attracting these types of visitors and proportionally more travelers go to larger communities on well established visitor routes.²⁹

Preparing for Change

It is difficult to estimate traveler demand for major shifts in transportation options, and it is possible, of course, that the forecasted ferry ridership numbers are overly optimistic. Even the most conservative projections, however, involve a doubling of visitation to PWS communities and as a result, it would be best for the PWS communities to plan adequately for managing potential impacts and benefits from at least this magnitude of increase.

Some changes are likely to come incrementally to PWS as it is “more discovered” and the flow of travelers, especially independent travelers facilitated by the fast ferry, gradually increases. However, there is also the potential for huge discontinuities such as those caused by a shift of cruise ship dockings from Seward to Whittier to shorten the travel time to Anchorage and points beyond. These situations are especially challenging because the decisions are often made by private companies with little dialogue with communities or businesses leaders. Communities then struggle to manage the impacts of a sudden increase in visitor numbers while providing the amenities and shore excursions that keep passengers in town rather than merely serving as a past through port. Continued communications with cruise companies can help reduce surprises and promote an atmosphere that encourages open discourse which benefits all parties.

One of the issues for cruise ship companies visiting communities is having a sufficient number of activities available for disembarking passengers. There needs to be adequate numbers of attractions at prices visitors are willing to pay and the activities must fit into the duration of the available docking time of ships. In addition, services offered must be high quality

and reliably provided as many of these are sold in advance. Activities sold by the cruise companies to their clients become part of the “cruise experience” so naturally the companies are cautious about what shore excursions they are willing to sell. Businesses need to develop relationships with the cruise companies if they hope to offer their products and services through cruise ship commissioned sales.

In addition, communities and businesses who work together to maintain an ongoing community dialogue and consensus on residents’ “vision” of their community and the type of growth consistent with that vision usually experience less community conflict than those who do not strive for open discourse. Ongoing open communication allows residents and communities to be more flexible and prepared to address changes by proactively discussing controversial issues. This also facilitates business development because it creates a more certain and peaceful business and community atmosphere which reduces investment risk.

Examples of the types of things communities can do to manage the impacts of increased visitation include ensuring:

- adequate public restroom facilities;
- adequate waste receptacles and collection;
- adequate parking in areas that minimize disruption of neighborhoods and resident travel patterns;
- improved signage for visitor information as well as traffic speed limits and other safety precautions;
- reviewing and adjusting as needed traffic flow and pedestrian and bicyclists safety such as sidewalks and road shoulders, especially in areas near schools and neighborhoods;
- zoning and building permit regulations that allow incremental, relatively low cost additions to visitor accommodations availability such as bed and breakfasts;
- transient camping ordinances to avoid overnight parking and/or camping along road waysides, in parks or on other inappropriate public or private lands;
- land use planning and zoning to facilitate the appropriate development of camping facilities in areas the community deems appropriate;
- sign ordinances to ensure that the community

²⁹ Alaska Department of Community and Economic Development, Alaska Visitor Statistics Program data, 2001.

retains an attractive and appealing image as visitation grows, e.g. rules governing kiosks, sign boards and advertising along roads and in waysides and sidewalks; and

- continued or improved communications among community members, city or tribal councils, and entrepreneurs regarding actions needed to support business development and expansion.

Regional Marketing

Despite the scenic beauty and natural amenities offered in Prince William Sound, the communities are relatively small and the tourism attractions and businesses are relatively few compared to more developed locations in Southeast and Southcentral Alaska.

The idea behind regional marketing is for these communities to pool their resources to promote their collective amenities to attract visitors to the region, rather than solely promoting their individual towns. Southeast Alaska enjoys a well developed array of tourism products (developed tours and attractions and services offered to travelers), a number of small and mid-sized communities evenly spaced throughout the region, and a tremendous amount of national and international marketing by the numerous large cruise ship companies that offer trips to the "Inside Passage." As a result, Southeast Alaska is well branded with the Inside Passage and Prince William Sound is at a current disadvantage relative to Southeast's branding and marketing efforts. However, given the large number of visitors and cruise ships to Southeast Alaska, some residents and visitors feel that the region is congested and the quality of the experiences has deteriorated. As a result, Prince William Sound with its mountains, fish and wildlife, fjords and glaciers offers an alternative experience under potentially less congested conditions.

As destinations in Southeast Alaska and the Denali National Park area have become more crowded, the Valdez-Cordova and Wrangell St. Elias areas have been identified as the "next frontier" of the tourism industry. This possibility offers both problems and opportunities. Making this happen will require building "destination awareness" with travelers - both from in and outside Alaska - of the attractions of the region. The new Princess Hotel will do much to create this publicity, creating new business opportunities in

the Copper Center, Chitina, McCarthy and Kennicott areas. On the down side, there is a risk that the development that comes in the future will undermine the attractiveness of the region, and that locals will not be the ones who start and operate new businesses.

The fast ferry significantly improves access and the draw of the region by decreasing travel time. However, a challenge will be to hold visitors in the area rather than merely serving as a relatively inexpensive boat day trip or a scenic transit across the Sound. Being road connected, Whittier and Valdez have the advantage of being the potential start and/or finish of a ferry trip. To maximize the benefits of the improved ferry service, visitors need incentives to lengthen their stays in Whittier and Valdez rather than merely arriving in time to catch the ferry. In Cordova, as well as Chenega Bay and Tatitlek if they choose to encourage visitors to their villages, visitors need reasons to travel to the East Sound and non-road connected communities, disembark and remain to visit but leave minimal negative impacts behind.

Pros and Cons of Regional Marketing

Regional marketing offers many benefits. Visitors are more likely to visit Prince William Sound if there are a number of attractions and activities both to lure them to the area and keep them engaged longer. None of the communities in PWS currently have the assets and amenities that are likely to draw visitors as a core destination or keep them in the Sound for an extended period of time. Collectively, however, the communities can offer an assortment of activities and opportunities to encourage visitors to come to and remain in the Sound, share in a regional brand, and leverage limited resources to market more strategically and effectively. The region has much to offer ranging from extreme skiing in winter in Valdez, the history and culture of the Copper River area, the shore bird festival and regattas held in Cordova, and Native culture in the villages. While there might not be enough tourism product currently developed to keep any one visitor in one of the towns for a lengthy stay, there certainly is a wide range of activities in the region that leveraged together can draw visitors for extended visits.

The challenges to regional marketing include reaching agreement on things such as a regional brand, the focus and type of marketing, concerns about competition among communities and businesses especially given the differences in sizes and resources of the communities, and limited resources. Lack of funding and focus resulted in the demise several years ago of the Prince William Sound Tourism Coalition, but that does not mean that regional marketing would not be successful at this time, especially with the new fast ferry changing the face and further strengthening the ties and opportunities of the communities in the Sound. Indeed, a committee of the Prince William Sound Economic Development District, one of several statutorily-created regional economic development organizations statewide, has begun meeting to pursue the challenge of marketing the Sound on a regional basis. This or a similar group could focus on projects that are mutually beneficial such as collectively purchasing ad space in travel planners or publications such as the Alaska Milepost,³⁰ applying for grants for interpretive signs and materials at ferry terminals and community centers, influencing the routing and scheduling of the new fast ferry, and increasing funding for infrastructure projects. A regional website with links to each community could also allow communities to pool resources to help pay search engine optimization costs. Working with the Alaska Marine Highway System is a challenging task and bringing about any changes in process or operations is difficult at best. Collectively, however the communities working together might be more successful than each working alone.

In addition, a regional marketing group could facilitate press trips, reduce the costs of assembling and distributing press kits, and organize familiarization (“fam”) trips for tour operators, cruise representatives, and others who can include PWS businesses and communities in their visitor travel packaging and sales.

Tourism Infrastructure Projects

A number of projects have been identified by communities in community plans and other research that would support resident and visitor travel and recreation. These are shown in Table 5. Potential funding sources for sustainable tourism projects are shown in Table 6.

³⁰ Information from the Alaska Visitor Statistics Program (AVSP) and other research consistently indicates that the *Alaska Milepost* is one of the most used sources of visitor information, especially for those traveling by road and ferry.

Table 5.**Capital Project Development to Support Visitor and Resident Travel and Recreation, Prince William Sound, 2004**

Community/Project	Description	Primary Potential Funding Sources
Chenega Bay		
Ferry Dock Reconstruction	Dock reconstruction to accommodate the <i>M/V Chenega</i>	ADOT/FHWA/FTA
Cordova		
Copper River Highway, pedestrian improvement	Pedestrian bridge on Eyak River bridge	TRAAK, Recreation Trails Program
Multi-purpose facility	Space for community gatherings, performing arts, cultural and historical information, and conference space.	Local Bonds/State Grants
Ferry		
Dock reconstruction	Dock reconstruction to accommodate the <i>M/V Chenega</i>	ADOT/FHWA/FTA
Ferry maintenance facility	PWS ferry maintenance facility	ADOT/FHWA/FTA
In-town Attractions		
Trails	Downtown resident and visitor improvements	TRAAK
Visitor information	Downtown resident and visitor improvements	Local Bonds/State Grants; Scenic byway
Signage	Downtown resident and visitor improvements	Local Bonds/State Grants; Scenic byway
Shuttle bus	Downtown resident and visitor improvements	FTA
Shelters	Downtown resident and visitor improvements	Local Bonds/State Grants
Tatitlek		
Ferry Dock Reconstruction	Dock reconstruction to accommodate the <i>M/V Chenega</i>	ADOT/FHWA/FTA
Whittier		
Dock construction and upgrades	New cruise ship dock/upgrade to existing railroad dock.	Private funds
Marine facilities:		
Small boat harbor expansion	Add 189 small boat slips to harbor	U.S. Corps of Engineers, ADOTPF Ports and Harbors
Large boat slips	A dozen 80-100 foot slips to accommodate large tour boat needs	U.S. Corps of Engineers, ADOTPF Ports and Harbors
Storage	Dry stacking storage facility for up to 300 boats	U.S. Corps of Engineers, ADOTPF Ports and Harbors
Recreational vehicle park		Private funds

Community/Project	Description	Primary Potential Funding Sources
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Whittier cont.

Shotgun Cove Development	Chugach Corporation development including a cruise ship landing area, additional small boat dock, accommodations, and condominiums.	Private funds
Private Cruise Boat/Day Boat/Parking project	Facilities for small boat storage (500 vessels, 300 in dry stack building, 200 in outside slips), plus docking space for 6-8 excursion vessels, plus a parking lot for 500 vehicles.	Private funds, Local Bonds/State Grants

Valdez

Trails

Shoup Bay trails and cabins	Trail expansion for residents and visitors	TRAAK, Recreation Trails Program
Thompson Pass to Shoup Bay	New recreational trail	TRAAK, Recreation Trails Program
Pedestrian lanes	Designated pedestrian lanes from Cruise Dock to Dock Point to the downtown district.	TRAAK, Recreation Trails Program
Bike trail	Extension of the bike trail to Mile 10, Richardson Hwy.	TRAAK, Recreation Trails Program
Wildlife viewing area at duck flats	Wildlife viewing platform and boardwalks	Wildlife Habitat Incentives Program; Fish and Game Fund
Downtown dock upgrade	Allow cruise boats to stop within walking distance of downtown.	U.S. Corps of Engineers, ADOTPF Ports and Harbors
Small boat harbor expansion	Improvements to the existing small boat harbor and development of another harbor for commercial small boats.	U.S. Corps of Engineers, ADOTPF Ports and Harbors
Multi-agency facility	Multi-agency visitor facility and new museum to serve as portal to Chugach National Park and Wrangell-St. Elias Ntl. Park & Preserve	Local Bonds/State Grants

Comprehensive Waterfront Development Plan

Improving downtown roads	Downtown resident and visitor improvements	ADOT/FHWA/FTA
Sidewalks	Downtown resident and visitor improvements	Local Bonds/State Grants
Mini-parks and plazas	Downtown resident and visitor improvements	Local Bonds/State Grants
Restrooms	Downtown resident and visitor improvements	Local Bonds/State Grants
New state park	Acquire land for a new park near Shoup Bay trail head.	Exxon Valdez settlement funds

Ferry

Dock Reconstruction	Dock Reconstruction Dock reconstruction to accommodate the <i>M/V Chenega</i>	ADOT/FHWA/FTA
Terminal	Ferry terminal improvement and upgrades	ADOT/FHWA/FTA
Vehicle staging area	Ferry terminal improvement and upgrades	ADOT/FHWA/FTA

Sources:

Parsons Brinckerhoff, *Prince William Sound/Copper River Transportation Plan Transportation Needs and Deficiencies Technical Memorandum* prepared for the Alaska Department of Transportation and Public Facilities, September 1999.

Northern Economics, *Economic Impacts Assessment of Alyeska Layoffs and Economic Development Plan for Valdez*, A Report to the City of Valdez, February 2003.

"Copper River Watershed Transportation Projects Scheduled for 2004-2006," *The Copper River Runner*, August, 2004.

Cordova Chamber of Commerce, Tourism Advisory Committee and Christopher Beck & Associates, *Cordova Community Tourism Plan: Actions and Strategies for Positive Tourism Growth in Cordova and the Lower Copper River Watershed*, March 2003.

City of Valdez, Valdez Convention and Visitors Bureau, Valdez Tourism Task Force working with Agnew :: Beck Consulting, *Guiding Valdez Tourism*, Spring 2004.

Potential Funding Sources and Assistance for Tourism Projects

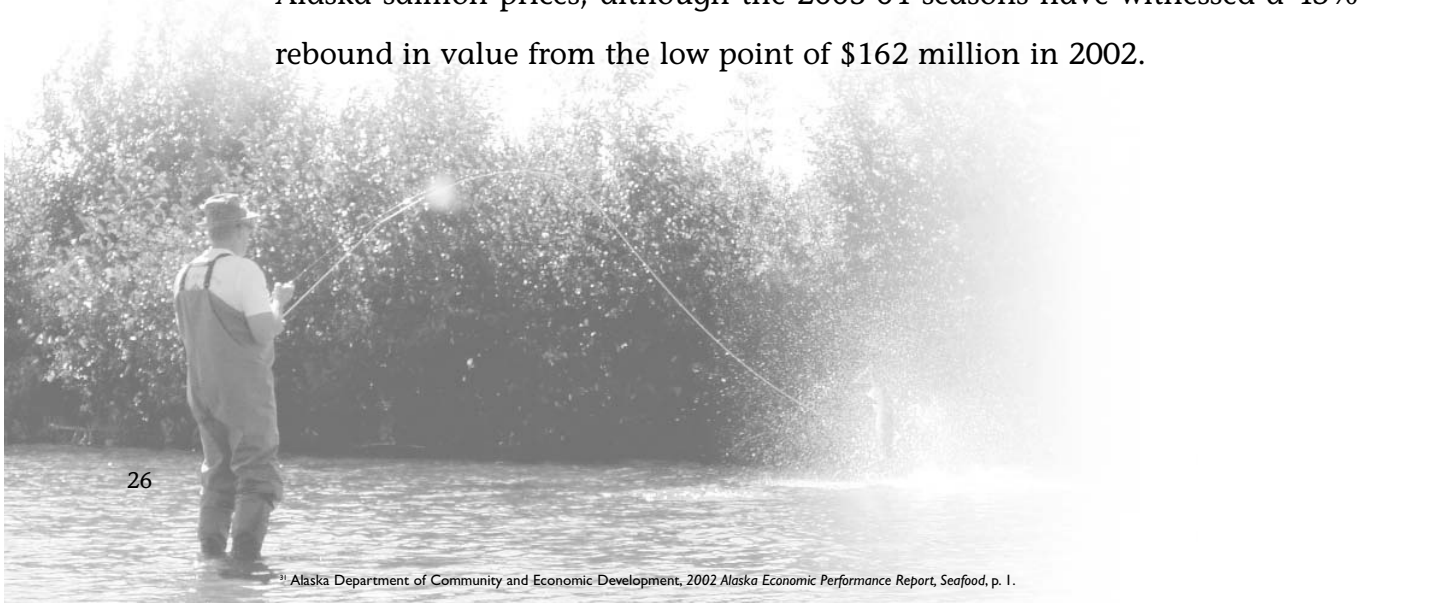
PROGRAM	Type G Grant L Loan T Technical Assistance D Data/Info	Reference Code						Assistance																			
		GP	B	G	NP	N	\$	Arts Crafts	Business Start-up	Commercial Development	Conservation	Construct Facilities	Economic Development	Fishing	Historic Preservation	Job Creation	Job Training	Manufacturing	Marketing	Native Crafts	Planning	Science Technology	Recreation	Rural Development	Small Business	Transport	Tourism
Administration for Native Americans www.acf.hhs.gov/grants/grants_ana.html	G					N	\$	X	X			X	X	X	X	X	X	X				X	X				
Agricultural and Economic Research www.ers.usda.gov	T	D	GP	B	G	NP	N				X	X					X		X		X	X					X
AK Commercial Fishing and Agriculture Bank www.cfabalaska.com	L		GP	B			N	\$			X	X					X	X		X	X	X	X				X
Alaska Grown Program www.dnr.state.ak.us/ag/ag_ms.htm	T	D	GP	B		NP	N							X		X											
Alaska Growth Capital www.alaskagrowth.com	L		GP	B	G	NP	N	\$	X			X	X	X	X	X	X	X	X	X	X	X	X	X			X
Alaska investNet www.alaskainvestnet.org	T	D	GP	B	G	NP	N		X	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X	X
Alaska Regional Development Organizations www.aedcweb.com	G	D	GP	B	G	NP	N	\$	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Alaska Rural Development Council ardc.alaska.edu/index.htm	T	D	GP	B	G	NP	N			X				X									X	X	X	X	X
Alaska Scenic Byways Program www.byways.org	G		GP	B	G	NP	N				X	X					X	X	X	X	X			X	X		
Alaska State Office of Tourism www.dced.state.ak.us/tourism	T	D	GP	B	G	NP	N		X	X				X			X				X	X	X	X	X	X	X
Alaska Village Initiatives, Inc. www.akvillage.com	L			B		NP	N	\$		X		X	X	X			X						X	X	X	X	X
Americorps VISTA www.americorps.org/vista/index.html	T				G	NP			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Artist Career Opportunity Grant www.educ.state.ak.us/aksca/grants3.htm	G		GP		G	NP	N	\$	X								X										X
Artist/Apprentice Traditional Native Arts Grants www.eed.state.ak.us/aksca	G		GP					\$	X								X										X
BIA IRR Roads Program www.fhwa.dot.gov/fih/indresrd.htm	G						N	\$																			X
Business and Export Loan Guarantee Program www.aidea.org/programsbealg.html	L			B				\$	X	X		X			X	X	X				X	X	X				X
Business and Industry Guaranteed Loans www.rurdev.usda.gov	G		GP	B		NP	N	\$	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Buy Alaska Program www.buyalaska.com	G		GP	B	G	NP	N		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Center for Economic Development - Univ. of Alaska www.cbpp.uaa.alaska.edu/centers/ced	T		GP		G	NP	N	\$	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Commercial Fishing Revolving Loan Program www.dced.state.ak.us/investments	L		GP	B		NP		\$				X															
Community Arts Development Grants www.eed.state.ak.us/aksca	G		GP		G	NP		\$	X																		
Community Development Block Grant Program (CDBG) - Municipalities www.commerce.state.ak.us/dca/grt/blockgrants.htm	G				G			\$		X	X	X	X	X			X			X		X					
Community Facility Loan Guarantee www.rurdev.usda.gov	L				G	NP	N	\$			X	X									X	X					
Community Facility Loans and Grants www.rurdev.usda.gov	L	G			G	NP	N	\$			X	X									X						
Community Outreach Partnership Centers Program www.hud.gov/progdesc/copc.cfm	G				G			\$		X	X								X								
Conservation Technical Assistance www.ak.nrcs.usda.gov	T		GP	B	G	NP	N				X																X
Cooperative Extension Service (UAF) www.uaf.edu/coop-ext	T	D	GP	B	G	NP	N			X	X	X							X	X	X	X	X	X	X	X	X

Potential Funding Sources and Assistance for Tourism Projects

PROGRAM	Type G Grant L Loan T Technical Assistance D Data/Info	Reference Code						Assistance Categories																				
		GP General Public B Business G Government NP Non Profit N Native Organization \$ Funding						Arts Crafts	Business Start-up	Commercial Development	Conservation	Construct Facilities	Economic Development	Fishing	Historic Preservation	Job Creation	Job Training	Manufacturing	Marketing	Native Crafts	Planning	Science Technology	Recreation	Rural Development	Small Business	Transport	Tourism	Data Information
Development Finance Program - AIDEA www.aidea.org/programsdevfin.html	L		B	NP	N	\$				X				X	X								X	X	X			
Economic Development Technical Assistance berney@alaska.net	G		G	NP	N	\$				X				X					X			X						
Evergreen Community Development Association www.ecda.com	L		B			\$		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
First Alaska Development Center www.firstalaskans.org	G		GP		NP	B	\$	X	X	X	X	X	X	X	X			X				X	X					
Fisheries Enhancement Loan Program www.dced.state.ak.us/investments	L			NP		\$				X	X		X						X									
Forest Legacy Program www.dnr.state.ak.us/parks/grants/index.htm	G		G	NP	N	\$			X		X										X						X	
Grants for Public Works & Development Facilities berney@alaska.net	G		G	NP	N	\$	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Historic Preservation Fund - Certified Local Government Project Grants www.dnr.state.ak.us/parks/grants/index.htm	G	T	G			\$				X	X								X							X	X	
Historic Preservation Fund - Development Project Grants www.dnr.state.ak.us/parks/grants/index.htm	G	T	GP	G	NP	N	\$	X		X	X								X							X	X	
Indian Arts and Crafts Development www.iacb.doi.gov	T				N		\$	X										X				X	X					
Indian Community Development Block Grant Program www.hud.gov/offices/cpd/communitydevelopment/programs	L	G			N	\$				X	X	X										X						
Indian Loan Guarantee Program www.ak.bia.gov	L				N	\$	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Intermediary Relending Program www.rurdev.usda.gov	G		B	G	NP	N	\$	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Land and Water Conservation Fund www.dnr.state.ak.us/parks/grants/index.htm	G		G			\$		X	X	X											X	X				X		
Loan Assumption Programs www.dced.state.ak.us/investments	L		GP	B		\$	X			X	X								X			X			X		X	
Loan Participation Program - AIDEA http://www.aidea.org/programloanpart.html	L		B	G	NP	N	\$	X		X				X					X	X	X	X	X	X	X	X	X	X
Made in Alaska Program www.madeinalaska.org/mia	D		B			\$	X							X	X	X					X	X						
Mini-Grants Assistance Program www.commerce.state.ak.us/dca/grt/minigrant.htm	G		G	NP	N	\$	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
National Congress for Community Economic Development www.akvillage.com	D			NP		\$								X								X				X		X
Northwest Trade Adjustment Assistance Center www.taacenters.org	G		B			\$				X	X			X	X							X			X		X	
Private Lands Wildlife Management www.akvillage.com	G		GP	B	NP	N		X	X	X									X		X	X	X	X	X	X	X	X
Recreational Trails Grant Program www.dnr.state.ak.us/parks/grants/trails.htm	G		G	NP		\$		X	X	X											X			X	X	X	X	X
Resource Conservation and Development www.ak.nrcs.usda.gov	G		GP	B	G	NP	N		X	X	X								X		X			X	X	X	X	X
Revolving Loan Fund - AVCP www.avcp.org	D		B		N	\$	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

FISHERIES

The seafood industry is important to the economy and social fabric of Alaska. For almost 200 years, fishermen from all parts of the world have ventured to Alaska to take advantage of abundant and lucrative commercial fish resources. The wealth and cultural achievement of Alaska Native populations was possible through the rich fisheries (and wildlife) resources. Alaska is also home to some of the worlds most sought after sport fishing opportunities. Alaska's fishery management systems are some of the best in the world in their efforts to maintain the rich ecosystem. The Alaska fishing industry is under constant pressure to keep up with technical advances in fishing and seafood processing, and to maintain and improve its global market position.³¹ The value of fisheries statewide has declined over the past ten years, largely due to the impact of farmed salmon production on Alaska salmon prices, although the 2003-04 seasons have witnessed a 45% rebound in value from the low point of \$162 million in 2002.



The Copper River, located on the eastern side of the sound, is the base for a very successful regional marketing effort. The first major sockeye run in Alaska occurs in the Copper River each year, which generally results in higher prices in U.S. markets. This helps give the region an advantage in a challenging market for Alaska salmon and has helped maintain the value of Prince William Sound harvests. The region also has strong pink salmon runs associated with an extensive fish hatchery program, though the value of these fish declined to as little as nine cents per pound in 2003 before rebounding to twelve cents in 2004. Residents also fish for halibut and Pacific cod. A once-lucrative commercial Pacific herring fishery completely collapsed in the 1990s, a catastrophe initiated by the *Exxon Valdez* oil spill of 1989 and perhaps exacerbated by other factors.³²

According to Commercial Fisheries Entry Commission data, the number of residents of PWS who are permit holders has declined from 704 in 1980 to 392 in 2002, due largely to the demise of the herring fishery. The total number of permits fished has declined substantially since 1990 partly because there are fewer herring permits, but also because the number of salmon permits fished has declined by about 25%. The decline in salmon permits fished has occurred mainly in the seine fleet and reflects relatively low prices for pink salmon. In contrast, the region's sockeye salmon fishery is perhaps the most fully-utilized fishery in Alaska, with gillnet permits now worth \$50-60,000 and very few on the market or not being fished.³³

Total real dollar revenue to PWS resident fishermen (also known as "ex-vessel value") has declined dramatically, from about \$30 million in 1980 to about \$10 million in 2002. These numbers include revenue from halibut. They are gross revenues—before accounting for any of the costs of fishing. Information on fisheries earnings for PWS residents is shown in Figure 9.

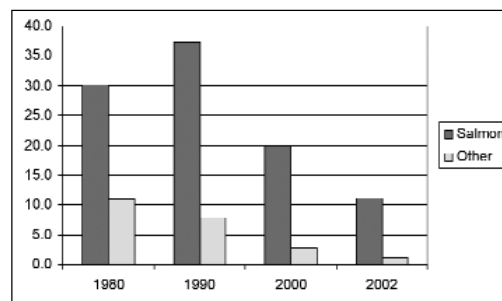
As is the case throughout Alaska, the global decrease in salmon prices is a significant problem for the PWS area. A large part of the regional fishery is pink salmon, generally directed into the canned salmon market. This market is facing difficulties as increased hatchery production statewide increases supply beyond market demand. The result is plunging prices and revenues to fishermen while costs to processors for

holding unsold inventories increase. Recent movement toward a higher-value fillet market may help change this dynamic, as evidenced by demand for pink salmon rising to meet the supply in 2004.

The sockeye harvested in this region is primarily sold in the fresh headed and gutted market, with a smaller percentage going to the fresh and frozen fillet markets. Efforts to create a niche market for wild Copper River salmon as a uniquely delicious, prized fish have helped offset the drop in Alaska salmon prices generally over the past ten years.

There are coho salmon runs in the area that are also experiencing competition with farmed salmon in the U.S. market. Coho prices held steadily in the 50-58 cents per pound range for many years through 2000 before falling sharply in 2001-02. Prices rebounded, however, to 67 cents in 2004.³⁴

Figure 9
Real gross revenues earned from fishing by PWS residents
 (millions of year 2002 dollars)



Fisheries Development

Although the communities in PWS cannot reverse global market dynamics affecting a general economic decline in Alaska's fisheries, communities are doing a number of things to increase the value of fisheries resources in the region. These include taking steps to improve the quality and condition of fish sent to market, developing a niche market for wild Copper River salmon, research and development on fish waste, developing community processing facilities, offering training for processing safety certification,

³² Brown, E.D. et al. 1996, An Introduction to Studies on the effects of the *Exxon Valdez* oil spill on early life history stages of Pacific herring in Prince William Sound, Alaska. *Can J. Fish. Aq. Sci.* 53:2337-2342; *Exxon Valdez* Oil Spill Trustee Council 2002 Status Report, pp. 16-17.

³³ Jerry McClune, President, Cordova District Fisherman United, pers. comm. May 2005.

³⁴ Alaska Department of Fish and Game, Commercial Fisheries Division, Alaska Commercial Salmon Harvests and Ex-vessel Values (1994-2004).

and expanding sportfishing opportunities. This section discusses some of these activities as well as identifying other potential opportunities for expanding the value of the region's fisheries.

Regional Marketing

Until recently, marketing was financed through assessments on harvesters and processors that went to the Alaska Seafood Marketing Institute (ASMI) to do generic statewide marketing. ASMI is run by a governor appointed board, state employee designates and ASMI staff, and is prohibited from marketing on behalf of particular regional products.

Under this arrangement, when fish prices declined, so did ASMI's revenues. Further, as oil revenues weakened, the state legislature eliminated the state contribution to ASMI's seafood marketing efforts. In 2004 the mandatory ASMI marketing tax on fishermen was eliminated, and new state legislation authorized regional marketing associations (RMA) that could market regional seafood products through a voluntary assessment program. Cordova District Fishermen United (CDFU), a Cordova commercial fishing organization, and the Copper River Watershed Project received grant funds to help form an RMA in the Copper River region, and permit holders in the salmon gillnet fishery voted in 2005 to create a regional entity to market Copper River and Prince William Sound gillnet caught salmon.

Wild Copper River Salmon

While not conducted under the State of Alaska marketing program, efforts to market Copper River salmon have been on-going for a number of years. As a result, Copper River Reds or Wild Copper River Salmon is probably the best well-known or "branded" regional salmon marketing effort in Alaska. The success of Copper River salmon in the marketplace is a testament to the potential for regional niche marketing in Alaska. The success of this venture is owed to many participants in the fishery. An early pioneer was Jon Rowley, who was honored in 2005 for his vision of Copper River wild salmon at the Prince William Sound Science Center's annual Copper River Nouveau event. The Copper River Fishermen's Coop, currently inactive, established a brand name for the region's fish in the 1980s and began to focus on quality fish handling. The rich flesh of the local salmon and the early timing of the runs facilitated the development of

a strong niche market. More recently, the Copper River Salmon Producers Association applied for a Copper River certification mark from the U.S. Patent and Trade Office to officially brand their product. They continue to lead the promotion of quality standards for fishermen, tenders and processors in Alaska, while CDFU facilitates the general marketing efforts for the region.³⁵

Another significant participant is Copper River Seafoods, which grew from three flourishing Alaska fishermen owned and operated companies: Copper River Catch, Copper River Fine Seafoods, and Copper River Wild. Established in 1996 by the merger of these companies, Copper River Seafoods has become a model in the art of harvesting, purchasing, processing, and delivering premium seafood.³⁶

Direct Marketing

A fish harvester who catches fish and then sells them directly with or without processing the harvest (gutting and icing is not considered processing) is referred to as a "direct marketer." By selling fish directly, harvesters can significantly increase their incomes, improve the quality of fish offered directly to customers by shortening the time from "ocean to table", and can assist in expanding and meeting the demand for fresh product and niche market products. However, the regulation and process for direct marketing is cumbersome and difficult for harvesters, resulting in a significant barrier. State laws and regulations were reviewed by the Joint Legislative Salmon Industry Task Force to identify opportunities to remove conflicts among different state agencies and to streamline the process and facilitate direct marketing. Relatively little legislation was passed to address direct marketing issues. However, the processor vessel tax was reduced from five percent to three percent for smaller vessels and to one percent for developing fisheries. In addition, the value of the harvest that is taxed for direct marketers is to be based on the ex-vessel price rather than the processed product price paid to the fisherman.³⁷

³⁵ www.copperriverseafood.com

³⁶ www.copperriverseafood.com

³⁷ Glenn Haight, fisheries development specialist, Alaska Department of Commerce, Community and Economic Development, personal communication, April 2005.

King Salmon Enhancement

In 1999, the Alaska Department of Fish & Game (ADF&G) determined that Port Valdez was a prime location for a Chinook Salmon Enhancement Program. The Chinook enhancement program is working to introduce another run of king salmon to the fishing season. The program will enlarge sportfishing opportunities, which already are a draw for highway traffic visitors to Valdez in the summer. Sport fishing is an integral component of summer tourism especially for residents visiting from Fairbanks. The City of Valdez is securing permits for a king salmon rearing pond with the Valdez Fisheries Development Association (VFDA) acting as an advisor. A cooperative agreement between the City and ADF&G resulted in two actions:

1. ADF&G will release approximately 100,000 king salmon smelt annually for a terminal fishery. The salmon will return in May and June every year.
2. City will construct and maintain a rearing pond/terminal fishery location.

Small Business Incubator

The VFDA identified the need for a small business incubator to encourage effective marketing, promote local shellfish mariculture, and work with VFDA on investments in value-added products (e.g. vacuum-packed fillets ready for market). In October 2002, VFDA was awarded a grant of \$460,000 from the U.S. Department of Commerce, which covers a major portion of the financing for VFDA's \$570,000 community fish processing facility development project. The project provides heading, gutting, sliming, filleting, vacuum packing and freezing equipment for a VFDA-owned warehouse which is made available to local fishermen. While the facility is not intended to compete with the major processors in Valdez, it provides local fishermen with an Alaska Department of Environmental Conservation (DEC)-approved facility in which to process their fish. The major processors operating in Valdez focus on the salmon fishery and are not always open throughout the full fishing season. Some Valdez fishermen own quota share in the sablefish and halibut fisheries, which open earlier and remain open later than the salmon season. The availability of this facility provides Valdez fishermen with an alternative to delivering halibut and sablefish to Seward or Whittier. In addition, salmon fishermen can use the facility for value-added processing of their catch or to

process and freeze catch that could be re-processed into value-added products, such as smoked fish, during the off season.

The project includes an education and training component. Any fisher wanting to use the facility has to take a two-week training program. Fishers who complete the training earn a certificate in seafood processing from the Prince William Sound Community College and a certificate from DEC. The training will include quality assurance, state record keeping and reporting, packaging, shipping and Hazard Analysis Critical Control Point requirements as well as business plan development and marketing of seafood products. Initially, fishermen would have to provide their own processing labor and would pay VFDA for plant operating costs. In the longer term, the VFDA envisions training a community-based crew of between 30 and 35 individuals who could serve fishermen for custom processing orders.³⁷

The VFDA fish processing plant project may provide several opportunities for economic development in fisheries-based industry. Valdez fishermen currently delivering halibut and sablefish to other ports may be able to use the facility and deliver and process their catch in Valdez. With these deliveries come the considerable expenditures that fishing vessel operators make during port calls. These can include fuel, food, fishing gear, mechanical equipment and parts, as well as services from machinists, mechanics, electricians and other marine service providers. In addition, the facility may create opportunities for locally based value-added processing, which has the potential to increase local fisher income with associated benefits to the community. The business training portion of the project can also improve the business savvy of local harvesters and marketing training may allow them to develop niche markets for custom processed fish.

In the long term, the project may create year-round opportunities for value added re-processing. For example, salmon could be headed, gutted, and frozen during the harvesting season and put into cold storage. During the winter months, fishermen and/or a custom processing crew could re-process the stored fish into other product forms. The success of these activities will depend on the ability of the harvesters to directly market their products. Thus, of critical importance to the

³⁷ Northern Economics, *Economic Impacts Assessment of Alyeska Layoffs and Economic Development Plan for Valdez*, A Report to the City of Valdez, February 2003.

project's success will be in its ability to train fishermen in business planning and marketing. Clearly, the availability of the facility and the training the project incorporates will provide an important fisheries industry economic development incubator and may lead to the development of locally based fish processing enterprises.

Cordova is working on a similar community processing project. The goal of the Cordova project is to build a community seafood processing facility and certified classroom kitchen. The facility could be used to develop direct marketing and value-added products from local resources. The project planners are currently working on the project operation plans. Seafood would be the main production line, but the addition of a certified kitchen also allows the processing of wild plants and berries into products such as jams and jellies, candies, soaps and candles.³⁹

Fish Waste

The Copper River Watershed Project (CRWP) has been working with the PWS Utilization Committee since 2001 to identify collaborative solutions to capturing more economic value from Cordova's salmon harvest and reducing the waste stream from commercial fish processing. A grant awarded to CRWP in April 2004 by the Alaska Department of Community and Economic Development will be used to purchase a fish protein recycling plant for use by all five of Cordova's processors.⁴⁰

The community of Cordova has taken a proactive approach in the utilization of the fish waste generated by the town's five seafood processing plants.⁴¹ Currently, these plants generate approximately 20 million pounds of fish waste annually, which are discharged into Orca Inlet. Some external forces are motivating Cordova's concern about the management of this waste. The current EPA discharge permit sets a limit of 10 million pounds per processor, and one processor has hit this cap in the past, while another is nearing it. This could adversely affect business and cause community hardship as a result of the possibility of constrained processing, fewer jobs, and increased administrative costs. In a community that processes over 100 million fish a year, primarily salmon and

pollock, it is expected that other processors might have difficulties with discharge limits in the future.

The goal of the fish waste project is to identify one or more technologies that can be used to process salmon and groundfish waste into marketable secondary products in Cordova. CRWP and the processors have prioritized finding a way to immediately dispose of waste in an ecologically sound fashion and on an economical—even if barely at a break-even—basis. Project challenges include a low quantity of fish waste compared to major harvesting centers in the state, Cordova's isolation from the road system, and its high energy and freight costs. For the near term, they will produce fish meal that can be sold at a small profit. In the longer run, Cordova may consider more sophisticated and diverse approaches to creating a mix of products for higher profitability, such as high quality salmon oil and a digest that can be used in animal and aquaculture feed as well as fertilizer plants.

CRWP expects to sign a purchase agreement with the plant manufacturer this fall so that the equipment can be installed during the winter of 2005-2006 and be ready for the trial runs during pollock fishing, and then for running at full capacity during the 2006 salmon season.⁴² CRWP will work with Cordova's processors to establish a limited liability company that jointly owns the equipment. Proceeds generated from sales of fish meal will initially be used to pay off the equipment, and then to continue research and development on new fish waste products.

Shellfish aquaculture

Shellfish aquaculture is a tiny component of total shellfish income but it offers significant income potential for Alaskans, especially those in rural coastal communities hit hard by declines in salmon prices. Alaska shellfish farms are raising oysters, mussels and clams, and the industry is gearing up to raise geoducks, Pacific cockles, and purple-hinged rock scallops (Table 7, Figure 10). The market for Alaska farmed shellfish is strong. It is likely to remain strong because of problems facing growers elsewhere such as pollution, water-borne diseases, and environmental changes that have reduced stocks or made them less desirable to consumers. Alaska

³⁹ Smith, Steve, Cordova Kitchen Steering Committee, *Cordova Kitchen Project Micro Grant Application*, June 19, 2004.

⁴⁰ *The Copper River Runner*, August 2004, newsletter of the Copper River Watershed Project.

⁴¹ Information on fish waste is from: Goldhor, Susan, Chris Mitchell, Knut Nordness, and Pat Shanahan, *Waste to Wealth: Fish Waste By-Products Solutions for Cordova, Technologies & Markets*, presented to the PWS Utilization Committee and The Copper River Watershed Project, prepared by Shanahan Strategic Planning & Communications, March 2004.

⁴² Kristin Smith, Executive Director, Copper River Watershed Project, personal communication August, 2005

shellfish are grown in clean, unpolluted water, which accounts for their excellent reputation and demand.⁴³

Table 7

2002 Aquatic Farm Market Sales

Market Sales	Southeast	Southcentral	TOTAL
Oysters	287,364	632,646	920,010
Value	\$124,770	\$275,422	\$400,192
Clams (lbs)	40,726	0	40,726
Value	\$115,038	0	\$115,038
Mussels (lbs)	0	3361	3,361
Value	\$0	\$5,419	\$5,419
Other	23(lbs)	4194	
Value	\$345	\$2,066	\$2,411
Total 2002 Aquatic Farm Market Sales			\$523,060

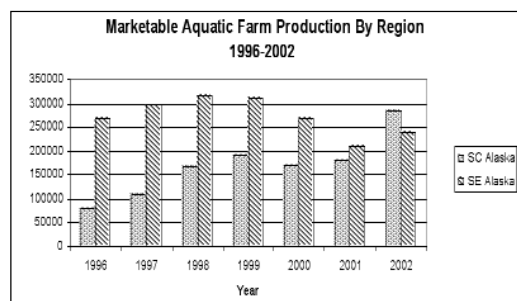
Employment Summary

Number of employees	19	51	70
*Days Worked	1,423	2,164	3,587

*Does not include owner/operator work days.

Despite Alaska's pristine conditions for raising shellfish, as with many industries higher costs due to distance from markets, and lack of infrastructure and transportation systems put Alaska farmers at a competitive disadvantage. Also Alaska law prevents the culture and rearing of any species of shellfish not native to Alaska. The only exception to the importation laws is oyster spat that can be brought into Alaska from certified hatcheries; this accounts for the prevalence of oysters as the primary shellfish cultivated in Alaska. Most shellfish commonly reared in other geographic areas are not native to Alaska; these non-native species have well researched and developed cultivation methods. In contrast, until recently no species native to Alaska had ever been commercially cultured and reared. As a result, Alaska farmers had to conduct and fund the research on the rearing of Alaska native shellfish species. Without much public sector basic research support, many early farmers invested their own funds to conduct research. This accounts in part for the slow start and low success rate of early shellfish rearing efforts.

Figure 11



One of the more controversial aspects of shellfish farming is the siting of leases on state tidelands. In 2002, new state legislation required the Alaska Department of Natural Resources to select and "pre-approve" at least 90 aquatic farming sites statewide, including Prince William Sound. The approximately 900 acres opened to leasing by this new law increases the acreage available for shellfish farming to approximately 1,300 acres. Of numerous sites offered in Prince William Sound, however, only one received a bid.

Mariculture is not suitable for all areas of the state and some areas, such as Kachemak Bay, are already considered fully utilized by other user groups, such as sport fishermen and recreationists. There are also issues of appropriateness of locating farms in parks and preserves and near residential areas. Many user groups believe that additional mariculture development will negatively affect other economically beneficial uses. These potential conflicts necessitate a thorough public input process. The coastal management and community comprehensive planning processes are intended to ensure these issues are addressed.

While it is important that shellfish farms be carefully located and managed to reduce potential social and biological impacts, shellfish farming also offers the potential for environmental and biological management improvements. For example, weathervane scallops are fished from Yakutat to the Bering Sea using dredges that essentially rototill the ocean floor. Most of these boats and fishermen are from out of state fishing in a seasonal fishery. In contrast, raising scallops could provide year round local community employment and significantly reduce biological

⁴³ Alaska Science & Technology Foundation, *A Long-Term Economic Development Strategy for Alaska*, April 2000 edition.

and environmental impacts. In February 2003, the shellfish aquaculture industry established environmental codes of practice to help ensure maintenance of pristine water quality and protection of marine habitats to enable sustained management of the farm operation.⁴⁴

Chenega Bay has struggled with the development of an oyster farm largely because of inconsistent and expensive transportation to markets as well as the difficulties retaining employees as young people leave the village for urban job opportunities.⁴⁵ Weekly service by the fast ferry *Chenega* would be a significant boost to this mariculture operation, although as explained in the Tourism section, the *Chenega* will not initially provide service to its namesake community.

A recent economic impact analysis determined that shellfish farming expenditures stay:⁴⁶

- 53% in the local area,
- 72% in the region, and
- 97% in Alaska.

This is an exceptionally high rate of economic benefits accruing to local and state economies and offers some promise that once developed, this industry could provide sustainable economic benefits to PWS communities.

⁴⁴ Alaska Shellfish Growers Association, *Environmental Codes of Practice for the Alaska Shellfish Aquaculture Industry*, February 2003.

⁴⁵ Kate McLaughlin, Environmental Program Technician, Chenega IRA Council, personal communication, March 10, 2004.

⁴⁶ Ralonde, Raymond, October 17, 2003 based on ten years of expenditure data from the Tenass Pass Shellfish farm.

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A compilation of publicly available data from:

U.S. Census
 U.S. Bureau of Economic Analysis
 Alaska Department of Labor
 Alaska Commercial Fisheries Entry Commission
 Alaska Department of Fish and Game,
 Subsistence Division

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December 12, 2003

Contents

Introduction and Summary
 Primary data sources
 Existing compilations of socioeconomic data
 Population, employment, and income
 Fishing
 Subsistence

Introduction and Summary

This report presents a compilation of economic data for Prince William Sound, Alaska (PWS). The PWS study area includes the communities of Chenega, Cordova, Tatitlek, Valdez, and Whittier. Where possible we present trends from 1970 through 2000. We use several primary data sources; each has strengths and limitations.

Several existing publications provide good data at the level of the Valdez-Cordova census area. These are noted below and are not duplicated. We focus here on trends over time and community-level information.

Total population in PWS communities more than doubled between 1970 and 1980, but growth slowed during the 1980s. Only Cordova grew during the 1990s. Alaska Native and Native American population grew more slowly but more steadily.

Total PWS employment as reported in the census more than doubled during the 1970s, grew slowly during the 1980s, and declined slightly during the 1990s. Much of the decline is due to reductions in Trans Alaska Pipeline employment in Valdez, but Whittier also lost jobs during the 1990s. Data for the entire Valdez-Cordova census area show a modest shift in the structure of the economy away from government and toward trade and services between 1980 and 2000.

Real per capita income for the PWS area declined by 17% during the 1990s. However, interpreting data for 1990 is difficult because it includes one-time income related to the Exxon Valdez oil spill. Median household income, for which data is available for 1980, declined in Valdez when measured from 1980 to 2000, but increased in all other communities during these 20 years. The long-term decline in Valdez is due to a reduction in the number of high-paying petroleum industry jobs. Income gains in Cordova have been tempered by declining fish prices.

The real dollar gross value (often called "ex-vessel value") of fish caught in PWS (by residents and nonresidents) has recently declined to \$26.5

million, less than half of its average value over the period since 1975. This decline is due chiefly to lower salmon prices, as well as the collapse of the herring fishery. The Alaska resident share of this value has remained constant at about 74 percent.

The real dollar gross value of fish caught by PWS resident fishermen has also declined dramatically, from about \$30 million in 1980 to about \$10 million in 2002. These figures include halibut. This decline is also due chiefly to falling prices. In response to declining opportunities, the total number of *permit holders* in PWS declined from 704 to 392 between 1980 and 2002, mostly due to the demise of the herring fishery. The total number of permits fished also declined substantially since 1990. Most of the decline is due to reduced numbers of herring permits, but the number of salmon *permits fished* has also declined by about 25%. Fishing statistics for the individual communities reflect these overall trends.

The subsistence economy and culture continue to be the backbone of Alaska's rural life where few wage employment opportunities exist. On average, rural Alaskans harvest about 375 pounds of wild foods per person per year, which supplies more than 200 percent of their daily protein requirements.

Although subsistence harvests by PWS residents declined after the *Exxon Valdez* oil spill, followup studies showed substantial harvests in 1998, ranging from 179 pounds per person in Cordova to 577 pounds per person in Chenega Bay. Harvests were also diverse, with the average household using 15 or more different kinds of resources in the study communities. Using a simple replacement cost of \$5 per pound, the monetary value of these subsistence harvests is substantial. It ranges from \$895 per capita and \$2,710 per household in Cordova to \$2,885 per capita and \$8,075 per household in Chenega, based on 1998 harvest amounts.

Primary Data Sources

There are five main sources of primary economic data for Prince William Sound:

- 1) U.S. decennial census data, which is self-reported
- 2) U.S. Bureau of Economic Analysis, Regional Economic Information System, which is based on surveys and makes use of census data
- 3) Alaska Department of Labor wage and salary data, provided by employers
- 4) Commercial Fisheries Entry Commission (CFEC) data on fishing effort and earnings

Each primary data source has strengths and limitations. The basic rule of thumb for using the data is to use only one source at a time when comparing communities or when calculating trends over time. This is especially important when looking at trends in employment.

Subsistence data are from:

- 1) Fall, James A. and Charles J. Utermohle, *Subsistence Harvests and Uses in Eight Communities Ten Years After the Exxon Valdez Oil Spill*, Alaska Department of Fish and Game, Division of Subsistence, Technical Paper No. 252, September 1999.
- 2) Wolfe, Robert J., Research Director, *Subsistence in Alaska: A Year 2000 Update*, Division of Subsistence, Alaska Department of Fish and Game, Juneau, March 2000.

Existing Compilations of PWS Socioeconomic Data

- 1) The Alaska Department of Labor (ADOL) presents an excellent overview of changes in the Prince William Sound economy between 1989 and 1999 in the October 1999 issue of *Alaska Economic Trends*. This article provides wage and salary employment at the community level for Cordova and Valdez. The big drawback of these numbers is that they do not include most fish harvesting employment. This is because fish harvesting is almost always conducted by self-employed proprietors who do not provide data to ADOL.

Available at: <http://www.labor.state.ak.us/trends/trendspdf/mar99.pdf>

- 2) Krone, Reed, and Schaefers produced a comprehensive snapshot of PWS socioeconomic data as of 1998, with much community-level data. The major drawback of these data is that they rely on 1990 census data and do not incorporate year 2000 census data.

Crone, Lisa K.; Reed, Pat; Schaefers, Julie. 2002. Social and economic assessment of the Chugach National Forest area. Gen. Tech. Rep. PNW-GTR-561. Portland, OR: U.S. Department of Agriculture, Forest Service, Pacific Northwest Research Station.

Available at: <http://www.fs.fed.us/pnw/publications/complete-list.shtml>

- 3.) The State of Alaska Department of Community and Economic Development (DCED) maintains a Web-based economic information system that provides good data for the entire Valdez-Cordova Census area for the years 1995-1999. The main drawback is the coverage of the entire census area and the lack of data for census year 2000.

Available at: http://www.dced.state.ak.us/cbd/AEIS/AEIS_Home.htm

- 4.) The U.S. Bureau of Economic Analysis, Regional Economic Information System, provides comprehensive data on employment and income for the Valdez-Cordova census area as a whole. These data are not adjusted for part-time employment. Some of these data are presented below for completeness, but a great deal more is available from the REIS.

Available at: <http://www.bea.doc.gov/bea/regional/reis/default.cfm>

Population, Employment, and Income

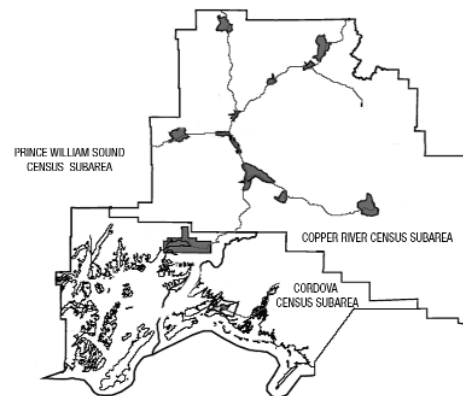
This section focuses on trends over time at the individual community level. Only the U.S. census provides this level of detail. Since census data are self-reported, other sources of economic data are generally more accurate and comprehensive when looking at the level of the entire census area.

Census Geography

In 1970, the PWS area was part of the Valdez-Chitna-Whittier census division. Beginning with the 1980 census, the area became part of the Valdez-Cordova census area. This census area consists of the Prince William Sound census subarea, the Cordova census subarea, and the Copper River census subarea. Because of this shift in census geography, some care is required when comparing data from 1970 with subsequent decades.

Map 1

The Valdez-Cordova census area



Source: Alaska Department of Labor, Population Overview, <http://www.labor.state.ak.us/research/pop/chap4.pdf>

Population

Total population in PWS communities more than doubled between 1970 and 1980. The population of Valdez tripled as the trans-Alaska pipeline began to operate (census data do not pick up the transient population peak during construction).

Cordova and Whittier grew less rapidly. Overall growth was much slower during the 1980s and only Cordova showed positive population growth during the 1990s.

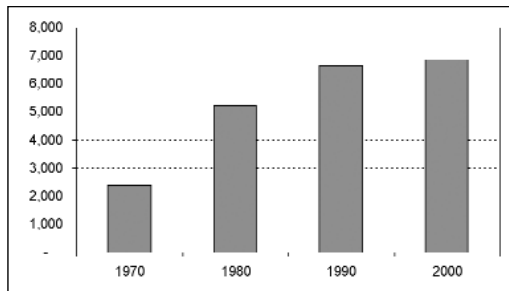
Table 1

Population change in PWS communities

	1970	1980	1990	2000
Chenegea			94	86
Cordova	1,164	1,879	2,110	2,454
Tatitlek	111	68	119	107
Valdez	1,005	3,079	4,068	4,036
Whittier	130	198	243	187
Total PWS Communities	2,410	5,224	6,634	6,865
Average Annual Growth. (during previous decade)		8.0%	2.4%	0.3%

Figure 1

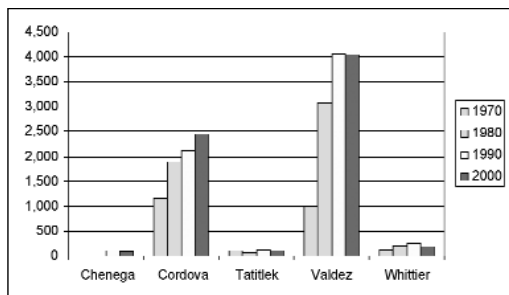
PWS area population growth



Source: ISER compilations of U.S. decennial census data.

Figure 2

Population change in PWS communities



Source: ISER compilations of U.S. decennial census data.

Alaska Native and Native American Population

Native population grew more slowly than total population. Numbers for year 2000 must be interpreted with caution since method of reporting ethnicity changed dramatically in 2000.

Table 2

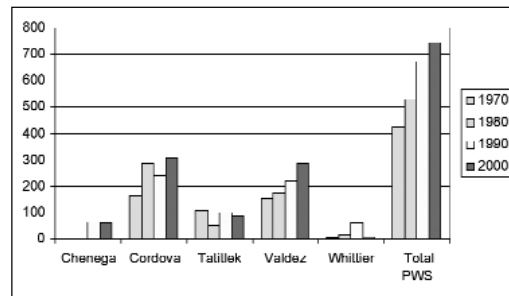
Alaska Native and Native American population in PWS communities

	1970	1980	1990	2000
Chenegea			62	61
Cordova	162	286	237	305
Tatitlek	107	53	98	86
Valdez	150	175	219	285
Whittier	5	17	58	9
Total PWS	424	531	674	746

Source: ISER compilations of U.S. decennial census data.

Figure 3

Alaska Native and Native American population in PWS Communities



Source: ISER compilations of U.S. decennial census data.

Employment

Total PWS employment as reported in the census more than doubled during the 1970s, grew slowly during the 1980s, and declined slightly during the 1990s. Much of this decline is probably due to a reduction in personnel at the Alyeska Pipeline Service Company in Valdez. Whittier also lost jobs during the 1990s.

Table 3

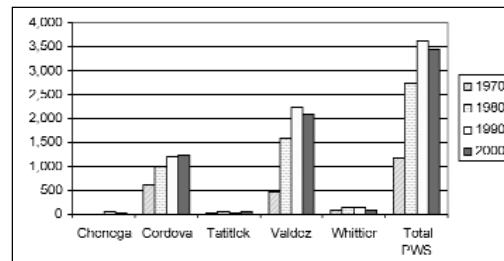
Total employment by community, 1970-2000, from census data

	1970	1980	1990	2000
Chenega			36	23
Cordova	597	986	1,195	1,221
Tatitlek	17	33	15	35
Valdez	455	1,582	2,243	2,076
Whittier	91	122	126	90
Total PWS	1,160	2,723	3,615	3,445

Source: ISER compilations of U.S. decennial census data.
Note: based on employment status variables

Figure 4

Total employment by community, 1970-2000, from census data



Source: ISER compilations of U.S. decennial census data.
Note: based on employment status variables

Cordova wage and salary employment (from ADOL special tabulation)

Table 4

Cordova Wage and salary employment from 1987 to 1997

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Total Industries	834	1,370	1,314	1,317	1,182	1,074	1,048	1,080	1,141	1,067	1,181
Mining											
Construction	14	19	29	51	32	24	17	16	16	23	21
Manufacturing	189	671	318	347	264	241	236	277	269	180	212
Seafood	189	671	318	347	264	241	236	277	269	180	212
Trans/Comm/Utility	78	83	196	85	82	82	84	82	103	105	103
Trade	181	171	178	180	174	157	188	175	188	203	189
Wholesale Trade	38	33	40	41	35	28	38	41	44	50	54
Retail Trade	142	138	138	149	139	129	130	134	145	163	145
Financial/Insur./RE	26	24	24	25	25	16	19	23	27	25	23
Service/Misc.	105	120	131	136	124	121	117	130	168	178	188
Ag/Forestry/Fishing	44	67	88	101	97	98	92	92	90	29	25
Government	298	315	350	372	384	387	374	345	338	343	380
Federal	31	38	40	48	51	52	52	51	48	55	56
State	88	90	112	121	128	123	98	102	98	98	101
Local	176	187	198	202	215	222	224	192	191	190	203

Source: ADOL, Economic Trends, March 1999, page 5.

Valdez wage and salary employment (from ADOL special tabulation)

Table 5

Valdez wage and salary employment from 1987 to 1997

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Total Industries	1,712	1,788	2,888	2,330	2,311	2,385	2,348	2,315	2,283	2,291	2,431
Mining				128	124	5		9	31	51	35
Construction	39	38	23	26	34	185	122	131	81	52	113
Manufacturing	200	206	261	247	288	262	268	190	289	244	238
Seafood	183	168	188	210	273	245	214	148	178	151	182
Trans/Comm/Utility	373	388	1,129	541	880	740	738	568	507	610	718
Trade	144	175	238	285	228	213	247	285	258	254	280
Wholesale Trade	8	5	2	7	11	11	12	12	13	13	13
Retail Trade	138	170	234	268	218	202	236	263	246	241	247
Financial/Insur./RE	18	16	24	30	32	27	32	28	23	24	22
Service/Misc.	248	272	441	326	282	324	320	474	462	421	464
Ag/Forestry/Fishing	18	22	21	21	28	22	28	30	28	28	27
Government	874	873	751	748	808	807	802	819	812	807	852
Federal	18	18	17	18	16	16	14	14	14	16	16
State	371	377	448	422	285	290	274	269	246	227	181
Local	287	280	285	308	304	312	314	346	352	355	355

Source: ADOL, Economic Trends, March 1999, page 9.

Valdez-Cordova census area employment from 1980 to 2000

The REIS data show employment by industry over time for the entire census area from 1980 to 2000. They are not adjusted for part-time work, so they tend to overstate the importance of fishing and manufacturing employment. Manufacturing is largely seafood processing.

These regional data show a modest shift in the structure of the economy. Service and support industry employment has grown, while government employment declined to only 19% of the total in 2000. Additionally, the share of jobs held by self-employed proprietors increased from 21% to 28%.

Table 6

Employment by industry for Valdez-Cordova census area, 1980-2000

	1980	1990	2000
Forestry, fishing, and mining	563	761	798
Construction	373	286	360
Manufacturing (incl. fish processing)	343	820	588
Transport., communication, utilities	665	950	976
Trade	465	815	901
Services (incl. finance, insurance...)	1,059	1,425	1,946
Government	1,296	1,611	1,320
Total	4,763	6,668	6,889
Employment by type:			
Wage and salary	3,783	5,003	4,956
Self employed	980	1,665	1,933

Source: U.S. Bureau of Economic Analysis, Regional Economic Information System, Tables CA05 and CA25. <http://www.bea.doc.gov/bea/regional/reis/default.cfm>
 Note: Numbers in italics are author estimates. Total employment is accurate and not based on these estimates.

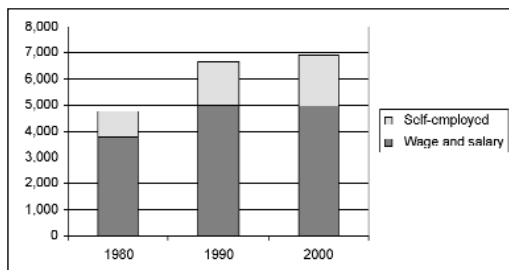
Table 7

Shares of total employment by industry for Valdez-Cordova census area, 1980-2000

	1980	1990	2000
Forestry, fishing, and mining	12%	11%	12%
Construction	8%	4%	5%
Manufacturing (incl. fish processing)	7%	12%	9%
Transport., communication, utilities	14%	14%	14%
Trade	10%	12%	13%
Services (incl. finance, insurance...)	22%	21%	28%
Government	27%	24%	19%
Total	100%	100%	100%
Employment by type:			
Wage and salary	79%	75%	72%
Self employed	21%	25%	28%

Figure 5

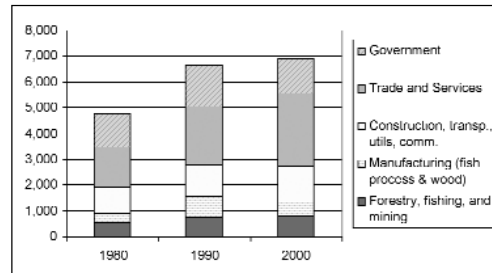
Employment by type for Valdez-Cordova census area, 1980-2000



Source: REIS data presented above

Figure 6

Employment by industry for Valdez-Cordova census area, 1980-2000



Source: REIS data presented above

Income by Community (census data)

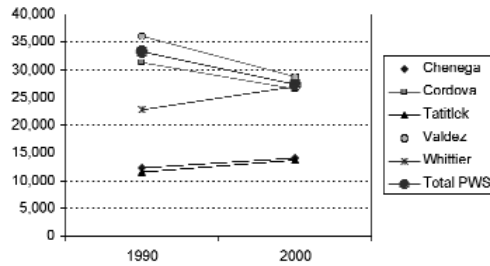
Income measures used by the census have changed significantly from decade to decade. The most widely used income measure, per capita income, is only available for 1990 and 2000. Real per capita income for the entire PWS area declined by 17% during the 1990s. However, interpreting data for 1990 is difficult because it includes one-time income related to the Exxon Valdez oil spill. In order to present a longer trend, we also present median household income, which is, unfortunately, sensitive to changes in household composition.

Median household income declined in Valdez when measured from 1980 to 2000. This decline is due to a reduction in the number of high-paying petroleum industry jobs. It increased in all other communities, but the increase was very slight in Cordova. The median household income data suggest that part of the declines from 1990 to 2000 is simply a reversion to more “normal” levels after the abnormal circumstances of the oil spill.

Table 8 and Figure 7

Per capita real income by community (year 2002 dollars)

	1990	2000
Chenega	12,287	14,029
Cordova	31,224	26,478
Tatitlek	11,570	13,645
Valdez	35,972	28,664
Whittier	22,719	26,943
Total PWS	33,203	27,419

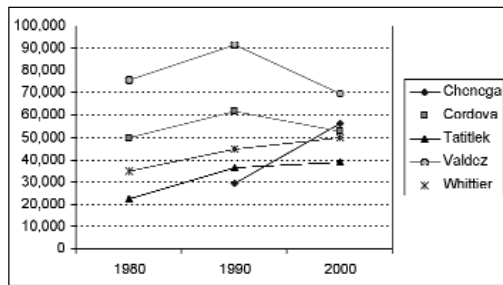


Source: ISER compilations of U.S. decennial census data.

Table 9 and Figure 8

Median household real income by community (year 2002 dollars)

	1980	1990	2000
Chenega		29,456	56,350
Cordova	49,995	61,765	52,538
Tatitlek	22,469	36,266	38,659
Valdez	75,455	91,465	69,751
Whittier	34,695	44,867	49,798



Source: ISER compilations of U.S. decennial census data.

Fishing

The most important species to the PWS economy as a fish-producing region is salmon. Herring is a distant second, with even smaller amounts of value contributed during some years by sablefish, crab, halibut, and shrimp. Halibut, caught in deeper waters and reported on a statewide basis, are economically significant to some residents of PWS who catch them.

All of these species except halibut are subject to limited entry permits for a well-defined area labeled "Prince William Sound" by the Commercial Fisheries Entry Commission (CFEC). Halibut is subject to limited entry and individual quotas for a statewide fishery. The value to fishermen of halibut caught by fishermen living in the entire Valdez-Cordova census area was about \$1.5 million in year 2000. Thus, halibut is similar to shrimp or crab in its economic contribution to the area.

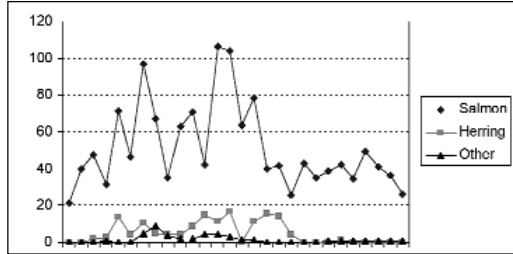
All data used in this section was obtained from the CFEC Basic Information Tables available at <http://www.cfec.state.ak.us/>.

Fishing data from the Prince William Sound fishery

This section presents data on fish caught in PWS, regardless of who caught them. The real dollar gross value (often called "ex-vessel value") of fish caught in PWS has fluctuated widely and has recently declined to \$26.5 million, less than half of its average value over the period since 1975.

Figure 9

Real dollar gross revenue received by fishermen from PWS fisheries, excluding ground-fish (millions of 2002 dollars)



Source: Compiled by ISER from CFEC Basic Information Tables.
 Notes: 1) inflation adjustment made using Anchorage consumer price index.
 2) "Other" species include sablefish, shrimp, and crab.

The decline in overall gross revenue received by fishermen ("ex-vessel value") is due mostly to a decline in the price of salmon, although the demise of the herring fishery has clearly played a role. The amount of salmon caught has gone up. There may also have been a shift toward lower-value salmon species (pinks).

Figure 9

Total pounds of fish caught in PWS limited entry fisheries

Source: Compiled by ISER from CFEC Basic Information Tables.
 Notes: 1) "Other" species include sablefish, shrimp, and crab.

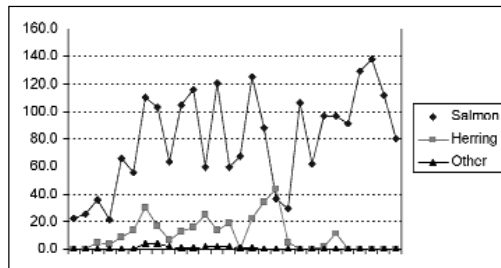


Table 10

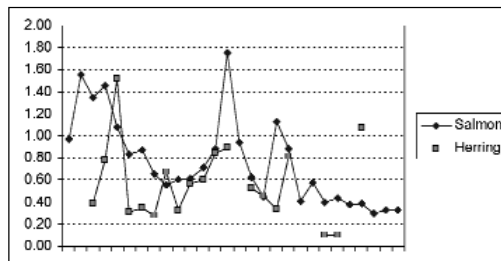
Real dollar gross revenue received by fishermen from PWS fisheries (excluding ground-fish) (millions of 2002 dollars)

	Salmon	Herring	Other	Total
1975	21.3	-	0.0	21.3
1976	39.8	-	0.0	39.9
1977	47.6	1.8	0.2	49.6
1978	31.4	2.3	0.3	33.9
1979	71.1	13.7	0.0	84.8
1980	46.2	4.0	0.1	50.3
1981	96.6	10.6	4.5	111.7
1982	67.3	4.8	8.8	80.9
1983	35.1	4.1	3.3	42.5
1984	62.8	4.1	1.6	68.4
1985	70.7	8.7	1.6	81.0
1986	42.4	15.0	3.9	61.3
1987	106.5	11.8	4.2	122.3
1988	104.2	16.7	3.2	124.1
1989	63.3	-	1.0	64.3
1990	78.6	11.8	0.9	91.1
1991	39.6	15.6	0.2	55.4
1992	41.5	14.6	-	56.0
1993	25.7	3.9	-	29.6
1994	42.6	-	-	42.6
1995	35.1	-	-	35.1
1996	38.5	0.2	0.5	39.2
1997	42.2	1.2	0.4	43.8
1998	34.2	-	0.4	34.5
1999	49.4	0.0	0.3	49.7
2000	41.2	-	0.6	41.8
2001	36.1	-	0.6	36.7
2002	25.9	-	0.6	26.5
average	51.3	5.1	1.3	57.8

Source: Compiled by ISER from CFEC Basic Information Tables.
 Notes: 1) inflation adjustment made using Anchorage consumer price index. 2) "Other" species include sablefish, shrimp, and crab.

Figure 10

Average real price per pound received by fishermen in PWS fisheries (Year 2002 dollars)



Source: Compiled by ISER from CFEC Basic Information Tables.

Table 11

Average real price per pound received by fishermen in PWS fisheries (2002 dollars)

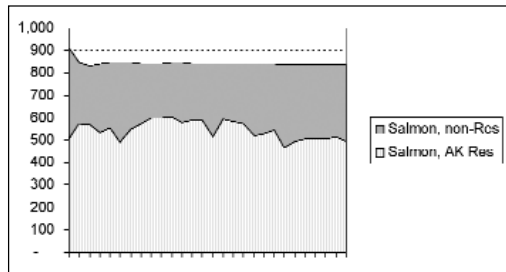
	Salmon	Herring
1975	0.97	
1976	1.55	
1977	1.34	0.39
1978	1.46	0.78
1979	1.08	1.52
1980	0.83	0.30
1981	0.87	0.35
1982	0.65	0.28
1983	0.55	0.67
1984	0.60	0.32
1985	0.61	0.56
1986	0.72	0.61
1987	0.89	0.84
1988	1.75	0.89
1989	0.94	
1990	0.63	0.53
1991	0.45	0.45
1992	1.13	0.33
1993	0.88	0.81
1994	0.40	
1995	0.57	
1996	0.40	0.10
1997	0.44	0.10
1998	0.37	
1999	0.38	1.07
2000	0.30	
2001	0.32	
2002	0.32	
Average	0.76	0.57

Source: Compiled by ISER from CFEC Basic Information Tables.

The Alaska resident share (all Alaska residents, not just those living in PWS) of salmon permits fished has declined from about 68% in 1990 to about 60% in 2000.

Figure 11

Salmon permits fished by AK residents and non-residents

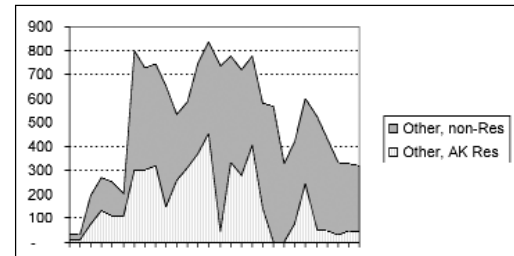


Source: Compiled by ISER from CFEC Basic Information Tables.
 Spreadsheet reference: [cfec_PWS_basic_info_table]permits_fished!

The resident share of permits for other species has declined more dramatically, from about 45% in 1980 to about 10% in 2000. However, the total number of these permits has fluctuated a great deal, so this trend may or may not be significant.

Figure 12

Other species permits fished by AK residents and non-residents

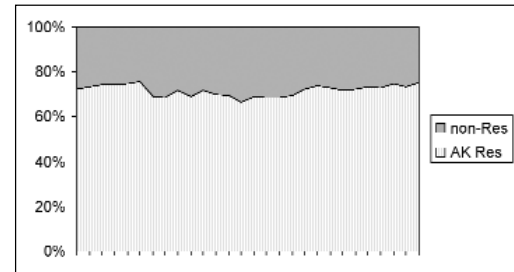


Source: Compiled by ISER from CFEC Basic Information Tables.
 Spreadsheet reference: [cfec_PWS_basic_info_table]permits_fished!

The Alaska resident share of total ex-vessel value has remained relatively constant at about 74%. It declined somewhat during the late 1980s but then increased during the 1990s. This is important, because it means that declining total revenue received by fishermen living in PWS communities cannot be blamed on a loss of permits to nonresidents.

Figure 13

Alaska resident share of total real gross revenue to fishermen from limited entry PWS Fisheries



Source: Compiled by ISER from CFEC Basic Information Tables.

Fishing activity and earnings of PWS residents

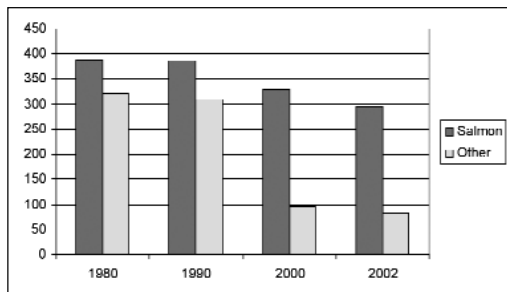
This section presents data on the fishing activity of PWS residents. As such, it includes fishing activity that takes place in other fisheries. It includes halibut. These data provide a picture of the contribution that fishing makes to PWS residents' income and employment.

The total number of permit holders provides a measure of how many people consider fishing to be an important part of their livelihood. This indicator has declined from 704 in 1980 to 392 in 2002, and is mostly due to the demise of the herring fishery.

The total number of permits fished provides a measure of fishing activity. Some people may have and fish multiple permits while others may not use their permits in a given year. The total number of permits fished has declined substantially since 1990. Most of the decline is due to reduced numbers of herring permits, but the number of salmon permits fished has also declined by about 25%.

Figure 14

Total permits fished by PWS residents



Source: CFEC reports WWW/GPBC: Permit and Fishing Activity by Year, State, Census Area, or City. www.cfec.state.ak.us

Total real dollar revenue to PWS resident fishermen (the same thing as "ex-vessel value") has declined dramatically, from about \$30 million in 1980 to about \$10 million in 2002. These numbers

include revenue from halibut. They are gross revenues – before accounting for any of the costs of fishing.

Figure 15

Real gross revenues earned from fishing by PWS residents (millions of year 2002 dollars)

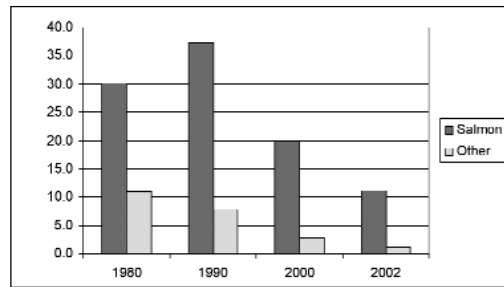


Table 12

PWS residents' fishing activity

	1980	1990	2000	2002
Total number of permit holders (end of yr)	704	508	401	392
Permits fished	607	822	494	410
Salmon	424	415	358	314
Other	363	407	108	96
Estimated revenue to fishers (million 2002 dollars)	41.2	44.8	22.8	12.4
Salmon	30.1	37.3	18.9	11.2
Other	11.0	7.8	2.7	1.2

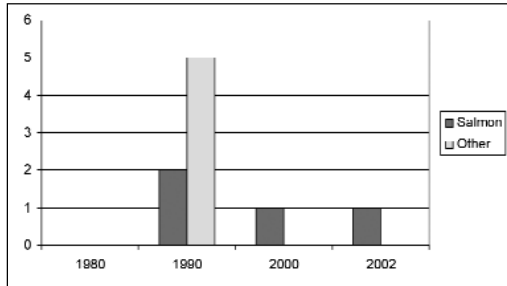
Fishing activity and earnings of PWS residents by community

The following tables and figures present the data on permit holders, permits fished, and gross revenue earned by fishermen for each PWS community. Some figures cannot be produced because too much data have been suppressed by CFEC to preserve confidentiality.

Chenega residents' fishing activity

	1980	1990	2000	2002
Total number of permit holders (end of yr)		5	3	2
Permits fished		7	1	1
Salmon		2	1	1
Other		5	0	0
Estimated revenue to fishers (million 2002 dollars)		0.1	N/A (1)	N/A (1)
Salmon		N/A (1)	N/A (1)	N/A (1)
Other		N/A (1)	N/A (1)	N/A (1)

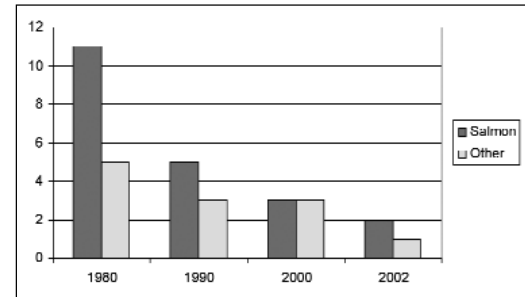
Chenega number of permits fished



Tatitlek residents' fishing activity

	1980	1990	2000	2002
Total number of permit holders (end of yr)	580	457	343	334
Permits fished	710	696	425	377
Salmon	389	388	331	295
Other	321	310	94	82
Estimated revenue to fishers (million 2002 dollars)	38.1	41.9	21.0	11.9
Salmon	27.6	34.8	18.5	10.8
Other	10.4	7.1	2.4	1.1

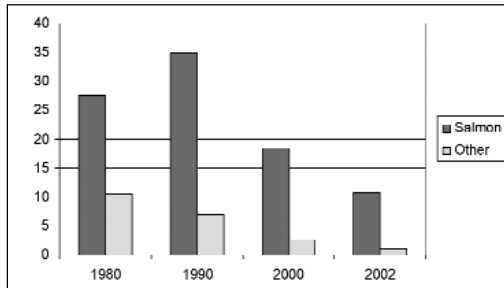
Tatitlek number of permits fished



Cordova residents' fishing activity

	1980	1990	2000	2002
Total number of permit holders (end of yr)	580	457	343	334
Permits fished	710	696	425	377
Salmon	389	388	331	295
Other	321	310	94	82
Estimated revenue to fishers (million 2002 dollars)	38.1	41.9	21.0	11.9
Salmon	27.6	34.8	18.5	10.8
Other	10.4	7.1	2.4	1.1

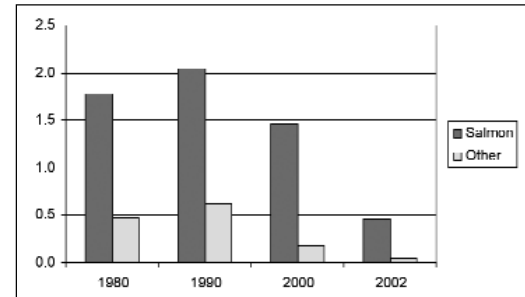
Cordova real revenues to fishermen



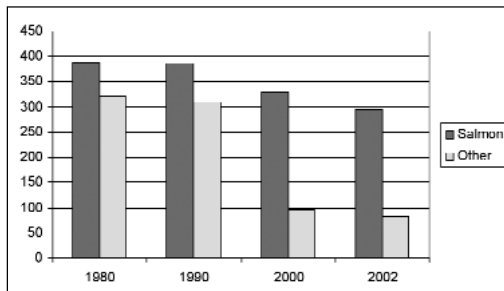
Valdez resident's fishing activity

	1980	1990	2000	2002
Total number of permit holders (end of yr)	120	87	42	48
Permits fished	74	82	30	28
Salmon	23	21	20	14
Other	51	61	10	12
Estimated revenue to fishers (million 2002 dollars)	2.2	2.7	1.6	0.5
Salmon	1.8	2.0	1.5	0.5
Other	0.4	0.7	0.2	0.0

Valdez real revenues to fishermen

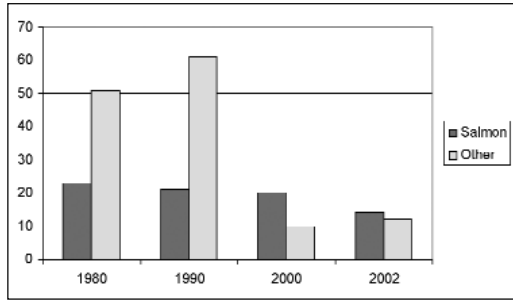


Cordova number of permits fished



¹ Unless otherwise cited, statewide information in this section is from: Wolfe, Robert J., Research Director, *Subsistence in Alaska: A Year 2000 Update*, Division of Subsistence, Alaska Department of Fish and Game, Juneau

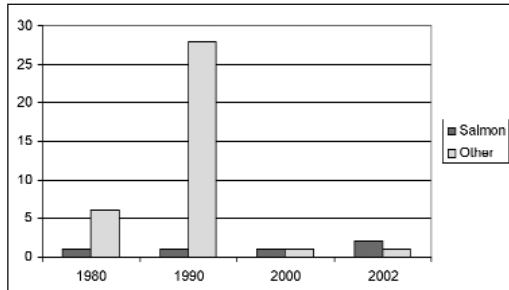
Valdez number of permits fished



Whittier residents' fishing activity

	1980	1990	2000	2002
Total number of permit holders (end of yr)	13	21	9	8
Permits fished	7	29	2	3
Salmon	1	1	1	2
Other	6	28	1	1
Estimated revenue to fishers (million 2002 dollars)	0.1	0.2	N/A (1)	N/A (1)
Salmon	N/A (1)	0.1	N/A (1)	N/A (1)
Other	N/A (1)	0.2	N/A (1)	N/A (1)

Whittier number of permits fished



Subsistence

The subsistence economy was Alaska's original economy that allowed people to live in the region's harsh conditions for thousands of years using the fish, wildlife and plant resources available to them. This economy and culture continue to be the backbone of Alaska's rural life where few wage employment opportunities exist. The use of these resources helps to make up the disparities in economic opportunities among urban and rural Alaska communities. Subsistence fishing and hunting are important for the economies and cultures of many families and communities in Alaska. Subsistence exists alongside other important uses of fish and game in Alaska, including commercial fishing, sport fishing, personal use fishing, and general hunting.¹

State and federal law define subsistence as the "customary and traditional uses" of wild resources for food, clothing, fuel, transportation, construction, art, crafts, sharing, and customary trade. Subsistence fishing and hunting are important sources of employment and nutrition in almost all rural communities. Most of the wild food harvested by rural families is composed of fish (about 60% by weight), along with land mammals (20%), marine mammals (14%), birds (2%), shellfish (2%), and plants (2%). Fish varieties include salmon, halibut, herring, and whitefish. Seals, sea lion, walrus, beluga, and bowhead whale comprise the marine mammal harvest. Moose, caribou, deer, bear, Dall sheep, mountain goat, and beaver are commonly used land mammals, depending on the community and area.

The best estimate is about 43.7 million pounds (usable weight) of wild foods are harvested annually by residents of rural areas of the state, and 9.8 million pounds by urban residents. On a per person basis, the annual wild food harvest is about 375 pounds per person per year for residents of rural areas (about a pound a day per person), and 22 pounds per person per year for urban areas (Figure 16).

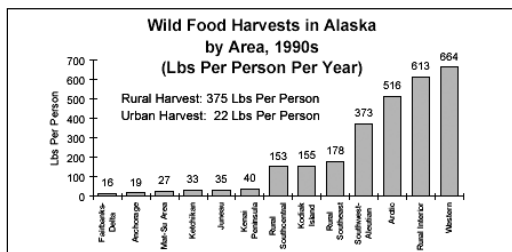
² Calculated by multiplying pounds of food harvested by the value per pound.

³ Fall, James A. and Charles J. Utermohle, *Subsistence Harvests and Uses in Eight Communities Ten Years After the Exxon Valdez Oil Spill*, Alaska Department of Fish and Game, Division of Subsistence, Technical Paper No. 252, September 1999.

Nutritional value of subsistence

The subsistence food harvest provides a major part of the nutritional requirements of Alaska's population. The annual rural harvest of 375 pounds per person contains 242% of the protein requirements of the rural population (that is, it contains about 118 grams of protein per person per day; about 49 grams is the mean daily requirement). The subsistence harvest contains 35% of the caloric requirements of the rural population (that is, it contains about 840 Kcal daily, assuming a 2,400 Kcal/day mean daily requirement). The urban wild food harvests contain 15% of the protein requirements and 2% of the caloric requirements of the urban population.

Figure 16



Monetary value of subsistence harvests

Subsistence fishing and hunting are important to the rural economy. Attaching a dollar value to wild food harvests is difficult, as subsistence products do not circulate in markets. However, if families did not have subsistence foods, substitutes would have to be purchased. If one assumes a replacement expense of \$3 - \$5 per pound, the simple "replacement value" of the wild food harvests in rural Alaska may be estimated at \$131.1 - \$218.6 million dollars annually.² This is simply the food replacement costs and does not account for cultural or other non-market values of subsistence activities.

Subsistence in Prince William Sound

As a result of the *Exxon Valdez* oil spill, more extensive household surveys were done on a portion of communities in Prince William Sound: Chenega, Cordova and Tatitlek. A large research study was conducted ten years after the spill to determine its effect on subsistence harvesting.³

In the year after the spill, subsistence harvests declined, the diversity of uses of wild foods shrank, participation in subsistence activities dropped, traditional sharing was curtailed, and transmission of essential skills and values to young people was disrupted. Initially, the primary reason for these changes was concern on the part of subsistence users that resources were contaminated by oil and rendered unsafe to eat. In the second through fifth post-spill years, subsistence harvests, sharing, and involvement in subsistence rebounded, although the extent of recovery varied by household, community, and sub region. Some families resumed their subsistence harvests despite misgivings about food safety for cultural and economic reasons. Others reported increased effort and costs for subsistence activities due to resource scarcities. Through 1993/94, explanations of lowered subsistence uses shifted from concerns about food safety to resource shortage.

The study found strong evidence of the continuing importance of subsistence harvests and uses of fish and wildlife resources in the study communities. Virtually every household in each community used subsistence resources and the vast majority engaged in harvest activities and was involved in sharing. Harvest quantities in the 1997/98 study year as estimated in usable pounds were substantial, ranging from 179 pounds per person in Cordova to 577 pounds per person in Chenega Bay. Tatitlek's annual harvest was 406 pounds per person, though in 1988/89 the person annual harvest was 644 pounds. Harvests were also diverse, with the average household using 15 or more different kinds of resources in the study communities.

In the context of statewide subsistence harvests, this puts Cordova below the annual rural harvest per person (375 pounds), but still well above the 22 pounds per person per year for urban areas. Chenega is well above and Tatitlek is above the rural annual average harvest per person.

Monetary value of Prince William Sound Subsistence Harvests

The annual average per capita and per household value of Prince William Sound subsistence harvests are substantial ranging from \$895 per capita and \$2,710 per household in Cordova to \$2,885 per capita and \$8,075 per household in Chenega. This represents a significant portion of household income in these Prince William Sound communities.

Table 13

Community	Annual		Pounds per Household	Annual Per Household*
	Per Capita Pounds	Per Capita Value (\$/lbs.)		
Chenega	577	\$ 2,885	1,615	\$ 8,075
Cordova	179	\$ 895	542	\$ 2,710
Tatitlek	406	\$ 2,030	1,219	\$ 6,095

*Calculated by multiplying \$5 by pounds per household.
Source: Fall, James A. and Charles J. Ulanowicz, September 1999

CHENEGA BAY

	Website / Contact	Description
LODGING		
Jumping Salmon Lodge	john@jumpingsalmonlodge.com www.jumpingsalmonlodge.com	A unique Alaska experience nestled in a remote bay in Prince William Sound.

CORDOVA

LODGING**Hotels and Motels**

Alaskan Hotel	hotelak@yahoo.com	Full service hotel located directly in Cordova
Cordova Hotel and Bar		Hotel, bar and restaurant
Laura's Suites	cordovasales@gci.net	Locally owned and operated suites
Orca Adventure Lodge	info@orcaadventurelodge.com www.orcaadventurelodge.com	Full service lodge on Orca Inlet
Prince William Motel	pwmotel@yahoo.com	Motel with all amenities located in Cordova
Tsivat River Lodge	www.tsivatriverlodge.com	River hunting and fishing lodge one hour flight from town.
Reluctant Fisherman		

Bed and Breakfasts

Udder Inn		Nice atmosphere and great location for those visiting Cordova.
Bear Country Lodge	dundas@ctcak.net	Comfortable accomodations in Cordova.
Bear's Den Cabins	bearsdenscabins@yahoo.com	4 cabins. Accomodates 20 people. 6.5 miles from downtown.
Cannery Row	(907) 424-5920	
The Cordova Lighthouse Inn	www.cordovalighthouseinn.com	
Cordova Rose Lodge	info@cordovarose.com www.cordovarose.com	Great views, quiet and relaxing, car rentals and the "Best Breakfast in Cordova".
Enchanted Garden Lodging		2 comfortable apartments in city center.
Eyak Lakeshore Inn		6 rooms. Located on Eyak lake 10 min. from downtown.
Eyak River Hideaway	sjostedt@alaska.net	Near the Eyak River, a popular silver salmon fishing spot.
Harbor View B&B	harborview99574@yahoo.com	Located 3 blocks from downtown Cordova
Johnson's Downtown B&B	reservations@downtowncordova.com www.downtowncordova.com	Private apartment. with everything needed to live like a Cordovan.
Just for the Halibut B&B	halibutkar@alaska.com	2 rooms. 3/4 mile from downtown near the lake. Cont. breakfast.
Lupin Inn		Cozy studio apt. in downtown Cordova.
The Kings Chamber B&B and Lodging	www.thekingschamber.com	2 apts. 3 and 4 bedroom. Walking distance from downtown.
Orca Bay Hites	orcabayhites@gci.net	Nestled in downtown Cordova
Salvation Army's Red Shield Inn	army@ctcak.net	Accomodations for those in need.
Seaview Condo	adorealak@ak.net	1 bed apt. 1/2 block away from downtown. Continental breakfast. Can accomodate 12 people. Located right on the harbor.

CORDOVA cont.

	Website / Contact	Description
OUTDOOR RECREATION		
Charters and Guides		
Alaska Mountain Outfitters		Hunting Guides
Alaska River Rafters	800 776-1864	White-water rafting and float adventures
Alaskan Wilderness Outfitting Co., Inc.	www.alaskawilderness.com	Guided and unguided trip packages in Prince William Sound
Alaska's Prince William Sound Experience	holley@ctcak.net	Enjoy the full Prince William Sound experience with us.
Auklet Charter Services	www.auklet.com	Guided fishing charters in Prince William Sound
Charters and Guides cont.		
Copper River Air Taxi	(907) 424-5371	Flightseeing and chartered trips. Call for appointment
Copper River Cruises		Cruises in Prince William Sound on a beautiful boat
Cordova Coastal Outfitters	www.cdvcoastal.com	Full service outfitters for all your adventure needs.
Fishing and Flying	larhanc@hotmail.com	Fly-in fishing trips keep you out of the crowds.
Lonesome Dove Outfitters	cordovacoastal@ctcak.net www.idohuntak.com	Hunting and fishing guides
Orca Adventure Lodge	info@orcaadventurelodge.com www.orcaadventurelodge.com	"At Orca Adventure Lodge, our goal is to ensure that you fulfill all of your Alaskan vacation dreams."
Orca Bay Charters	www.orcabaycharters.com	Hunting, fishing, sightseeing charters
Points North Heli-Adventures		Heli-ski guides in Cordova
Sea Sound Charters	(907) 424-5488	Fishing charters in the Cordova/Prince William Sound area
Leisure Time Charters		Hunting and fishing charters for up to 6 passengers in PWS
Cruises and Tours		
Copper River/Northwest Tours	(907) 424-5356	Bus service in the Cordova region.
Cordova Chamber of Commerce	cchamber@ctcak.net	Information for visitors to Cordova
Cordova Walking Tour	sheelaghm@yahoo.com	Guided walking tour of the city of Cordova
AIR TRANSPORTATION		
Alaska Airlines	www.alaskaair.com	Major carrier with service statewide.
Cordova Air Service	cdvair@ak.net	Air service based out of Cordova
Copper River Air	www.copperriverair.com	Air taxi passenger and cargo service based in Cordova
Era Aviation	www.flyera.com	Anchorage-based carrier with regular service to Cordova
Fishing and Flying	(907) 424-3324	
Silverado Air Taxi	(907) 424-7893	
GROUND TRANSPORTATION		
Chinook Auto Rentals	carrentals@ctcak.net	
Cordova Auto Rentals, Inc.	cars@ctcak.net	
Cordova Taxi Cab Co.	(907) 424-5151	
Out the Road RV Rentals	ecolano@gci.net	
LODGING		
Anchor Inn	www.whittierhotel.us	Hotel/Restaurant/Bar/Grocery
Alaska Recreational Management	arm@alaska.com	Parking and camping
June's Whittier B&B Condo Suites	www.breadnbuttercharters.com	9 gorgeous condo suites
Sound View Getaway B&B	www.soundviewalaska.com	Waterfront condo suites
The Inn at Whittier, LLC	www.innatwhittier.com	Hotel, full service restaurant, bar

WHITTIER

	Website / Contact	Description
OUTDOOR RECREATION		
Charters and Guides		
Alaska Sea Kayakers	www.alaskaseakayakers.com	Guided Kayaking/Rentals/Instruction Charters/Boat-based Hiking/Kayaking
Babkin Charters	www.babkin.com	
Big Game Alaska Wildlife Center		Big Game Alaska Wildlife Center
Bread N Butter Charters/June's B&B	www.breadnbuttercharters.com	Fishing/Hunting/Sightseeing B&B
Captain Ron's Alaska Adventures	www.alaskawebs.com/captainron/.htm	Your western Prince William Sound adventure guides.
Do It Yourself Charters	(907) 472-2366	Boat rentals
Epic Charters	www.epichartersalaska.com	Guided fishing, kayaking, and whale watching trips
Hemlock Ridge Charters	www.whittieralaskacharters.com	Fishing charters
Honey Charters	www.honeycharters.com	Marine charter and gift shop
Just in Time Charters	(907) 250-2232	Fishing charters
Lazy Otter Charters Inc.	info@lazyotter.com www.lazyotter.com	Water Taxi/Sightseeing/Gifts/Café
Over The Seas Expeditions	www.over-the-seas.com	Fishing and Sightseeing Cruises
Prince William Sound Eco Charters, LLC	pwseco@yukontel.com www.pwseco.com	Sightseeing/Fishing Charters/Taxi Kayak Outfitter
Prince William Sound Kayak Center	www.pwskayakcenter.com	Whales & Wildlife/Water Taxi
Sea Mist Charters	(907) 472-2459	Fishing charters
Sound Eco Adventures	sea@alaska.net www.soundcoadventure.com	
Vision Quest Charters	www.alaskavisionquest.com	Guided sea kayaking trips, whalewatching
Cruises and Tours		
Alpine Air	info@alpineairalaska.com	Flightseeing, summer glacier dogsledding
Cruise West	www.cruisewest.com	PWS overnight cruising
Discovery Voyages	www.discoveryvoyages.com	5 to 11 day cruises in PWS
Major Marine Tours	www.majormarine.com	Sightseeing/Glacier Cruise
Phillips' Cruises and Tours	www.26glaciers.com	Operates 26 Glacier Cruise
Prince William Sound Cruises & Tours	www.alaskaheritagetours.com	Glacier and wildlife cruises
Princess Tours	www.princesslodges.com	Cruises, Tours, and Lodges
GROUND TRANSPORTATION		
Alaska Railroad Corporation	www.alaskarailroad.com	Passenger and freight service
Gray Line of Alaska	www.graylinealaska.com	Alaska travel vacations
Magic Bus	www.alaskabus.com	Bus charters and tours
Polar Express	polarexpressak@gci.net	Alaska shuttle service. Anchorage-Whittier-Girdwood-Seward
AIR TRANSPORTATION		
Alpine Air	info@alpineairalaska.com www.alaska.net/~alpineair/	Year-round air taxi based in Girdwood, AK
MARINE TRANSPORTATION		
Alaska Marine Highway	www.ferryalaska.com	Year-round ferry service. Walk on/Drive on. Reservations Advised.
Whittier Harbormaster	(907) 472-2330	

VALDEZ

	Website / Contact	Description
ATTRACTIONS		
Laugh-Out-Loud Productions: Boom Town-The Show	plunt@ci.valdez.ak.us	Live Musical Comedy spanning over 100 years of Valdez history
Sugar and Spice	www.uaa.alaska.edu/pwsc sugar@pobox.alaska.net	Free showing of '64 Earthquake & pipeline construction videos. Apparel & Alaskan gifts, antiques, collectibles.
LODGING		
Hotels		
Tsaina Lodge		
Aspen Hotel	info@aspenhotelsak.com www.aspenhotelsak.com	Brand new hotel in the heart of downtown. Indoor pool & spa. Complimentary deluxe continental breakfast.
Best Western-Valdez Harbor Inn	info@valdezharborinn.com www.valdezharborinn.com	Completely renovated. Located on the harbor with a beautiful view of the port and Small Boat harbor. Airport and Ferry shuttle.
Glacier Sound Inn	won@alaska.net	40 guest rooms with restaurant & lounge in heart of downtown Valdez. Complimentary continental breakfast.
Keystone Hotel	keystone@alaska.net www.alaskan.com/keystonehotel	105 rooms. Clean, cozy & comfortable. Enjoy complimentary continental breakfast. Close to ferry.
Pipeline Inn/Club	pipeinn@alaska.net	15 rooms. Full service inn with restaurant, lounge, cable TV, telephones & wake-up service
Totem Inn	info@toteminn.com www.toteminn.com	Biggest, newest rooms in Valdez. Free DSL. Standard rooms & cottages famous for their Alaskan allure. 70 units. Restaurant, Unique gift shop
Bed and Breakfasts		
Anna's Ptarmigan B&B		
Blessing House B&B	realhelp@alaska.net www.blessinghouse.com	Three rooms. Clean, smoke-free. Convenient downtown location. Great breakfast. Reasonable rates. Pvt. & shared baths.
Blueberry Mary's B&B	bmary@ak.net http://home.gci.net/~blueberrymary	Five rooms. Continental breakfast. King, queen, full & single beds. Kitchen privileges. Mountain views, smoke-free environment.
Brookside Inn B&B	brookinn@pobox.alaska.net www.brooksideinnbb.com	Oceanview, private baths, sauna, kitchenette, feather beds & full breakfast.
Cedar House B&B	(907) 835-5515	Four rooms/2 suites, private baths, full breakfast, service & hospitality.
Copper Kettle B&B	mccahan@alaska.net www.alaska.net/~mccahan	2 rooms. Spacious, comfortable setting with long time Alaskans as hosts. Continental Breakfast. Reasonable Rates.
Downtown B&B Inn	onen2rs@alaska.net www.alaskaone.com/downinn	31 rooms. Private & shared baths, complimentary breakfast, reasonable rates. Airport & ferry pick-up
The Fisherman's Rack B&B	smabland@alaska.net	Two rooms/shared bath. 1 private. Non-smoking environment. Privacy, kitchen common area.
Gussie's Lowe St. B&B	gussies@juno.com www.alaskaone.com/gussiesbb	Three rooms, TV/VCR/phones. No stairs. Clean rooms w/private & shared baths. Full breakfast. Smoke free. Seasonal.
Hawk Aerie B&B	goshawk@cvinternet.net	1200 sq ft of living area. Jetted jacuzzi, laundry, SAT TV, DVD/VCR, freezer space. Continental breakfast.
In the Woods B&B	inthewoods@gci.net	Two rooms, private bath w/ sauna. Full breakfast. Sitting room & kitchenette, internet & VCR. Children & pets welcome. Secluded pond side setting.
Kansas North B&B	ksnorth@alaska.net	TV/VCR, Fridge/Microwave/Coffee Pot/Toaster. Phone/Cable. Washer/Dryer. Private & Semi-private Bath.

APPENDIX B

VALDEZ cont.

	Website / Contact	Descriptions
Bed and Breakfasts cont.		
L&L's B&B	mrlou@lnlalaska.com www.lnlalaska.com	In town. 5 rooms, shared baths. Bikes & freezer
Lake House B&B	jhdvns@aol.com	Six rooms, continental breakfast. All rooms have private baths with private decks overlooking Robe Lake.
Melissa's B&B	melissa@cvinternet.net www.melissasbandb.com	Apartment style 1-bedroom w/all amenities. Includes a queen-size futon. Comfortable sleeps 4 total. Continental breakfast.
Mountainside Gardens B&B	www.mountainsdiegardensbb.com	
Nadia's B&B	nadia@pobox.alaska.net www.alaska.net/~akminer/nadias.htm	Three rooms. Shared bathroom, big living area/TV, music, email, phone & laundry. Continental breakfast.
Patty Anne's B&B	Patty@pattyanne.com www.pattyanne.com	Two rooms with 2 beds/shared baths. Cable TV, mountain views, smoke free. Full breakfast.
The Fisherman's Rack B&B	smabland@alaska.net	Two rooms/shared bath. 1 private. Non-smoking environment. Privacy, kitchen common area.
Thompson Pass Mountain Chalet	chalet@alaska.net www.alaska.net/~chalet	One room custom log cabins with kitchenette & private bath. Continental breakfast Nature trails.
Wild Roses By The Sea	rose@bythesea.alaska.net www.bythesea.alaska.net	Deluxe 3 room with ocean view. Private bath, jacuzzi, cable TV. Full gourmet breakfast.
Willow Rose B&B	(907)835-2151	Located in the "Old Valdez" townsite. Near bike path.
Cabins		
Bear Creek	camp@cvinternet.net	4 log cabins by a pond & stream-secluded. Queen beds & private baths w/jet tubs. Refrigerators, coffee, microwave, Satellite TV, Phones & Internet access.
Eagle's Nest RV Park & Cabins	rvpark@alaska.net www.eaglesrestrv.com	Modern cozy cabins. All have private bath & Kitchenette w/microwave, coffee maker & refrigerator.
Jack Bay	www.fs.fed/us/r10/chugach/cordova/pages/cabins/jackbay.html	12x14 foot rustic cabin. Sleeps six and is located 80 miles southwest of Cordova in San Juan bay on the southwest end of Montague Island. \$35 per night per party.
Camping		
Bayside RV Park	www.baysiderv.com	Recreational Vehicle camping in the Valdez area.
Bear Paw Camper Park	www.bearpawrvpark.com	RV and tent camping in the city of Valdez
Captain Jim's Campground	www.valdezcampgrounds.com	Camping in the heart of Valdez
Eagle's Rest RV Park & Cabins	www.eaglesrestrv.com	RV park with full hook-ups
Sea Otter RV Park	(907) 835-2787	RV park located near the harbor.
Wilderness Lodging and Camps		
Alaska Rendevous Lodge	www.arlinc.com	Mountain Lodge with restaraunt and tavern. Mountain guide service available.
Copper River Princess Wilderness Lodge Princess Cruises and Tours	aklodges@princesscruises.com www.princesslodges.com	Full service lodge located in Copper Center
Ravencroft Lodge	goremote@ravencroftlodge.com www.ravencroftlodge.com	Remote wilderness lodge in eastern PWS, accessible by watertaxi and floatplane. Wildife, world class fishing, kayakers paradise.

VALDEZ cont.

	Website / Contact	Description
OUTDOOR RECREATION		
Charters and Guides		
Alaskan Wilderness Sailing	awss@A1NET.com	Enjoy sailing in beautiful Prince William Sound
Alaska Snow Safaris	mike@snowmobile.cc www.snowmobile.cc	Backcountry snowmobile tours for beginners to advanced riders.
Anadyr Adventures	anadyr@alaska.net www.anadyradventures.com	Enjoy guided sea kayaking for a day or week on magical Prince William Sound.
Alaska Angler Adventures	gac@alaska.net	Fishing guides that cater to those with adventure in mind.
Aurora Charters	auroracharters@ak.net	Max 5 / Min 3 - Halibut & Silver salmon charters in PRince William Sound.
Cap'n Patty Charters	capnpatty@alaska.net	Max 6 / Min 4 - Halibut/Salmon & Sightseeing. Overnight/multi-day trips available on a 5-star vessel.
H2O Guides	dean@h2oguides.com www.h2oguides.com	H2O provides summer and winter activities. Kayaking, Rafting, Fishing, Helisking, Ice Climbing and Backcountry Education.
Dog Mushing Adventures with Quickfoot Kennels		Dogmushing tours, interactive demos, meet husky puppies and get your photo taken with the team.
Keystone Raft and Kayak Adventures	keystone@alaska.net www.alaskawhitewater.com	Shuttle available to & from town. White water rafting, wilderness floats and kayaking in Valdez and Copper River Valley
Lady Luck Charters	www.ladyluckcharters.com	Salmone charters, sightseeing
Lone Moose Outfitters	lonemoosejl@netscape.com	Whitewater rafting. Lowe River & Tonsina River.
Lu-Lu Belle Glacier & Wildlife Tours	lulubelle@cvinternet.com www.lulubelletours.com	Five hour Columbia Glacier wildlife cruises.
One Call Does It All	travel@ocdia.com	Arranging lodging, fishing, cruises & sightseeing in Valdez and throughout Alaska
Pangaea Adventures	info@alaskasummer.com www.alaskasummer.com	Mothership and Backpacking tours throughout Prince William Sound
Stan Stephens Glacier & Wildlife Tours	info@stephencruises.com www.stanstephencruises.com	Customized wilderness sailing charters. Sightseeing, whales, bears, glaciers, hiking, kayaking & gourmet meals.
Valdez Tours	www.valdezdrive.com	Historic Town of Valdez Tours, Shuttle Service, Customized Tours, Group Rates, & Convention Support
Fish Central	fishcentral@ak.net www.fishcentral.net	Reservations for over 30 boats. Various rental boats(16' to 21'). Self guided wildlife, glacier, & fishing tours."
McCarty Charters	ddgypsies3@aol.com	Halibut, Salmon,Day, Overnight, or sightseeing life, all fun.
Northern Comfort Charters	www.northerncomfortcharters.com	Max 6 & 10/ Min 4 & 8. Halibut & Salmon Specialty. Three fishing boats for your fishing pleasure
Nothing Fancy Charters	nothingfancy@alaska.com www.nothingfancycharter.com	Groups or families only-Max 6 Min 3 Sightseeing-Halibut over-niters only. Salmon Charters-Multi day rcommended. Hunting Charters available in the Fall & Spring.
Silver Lining Charters	price@acs.com	Max 6 Min 5 Halibut and Silver charters. Gulf of Alaska on a 34' catamaran. 29 knot day trips & overnights
Swiftly's Alaskan Adventures LLC	www.swiftyalaskanadventures.com	Salmon, shark, and halibut charters
Valdez Fish Derbies, Inc.	info@valdezfishderbies.com www.valdezfishderbies.com	Sport fish derbies with over \$80,000 in cash & prizes. Halibut 5/22. Silver 7/30-9/5
Valhalla Charters	skip@valhallacharters.com www.valhallacharters.com	Specializing in Salmon Fishing & Sightseeing tours. Water taxi service available
Valdez Charters & Tours	valdezcharters@cvinternet.net	Fishing charters, boat rentals, wildlife and glacier tours
Wild Iris Fishing	wildirisfishing@alaska.net	Max 6/ Min 4 – Overnights Max 4 – Halibut/Salmon Fishing & Sightseeing

VALDEZ cont.

	Website / Contact	Description
GROUND TRANSPORTATION		
Backcountry Connection	bakcntry@alaska.net www.alaska-backcountry-tours.com	Shuttle service to McCarthy & Kennicott (one-way/round-trip & fly/drive). Charters available. Year Round.
Parks Highway Express, Inc.	info@AlaskaShuttle.com www.alaskashuttle.com	Bus service between Fairbanks, Dawson City, Anchorage, Denali Park & Valdez or any point en route.
Premier Alaska Tours	premier@tourAlaska.net www.premieralaskatours.com	Group tour operator specializing in service and value throughout Alaska.
Valdez U-Drive	valdezdrive@cvinternet.net www.valdezdrive.com	Locally owned & operated car, vans & truck rentals.
MARINE TRANSPORTATION		
Alaska Marine Highway	www.akferry.org (800) 526-6731	Year-round ferry service. Walk on/Drive on. Reservations Advised.
Valdez Small Boat Harbor	vdzbh@alaska.net www.ci.valdez.ak.us/harbor	Moorage and storage. Serving small boat harbor users.
AIR TRANSPORTATION		
ERA Aviation	airlineinfo@eraaviation.com www.flyera.com	Regularly scheduled flights around Alaska

Sources

- Alaska Department of Community and Economic Development, Division of Occupational Licensing, Business Licence File, June 2004.”
- City of Cordova Chamber of Commerce. www.cordovachamber.com
- Division of Occupational Licensing. State of Alaska website. www.dced.state.ak.us/occ/
- Prince William Sound Phone Book.
- Prince William Sound Regional Citizens Advisory Council, <http://www.pwsrccac.org/Members/CBC.html>
- Tatitlek, Alaska <http://tatitlekak.htu.myareaguide.com/hotels.html>
- Tatitlek City Information. www.tatitlekak.citiesunlimited.com
- Valdez Chamber of Commerce. www.valdezalaska.org
- Whittier Chamber of Commerce, www.whittierforum.yukontel.com
- Whittier Information and web cam, www.whittierak.yukontel.com

CORDOVA

	Website / Contact	Description
ATTRACTIONS		
Copper River and Delta	www.fs.fed.us/r10/chugach/cordova/crdelta.html	Home to unparalleled hunting, fishing, wildlife viewing and recreational opportunities.
Cordova Harbor and Port		850 boat capacity. Cordova's main commercial port facility. One of Alaska's largest single-basin harbors.
Cordova Historical Museum	www.cordovamuseum.org/	Established in 1967, the museum houses a large collection of history within the centennial building.
Cordova Library	www.cordovamuseum.org/	Located in the Centennial Building
Eyak Lake and river		Located outside of Cordova near the town of Eyak.
Million Dollar Bridge	http://library.thinkquest.org/10201/	Built in 1908 and spans the Copper River. Originally built to transport copper ore.
Alaganik Slough		Popular fishing and wildlife viewing
Ibeck Creek		Creek just 7 miles from town with sizeable coho run.
WILDLIFE VIEWING		
Hartney Bay		About 5 miles from Cordova, Hartney Bay hosts hundreds of thousands of migrating birds each year including western sandpaper, pacific dunlin, and many others, along with a variety of other wildlife.
Alaganik Slough Boardwalk		900 feet of easy trail that offers waterfowl viewing and wetland plants.
STATE AND FEDERAL PARKS		
Canoe Passage State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpcord.htm	Located on Hawkins Island, 8 miles west of Cordova.
Boswell Bay State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpcord.htm	Located on the eastern tip of Hinchinbrook Island. Beach combing and hunting are popular activities here.
Kayak Island State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpcord.htm	Located in the Gulf of Alaska, 50 miles southeast of Cordova.
EVENTS		
Cordova Iceworm Festival	www.cordovachamber.com	Winter Celebration. Food, arts, crafts and a downtown winter parade.
Copper River Delta Shorebird Festival	www.cordovachamber.com	Events, field trips, and educational workshops in early May
Bluegrass and Old Time Music Camp		Ages 9 through 18 may attend. The program has produced musicians like Bearfoot Bluegrass.
Hawaiian Music and Dance Camp		Children ages 6 to 8 are welcome to attend.
Cordova's Copper River Wild! Salmon Festival	www.cordovachamber.com	Cordova's wild weekend of food, fun, runs and music, including the Cordova Salmon Jam, in July
Prince William Sound's Science Center Salmon Nouveau	www.cordovachamber.com	Gourmet salmon dinner and associated festivities benefit Cordova's heralded science center.
TRAILS		
Alaganik Sough Boardwalk	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	900 feet of easy use trail that offers waterfowl viewing and wetland plants
Alice Smith Cutoff/Ridge Route	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	6 miles of difficult trail with scenery, wildlife viewing, and berry picking.

CORDOVA cont.

	Website / Contact	Description
TRAILS cont.		
Childs Glacier Road	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	1.8 miles of easy hiking. Glacier viewing and scenery.
Copper River Trail	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	1.2 miles of easy hiking. Active glacier viewing and wildlife.
Crater Lake Trail	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	2.4 miles of difficult hiking. Scenery and fishing.
Eyak River Trail	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	2.2 miles of easy hiking. Scenery, fishing, wildflowers.
Haystack Trail	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	0.8 miles of easy hiking. Scenery and wildlife viewing.
Heney Ridge Trail	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	3.3 miles of difficult hiking. Scenery and wildlife viewing.
McKinley Lake Trail	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	2.4 miles of easy hiking with heavy use. Fishing and historical.
Pipeline Lakes Trail	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	1.8 miles of moderate year-round hiking. Fishing, historical, berry picking.
Power Creek Trail	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	4.2 miles of summer and fall hiking. A difficult trail with heavy use. Scenery, wildlife viewing and berry picking.
Saddlebag Glacier Trail	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	3 miles of year round easy hiking with light use. The trail offers wildlife viewing, berry picking, and winter sports.
Sheridan Mountain Trail	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	2.9 miles of difficult summer and fall hiking. Glacier viewing, scenery, and wildlife viewing.
BIKE PATHS		
		Bike paths located in downtown Cordova and on a few of the trails around town.
PUBLIC USE CABINS		
Double Bay	www.fs.fed.us/r10/chugach/cordova/pages/cabins/doublebay.html	12x14 foot rustic cabin. Sleeps six. Located on the east side of Double Bay on Hinchinbrook Island. \$35 a night per party.
Pete Dahl	www.fs.fed.us/r10/chugach/cordova/pages/cabins/petedahl.html	12x14 foot rustic cabin. Sleeps six. Accessible by boat from the Alaganik boat ramp.
Tiedeman Slough	www.fs.fed.us/r10/chugach/cordova/pages/cabins/tiedeman.html	12x14 foot rustic cabin. Accessible by boat from the Alaganik boat ramp. Outhouse included. \$25 dollars per party
Martin Lake	www.fs.fed.us/r10/chugach/cordova/pages/cabins/martink.html	12x14 foot rustic cabin. Sleeps six. Located on the northwest end of Martin Lake, 42 miles east of Cordova. \$35 per night per party.
Hook Point	www.fs.fed.us/r10/chugach/cordova/pages/cabins/hookpnt.html	16x16 foot rustic A-frame cabin. 25 air miles southwest of Cordova. Access by wheel plane at low tide only. \$35 per night per party.
Beach River	www.fs.fed.us/r10/chugach/cordova/pages/cabins/beachrv.html	12x16 foot rustic cabin. Sleeps six and located 25 miles south of Beach River on the Gulf of Alaska side of Montague Island.
McKinley Trail	www.fs.fed.us/r10/chugach/cordova/pages/cabins/mckinleytr.html	12x14 rustic log cabin. Sleeps six and has a covered deck and outhouse. Accessible by motor vehicle at Mile 21 of Copper River Highway.
Log Jam Bay	www.fs.fed.us/r10/chugach/cordova/pages/cabins/logjam.html	12x14 rustic cabin. Sleeps six and located 65 miles southwest of Cordova on the Northeast side of Stump Lake on Montague Island.

CORDOVA cont.

	Website / Contact	Description
PUBLIC USE CABINS cont.		
San Juan Bay	www.fs.fed.us/r10/chugach/cordova/pages/cabins/sanjuan.html	14x16 foot rustic cabin. Sleeps six and located 80 miles Southwest of Cordova in San Juan Bay on the Southwest end of Montague Island. \$35 per night per party.
Jack Bay	www.fs.fed.us/r10/chugach/cordova/pages/cabins/jackbay.html	12x14 foot rustic cabin. Sleeps six. Located at the end of a fjord. Surrounded by steep mountains and a spruce-hemlock forest. \$35 per night per party. Cabin is close to Valdez.
Nellie Martin River	www.fs.fed.us/r10/chugach/cordova/pages/cabins/nellie.html	12x14 foot rustic cabin. Sleeps six. The cabin is located 60 miles southwest of Cordova on the Nellie Martin River. Cabin owned by Chugach Alaska Corporation. \$35 per night per party.
Green Island	www.fs.fed.us/r10/chugach/cordova/pages/cabins/greenis.html	16x20 foot rustic cabin. Sleeps six. Cabin is located on a narrow peninsula. It's the newest cabin to the district and has the most scenic setting. 40 minutes from Cordova by float plane.
McKinley Lake	www.fs.fed.us/r10/chugach/cordova/pages/cabins/mckinleylk.html	12x14 foot rustic log cabin. Sleeps six. Accessible by motor vehicle on Mile 21 of the Copper River Highway.
Softuk Bay	www.fs.fed.us/r10/chugach/cordova/pages/cabins/softuk.html	Cabin can be found 80 yards from the highway. 12x14 foot rustic cabin. Cabin is located 45 miles southeast of Cordova on Softuk Bar on the Gulf of Alaska.
Port Chalmers	www.fs.fed.us/r10/chugach/cordova/pages/cabins/portchalmers.html	12x14 foot rustic cabin. Cabin is found on the southern end of Port Chalmers on the Northwest side of Montague Island. Best access at high tide.
Shelter Bay	www.fs.fed.us/r10/chugach/cordova/pages/cabins/shelterbay.html	12x20 foot rustic cabin. Located on the Southwest shore of Shelter Bay on Hinchinbrook Island. Access by floatplane at high tide or wheeled plane at low tide.
Power Creek	www.fs.fed.us/r10/chugach/cordova/pages/cabins/powercrk.html	12x20 foot rustic cabin with loft and covered deck. 4.2 miles from Power Creek Trailhead near Cordova. Hiking access only. \$25 per night per person.
GLACIERS		
Childs Glacier	www.alaskaguide.com/glacier.htm	Can be viewed from the Copper River Highway
Sherman Glacier	www.alaskaguide.com/glacier.htm	Can be viewed from the Copper River Highway
Scott Glacier		Located around the Cordova area.
Miles Glacier		Calves into the Copper River and can be viewed from the million dollar bridge.
NOTABLE TRAVEL CORRIDORS		
Alaska Marine Highway System	www.dot.state.ak.us/amhs/	2866 mile stretch of the Alaska Marine Highway System has been designated a National Scenic Byway. Service to 30 communities in Alaska.
SKI AREAS (NORDIC AND ALPINE)		
Mt. Eyak Ski Area	www.cordovaalaska.com/winter/w_mounteyak.htm	A small skiing/snowboarding area with one chairlift and 800 feet of vertical drop.
Mt. Eccles Ski Hill		Small ski hill with chairlift.
Muskeg Meander Ski Trail	www.fs.fed.us/r10/chugach/cordova/images/trailguide.gif	3.1 miles of moderate level winter cross-country skiing.

WHITTIER

	Website / Contact	Description
ATTRACTIONS		
See local businesses and brochures for more information.		
WILDLIFE AND FISH VIEWING AREAS		
Wally H. Noerenberg Fish Hatchery		Built in 1985 and located 20 miles east of Whittier. One of the largest fish hatcheries in the world.
Kittiwake Rookery	www.dnr.state.ak.us/parks/units/pwssmp/smpvald.htm	6,000 breeding Black-legged Kittiwake birds. It is the largest Kittiwake colony in the sound. Very accessible rookery.
MARINE, STATE AND FEDERAL PARKS		
Decision Point State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpvald.htm	Located at the eastern end of Passage Canal approximately 8 miles from Whittier. A popular park generally used by kayakers and small boat users. Camping available.
Entry Cove State Park	www.dnr.state.ak.us/parks/units/pwssmp/smpvald.htm	Located two miles directly east of Decision Point on the northeast corner where Passage Canal and Port Wells meet. Camping available.
Surprise Cove State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpvald.htm	Located on the western side of the mouth of Cochrane Bay. One of the most popular anchorages in PWS. Camping available.
Ziegler Cove State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpvald.htm	Located on the northern side of Pigot Bay 18 miles from Whittier. Camping available.
Granite Bay State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpwhit2.htm	Located on the northwest corner of Esther Island about 25 miles from Whittier. Camping available.
South Esther Island State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpwhit2.htm	Located on the southern end of Esther Island, including Lake and Quillian Bays. Lake Bay houses one of the world's largest fish hatcheries. The land is too wet and uneven for camping.
Bettles Bay State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpwhit2.htm	An excellent anchorage and can be accessed into the lagoon northeast of the island. Views of Bettles Glacier. Camping is poor due to wetlands.
Horseshoe Bay State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpwhit2.htm	Located on Latouche Island three miles northeast of Chenega Bay. Campsites are along the margin of the large rolling bog north of the bay.
EVENTS		
Halibut Derby	www.whittieralaska.com	Memorial Day weekend through Labor Day weekend. One of the three fish derbies in Whittier.
Walk to Whittier	www.whittieralaska.com	Held in June, this event provides an opportunity to walk through the 25 mile Anton Anderson Memorial Tunnel to Whittier. Activities, food specials, and business discounts provided.
Fourth of July Celebration	www.whittieralaska.com	Free BBQ, midnight sun fireworks, and activities scheduled throughout the day as well as a community parade.

WHITTIER cont.

	Website / Contact	Description
EVENTS cont.		
Silver Salmon Derby	www.whittieralaska.com	Held in September and a jackpot for the heaviest fish is awarded at the end of the derby. Tickets and regulations available from Whittier businesses.
Small Fry Silver Salmon Derby	www.whittieralaska.com	A salmon derby for the kids. Youngsters are divided into two groups-ages 10 and under, and 11 to 15. Prizes awarded in both age classes to the heaviest fish.
Annual Crabfest	www.alaskaonline.org/travelplanner/southcentral/whittier.php	Held in March to attract divers from all over the states.
TRAILS/BIKE TRAILS		
Portage Pass	http://whittierforum.yukontel.com/coc/index.htm	Moderate hike and not well maintained after the pass. Excellent view of Portage Glacier and lake.
Salmon Run	http://whittierforum.yukontel.com/coc/index.htm	Trailhead located in Whittier.
Horse Tail Falls	http://whittierforum.yukontel.com/coc/index.htm	Trailhead located in Whittier.
PUBLIC USE CABINS		
South Culross Passage	www.fs.fed.us/r10/chugach/	12x14 foot log cabin. Located on the northwest side of Picturesque Cove, 27 boat miles from Whittier. \$35 per night per party.
Harrison Lagoon	www.fs.fed.us/r10/chugach/cabin_web_page/glacier_cabins/harrison.html	16x20 foot wood cabin. Sleeps six and has a woodstove. Located on the west side of Port Wells. 34 boat miles from Whittier.
Paulson Bay	www.fs.fed.us/r10/chugach/cabin_web_page/glacier_cabins/paulson.html	12x14 foot log cabin. Located at the head of Paulson Bay southeast of Whittier. 18 boat miles from Whittier.
Pigot Bay	www.fs.fed.us/r10/chugach/cabin_web_page/glacier_cabins/pigot.html	16 foot A-frame with loft. Sleeps six and located on the southwest shore of Pigot Bay, northeast of Whittier. 18 boat miles from Whittier.
Shrode Lake	www.fs.fed.us/r10/chugach/cabin_web_page/glacier_cabins/shrode.html	16 foot A-frame cabin with loft. Sleeps 8 and located on the northeast shore of Shrode Lake. 25 boat miles from Whittier.
Coghill Lake	www.fs.fed.us/r10/chugach/cabin_web_page/glacier_cabins/coghill.html	16 foot A-frame cabin with loft. Sleeps 6 and located on the southwest shore of Coghill Lake, a lagoon just before Coghill River
GLACIERS		
Portage Glacier	www.fs.fed.us/r10/chugach/chugach_pages/bbvc.html	Located at the head of Portage Valley, 50 miles from Anchorage.
College Fjord	www.ci.whittier.ak.us/whittier__fish_and_game.html	An abundance of Glaciers are found within these areas. They are located just outside of Whittier and can be accessed by many different modes of water transportation.
Harriman Fjord	www.ci.whittier.ak.us/whittier__fish_and_game.html	An abundance of Glaciers are found within these areas. They are located just outside of Whittier and can be accessed by many different modes of water transportation.
Barry Arm	www.ci.whittier.ak.us/whittier__fish_and_game.html	An abundance of Glaciers are found within these areas. They are located just outside of Whittier and can be accessed by many different modes of water transportation.

WHITTIER cont.

	Website / Contact	Description
GLACIERS cont.		
Blackstone Bay	www.ci.whittier.ak.us/whittier__fish_and_game.html	An abundance of Glaciers are found within these areas. They are located just outside of Whittier and can be accessed by many different modes of water transportation.
HARBORS		
Whittier Small Boat Harbor	www.ci.whittier.ak.us/harbor.html	An ice-free port open year round with 350 slips. Full service establishment.
NOTABLE TRAVEL CORRIDORS		
Alaska Railroad	www.akrr.com/passenger/	The Alaska Railroad stretches 470 miles from Fairbanks to Seward. A train goes exclusively between Anchorage and Whittier. Became an Alaska scenic byway in 1997.
Seward Highway	www.dot.state.ak.us/stwdp1ng/scenic/byways-seward.shtml	A National Scenic Byway that stretches for 127 miles down to Seward.
Anton Anderson Memorial Tunnel	www.dot.state.ak.us/creg/whittiertunnel/index.shtml	North America's Longest Highway Tunnel.
MEETING ROOMS AND CONVENTION CENTERS		
City Council Office	www.ci.whittier.ak.us/	A large room that could be available to hold meetings and other small get-togethers

VALDEZ

ATTRACTIONS		
Keystone Canyon	www.valdezalaska.org/activities/glaciersOfValdez.html	Horsetail Falls and Bridal Veil Falls are two popular waterfalls located along the Richardson Highway. Keystone Canyon begins at Milepost 12.
Old Town Valdez	www.valdezhaborinn.com/attractions.htm	Historic site with some remaining structures-such as dock piers that protrude from the sea at low tide and a memorial plaque listing all the victims of the Good Friday Quake in 1964.
Prince William Sound Cultural Center	www.valdezhaborinn.com/attractions.htm	Always interesting and informative. Exhibits change often.
Valdez Convention and Civic Center	www.valdezalaska.org/convention/convention.html	A modern facility nestled between majestic snow-capped mountains and the beautiful waters of Prince William Sound. Modern facility offers three meeting rooms and a complete theatre/auditorium complex.
Valdez Museum and Historical Archive	www.valdezmuseum.org	A history of Valdez and Alaska way of life.
Whitney PWS Community College and Museum	www.pwscc.edu/whitney_museum.shtml	Largest private collection of Native Alaskan art in the world.
PWS Community College	www.pwscc.edu/	Part of the University of Alaska system with outreach sites in Cordova and Glennallen. No out of state tuition.

VALDEZ cont.

	Website / Contact	Description
WILDLIFE VIEWING		
Kittiwake Rookery, Shoup Bay State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpvald.htm	Shoup Glacier and the Kittiwake Rookery located in this State Marine Park.
STATE AND FEDERAL PARKS		
Blueberry Lake State Recreation Site	www.dnr.state.ak.us/parks/aspbro/charts/pwsvaldz.htm	Located on mile 23 of the Richardson Highway. 192 acres with camping, fishing, and trails available.
Worthington Glacier State Recreation Site	www.dnr.state.ak.us/parks/aspbro/charts/pwsvaldz.htm	Located at the top of Thompson Pass, as a great observation and information area, just feet from the glacier. 113 acres that includes trails and restrooms that area ADA accessible.
Wrangell/St. Elias National Park and Preserve	www.nps.gov/wrst/	The largest National Park in the U.S. Four mountain ranges meet in the park and an abundance of wildlife is located here. Two main roads lead into the park ending in McCarthy and Nebesna respectively.
EVENTS		
Edward Albee Theatre Conference	www.valdezalaska.org	Renowned playwrights, actors, and theatre fans attend this popular weeklong summer conference.
Gold Rush Days	www.valdezalaska.org	Week-long August celebration of the Gold Rush and Valdez history with daily activities and special events.
King of the Hill Extreme Snowboard Tournament	www.valdezalaska.org	This contest has become quite an event with full on media coverage, crowds and riders attracted from all over the world.
Ice Climbing Festival		Ice climbers gather to test their skills on the surrealistic falls of the Keystone Canyon.
Quest for Gold Sled Dog Race	www.valdezalaska.org	
4th of July Celebration	www.valdezalaska.org	Downtown street festival with music, food, activities and entertainment.
May Day Fly-In	www.valdezalaska.org	Airplane extravangaga with static and aerial displays, flightseeing and much more.
Mayor's Cup Snowmobile Race	www.valdezalaska.org	Rugged, 200 mile cross-country rase held in March.
Mountain Man Hill Climb	www.valdezalaska.org	Alaska's premire snowmachine climbing event with over \$40,000 in prizes each April.
Eureka to Valdez Snowmobile Safari	www.alaska.net/~valdezak/events.html	Snowmobile challenge from Eureka to Valdez, Alaska.
Snowman Festival	www.valdezalaska.org	Over 4000 snowmen and a Snowbank drive-in movie
Valdez Fish Derbies	www.valdezalaska.org/events/fishDerbies.html	Salmon and halibut derbies with cash prizes and the "Spawn til Dawn" awards party.
Valdez Pink Salmon Derby	www.valdezalaska.org/events/fishDerbies.html	
Valdez Halibut Derby	www.valdezalaska.org/events/fishDerbies.html	
Valdez Winter Carnival	www.valdezalaska.org	Three days of fun-filled events: survival suit races, a Polar Bear splash-in, snowshoe softball games, torchlight parade and many more.

VALDEZ cont.

	Website / Contact	Description
TRAILS		
Valdez Goat Trail and Wagon Road	www.ci.valdez.ak.us/parks_rec/trails.html	Trailhead is located at the Bridal Veil Falls turnout. 4.8 mile trail with many scenic overlooks on this historic trail.
Dock Point Trail	www.ci.valdez.ak.us/parks_rec/trails.html	Located at the east end of the Boat Harbor. One mile long trail easily accessible. Beautiful scenic overlooks of Port Valdez.
Historic Valdez Trail	www.ci.valdez.ak.us/parks_rec/trails.html	Under construction. When completed, people will be able to walk from Valdez to Tsaina Lodge at Mile 35 of the Richardson Highway.
Abercrombie Pack Trail	www.ci.valdez.ak.us/parks_rec/trails.html	Original trail constructed in 1899 by Lt. Abercrombie. Very narrow tread and not well defined in places.
Shoup Bay Trail	www.ci.valdez.ak.us/parks_rec/trails.html	Begins on the west end of Egan Street. First three miles go to Gold Creek and includes a camping area.
Mineral Creek Trails	www.ci.valdez.ak.us/parks_rec/trails.html	Used for skiing in the winter and are being upgraded to allow hiking/biking in the summer. Trail system currently useable.
Solomon Gulch Trail	www.ci.valdez.ak.us/parks_rec/trails.html	Trail begins at Mile 4.6 of Dayville Road. A 2 mile hike from Dayville Road to Solomon Lake.
BIKE PATHS		
Valdez Bike Path		Begins near the Valdez Community Hospital and continues past the Crooked Creek Salmon Spawning Area. Paved trail with a large observation platform that offers scenic pictures.
PUBLIC USE CABINS		
McCallister Creek Cabin	www.dnr.state.ak.us/parks/units/pwssmp/smpvald.htm	Sleeps 8 people with a maximum stay of 7 nights. Located at the out wash beach of McCallister Creek in Shoup Bay.
Kittiwake Cabin	www.dnr.state.ak.us/parks/units/pwssmp/smpvald.htm	Sleeps 8 people with a maximum stay of 7 nights. Uno Creek is located to the southeast of the cabin. Wheelchair accessible and is found in Shoup Bay.
Moraine Cabin	www.dnr.state.ak.us/parks/units/pwssmp/smpvald.htm	Sleeps 8 people with a maximum stay of 7 nights. Cabin is used by U.S. Fish and Wildlife Service May 15 through September 1st and is closed to the public during that time.
GLACIERS		
Worthington Glacier	www.valdezalaska.org/activities/glaciersOfValdez.html	Located at the top of Thompson Pass, as a great observation and information area, just feet from the glacier.
Columbia Glacier	www.valdezalaska.org/activities/glaciersOfValdez.html	Located in Prince William Sound about 25 miles from Valdez. Largest tidewater glacier in North America
Shoup Glacier	www.valdezalaska.org/activities/glaciersOfValdez.html	Tucked away in Shoup Bay and can be accessed in a variety of ways.
Valdez Glacier	www.valdezalaska.org/activities/glaciersOfValdez.html	Located on the outskirts of town and has historical significance.

VALDEZ cont.

	Website / Contact	Description
HARBORS		
Valdez Small Boat Harbor	www.ci.valdez.ak.us/harbor/	511-slip boat harbor operated by the City of Valdez. The harbor is open 7 days a week. 900 feet of transient dock space is also available. It serves as an essential economic development resource for the community.
NOTABLE TRAVEL CORRIDORS		
Richardson Highway	www.dot.state.ak.us/stwdplng/scenic/byways-richardson-jump.shtml.html	The Richardson Highway is a world-class drive that boasts everything from access to the world's best skiing to the United State's largest National Park.
Alaska Marine Highway System	www.dot.state.ak.us/amhs/	2866 mile stretch of the Alaska Marine Highway System has been designated a National Scenic Byway. Service to 30 communities in Alaska.
SKI AREAS (NORDIC AND ALPINE)		
Mineral Creek Ski Area	www.alaskagold.com/valdez/snowfun.html	Nordic trails groomed Tuesday through Sunday. Or you can really go cross-country and lay down your own tracks in the vast watersheds around Valdez.
Cross-Country Skiing	www.alaskagold.com/valdez/snowfun.html	4km of beautiful groomed trails courtesy of the City of Valdez. Trails are groomed Tuesday through Sunday.

CHENEGA BAY

ATTRACTIONS		
Nativity of Theotokos Russian Orthodox Church		Featured at the heart of the village and was built in 1999
WILDLIFE AND FISH VIEWING AREAS		
Oyster Farm		A small oyster farming operation.
Armin F. Koerning Fish Hatchery	www.pwsac.com/afk.htm	Located at Port San Juan, 2.3 miles west of the community.
MARINE, STATE, FEDERAL PARKS		
Horseshoe Bay State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpwhit2.htm	Located on Latouche Island three miles northeast of Chenega Bay. Campsites are along the margin of the large rolling bog north of the bay.
GLACIERS		
Tidewater Glaciers		Several tidewater glaciers, including Tiger can be found near the islands around Chenega Bay.

CHENEGA BAY cont.

	Website / Contact	Description
HARBORS		
Chenega Bay Small Boat Harbor and Dock	www.pwsrca.org/Members/CBC.html	A small boat harbor and dock used mainly by the residents of Chenega Bay. Slips for 20 boats.
Oil Spill Response/Ferry Dock		Alyeska Pipeline Service Company stores oil spill response equipment here.
NOTABLE TRAVEL CORRIDORS		
Alaska Marine Highway System	www.dot.state.ak.us/amhs/services/portinfo/index.html#che	2866 mile stretch of the Alaska Marine Highway System has been designated a National Scenic Byway. Service to 30 communities in Alaska.

TATITLEK

HARBORS		
Small Boat Harbor	www.dot.state.ak.us/amhs/services/portinfo/index.html#che	Currently under construction by the Corps of Engineers.
NOTABLE TRAVEL CORRIDORS		
Alaska Marine Highway System		2866 mile stretch of the Alaska Marine Highway System has been designated a National Scenic Byway. Service to 30 communities in Alaska.
WILDLIFE AND FISH VIEWING AREAS		
Oyster Farm		A small oyster farming operation.
Sea Lion Haulout		Large sea lion haulout at Glacier Island, approximately 16 miles from Tatitlek
STATE AND FEDERAL PARKS		
Shoup Bay State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpvald.htm	Located 5 miles southwest of the Port of Valdez. Consists of new growth forest of alder and spruce. Public use cabins available.
Sawmill Bay State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpvald.htm	Located 15 miles from Valdez. One of the most popular anchorages in Valdez arm. Camping available.
Jack Bay State Marine Park	www.dnr.state.ak.us/parks/units/pwssmp/smpvald.htm	Located 15 miles from Valdez. Southeast of the Valdez Narrows. Tent camping and platforms available.

Sources

State of Alaska Department of Transportation. <http://www.dot.state.ak.us/amhs/services/portinfo/index.html#che>
 State of Alaska Department of Natural Resources. <http://www.dnr.state.ak.us/parks/units/pwssmp/smpwhit2.htm>
 Chenega Bay Corporation. <http://www.chenega.com/>
 National Park Service, Copper Center Headquarters. <http://www.nps.gov/wrst/>
 Valdez Chamber of Commerce. www.valdezalaska.org
 Prince William Sound Community College. http://www.pwscc.edu/whitney_museum.shtml
 City of Whittier Chamber of Commerce. http://www.ci.whittier.ak.us/whittier__fish_and_game.html
 National Forest Service, Chugach National Forest District. http://www.fs.fed.us/r10/chugach/cabin_web_page/glacier_cabins/shrode.html
 National Forest Service, Cordova Ranger District. <http://www.fs.fed.us/r10/chugach/cordova/pages/cabins/mckinleytr.html>
 Chenega Bay Master Plan. September 2002, GDM Inc.

CHENEGA BAY

Chenega (meaning “along the side”) Bay is a Native community practicing a subsistence lifestyle with commercial fishing and an oyster farming operation. The village of Chenega Bay is located on Evans Island in Crab Bay, 42 miles southwest of Whittier in Prince William Sound. It is 104 air miles southeast of Anchorage. The Alaska state demographer estimated Chenega Bay’s 2003 population to be 99 persons.

History, Culture and Demographics

Until the March 27, 1964 earthquake, Chenega was an Alutiiq Native tranquil fishing village located on the southern end of Chenega Island in western Prince William Sound. Founded before the Russian arrival in the late 1700s, Chenega was the longest occupied village in Prince William Sound at the time of the earthquake. Moments after the earthquake, a tsunami destroyed all of the buildings in Chenega village with the sole exception of a single home and the village school. Over a third of the village residents were killed, constituting the Earthquake’s single largest death site. Survivors were taken initially to Cordova and then were later resettled in the village of Tatitlek by the Bureau of Indian Affairs. For twenty years, members of the Chenega Village lived uprooted from their homeland, until the new Village of Chenega Bay was established on Evan’s Island in 1984.

With the passage of the Alaska Native Claims Settlement Act, the former residents of Chenega formed the Chenega Corporation that acquired the right to select 76,093 acres around the old Chenega Village Township. The Alutiiq Natives enrolled in the Chenega Corporation selected their new village site at Crab Bay on Evans Island in the Prince William Sound in March of 1977. This site was carefully chosen following extensive research as the site best able to meet the needs of the residents’ subsistence lifestyle.

On Good Friday, March 24, 1989, twenty-five years to the day following the 1964 Earthquake, the oil tanker *Exxon Valdez* hit a reef off Bligh

Island spilling millions of gallons of oil into Prince William Sound. The newly established Village quickly found its beaches awash with oil and the Village inundated with clean-up activities and associated personnel. The people of Chenega are still feeling the devastation created by the *Exxon Valdez* oil spill.

Economy and Transportation

Chenega Bay is an isolated community accessible only by air or water. Charter airlines provide the majority of the transportation and the Alaska Marine Highway Ferry System currently provides weekly ferry service year round. Commercial fishing and subsistence activities are an important part of the lifestyle of the people of Chenega Bay. Commercial employment is primarily with the local school, the Tribal council, health clinic, and commercial fishing. Commercial fishing, a small oyster farming operation, and subsistence activities occur in Chenega. Three residents hold commercial fishing permits. Cash employment opportunities are very limited. In recent years, Chenega’s population has declined.¹

The Primary business area of the village includes village council offices, a community center, the Russian Orthodox Church, small boat harbor, the Alaska marine highway ferry terminal, and a future local display facility. Chenega has a small boat harbor and dock. A new 3,000 foot gravel runway and float plane landing area are available. Scheduled and chartered flights depart from Cordova, Valdez, Anchorage and Seward.²

At the time of the 2000 Census, twenty-three residents were employed. The unemployment rate at that time was 14.81%, although 51.06% of all adults were not in the work force. The median household income was \$53,750, per capita income was \$13,381, and 15.58% of residents were living below the poverty level.³

Chenega IRA Council

The Chenega IRA Council is a federally recognized Indian Tribe the serves the Alutiiq people of Chenega Bay, Alaska. The Chenega IRA Council operates a variety of social, cultural and economic

¹ Alaska Department of Community and Economic Development, Division of Community Advocacy, Community Database. <http://www.dced.state.ak.us/dca/commdb/CIS.cfm>

² <http://www.chugach-ak.com/historychenegabay.html>

³ Alaska Department of Community and Economic Development, Division of Community Advocacy, Community Database. <http://www.dced.state.ak.us/dca/commdb/CIS.cfm>

development programs designed to enhance the quality of life within Chenega Bay. The Chenega Corporation and the Chenega IRA Council worked together to obtain funding for roads, a water and sewer system, electric generators, a boat and floatplane dock and a school. The Tribal Council is comprised of six Tribal members representing the village of Chenega, a Chief/President, Vice President/Chair, Secretary, Treasurer and two members.

CORDOVA

Cordova is located at the southeastern end of Prince William Sound in the Gulf of Alaska.⁴ The community was built on Orca Inlet, at the base of Eyak Mountain. It lies 52 air miles southeast of Valdez and 150 miles southeast of Anchorage.

History, Culture and Demographics

The area has historically been home to the Alutiiq, with the addition of migrating Athabascan and Tlingit natives who called themselves Eyaks. Alaska Natives of other descents also settled in Cordova. Orca Inlet was originally named "Puerto Cordova" by Don Salvador Fidalgo in 1790. One of the first producing oil fields in Alaska was discovered at Katalla, 47 miles southeast of Cordova, in 1902. The town of Cordova was named in 1906 by Michael Heney, builder of the Copper River and Northwestern Railroad, and the City was formed in 1909. Cordova became the railroad terminus and ocean shipping port for copper ore from the Kennecott Mine located up the Copper River. The first trainload of ore was loaded onto the steamship "Northwestern," bound for a smelter in Tacoma, Washington, in April 1911. The Bonanza-Kennecott Mines operated until 1938 and yielded over \$200 million in copper, silver and gold. The Katalla oil field produced until 1933, when it was destroyed by fire. Fishing became the economic base in the early 1940s.

Fifteen percent of the population is Alaska Native or part Native. Cordova has a significant Eyak Athabascan population with an active Village Council. Commercial fishing and subsistence are central to the community's culture.

Economy and Transportation

Cordova supports a large fishing fleet for Prince William Sound and several fish processing plants. 343 residents hold commercial fishing permits, and nearly half of all households have someone working in commercial harvesting or processing. Copper River red salmon, pink salmon, herring, halibut, bottom fish and other fisheries are harvested. Reduced salmon prices have affected the economy. The largest employers are North Pacific Processors, Cordova School District, Cordova Hospital, the City, and the Department of Transportation. The U.S. Forest Service and the U.S. Coast Guard maintain personnel in Cordova.

Cordova is accessed by plane or boat. It is linked directly to the North Pacific Ocean shipping lanes through the Gulf of Alaska. It receives year-round barge services and the Alaska Marine Highway System. The Merle K. "Mudhole" Smith Airport at mile 13 is State-owned and operated. Cordova also has the Cordova Municipal Airport with a gravel runway. Daily scheduled jet flights and air taxis are available. Float planes land at the Lake Eyak seaplane base or the boat harbor. Harbor facilities include a breakwater, dock, a small boat harbor with 850 berths, boat launch, boat haul-out, a ferry terminal, and marine repair services. A 48-mile gravel road provides access to the Copper River Delta to the east.

During the 2000 U.S. Census, 1,221 residents were employed. The unemployment rate at that time was 6.86%, although 33.75% of all adults were not in the work force. The median household income was \$50,114, per capita income was \$25,256, and 7.52% of residents were living below the poverty level.

TATITLEK

The Native Village of Tatitlek is an unincorporated coastal village of 100 people located on the northeast shore of the Tatitlek Narrows on the Alaska mainland in Prince William Sound. Located two miles southeast of Ellamar, 25 miles southeast of Valdez, and 40 miles northwest of Cordova, the village sits on a relatively flat one-mile strip of land between Galena Bay and Boulder Bay within the Chugach National Forest. The Chugach Mountains form an impassable range to the north, and then lower into a mountain ridge, which runs parallel with the Tatitlek Narrows.

History, Culture and Demographics

Tatitlek sits among spruce and hemlock tress along the northeast shore of Tatitlek Narrows. The blue dome of the Russian Orthodox Church graces the horizon near the waterfront. This Alutiiq village (meaning “windy place”) was first reported in the 1880 U.S. Census as “Tatikhle,” with a population of 73. The present spelling was published in 1910 by the U.S. Geological Survey, who wrote that the village originally stood at the head of Gladhaugh Bay, but was moved to its present site. A post office was established in 1946.

Tatitlek is mentioned in the Russian American Company records as early as 1847. This designation does not refer to the 20th century village as it has moved several times. An 1858 census of the Kenai Parish describes Tatitlek as lying on a cape and with a population of 39. The 1880 census map shows the village at the bottom of Boulder Bay to the east of the present site. By 1990, the village was located on Tatitlek Narrows, its present location.

Tatitlek is a traditional Alutiiq coastal village, with 96% of the population being Alaska Natives, primarily Aleuts. One of the strongest elements of the Tatitlek culture is the language, which is presently spoken only by Elders, but is being revived through the local school bi-lingual program. Another very strong element of the culture is the subsistence lifestyle, which requires exceptional skill and traditional knowledge of the resources and environment.

Economy and Transportation

A coastal village with a traditional fishing- and subsistence-based culture, Tatitlek offers fish processing and oyster farming as a means of employment for some residents. Three residents hold commercial fishing permits. Subsistence activities provide the majority of food items. A coho salmon hatchery at Boulder Bay is nearing completion for subsistence use. A fish and game processing facility is under construction. A small community store has recently been opened.

Tatitlek has a State-owned 3,700' lighted gravel airstrip and a seaplane landing area, air charters are available from Valdez and Cordova. Boats are the primary means of local transportation. A breakwater and small boat harbor are under construction by the Corps of Engineers.⁵

During the 2000 U.S. Census, 35 residents were employed. The unemployment rate at that time was 7.89%, although 50.7% of all adults were not in the work force. The median household income was \$36,875, per capita income was \$13,014, and 24.21% of residents were living below the poverty level.⁶

Tatitlek Village IRA Council

Tatitlek is governed by an Indian Reorganization Act Village Council, which was formed in 1934 and is based on traditional values and beliefs. Local utilities are owned and operated by the Tatitlek Village IRA Council; including electricity, water, sewer, and solid waste disposal. The Village Council manages and administers all programs and projects in the community. The tribal council is comprised of the Village Council President, Vice President, Secretary, Treasurer, and three members.

⁵ <http://www.chugach-ak.com/historytatitlek.html>

⁶ Alaska Department of Community and Economic Development, Division of Community Advocacy, Community Database. <http://www.dced.state.ak.us/dca/commdb/CIS.cfm>

VALDEZ

Valdez is located on the north shore of Port Valdez, a deep water fjord in Prince William Sound.⁷ It lies 305 road miles east of Anchorage, and 364 road miles south of Fairbanks. It is the southern terminus of the Trans-Alaska oil pipeline. In 2003 the state demographer estimated Valdez's population to be 4,060 persons.

History, Culture and Demographics

The Port of Valdez was named in 1790 by Don Salvador Fidalgo for the celebrated Spanish naval officer Antonio Valdes y Basan. Due to its excellent ice-free port, a town developed in 1898 as a debarkation point for men seeking a route to the Eagle Mining District and the Klondike gold fields. Valdez soon became the supply center of its own gold mining region, and incorporated as a City in 1901. Fort Liscum was established in 1900, and a sled and wagon road was constructed to Fort Egbert in Eagle by the U.S. Army. The Alaska Road Commission further developed the road for automobile travel to Fairbanks; it was completed by the early 1920s. A slide of unstable submerged land during the 1964 earthquake destroyed the original City waterfront, killing several residents. The community was rebuilt on a more stable bedrock foundation four miles to the west. During the 1970s, construction of the Trans-Alaska oil pipeline terminal and other cargo transportation facilities brought rapid growth to Valdez. In March 1989, it was the center for the massive oil-spill cleanup after the Exxon Valdez disaster. In a few short days, the population of the town tripled.

Economy and Transportation

Valdez has one of the highest municipal tax bases in Alaska as the southern terminus and off-loading point of oil extracted from Prudhoe Bay on the North Slope. Four of the top ten employers in Valdez are directly connected to the oil terminus. Alyeska Pipeline Service Co. employs nearly 300 persons. Valdez is a major seaport, with a \$48 million cargo and container facility. City, state, and federal agencies combined provide significant employment. Forty-two residents hold commercial fishing permits. Three fish processing plants operate in Valdez, including Peter Pan and

Seahawk Seafoods. Valdez Fisheries Development Association opened its year-round processing facility in October 2003. Seven cruise ships will dock in Valdez in 2004. Valdez is a Foreign Free Trade Zone.

The Richardson Highway connects Valdez to Anchorage, Fairbanks and Canada. Port Valdez is ice-free year round and is navigated by hundreds of ocean-going oil cargo vessels each year. The Alaska Marine Highway System provides transport to Whittier, Cordova, Kodiak, Seward and Homer in the summer and Cordova only in the winter. Valdez has the largest floating concrete dock in the world, with a 1,200 foot front and water depth exceeding 80 feet. Numerous cargo and container facilities are present in Valdez. A small harbor accommodates 546 commercial fishing boats and recreational vessels. Boat launches and haul-out services are available. Both barges and trucking services deliver cargo to the City. The airport is operated by the State of Alaska. A State-owned seaplane base is available at Robe Lake.

During the 2000 census, approximately 10% of the population in Valdez was Alaska Native or part Native. The unemployment rate at that time was 6.2%, although 30.64% of all adults were not in the work force. The median household income was \$66,532; per capita income was \$27,341; and 6.2% of residents were living below the poverty level.

WHITTIER

Whittier is on the northeast shore of the Kenai Peninsula, at the head of Passage Canal. It is on the west side of Prince William Sound, 75 miles southeast of Anchorage. The state demographer estimated Whittier's 2003 population to be 178 persons.⁸

History, Culture and Demographics

Passage Canal was once the quickest route from Prince William Sound to Cook Inlet. Chugach Indians would portage to Turnagain Arm in search of fish. Nearby Whittier Glacier was named for the American poet John Greenleaf

⁷ Alaska Department of Community and Economic Development, Division of Community Advocacy, Community Database. <http://www.dced.state.ak.us/dca/commdb/CIS.cfm>

⁸ Alaska Department of Community and Economic Development, Division of Community Advocacy, Community Database. <http://www.dced.state.ak.us/dca/commdb/CIS.cfm>

Whittier, and was first published in 1915 by the U.S. Coast & Geodetic Survey. A port and railroad terminus were constructed by the U.S. Army for transport of fuel and other supplies into Alaska during World War II. The railroad spur and two tunnels were completed in 1943, and the Whittier Port became the entrance for troops and dependents of the Alaska Command. Construction began in 1948 on the huge buildings that dominate Whittier. The 14-story Hodge Building (now Begich Towers) was built for Army bachelors' quarters and family housing, with 198 apartments. The Buckner Building, completed in 1953, had 1,000 apartments and was once the largest building in Alaska. It was called the "city under one roof," with a hospital, bowling alley, theater, gym, swimming pool and shops for Army personnel. Whittier Manor was built in the early 1950s by private developers as rental units for civilian employees. The Port remained an active Army facility until 1960; at that time, the population was 1,200. Whittier Manor was converted to condominiums in 1964; Begich Towers now houses the majority of residents, as the Buckner Building is no longer occupied.

Economy and Transportation

The city, school, local services and summer tourism support Whittier. Tours, charters and sport fishing in Prince William Sound attract seasonal visitors. Nine residents hold commercial fishing permits. Whittier has an ice-free port and two city docks. A small boat harbor has slips for 360 fishing, recreation and charter vessels. It is served by road, rail, the state ferry, boat and aircraft. A \$70 million road connection was completed in the summer of 2000. The Anton Anderson Memorial Tunnel was reconstructed to accommodate both rail and road vehicles. The railway carries passengers, vehicles and cargo 12 miles from the Portage Station, east of Girdwood. The State-owned gravel airstrip accommodates charter aircraft, and a city-owned seaplane dock is available for passenger transfer.

Alaska Native or part Natives comprise 12.6% of the population. Residents enjoy sport-fishing, commercial fishing and subsistence activities. During the 2000 U.S. Census, 90 residents were employed. The unemployment rate at that time was 15.89%, although 37.06% of all adults were not in the work force. The median household income was \$47,500, per capita income was \$25,700, and 7.1% of residents were living below the poverty level.



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