



# Action Plan

for

# Tourism Task Force Recommendations

Version: Updated per Assembly direction on July 9, 2024

Includes: Action List  
Tasking List

Priority Levels	
High	1-3 months
Medium	4-6 months
Ongoing	Ongoing or in process operation/project/policy focus

Action List for Tourism Task Force Recommendations						
Directive #	Rec #	Recommendation	Action #	Action	Priority Level	Lead
1	1	Pursue mutual agreements with the industry	1A	Direct the Municipal Administrator to negotiate preliminary terms for an agreement that achieves the goals for levels of tourism as identified in the Task Force recommendations under Directive #1. Final approval of the agreement and terms by the Assembly	High	Assembly & Administrator
	2	Flatten the curve				
	3	Take out the peak				
	4	Designated quiet days				
	5	Shorten the length of the season				
	6	Continue collecting data	1B	Assembly to determine any additional studies or surveys to be commissioned - direction for Administrator to proceed needed. Ordinance for supplemental appropriation may be needed (Visitor Enhancement potential source of funds)	High	Assembly Sponsors
	7	Prioritize quality of life	1C	Ongoing, long-term effort. No specific action needed	Ongoing	Assembly
2	8	Establish a tourism commission	2A	Assembly sponsors needed for an ordinance to establish the Tourism Commission	High	Assembly Sponsors
	9	Establish an annual review cycle				
3	10	Determine program administration	3A	Identify an organization to administer the TBMP program. Potential options include adding it to the visitor services contract or soliciting interest from other organizations. Direct the Administrator to seek an amendment of the visitor services contract or solicit interest (i.e. a bid or RFP)	High	Assembly & Administrator
	11	Implementation				
	12	Maximize participation and compliance				
	13	Training is key				
	14	Centralize information sharing				
5	31	Continued engagement	5A	Ongoing, long-term effort. No specific action needed	Ongoing	Assembly & Administrator
	32	Enhanced engagement	5B	Tourism Manager position created. Assembly direction needed for Administrator to pursue membership in the Port Communities working group through AML. Administrator to report back on membership fee required	Medium	Assembly & Administrator

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4	15	Classify e-bikes as motorized vehicles	4A	Assembly sponsors needed for code amendments/additions to regulate e-bikes. Changes should be jointly reviewed by the Parks & Recreation Committee and the Tourism Commission	High	Assembly Sponsors
	16	Identify multi-use paths to be used by rental e-bikes				
	17	Require equipment on rental e-bikes				
	18	Identify and protect priority recreation sites	4B	Planning staff is currently in the data collection process for use of recreation sites. Additional public engagement on priority use sites for residents to be conducted in the fall in conjunction with the ongoing Parks and Recreation Asset Management Plan. Results and potential code changes regarding commercial land use permits to be lead by Planning staff and vetted by the Parks & Recreation Committee and the Tourism Commission	Ongoing	Administrator
	19	Create a designated tourism position within CBS	4C	Action completed - position was designated and approved in the FY25 budget. Advertisement for the position will begin in July	Ongoing	Administrator
	20	Food cart permits	4D	Assembly sponsors needed for an ordinance to change food cart codes including any specific regulation changes and permit administration. Review with Tourism Commission	Medium	Assembly Sponsors
	21	Align berthing policies and fees	4E	Ongoing, long-term effort. No specific action needed	Ongoing	Administrator
	22	Address tourism-related traffic at GPIIP	4F	GPIIP Board has drafted provisions for a potential code change regarding traffic at GPIIP. Assembly direction to Administrator to proceed with ordinance	Medium	Assembly & Administrator
	23	Zoning for future cruise docks	4G	Assembly direction to Administrator to proceed with zoning text amendment. Planning staff will draft the code change and ordinance, and vet through Planning Commission	High	Assembly & Administrator
	24	Zone Katlian Bay	4H	Assembly direction to Administrator to engage property owners on potential zoning designations	High	Assembly & Administrator
	25	Continue work with ADOT/PF to address critical areas	4I	Ongoing, long-term effort. No specific action needed	Ongoing	Administrator
	26	Identify locations for permanent public restrooms	4J	Work ongoing in conjunction with Crescent Harbor Restroom Replacement project	Ongoing	Administrator
	27	Lincoln Street closures	4K	Ongoing - Lincoln Street Repaving Project currently in the 5-year capital budget	Ongoing	Administrator
	29	Downtown improvements				
	28	Addressing downtown vacancy	4L	Assembly sponsors needed for potential code amendments/additions	Medium	Assembly Sponsors
30	Smoking in the downtown area	4M	Assembly direction for Administrator to investigate potential designated smoking area downtown and installation of waste receptacles	Medium	Assembly & Administrator	

## Tasking List for Tourism Task Force Recommendations

Action #	Synopsis	Action Needed	Priority Level	Need for Expenditure?	Direction Provided 7/9:
1A	Negotiated agreement for visitor numbers	Assembly direction	High	No	Administrator to draft negotiated agreement, bring back to Assembly
3A	TBMP administration	Assembly direction	High	Yes	Tourism Manager to explore upon hire
4G	Zoning for future cruise docks	Assembly direction	High	No	Planning Dept/Commission
4H	Zoning for Katlian Bay	Assembly direction	High	No	Planning Dept/Commission
4M	Smoking in the downtown area	Assembly direction	Medium	Yes	None
5B	AML Port Communities working group	Assembly direction	Medium	Yes	Administrator to report back on bylaws & membership fees
4K	Downtown improvements	Assembly direction	Medium	No	Special report on upcoming/ongoing projects
4F	Traffic at GPIIP	Assembly direction	Medium	No	Administrator to review changes with GPIIP Board

Action #	Synopsis	Action Needed	Priority Level	Need for Expenditure?	Sponsors Identified 7/9:
1B	Additional surveys/studies	Assembly sponsors	High	Yes	None
2A	Establishing a Tourism Commission	Assembly sponsors	High	No	Ystad & Carlson & Christianson
4A	E-bike regulations	Assembly sponsors	High	Potentially	Carlson & Pike - work with Parks & Rec Committee, Police & Fire
4D	Food cart permits	Assembly sponsors	Medium	No	Mosher & Saline
4L	Addressing downtown vacancy	Assembly sponsors	Medium	Potentially	Saline & Christianson