

Hoonah by the Numbers

October 2022

Prepared for



Prepared by

Rain Coast
Data



SALT

Acknowledgements

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This report is one in a series of six reports, including the following:

- Angoon by the Numbers
- Hoonah by the Numbers
- Kake by the Numbers
- Pelican by the Numbers
- Prince of Wales by the Numbers
- Yakutat by the Numbers

To find copies of these reports, along with other materials being created by this project, please visit www.sustainablesoutheast.net/rise/

Rain Coast Data was hired by SALT to develop economic indicators for Hoonah. The data used in this study comes from the State of Alaska, including the following: Department of Labor; Department of Fish & Game; Department of Commerce, Community & Economic Development; Department of Education; the Department of Revenue; Commercial Fisheries Entry Commission; and the Department of Transportation. Additional data comes from the US Census, Cruise Line Agencies of Alaska, US Bureau of Labor Statistics, US Department of Transportation, US Forest Service, and survey data and analysis developed for Southeast Conference.

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A History of Hoonah

Hoonah is the largest Tlingit village in Alaska. According to oral history, the ancestral home of the Huna people was in Glacier Bay, where they had lived for thousands of years. Advancing glaciers in the mid-1700s forced the community to relocate. The community moved to the northeast corner of Chichigof Island, calling their new village Xuniyaa, or “Where the North Wind does not blow,” which was later transcribed as “Hoonah”. In the 1880s and 1890s epidemics plagued the community, reducing Hoonah’s population by more than half. In 1944, a fire destroyed much of the community, including many priceless Tlingit cultural objects. The City of Hoonah was incorporated in 1946.

Seafood: Commercial harvest of salmon began in Hoonah in the late 1870s. In 1912, a large salmon cannery was built 1.5 miles north of Hoonah and operated until 1953, when the salmon run collapsed. Seafood remains an important element of the Hoonah economy, and subsistence fishing remains a critical part of local household economics.

Tourism: Huna Totem bought the cannery in 1996, converting it into a cruise ship destination named Icy Strait Point, and welcoming its first cruise ship in 2004. The proximity of Icy Strait Point to the community offered new sources of employment and local business opportunities. Between 2007 and 2022, two docks, a zip-line and two gondolas were installed at the site. In 2019, 255,000 cruise ship tourists visited Hoonah. That number is expected to nearly double in 2022.

Timber: From the early 1980s to the early 2000s, logging was Hoonah’s top employer. The adjacent Whitestone Logging Camp had 209 residents in 1993, but was closed in 2003. Timber harvests have been largely inactive since the closure. Small mills employed nine residents in 2021.

In addition to commercial fishing and tourism, subsistence harvest is also an important part of Hoonah household economics.

In 2022, Hoonah’s economy is experiencing prosperity unprecedented since the peak of the timber industry. Population is nearing a historic high. The unemployment rate for June of 5.4% was the lowest for any June on record. Sales and head tax revenue will be the highest ever collected for the City of Hoonah.

Hoonah By the Numbers

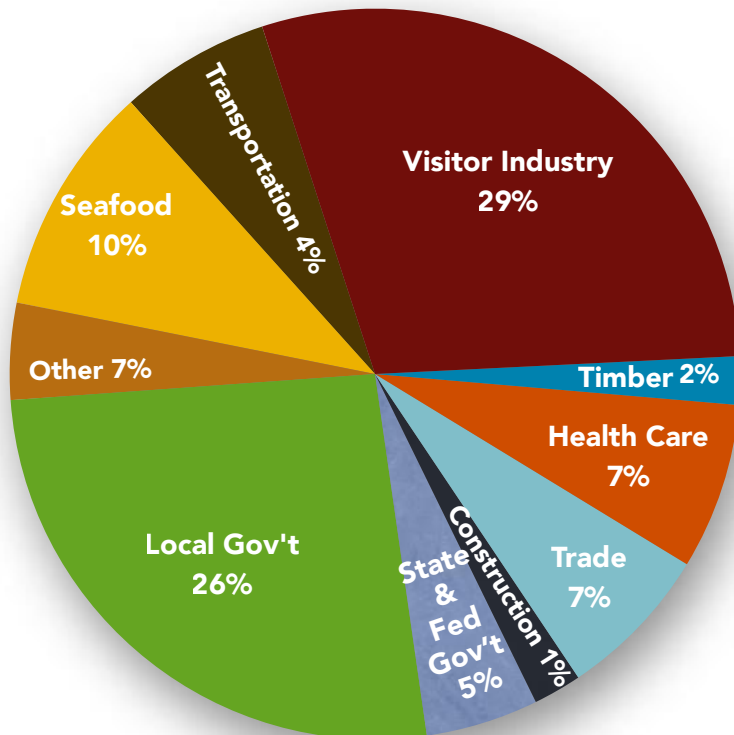
DEMOGRAPHICS	2000	2010	2015	2021	CHANGE 2015-2021
Population	860	760	863	902	5%
Ages 65 and older	7.5%	12%	14%	22%	57%
Under Age 18	30%	17%	14%	14%	0%
K-12 School District Enrollment	237	106	112	122	8%
Total Households	299	313	329	347	5%
Total Housing Units	342	383	398	398	0%
GENERAL ECONOMIC CONDITIONS	2005	2010	2015	2021	CHANGE
Total Jobs (excludes self employment)	418	335	378	388	3%
Payroll (excludes self employment)	\$11,358,229	\$10,697,792	\$13,996,257	\$16,657,412	19%
Average Annual Wage	\$27,173	\$31,934	\$37,027	\$42,931	16%
Unemployment Rate (Hoonah-Angoon Census Area)	12.5%	14.5%	14.7%	9.3%	-5.4%
TOP ECONOMIC SECTORS	2000	2010	2015	2021	CHANGE
GOVERNMENT	PUBLIC SECTOR: 36% OF ALL EMPLOYMENT EARNINGS				
Total Government Wages	\$3,683,135	\$5,397,096	\$6,278,757	\$6,759,731	8%
Total Government Employment	134	138	140	131	-6%
Total Local Gov't Employment	111	109	115	110	-4%
Sales Tax Revenue (to 2019)	\$628,121	\$998,211	\$1,460,208	\$2,265,582	55%
State Head Tax Hoonah Share (to 2019)		\$640,015	\$688,980	\$1,361,635	98%
VISITOR INDUSTRY	KEY INDUSTRY: 25% OF ALL EMPLOYMENT EARNINGS				
Total Visitor Industry Employment	15	87	111	123	11%
Total Visitor Industry Wages/Earnings	\$315,400	\$2,149,998	\$3,588,860	\$4,576,257	28%
Sports Fish Anglers	873	1,157	1,278	1,840	44%
Total Hoonah Passenger Arrivals	12,001	138,242	160,577	58,621	-63%
Total Air Passenger Arrivals	5,869	9,238	9,780	5,345	-45%
Total AMHS Passengers	6,132	6,030	5,453	3,161	-42%
Cruise Passengers Visiting Community	0	122,974	145,344	50,115	-66%
COMMERCIAL FISHING & SEAFOOD INDUSTRY	KEY INDUSTRY: 12% OF ALL EMPLOYMENT EARNINGS				
Commercial Vessels Homeported	119	70	63	45	-29%
Fishermen who Fished	66	49	46	38	-17%
Estimated Gross Earnings (ex-vessel value)	\$1,969,411	\$2,019,999	\$1,820,041	\$1,233,205	-32%
OTHER SELECTED STATISTICS	2000	2010	2015	2021	CHANGE
Timber Employment	56	14	7	9	29%
Health Care Wages	NA	\$670,880	\$995,308	\$1,310,880	32%
Health Care Jobs	NA	22	27	31	15%
Median Household Income	\$39,028	\$50,511	\$57,708	\$59,375	3%
Median Earnings	\$15,461	\$20,625	\$20,962	\$30,774	46%

Sources: Alaska Department of Labor (ADOL); ADOL Southeast Alaska Population by Age; Alaska Department of Education and Early Development; US Census; ADF&G Southeast Alaska Commercial Seafood Industry Harvest and Ex-Vessel Value Information; Cruise Line Agencies of Alaska; US Bureau of Transportation Statistics; Alaska Marine Highway System data; Alaska Taxable; United States Forest Service.

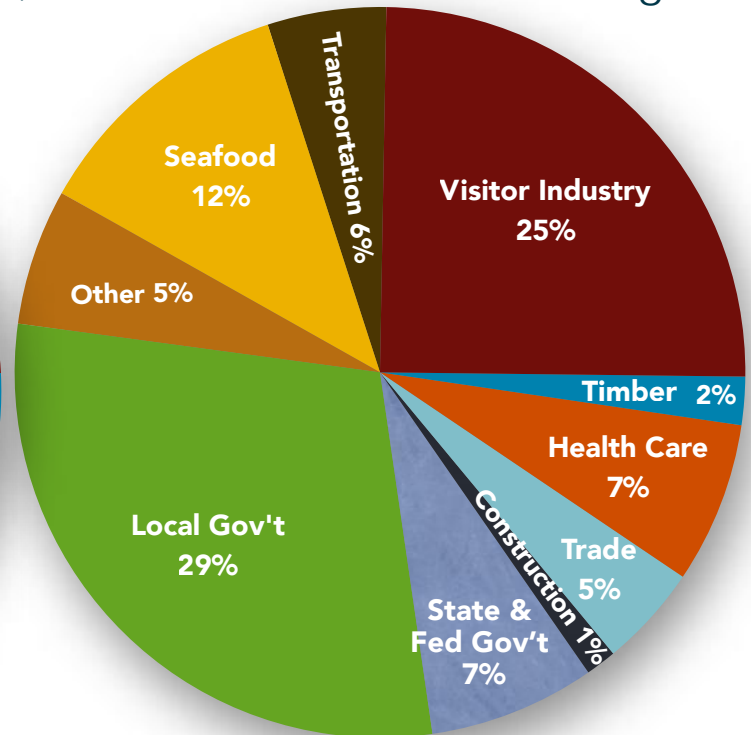
Hoonah & Pelican Employment & Earnings

Hoonah and Pelican jobs are presented in combination by the Alaska Department of Labor. However, Hoonah's economy is eight times larger than Pelican's, so the analysis below is primarily a reflection of Hoonah's jobs and workforce earnings. In 2021, the largest components of the Hoonah/Pelican economy were tourism, local government, and seafood.

Annual Average Jobs
423 Jobs



Employment Earnings
\$19.1 Million Workforce Earnings



	EMPLOYMENT RELATED EARNINGS			EMPLOYMENT NUMBERS		
	Total Earnings 2010	Total Earnings 2021	Change 2010-2021	Total Employment 2010	Total Employment 2021	Change
Total Government	\$5,397,096	\$6,759,731	25%	138	131	-5%
State & Federal Government	\$1,566,719	\$1,352,640	-14%	29	21	-28%
Local Government	\$3,830,377	\$5,407,091	41%	109	110	1%
Private Ownership	\$5,300,696	\$9,897,681	87%	197	257	30%
Retail Trade	\$793,962	\$832,093	5%	29	29	0%
Transportation and Warehousing	\$539,183	NA	NA	18	NA	NA
Educational and Health Services	\$670,880	\$1,310,880	95%	22	31	41%
Leisure and Hospitality	\$2,149,998	\$4,576,257	113%	87	123	41%
Other Private	\$1,146,673	\$3,178,451	177%	41	74	80%
Commercial fishing (2010, 2019)	\$3,162,875	\$1,716,351	-46%	45	32	-29%
Total	\$13,860,667	\$18,373,763	33%	380	420	11%

Source: Combination of Alaska Department of Labor Employment and Wage data; US Census data, US Census Nonemployer (self-employment) Statistics; and US Bureau of Labor Statistics; Commercial Fisheries Entry Commission data; USFS data; Rain Coast Data analysis and estimates.

A Changing Economy

The Hoonah economy of 2021 looks different from the Hoonah economy of 2010 or 2000.

Tourism and transportation earnings grew from a combined 19% to nearly a third of all earnings in Hoonah in 2021.

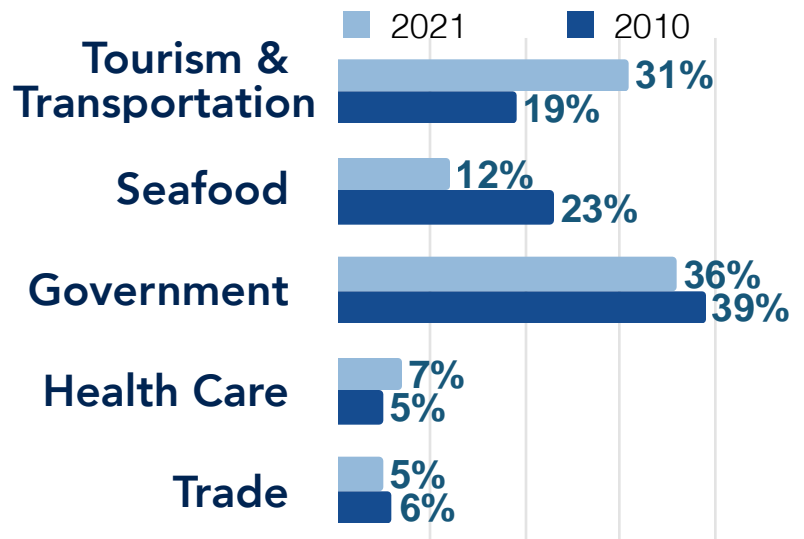
The percentage of total government wages shrank slightly from 39% of all earnings in 2010, to 36% in 2021.

In 2010, estimated seafood sector earnings made up 23% of all earnings, and declined to 12%. (Note that 2020 is the most recent year for Hoonah/Pelican commercial fishing data, and those figures were used in place of 2021 numbers).

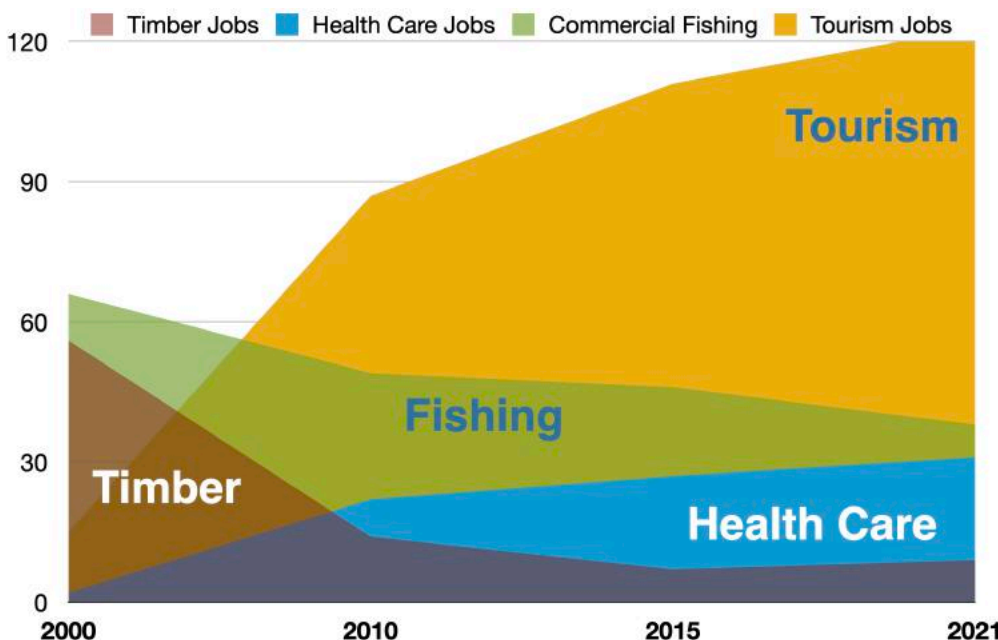
Health Care earnings grew from 5% to 7%.

As we move further away from a covid-economy, the proportion of Hoonah workforce earnings that are derived from tourism and transportation are expected to increase significantly.

Total Earnings as a % of all Hoonah Earnings 2010 and 2021



Jobs by Sector in Hoonah 2000, 2010, 2015, 2021



Another way to understand the changing economy is through jobs counts by sector over the past twenty years.

In 2000, the timber and seafood sectors dominated local jobs. In 2021, tourism was by far the largest job provider, and the health care sector is slowly growing.

Hoonah Demographics

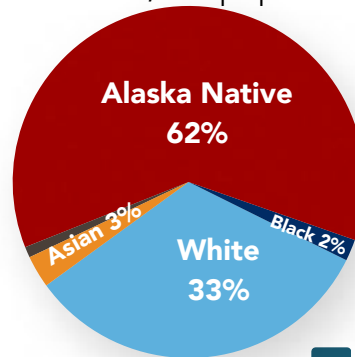
In Hoonah, Alaska Natives comprise nearly two-thirds of the population. This is significantly higher than the Alaska share of Alaska Natives—22%—or Southeast Alaska regional percentage, 26%.

In 2021, Hoonah had 902 residents. Hoonah reached its peak population in 2019, but has decreased in the past two years, as the pandemic temporarily reduced tourism gains.

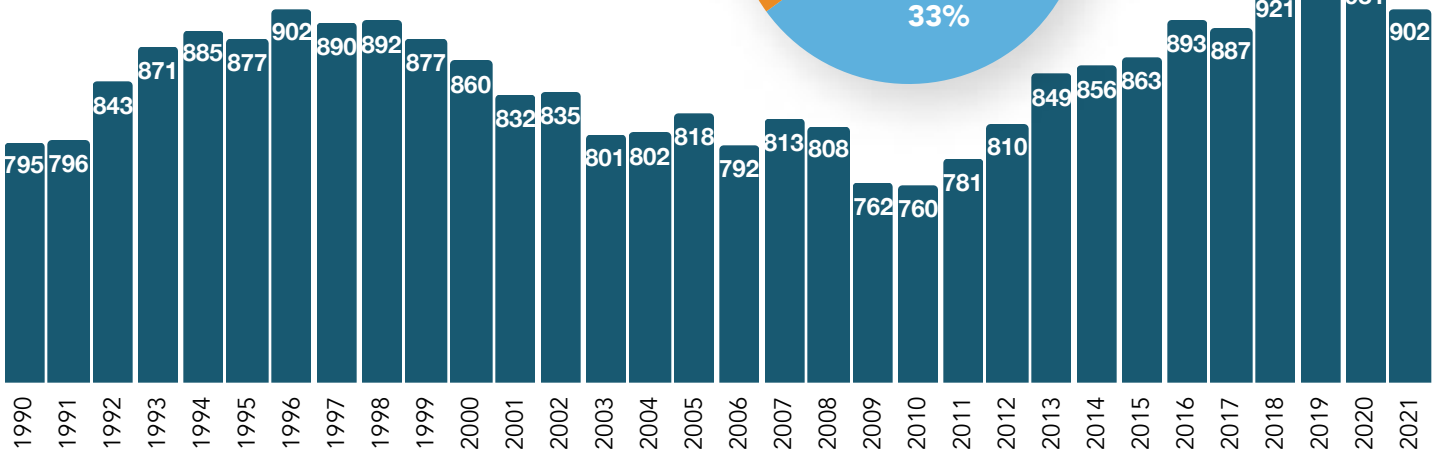
From the mid-1990s to 2010, the population had been experiencing a slow decline in association with the loss of the timber economy. Since 2010, the population has been building back due to the development of Icy Strait Point.

Between 2010 and 2020 the population grew by 23%.

Hoonah Population by Race 2021

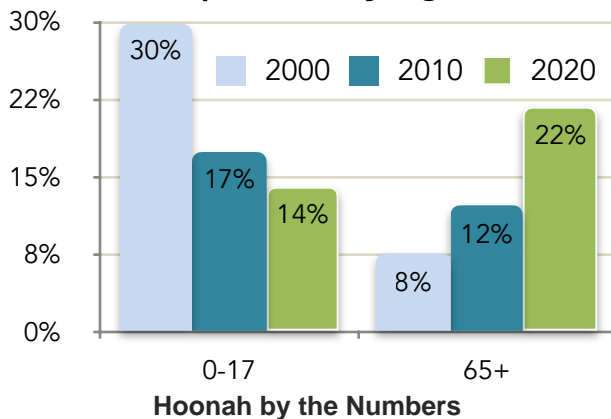


Hoonah Population 1990-2021

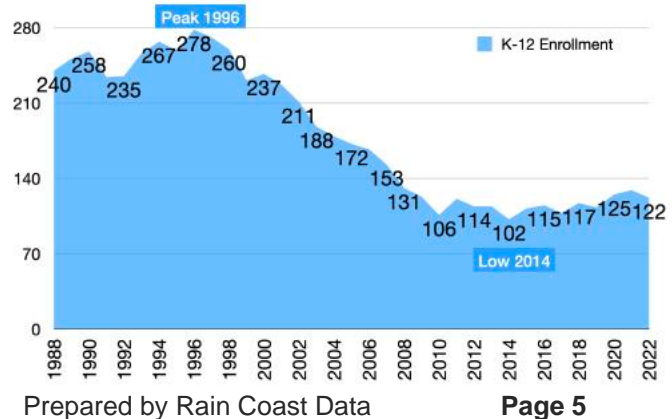


The age makeup of Hoonah is changing. Children represented nearly one-third of the population (30%) in 2000, and has dropped to 14% in 2020. School enrollment numbers reflect this same trend. Residents aged 65 and older made up just 8% of the population in 2000, and twenty years later those 65 and older are now nearly a quarter of the population (22%).

Hoonah Population by Age, 2000-2020



Hoonah K-12 Enrollment, 1988-2022

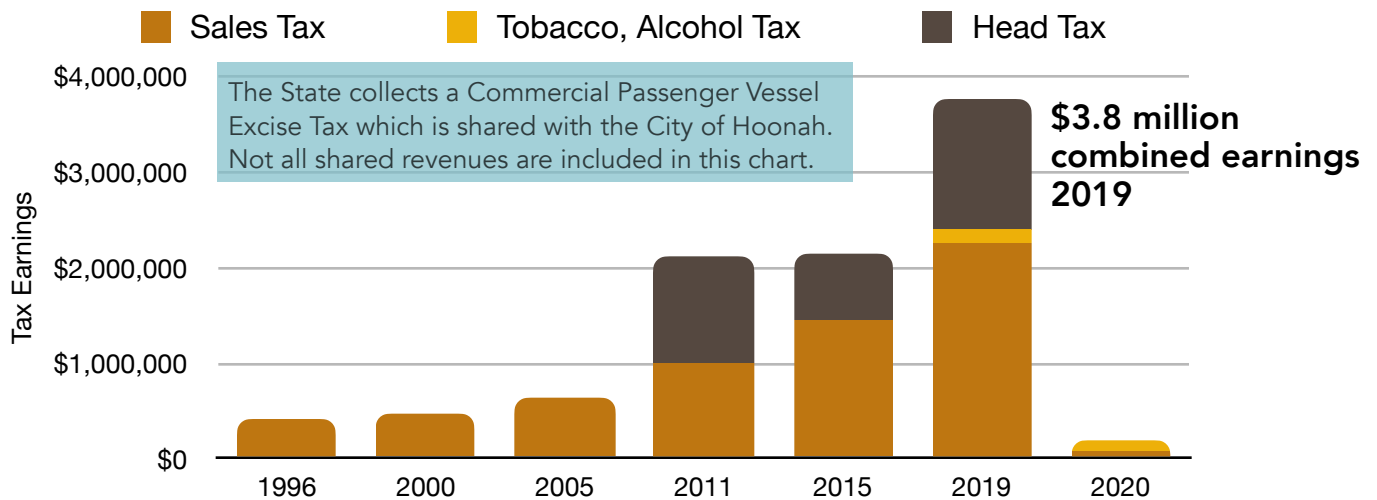


City Tax Trends

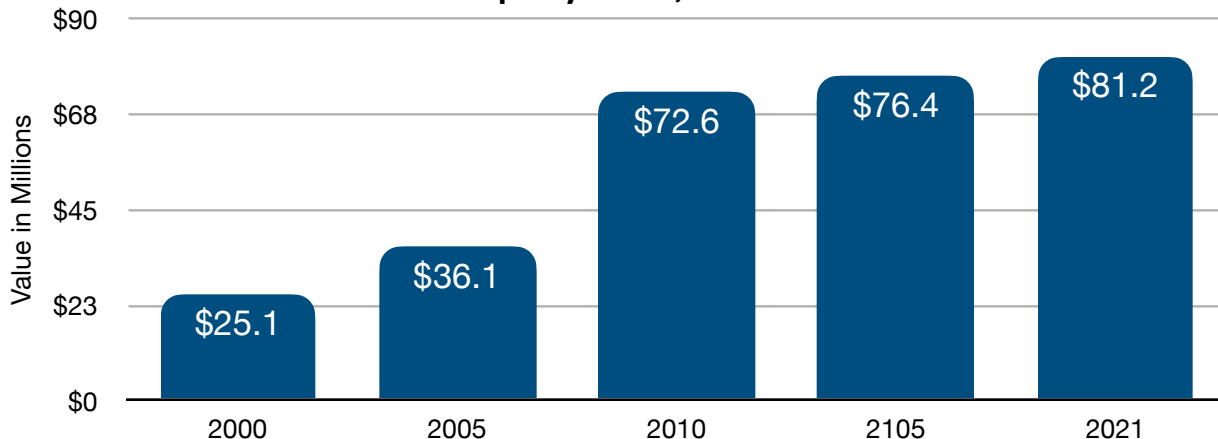
The City of Hoonah's tax collection steadily increased from 1996-2019 as the community became a coveted destination among cruise ship travelers. Sales tax revenues more than doubled between 2005-2015, peaking at \$2.3 million in 2019. Similarly, the full value determination of property doubled between 2005 and 2011. With the loss of the 2020 cruise ship season sales tax receipts decreased by more than 95% from 2019 to 2020. Hoonah's sales tax is set at 6.5%, and the city collects specialty taxes on tobacco (15%) and alcohol (6%). Hoonah does not collect property tax, bed tax, or local head tax. Hoonah does receive a portion of the State-collected Commercial Passenger Vessel Excise Tax.

City of Hoonah Taxes					
Year	Bed Tax	Tabacco, Alcohol Tax	Real & Personal Property Tax	Sales Tax	Total
Current Rate	NA	15% Tobacco Tax; 6% Alcohol Tax	NA	6.5%	
2019 Earnings	\$0	\$140,031	\$0	\$2,265,582	\$2,414,613

Hoonah Taxes, 1996-2020



Hoonah Property Value, 2000-2021

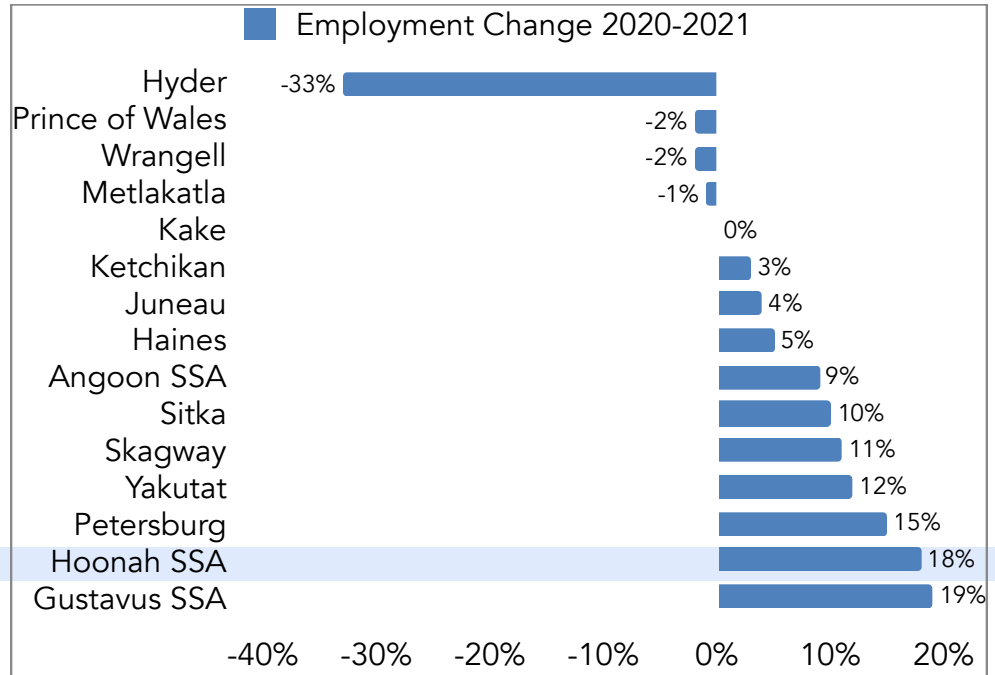


Unemployment

Jobs plummeted across the region in 2020, as expected. By far the hardest hit community was Skagway, which lost nearly half of all annualized jobs (-48%).

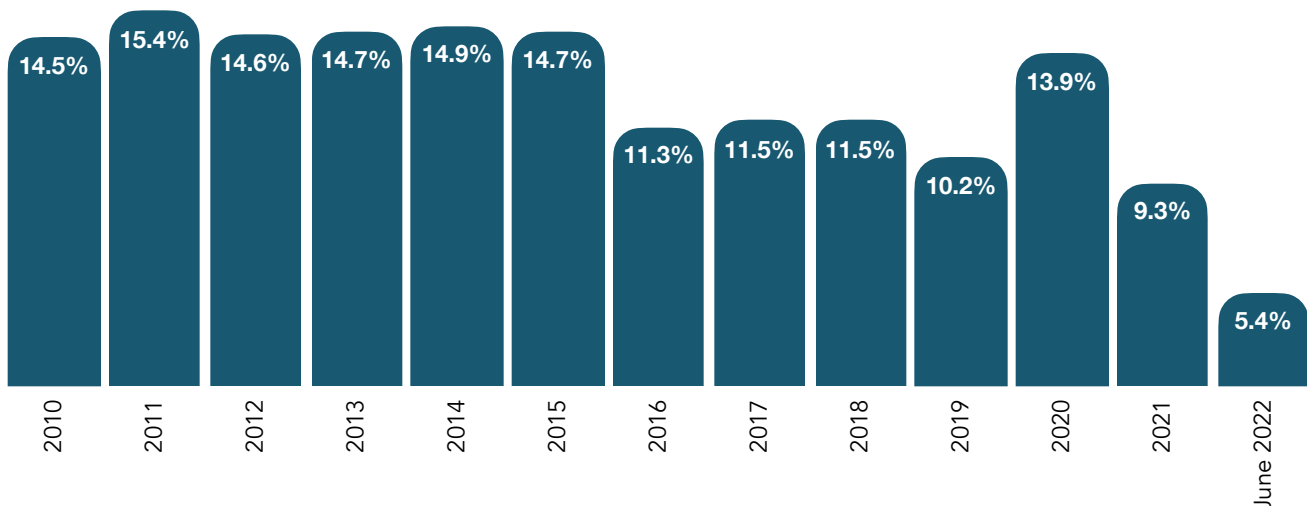
Hoonah was one of the most impacted communities in Southeast Alaska, losing nearly a quarter of all jobs in 2020.

However in 2021, Hoonah saw a 18% growth in overall jobs, one of the highest in the region, as overall jobs rose by 5% in Southeast.



The unemployment rate for Hoonah is measured as part of the larger Hoonah-Angoos Census Area. While the annual unemployment rate for 2022 will not be determined for another six months, the June 2022 unemployment rate of 5.4% is the lowest on record for any June since 2010. (A change in the way labor force statistics are calculated for sub-state areas makes data prior to 2010 not comparable with later data.)

Hoonah-Angoos Census Area Annual Unemployment Rate 2010-2021



Workforce Residency Data

In 2020, 41.5% of the workforce in the Hoonah-Angoon Census Area was nonresident, earning 39.6% of local wages. The seafood processing sector was about two-thirds resident workers. In Alaska as a whole, 31% of all workers were not locals in 2020.

Residency of workforce

Hoonah-Angoon Private Sector Non Residents

	Workers	Wages
Locals	619	\$14,200,000
Nonlocal Alaskans	141	\$4,800,000
Non Alaska Residents	299	\$4,700,000
Total non Hoonah/Angoon residents	440	\$9,300,000
% non Hoonah/Angoon resident	41.5%	39.6%

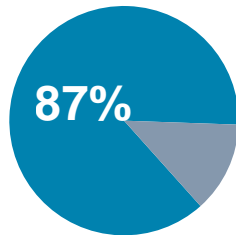
Hoonah-Angoon Seafood Processing Sector Non Residents

	Workers	Wages
Total Hoonah/Angoon Processing Workers	33	\$364,689
Non Alaska Residents	19	\$135,570
% non resident	36.5%	27%

Hoonah Census Housing Data

Housing Units = 398

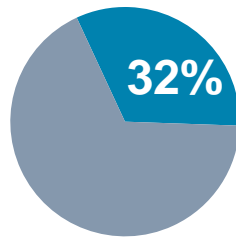
**Occupied =
347**



Occupied Housing

In Hoonah there are 398 housing units, including 347 that are occupied. There are 51 vacant housing units in Hoonah, or 13% of total housing units. The state as a whole has a vacant housing rate of 19%. Southeast Alaska is also 19%. Vacant housing units is measured in April and includes homes that are used in the summer-only. Hoonah's vacancy rate is quite low compared to similar communities.

**Renters =
32%**



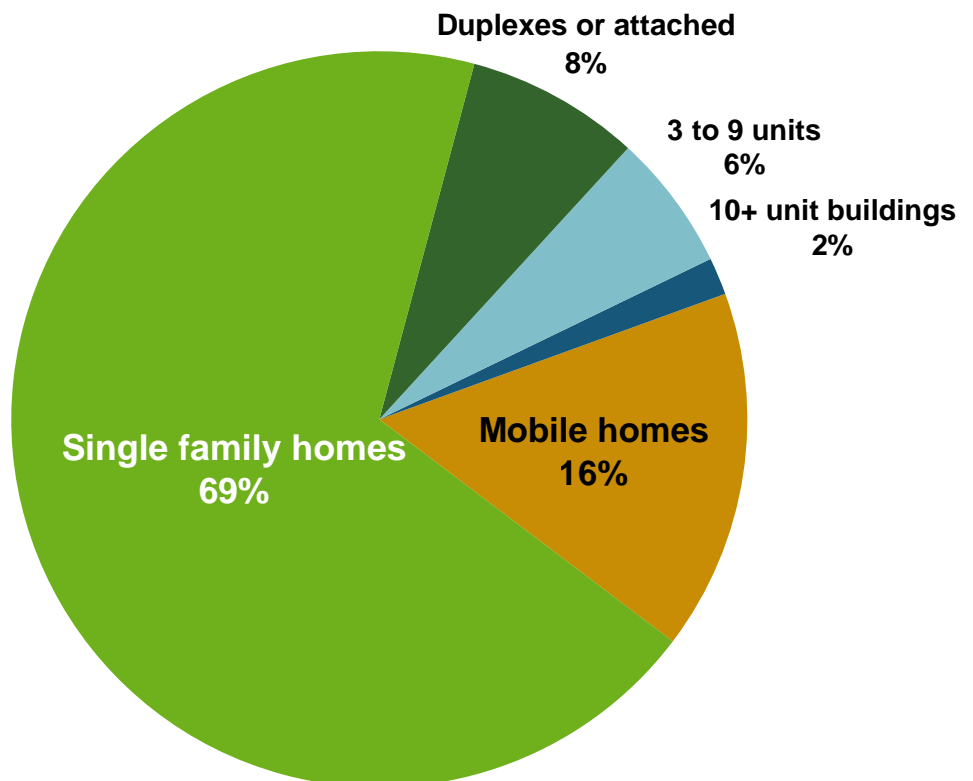
Housing Tenure

Of the occupied homes 32% are renters, while 68% are homeowner occupied. Typically, the occupied housing tenure ratio is 1/3rd rentals and 2/3rds homeowners, so Hoonah has normal/healthy proportion of rental housing.

Housing stock by type

In Hoonah, 69% of housing units are single-family homes. This is just slightly higher than the state as a whole, which is 63% single-family homes.

The most usual aspect of housing in Hoonah is the very high percentage of mobile homes that make up the overall housing stock. In Hoonah mobile homes make up 16% of all housing units. Statewide just 4.6% of all housing stock is made up of mobile homes. In Southeast that figure is slightly higher at 6.3%.



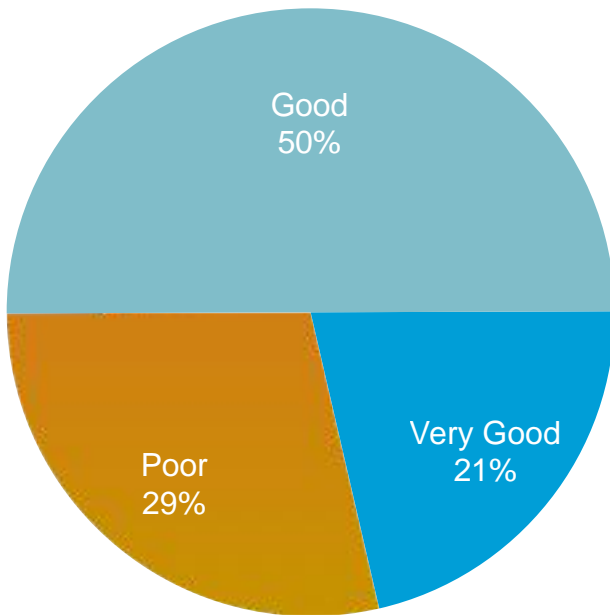
Business Climate 2022 Hoonah Findings

Each year Southeast Conference conducts a regional business climate survey in order to track Southeast Alaska business confidence. This year 14 Hoonah business owners and operators responded to the survey, representing a total workforce of 70. Survey analysis for Hoonah includes the following findings:

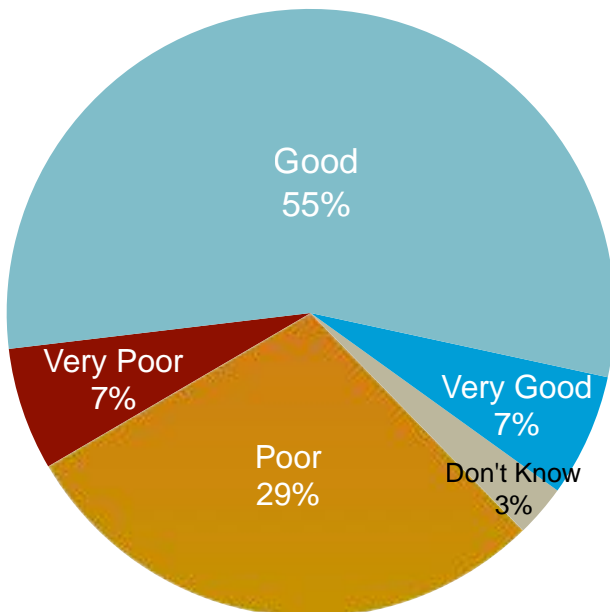
- **Strong Business Climate:** Nearly three-quarters (71%) of Hoonah business leaders currently have a positive view of the business climate, one of the best business climate reports in the region.
- **Outlook is Brightest in Region:** Half of respondents expect their prospects to be much better over the next year, the best economic outlook for any community in the region.
- **Businesses are Hiring:** More than a fifth (21%) of Hoonah businesses are in hiring mode and expect to add employees over the next twelve months.
- **Housing is a Problem:** Business leaders identified housing as the top need to advance economic growth in Hoonah. Economic expansion in Hoonah is currently limited by a lack of housing availability paired with prohibitive pricing, directly contributing to worker shortages. 71% say hiring is difficult due to lack of housing; 64% say home ownership and rentals are not affordable for workers.
- **Top Business Barriers and Benefits:** Local elements that are most considered benefits to businesses in Hoonah include recreation, culture, arts, and overall quality of life. The most significant business barriers include the cost of energy, construction, and business overall; along with the lack of housing availability.

Hoonah Business Climate Survey

2022 Hoonah Alaska: **How do you view the overall business climate right now?**
71% Positive / 29% Negative



2022 Southeast Alaska: **How do you view the overall business climate right now?**
62% Positive / 36% Negative



Southeast Alaska Annual Business Climate Survey

In April and May of 2022, 440 Southeast Alaska business owners and top managers responded to Southeast Conference's Business Climate Survey, including 14 Hoonah business leaders with a total of 70 workers, and five economic sectors.

Economy Now: How do you view the overall business climate right now?

What a difference a year makes!

A year ago, 80% of regional business leaders called the business climate "poor" or "very poor" (which was an improvement over 2020).

In 2022, nearly two-thirds (62%) have a positive view of the Southeast business climate, making it **the best business climate since 2017**.

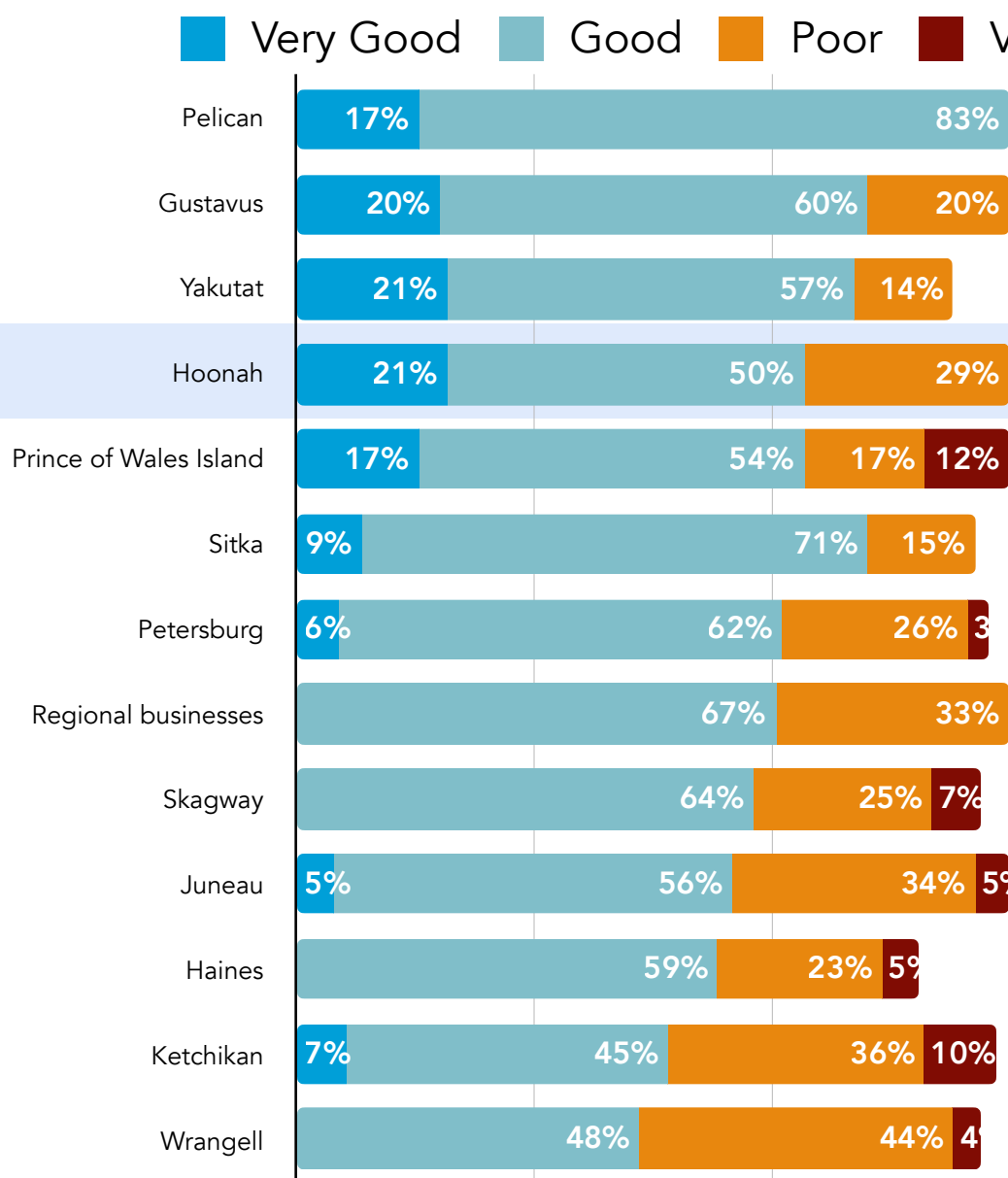
Hoonah Now

Hoonah's business climate is even better than the region as a whole, with 71% having a positive view on the current economy, and 21% calling it very good — one of the strongest business climates in the region.

Southeast Business Climate Survey Results 2022: by Community

The graphic below shows how the current regional business climate is being experienced by business leaders in each community. The region's smallest, most rural communities have the most positive views of the economy, led by Pelican, Gustavus, Yakutat, and Hoonah.

May **2022** Southeast Alaska: **How do you view the overall business climate right now?**

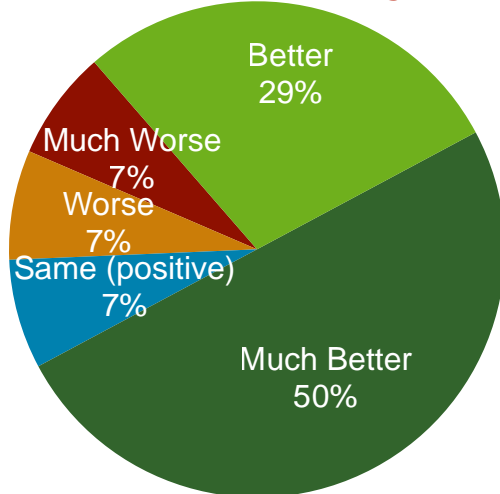


The "don't know" category has been excluded from this chart.

Hoonah Economic Outlook

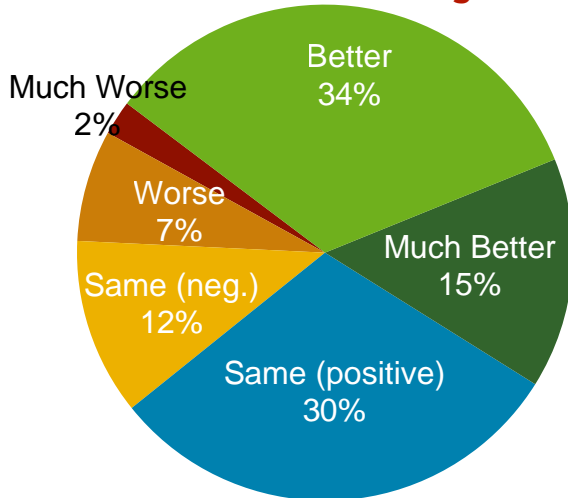
2022 Hoonah Alaska: What is the economic outlook for your business/industry over the next year (compared to the previous year)?

86% Positive / 14% Negative



2022 Southeast Alaska: What is the economic outlook for your business/industry over the next year (compared to the previous year)?

79% Positive / 21% Negative



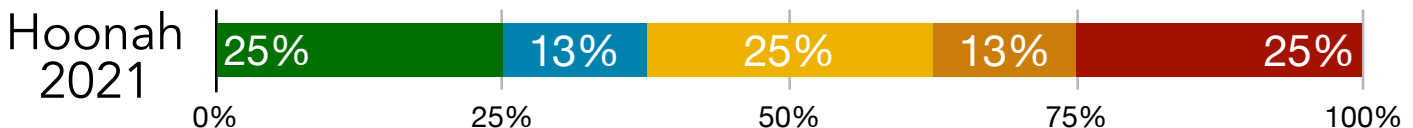
Southeast Alaska Economic Outlook

Economic Future: In 2022, four-fifths of regional respondents described the economic outlook for their business or industry over the next 12 months as positive. This represents a dramatic change in a positive direction over the last two pandemic years.

Half of survey respondents expect their prospects to be better (34%) or much better (15%) over the next year, and 30% expect their prospects to be similar in a positive way. Only 9% expect the outlook for their businesses to decline in the coming year.

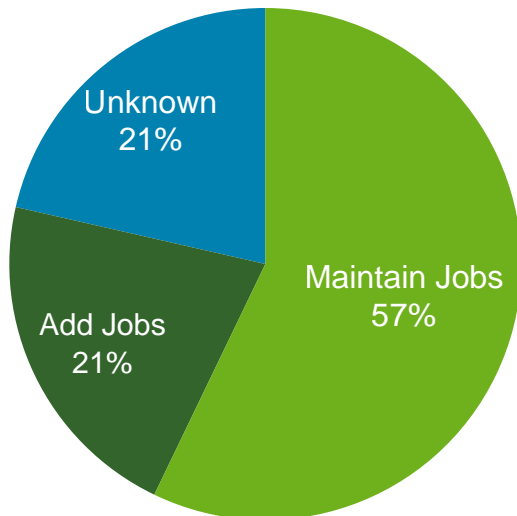
Hoonah Future: In 2022, Hoonah businesses have **the brightest outlook of any community in the region**. Half of business leaders expect their business to do much better in the next year, compared to last year, with 86% expressing a positive outlook.

This represents a dramatic shift from just a year ago. In 2021, Hoonah had the worst economic outlook in the region. A quarter of Hoonah businesses expected the economic outlook to become **much worse** in the next 12 months.

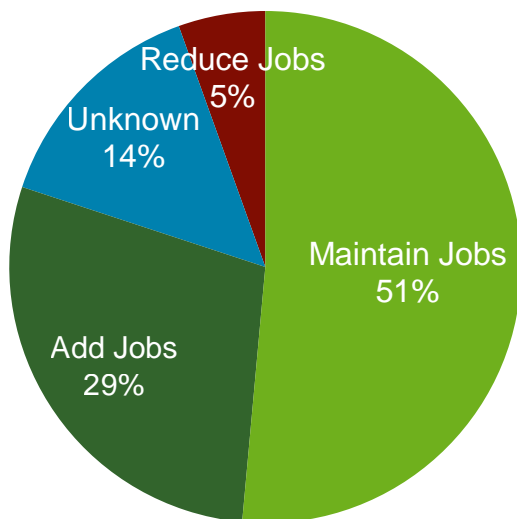


Hoonah Job Projections

2022 Hoonah: Over the next 12 months, do you expect your organization to add jobs, maintain jobs, reduce jobs, or are you unsure (For those businesses with staff)



2022 Southeast Alaska: Over the next 12 months, do you expect your organization to add jobs, maintain jobs, reduce jobs, or are you unsure (For those business with staff)



Southeast Alaska Economic Outlook

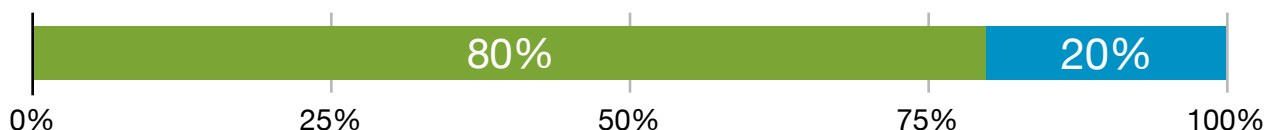
Southeast Jobs: When asked about staffing expectations, nearly one-third of regional businesses expect to add employees, and more than half of business leaders (51%) expect to maintain job levels in the coming year. Just 5% of business leaders expect to reduce staffing levels in the upcoming year.

The expected job gains will be most significant in Alaska Native Organizations, mining, and financial sectors.

Hoonah Jobs: In Hoonah, fewer employers are likely to add jobs (21%, versus 29% regionally), while most employers in Hoonah (57%) will work to maintain their current staffing levels.

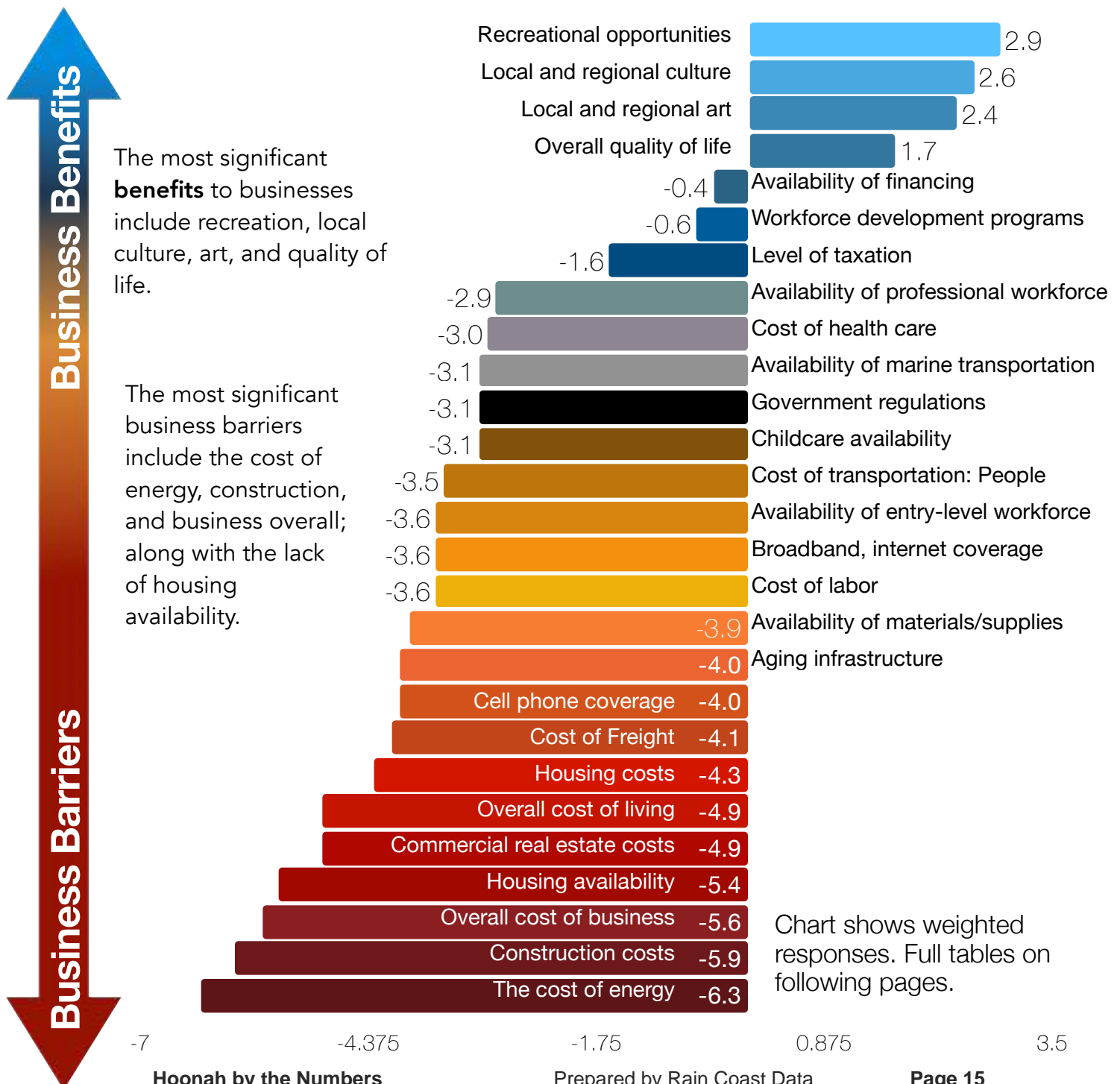
In 2021, no Hoonah business leaders expected to add jobs.

Hoonah
2021



Barriers and Benefits: How do these elements impact your Hoonah business?

Hoonah business leaders were asked to rank the impact of 27 elements on their businesses. This is a weighted ranking of their responses. Overall, barriers were similar to the region as a whole; however the #1 regional barrier is the cost of energy, followed by construction costs.



Barriers and Benefits: How do these elements impact your Hoonah business?

Hoonah business leaders say Hoonah's recreation opportunities, local culture, art, and overall quality of life benefit their businesses the most; while the high costs of energy, construction, and lack of housing availability represent the most significant business barriers.

Hoonah Alaska Business Barriers and Benefits					
Element	Significant Benefit	Moderate Benefit	Not A Barrier Or Benefit	Moderate Barrier	Significant Barrier
The cost of energy	0%	0%	7%	21%	71%
Construction costs	0%	7%	7%	14%	71%
Housing availability	7%	0%	0%	29%	64%
Overall cost of business	0%	0%	14%	21%	64%
Cost of transportation: Freight	7%	7%	14%	14%	57%
Housing costs	7%	7%	0%	36%	50%
Commercial real estate costs	0%	0%	14%	36%	50%
Overall cost of living	0%	0%	7%	50%	43%
Aging infrastructure	0%	0%	29%	29%	43%
Cell phone coverage	0%	14%	7%	36%	43%
Broadband, internet coverage	0%	7%	29%	21%	43%
Childcare availability	0%	0%	50%	7%	43%
Availability of materials/supplies	0%	0%	14%	57%	29%
Cost of labor	0%	0%	29%	36%	36%
Availability of entry level workforce	0%	0%	21%	50%	29%
Cost of transportation: People	0%	7%	21%	36%	36%
Avail. of marine transportation	7%	0%	14%	50%	29%
Government regulations	0%	0%	43%	21%	36%
Cost of health care	0%	0%	36%	36%	29%
Availability of professional workforce	0%	0%	31%	46%	23%
Level of taxation	0%	7%	43%	36%	14%
Workforce development programs	0%	0%	79%	7%	14%
Availability of financing	0%	7%	71%	7%	14%
Overall quality of life	14%	29%	36%	21%	0%
Local and regional art	14%	21%	64%	0%	0%
Local and regional culture	14%	29%	57%	0%	0%
Recreational opportunities	36%	0%	50%	14%	0%

How would you rate the Quality of Life in Southeast Alaska?

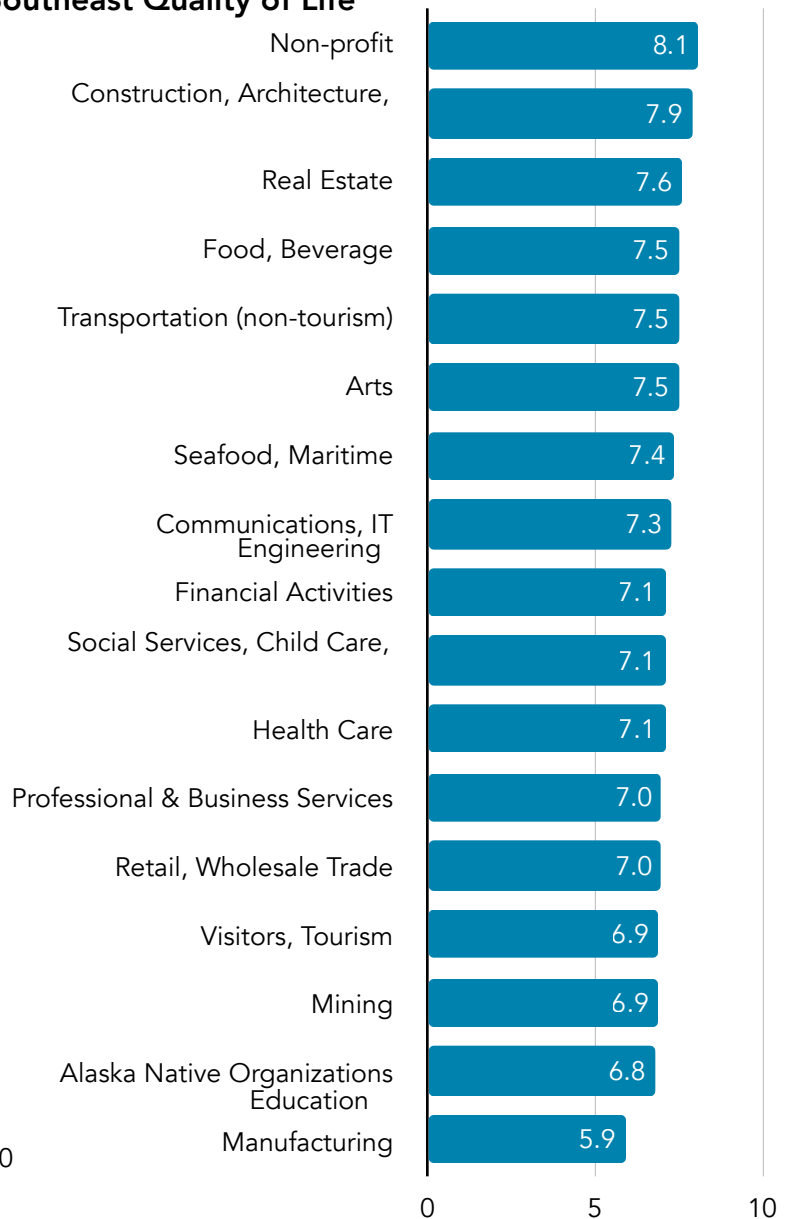
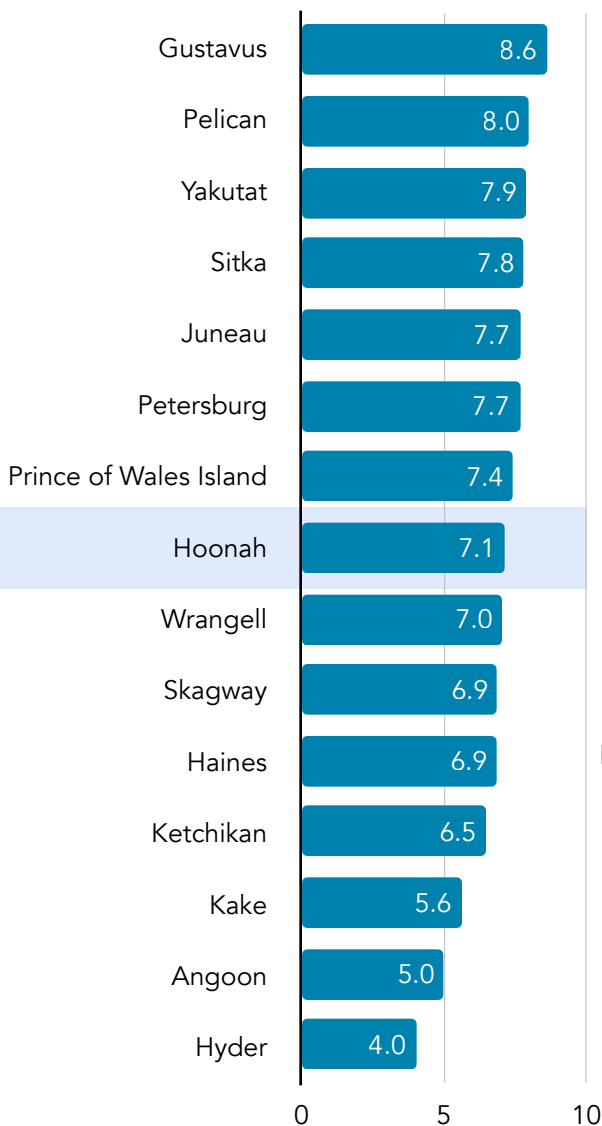
Southeast Alaska is known for its high quality of life ratings. Among business leaders, the overall quality of life rating is 7.2 out of 10. Gustavus, Pelican, and Sitka business leaders gave their region the highest ratings, while Kake, Angoon, and Hyder have the lowest. Those in the nonprofit sector and the construction/architecture/engineering sector provide the highest ratings, while those in tourism, mining, Alaska Native organizations, and manufacturing provide the lowest ratings. Hoonah's quality of life rating ranks #8 among 15 communities.



By Community

By Industry

■ Southeast Quality of Life



Which of the following services would help your organization expand in Hoonah?

(check all that apply)

Hoonah business leaders were asked to signify which services, if offered, would help their businesses expand the most. The top two responses were identical to that of the region as a whole: increased housing available for the local workforce, followed by transportation infrastructure improvements. The third top need is childcare.

Services That Would Help Hoonah Businesses Expand



"Other" response included hosting regional events, such as triathlons.

Housing: Which of the following impact your business? (check all that apply)

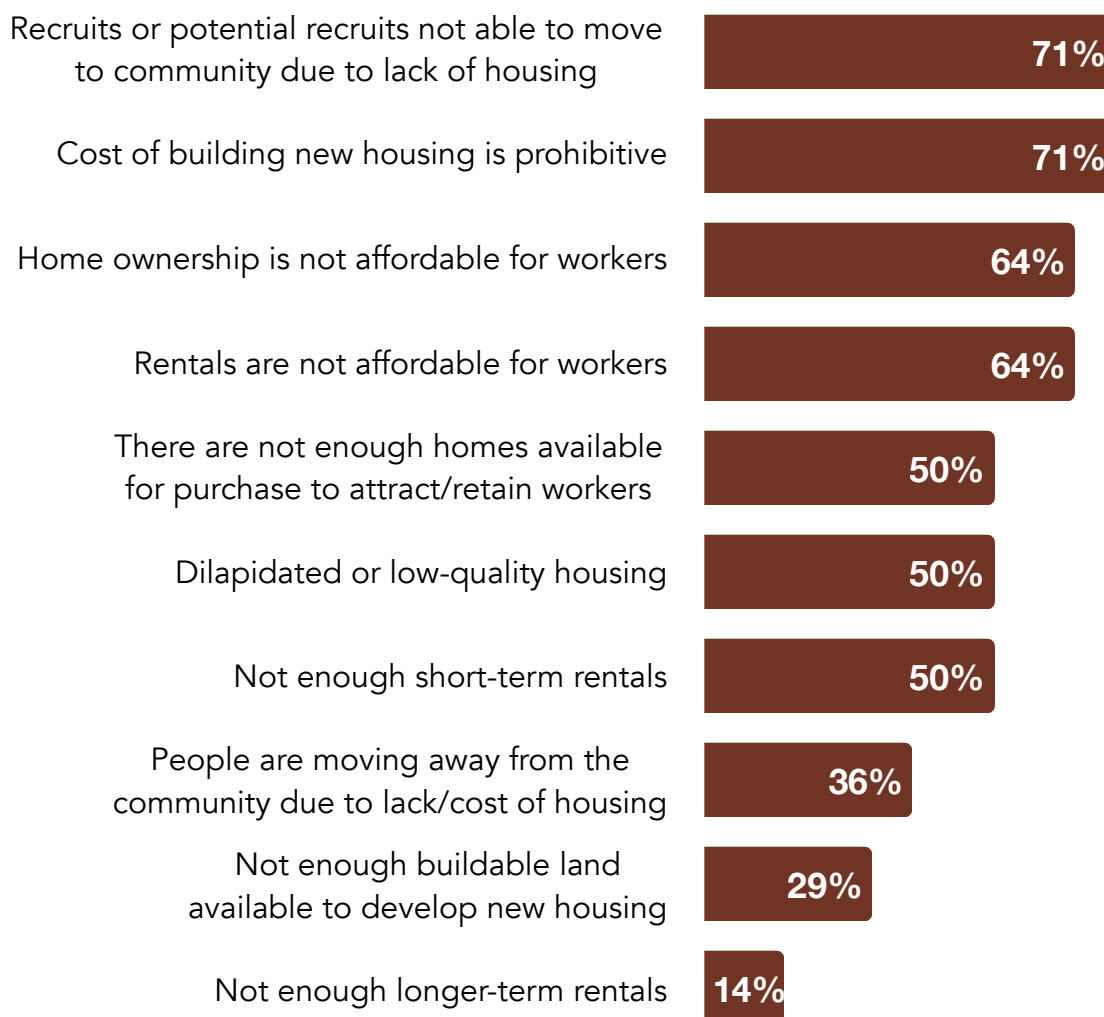
Housing is a problem repeatably mentioned by leaders in Hoonah. To better understand the scope of the problem, business leaders were ask to identify which housing issue specifically impact their own business.

Not Enough Housing: 71% say hiring is difficult due to lack of housing.

Construction is Expensive: 71% say the cost of building new housing is prohibitive.

Housing is Expensive: 64% say home ownership and rentals are not affordable for workers.

Housing Elements Impacting Hoonah Businesses

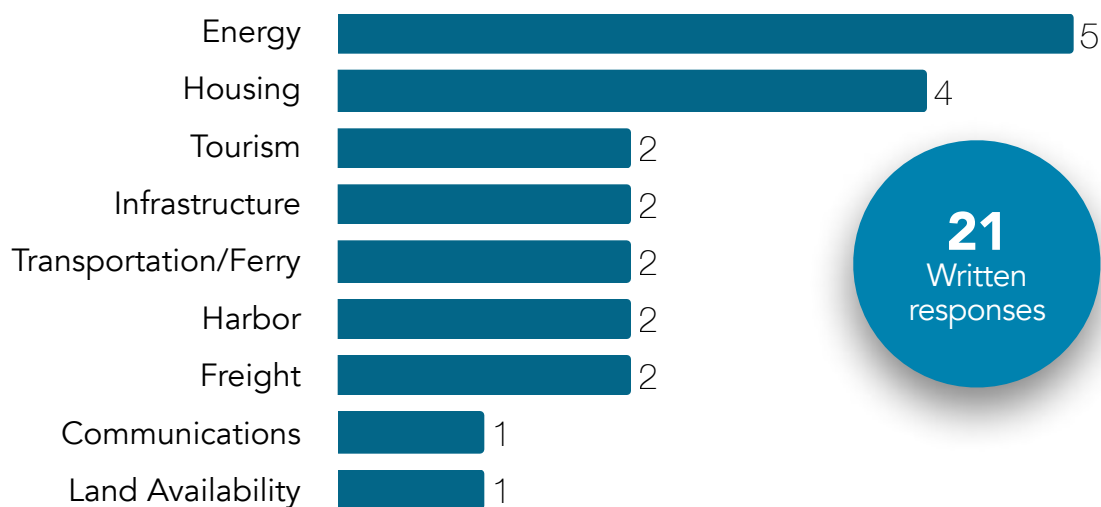


What are the 3 most important projects to advance economic growth in Hoonah?

(Open-ended written responses)

When asked about the most important project in Hoonah that would advance economic growth, the top responses were focused on energy and housing. Respondents provided 21 written responses to this prompt. Full responses are presented below.

Summary of written responses by topic area



Energy

- Affordable power
- Hydro Power for rural communities relying on diesel generation
- Reduced energy costs
- Second hydroelectric project
- Utilities assistance

Housing

- Affordable housing
- Affordable housing
- Additional housing
- More affordable housing

Tourism

- Get community to have something for tourists to see or do.
- Kiosks for artisans to lease for selling their wares.

Infrastructure

- Basic infrastructure- sidewalks, restrooms.
- Road widening of Front Street to allow parking

Transportation/Ferry

- Dependable marine highway
- More Ferries

Harbor

- Repair of old seaplane float (commercial fishing work dock)
- The walkway construction over the harbor

Freight

- Affordable freight service
- Better barge service

Land Availability

- More land available for sale

Communications

- Broadband for Rural Communities

Please elaborate on the outlook for your business or sector over the next year.

- Our business sector has positive growth opportunities but requires more available and affordable housing to meet the demands of increased job growth.
- A return to cruising is good for our business.
- I think our business is going to thrive this next couple of years and that we'll grow if things continue like so.
- From a Covid standpoint I would see a bright outlook next year as I see people are excited to travel. On the other hand, with inflation I do not see an increase in travel. This will hurt our business. I project next year to be mediocre at best, which is the norm, even without Covid.
- I think Inflation is going to have a big negative impact on business.
- Icy Strait Point now busses tourists directly to the harbor area. The road is too narrow for the busses to stop safely near our business. Our business is being bypassed by cruise ship passengers. The bar next door has already closed its doors.
- We are very optimistic for this 2022 season. We are seeing 100 plus % increases on pre-booked tours when compared to the same periods in 2019. We need this season to be a success in order to start paying back SBA loans we had to take in order to keep the business afloat during the COVID pandemic.
- 2022 good. 2023 reduction in travelers due to higher cost of living, traveling budget decreased.