

Julie Anderson
Commissioner



Department of Commerce,
Community, and
Economic Development

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STATE OF ALASKA

PRESS RELEASE

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COVID-Safe Travel Promotion and Marketing Grant Awards

Tuesday, June 1, 2021 (Anchorage, AK) – The Alaska Department of Commerce, Community, and Economic Development (DCCED) successfully solicited, reviewed, and selected grantees for the COVID-Safe Travel Grant program (CSTG).

The CSTG is a competitive, multi-award, grant designed for rapid-deployment of marketing campaigns to promote Alaska as a COVID-Safe travel destination for the Summer of 2021. The CSTG allows for marketing efforts to target in-state, independent, national, or international travelers and markets. State of Alaska non-profit entities were invited to apply with an application deadline of May 10, 2021.

“We received many great proposals and are thrilled to provide this grant funding to Alaskan nonprofits to advance the efforts of promoting COVID-safe travel to and within Alaska this year,” **said DCCED Commissioner Julie Anderson**. “It’s heartening to see so many nonprofits passionate about assisting their communities, small businesses, and Alaska as a whole.”

The grant proposals were assessed for quality, overall responsiveness, ability to deploy a marketing campaign no later than June 15, 2021, and regional representation. The following entities have been selected for the grant:

Mat-Su Convention and Visitors Bureau – \$170,385
Explore Fairbanks Alaska – \$348,640
Discover Kodiak – \$31,107
Homer Chamber of Commerce and Visitors Center – \$253,489
Seward Chamber of Commerce – \$179,000
Visit Anchorage – \$1,630,000
Ketchikan Visitors Bureau – \$527,790
Cordova Chamber of Commerce – \$376,000
Koahnic Broadcast Corporation – \$451,580
Alaska Travel Industry Association – \$1,999,279
Kenai Peninsula Tourism Marketing Council – \$410,000
Visit Sitka, Sitka Chamber of Commerce – \$235,200
Travel Juneau – \$574,000
Kawerak, Inc. – \$941,885
Valdez Convention and Visitors Bureau – \$88,290
Spruce Root, Inc. – \$1,560,000
Copper Valley Development Association – \$140,000
Haines Economic Development Corporation – \$83,355

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