

Action Items for Seward Business Community:

- Publicize harbor features, services, and amenities through Economic Development publications.
- Promote the services and products available from the private sector to support the harbor users through Marine Services Provider publication.
- Build on media relationships to publicize successful harbor projects, infrastructure improvements, and customer service enhancements.
- Partner with the Port and Commerce Advisory Board to ensure business community is helping shape harbor development and to serve as a feedback source for the public harbor.
- Partner with City of Seward to incorporate private sector products and services into Harbor website to create a one-stop source for pleasure-boat and commercial marine customers.
- Offer business training to assist private sector in better serving the needs of Seward's marine customers.
- Build partnerships and networks among the private sector to ensure needed services are available in Seward or through a referral from a Seward merchant.
- Ensure all industry sectors are recognized for their contribution to the Seward economy.
- Advocate for public policies that encourage job creation and economic growth.

Additional Information

The results of this survey are being provided to the City of Seward Port and Commerce advisory Board for consideration during their City Code review. The Seward Chamber of Commerce will be developing services and programs to address the action items for the Seward Business Community.

The City of Seward Mayor, Vice-Mayor, Council Members, City Manager and Harbormaster will receive the survey results, including a compilation of the text comments. A comprehensive report is available to members of the public upon request (electronic version via e-mail).

For more information, or to request a comprehensive report, please contact the Seward Chamber of Commerce, 224-8051 or by email: chamber@seward.net.

Seward.com
Alaska Starts Here.®

SEWARD HARBOR SURVEY



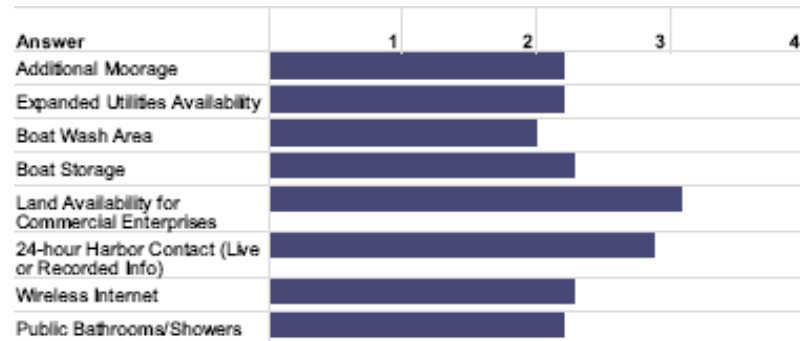
The Seward Chamber of Commerce and the City of Seward's Port and Commerce Advisory Board jointly created a 22-question survey that was administered during August and September of 2009. Slip-holders, those on waiting lists, and transient customers were mailed a hard-copy of the survey, and the survey was accessible online through the Seward Chamber's website and Seward City News. The Survey was to serve as a platform for policy change and service/infrastructure improvements in the harbor.

General Results:

- 308 respondents; 63 "locals"
- 1,050 text comments
- 18 respondents identified themselves primarily as a business
- 47 identified themselves as a business secondary to main harbor use
- 8 identified themselves as operating a commercial vessel with crew
- 153 have been Seward Harbor customers for more than 10 years
- 75% of the respondents have been customers for at least 5 years
- 1/3 spend from \$1,000 to \$2,500 for harbor (City-provided) services
- 25% spend between \$2,500 and \$5,000 with the City annually
- 40% spend up to \$2,500 with local businesses, relative to harbor use
- Another 25% spend from \$2,500 to \$5,000 with the private sector.
- 50% rate their experience with the Seward Harbor as "positive"
- 17.5% indicate Seward is their "favorite" port/harbor
- 24% find the experience "lacking" and are looking to other harbors
- 111 respondents travel to Seward with 1-2 other people
- 72 respondents bring more than 2 people with them
- Most respondents prefer harbor personnel be available from 8am—8pm for admin needs, Travelift services & moorage/utility assistance

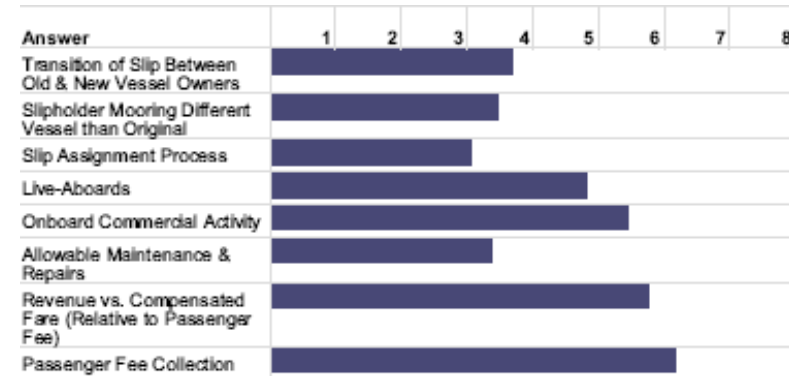
Regarding harbor infrastructure and marine services, the following displays respondents' willingness to fund listed improvements.

1= pay as used; 2=new tax or fee; 3=do not support paying for service; 4=do not support priority



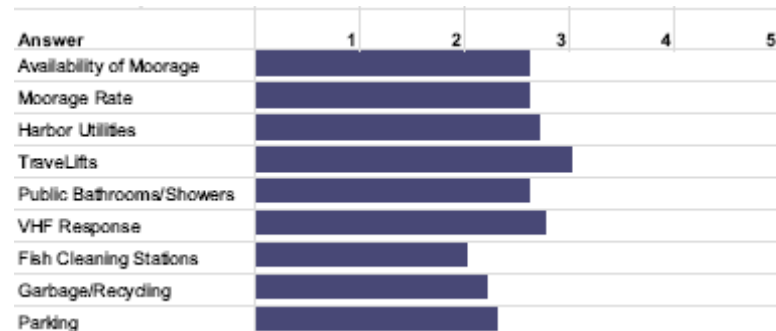
With respect to City Code issues, the following indicated the ranking of various issues in terms of their priority to users.

1=highest priority



The following Harbor Services/Programs provided by the City of Seward are rated by the respondents as:

1= better than other AK harbors; 2=good enough for my purposes; 3=needs improvement;



Comment Analysis:

In general, most respondents are opposed to increased harbor fees. Most users do not think existing slip-holders should be charged higher fees to cover harbor expansion or additional moorage as they will not benefit from the additional capacity. Many believe it inappropriate for the community to ask its harbor's paying customers for financial support when harbor-generated revenues have been used to subsidize other infrastructure improvements through the general fund. They cite the recent availability of federal funds to upgrade harbor facilities as an alternative. Respondents believe the harbor to be an economic driver for the City – providing jobs and revenue through fish tax, sales tax, and passenger fees. Increased fees will ultimately harm the harbor businesses and reduce the revenue the City receives from harbor activities. More taxes and higher fees are counter-productive to a solid economy; instead, the City must operate within its current means. Respondents also believe the City residents have some responsibility to help fund infrastructure improvements to their community.

Resulting Policy Recommendations:

- Streamline financial processes; standardize City utility billing
- Allow slip-holders to launch/retrieve without paying additional fee
- Ensure policies/rules are consistent, transparent, and fair; publicize them
- Allow wait list customers to retain top position if no vessel available; offer slip to next customer on wait list
- Streamline process of exchanging suitable vessels within a slip
- Allow marine businesses to sell business with slip to maintain revenue stream
- Encourage live-aboards for security; install and monitor web cams
- Enforce existing Codes and Policies
- Harbor-City Administration-Private Sector partner to foster harbor success
- Customer-service training that emphasizes problem-solving
- Welcome all vessels; establish a hospitality area for crew
- Increase visibility of Harbormaster
- Monitor both Channels 16 & 17
- Use web site to publish wait list, needed harbor forms
- Create a slipholder fact sheet—benefits/services and policies affecting them
- Remove tokens from septic pumps and bring new system on line
- Pave gravel area between 4th Ave and J dock for ADA access
- Year-round public restroom to serve Northwest area; upgrade all others to year-round
- Establish short-term maintenance area to mitigate loss of grid
- Boat wash capability at 50-ton lift
- Repair boat launches
- Credit-card reader for parking; allow pre-payment for overnight trips
- Improve access to electricity for transient users
- Mitigate the effects of increasing utility fees by making them incremental