

BETHEL Y-K SCOPE OF SERVICES 3-16-05

This is the initial plan of action for the DART project for the YK Delta

Participants: Carl Berger, LKEDC

Odin Brudie, DCCED

John Sargent, City of Bethel

Diane Carpenter, Pacifica Hotel

I. Stakeholders Meeting

- Meeting in Bethel March 22

II. Education

- AlaskaHost Customer Service
 - Train a regional trainer to train future AlaskaHost participants
City of Bethel VISTA member starts work April 25. As the first order of business Bethel is willing to have the VISTA complete the Alaska Host and the Alaska Host Trainer sessions in Fairbanks that week. The VISTA would be available to teach Alaska Host in the villages in the Bethel vicinity, as part of the DART project. John Sargent has requested assistance with Lodging and Registration

III. Business Development

- Inventory of current and existing tourism-related businesses
- Coastal Tourism – opportunities for commercial fishers and vessels in visitor industry (Terry Johnson, UAF Marine Advisory Program)
 - At the stakeholders meeting in Bethel March 22, we are going to talk about a tailored workshop in two or three villages, including Terry Johnson's coastal tourism workshop. Terry may need some help with travel, but can do this as part of his job.

IV. Product Development and Marketing

- Marketing Strategy and Training
 - Develop a workshop with a marketing focus for Bethel, invite participants from the villages, include website development if appropriate – Fall, 2005
- Birding Event and Wildlife Tourism Technical Assistance
 - ADFG will make a trip to Bethel and Nome, Summer 2005, to lead a workshop on birding events, and low cost marketing opportunities.