

<b>REQUEST FOR CONTRACT ACTION</b> (Reference FSH 6309.31)	TO: <b>ADMINISTRATIVE SERVIC</b> Bill Standley	Date of Request 12/24/2003
	Name and Address of Requesting Unit Southeast Alaska Discovery Center 50 Main Street, Ketchikan, AK 99901	

<b>PROJECT</b>	Check the appropriate box <input type="checkbox"/> construction of public works <input type="checkbox"/> non-personal services <input type="checkbox"/> Personal Property
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Name and Project Description

Option to renew Marketing Contract (00567) with Len Laurance. Contract is for marketing and advertising the Southeast Alaska Discovery Center, working with the cruise lines on an onboard/in port interpretive program and working with Public Affairs on establishing a Tongass Foundation account - non-profit organization

<b>LOCATION</b>	State	County	Unit
Ketchikan	Alaska	Greater Ketchikan Borough	1005 52

Brief description of how project can be located by prospective bidders

NA - this is request for option to renew

<b>PROGRAM DATA</b>	Available Appropriations Chargeable	Quarter Apportioned	Estimate of Cost (Confidential)
	CLK004 (60%), DSK004 (27%), IDP3TM (13%)		\$22,348
Recommended Contract Time	Desired Date for Starting Work	Pre-Bid Meeting or Tour Desired	Desired Date for Pre-Bid Mtg.
10/31/2003	9/30/2004		

Location of Pre-Bid Meeting

Person to Contact for Additional Information (Name)	Address	Telephone Number
Cynthia E. Schelin	50 Main Street, Ketchikan, AK 99901	907-228-6290
Qualified Contracting Officers Representative (Name)	Address	Telephone Number
same		

<b>ATTACHMENTS</b>	<input type="checkbox"/> Schedule of Items, Pages	<input type="checkbox"/> Specifications, Pages
<input type="checkbox"/> Supplementation Specifications, Pages		<input type="checkbox"/> Plans, Drawings and Maps (Including Itemized List)
<input type="checkbox"/> Form 7700-18 (For Roads, Trails and Bridges Only)		<input type="checkbox"/> List of Interested Prospective Bidders

Other Attachments or Remarks

Attachment B, Request for Commitment Worksheet .

SIGNATURE	TITLE	DATE

*see 1st next pg*



**REQUEST FOR COMMITMENT WORKSHEET**  
**(Requester fills in shaded areas)**

TO: FUNDS CONTROL OFFICER

1. Request Date: December 24, 2003

2. Name of Requestor: Cynthia E. Schelin

Title: Center Director

Office Phone: 907-228-6290

E-mail Address: schelin@fs.fed.us

**3. Describe Goods or Services:**

Invoking option to renew Marketing Contract with Len Laurance (cont # 00567). Contract is for marketing and advertising the Southeast Alaska Discovery Center, working with the cruise lines on an onboard/in port interpretive program and working with Public Affairs on a Tongass Foundation – non profit organization.

**ACCOUNTING DATA**

4. Job Codes		5. Estimated Costs	6. Organization
CLK004	(60%)	\$13,398	1005 52
DSK004	(27%)	\$ 5,950	1005 52
IDP3TM	(13%)	\$ 3,000	1005
7. Total		\$ 22,348	

8. Signature of Requestor: /s/ Cynthia E. Schelin

9. Date: December 24, 2003

**ATTACHMENTS: Documentation (consisting of Work Plan, Draft Agreement Operating Plan, Grant Proposal, Procurement Request, etc.) is required to support commitment)**

10. Work Plan Cover Page Covered by this RCA  
 Other (list):

**APPROVAL**

11. FUNDS CONTROL OFFICER: /s/ Cynthia E. Schelin

12. Assign Document Identifier Number:  
 (Attach RQ screen print)

13. Signature and Title:

14. Date:

## MARKETING CONTRACT SUMMARY – FY2003

The Southeast Alaska Discovery Center is one of four Alaska Public Lands Information Centers in the state. The Discovery Center is located in Ketchikan, Alaska. It was built, and is staffed and maintained, by the USDA Forest Service. The Center is managed by the Ketchikan-Misty Fiords Ranger District of the Tongass National Forest.

Ketchikan is the “Gateway City” to those coming north to Alaska particularly those traveling by ferries or cruise ship through the Inside Passage. Ketchikan is often the first stop in Alaska for those visitors traveling north from Seattle or Bellingham, Washington or Vancouver, British Columbia.

The Discovery Center is located one block east of the cruise ship dock in Ketchikan, and two miles south from the Alaska Marine Highway and Inter-Island Ferry Authority ferry and terminal, and the Ketchikan International Airport ferry.

The Discovery Center contains a 200-seat auditorium and features a multi-media program about southeast Alaska. The movie and the exhibits have three main emphasis areas;

- 1) The Temperate Tongass Rainforest and other ecosystems in southeast Alaska,
- 2) the Native people of southeast Alaska specifically the Tlingit, the Haida and the Tsimshian people and their culture, and
- 3) the Natural Resources and related Industries of Southeast Alaska. In addition to major exhibits, the Center also has a large Trip Planning Room, a multi purpose Learning Center, and hosts a private non-profit bookstore (Alaska Natural History Association).

The Center was built for an expected visitation of 400,000 people per year. Each year, the cruise ship industry brings over 700,000 people to Ketchikan. However, since the building opened in 1995 and up until 2001, visitation to the Discovery Center declined every year. Currently, visitation is under 55,000 visitors per year. The decline is due to a number of things including the, implementation of an entry fee program at the Center during the summer season; the increased competition in the surrounding neighborhood; and the increased competition in the tourism industry in Ketchikan in general.

In seeking professional marketing assistance, the Forest Service’s primary goal is to increase use of, and revenue from, the Center during the summer months. We would like to see the Center’s visitation double every year for three years, and maintain a high level of visitation in subsequent years. Our secondary goal is to increase local awareness of, and participation at, the Center during the nontraditional visitor season---the, winter months.

FY2003

## Evaluation Criteria for Marketing Consultant Contract

1. Ability to demonstrate an educational background in marketing/tourism or an equivalent of 2 years or more marketing experience. This experience should include knowledge of the cruise industry in general, and specifically the cruise industry along the Inside Passage.
2. Knowledge and experience in the effective use of advertising.
3. Working knowledge of the independent traveler market in southeast Alaska.
4. Ability to demonstrate familiarity with the cruise industry key personnel – such as Directors of Operations for different cruise companies and/or shore excursion directors.
5. Ability to verbally share weekly accomplishments with designated representatives.
6. Ability to present written documentation of monthly accomplishments.
7. Knowledgeable about the Forest Service in southeast Alaska and what the Tongass National Forest has to offer visitors to Alaska.

K1 =  
4p95

Mo/Yr Code #	Reg Fee 1	\$1 off 2	50% off 3	Season 4	GAP 5	Princess Prepaid	Cruise W. Prepaid	AK Crus Prepaid	Prepaid Totals	Total Daily paid	Orient 8	Educ'l 9	S Passes 10	Free Ttl	Visitation & Dollars
1999 Aug	4068	770	979	220	0					6037	49	21	834	904	6941
2000 Aug	4380	390	964	189	57					5980	50	6	574	630	6610
2001 Aug	4675	740	1100	44	62	1574	937	0	2511	6621	42	186	169	397	9529
2002 Aug	4867	375	1243	112	90	4483	961	74	5518	6687	49	12	3	64	12269
1999 \$s	\$16,272.00	\$2,310.00	\$1,958.00	\$2,640.00	\$0.00					\$23,180.00					\$ 23,180.00
2000 \$s	\$17,520.00	\$1,170.00	\$1,928.00	\$2,288.00	\$570.00					\$23,456.00					\$ 23,456.00
2001 \$s	\$23,375.00	\$2,960.00	\$2,750.00	\$660.00	\$620.00	\$ 3,352.00	\$ 2,092.00	\$	\$ 5,444.00	\$30,365.00					\$ 35,809.00
2002 \$s	\$24,335.00	\$1,500.00	\$3,107.50	\$1,680.00	\$900.00	\$ 4,483.00	\$ 1,417.00	\$ 74.00	\$ 5,974.00	\$31,522.50					\$ 37,496.50

1999 Sept	2978	363	686	22	0					4099	47	19	107	173	4222
2000 Sept	2900	208	663	24	46					3841	43	2	264	109	3950
2001 Sept	2553	319	625	1	37					3535	22	102	15	139	4797
2002 Sept	2843	216	727	25	44					3855	85	0	8	93	7009
1999 \$s	\$11,912.00	\$1,089.00	\$1,372.00	\$264.00	\$0.00					\$14,637.00					\$14,637.00
2000 \$s	\$11,600.00	\$624.00	\$1,326.00	\$288.00	\$460.00					\$14,298.00					\$14,298.00
2001 \$s	\$12,765.00	\$1,276.00	\$1,562.50	\$15.00	\$370.00	\$2,180.00	\$540.00	\$0.00	\$2,720.00	\$15,988.50					\$18,708.50
2002 \$s	\$14,215.00	\$664.00	\$1,817.50	\$375.00	\$440.00	\$2,570.00	\$463.00	\$198.00	\$5,171.00	\$17,711.50					\$20,882.50

**GRAND TOTALS**

Visitation	J plus	K plus	O equals	Total						
1999	18748	2963	4459	706	28876	333	235	2848	3416	30292
2000	18178	2023	4163	570	25189	352	730	1816	2898	28087
2001	18260	2451	4602	291	25886	1748	582	870	3200	40507
2002	19276	1622	5364	273	23292	1865	192	66	2123	52320
Revenue	\$74,992.00	\$8,889.00	\$8,918.00	\$8,472.00	\$101,271.00					\$101,271.00
1999	\$72,712.00	\$6,069.00	\$8,326.00	\$6,840.00	\$96,497.00					\$96,497.00
2000	\$91,300.00	\$9,804.00	\$11,505.00	\$4,365.00	\$119,794.00	\$0.00				\$148,288.00
2001	\$96,380.00	\$6,488.00	\$13,410.00	\$4,095.00	\$124,073.00	\$251.00				\$149,289.00
2002										

**SUMMARY OF TOTALS**

Years	Visitation	Dollars
1999	30292	\$ 101,271.00
2000	28087	\$ 96,497.00
2001	40507	\$ 148,288.00
2002	52320	\$ 149,289.00

[(Totals do not include Oct - A pr. non paying visitors to the ANHA bookstore (ave 4100/yr), bathroom visitors (ave 5500/yr))]




Cynthia E Schelin

03/31/2003 02:24 PM

To: William H Standley/R10/USDAFS@FSNOTES

cc:

Subject: Re: Electronic RCA 

Here's completed FS-6300-4. I put a NTE amount for the remainder of the FY - \$16,200. If you add what we have already spent on the old contract and subtract from the \$25,000 i have set aside for this contract the balance is \$16,200 (give or take a couple hundred). If the bid comes out a little higher, we can discuss. . . we do have some expansion available. Thanks



fs\_6300\_4.rtf

Cynthia E. Schelin, Center Director  
Southeast Alaska Discovery Center  
907-228-6290 Fax 228-6234  
cschelin@fs.fed.us



**Cynthia E Schelin**

04/01/2003 11:48 AM

To: William H Standley/R10/USDAFS@FSNOTES

cc:

Subject: marketing

Bill, Here's that job code for Dennis Neill's \$3000 on the marketing contract. IDP3TM. Thanks  
Cindy

Cynthia E. Schelin, Center Director  
Southeast Alaska Discovery Center  
907-228-6290 Fax 228-6234  
cschelin@fs.fed.us



TO: ADMINISTRATIVE SERVICES Date of Request  
**March 31, 2003**

**REQUEST FOR CONTRACT ACTION**  
(Reference FSH 6309.31)

Name and Address of Requesting Unit  
  
**USDA Forest Service  
 Southeast Alaska Discovery Center  
 50 Main Street  
 Ketchikan, AK 99901**

<b>PROJECT</b>	Type (x appropriate box) <input type="checkbox"/> construction of public works <input checked="" type="checkbox"/> non-personal services <input type="checkbox"/> Personal Property
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Name and Project Description  
**Marketing Services for SE Alaska Discovery Center for FY 03 and two option years.**

<b>LOCATION</b>	State <b>Alaska</b>	County	Unit <b>SE AK Discovery Center</b>
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Brief description of how project can be located by prospective bidders  
**Marketing Services for SE Alaska Discovery Center located in Ketchikan, AK + 2 option years**

PROGRAM DATA	Available Appropriations Chargeable	Quarter Apportioned	Estimate of Cost (Confidential)
May thru end of Sept. (NTE \$16,200 for remainder of FY 03)	DSK004 (52%)		\$6800
	CLK004 (25%)		\$3300
	Dennis Neill (23%) IDP3TM	NTE \$3000	\$3000

Recommended Contract Time <b>May 1 to Sept 30, 2003</b>	Desired Date for Starting Work <b>May 1, 2003</b>	Pre-Bid Meeting or Tour Desired <b>n/a</b>	Desired Date for Pre-Bid Mtg. <b>n/a</b>
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Location of Pre-Bid Meeting  
**N/A**

Person to Contact for Additional Information (Name) <b>Cynthia E. Schelin</b>	Address <b>50 Main Street, Ketchikan, AK 99901</b>	Telephone Number <b>(907) 228-6290</b>
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Qualified Contracting Officers Representative (Name) <b>Same</b>	Address <b>Same</b>	Telephone Number <b>Same</b>
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<b>ATTACHMENTS</b>	<input checked="" type="checkbox"/> Schedule of Items, Pages _____	<input checked="" type="checkbox"/> Specifications, Pages _____
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<input type="checkbox"/> Supplementation Specifications, Pages _____	<input checked="" type="checkbox"/> Plans, Drawings and Maps (Including Itemized List)
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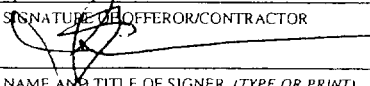
<input type="checkbox"/> Form 7700-18 (For Roads, Trails and Bridges Only)	<input type="checkbox"/> List of Interested Prospective Bidders
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Other Attachments or Remarks  
**Base year (remainder of FY 03) plus two option years.**

SIGNATURE <b>/s/ Cynthia E. Schelin</b>	TITLE <b>Center Director</b>	DATE <b>March 31, 2003</b>
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**DISTRIBUTION**  
 Original - Contracting Office                      Pink - Budget Office  
 Yellow - Technical S                                      Blue - Requesting Unit File

RIF  
2 Pgs

<b>SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS</b> <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, &amp; 30</i>				1. REQUISITION NO <b>KTN-03-14</b>	PAGE 1 OF 1 of 38	
2. CONTRACT NO.	3. AWARD/EFFECTIVE DATE	4. ORDER NO.	5. SOLICITATION NO.	6. SOLICITATION ISSUE DATE <b>April 10, 2003</b>		
7. FOR SOLICITATION INFORMATION CALL	a. NAME <b>Bill Standley</b>		b. TELEPHONE NO. (No collect calls) <b>907-228-6242</b>	8. OFFER DUE DATE/LOCAL TIME <b>April 21, 2003</b>		
9. ISSUED BY <b>USDA Forest Service Tongass NF 648 Mission St Ketchikan, AK 99901</b>		CODE	10. THIS ACQUISITION IS <input type="checkbox"/> UNRESTRICTED <input type="checkbox"/> SET ASIDE: 100% FOR <input checked="" type="checkbox"/> SMALL BUSINESS  <input type="checkbox"/> SMALL DISADV. BUSINESS <input type="checkbox"/> 8(A) <b>NAICS: 541613 SIZE STD: \$6 million</b>		11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE  <input type="checkbox"/> 13a THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) 13b. RATING 14. METHOD OF SOLICITATION <input checked="" type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP	
15. DELIVER TO		CODE	16. ADMINISTERED BY		CODE	
17a. CONTRACTOR/OFFEROR <b>Len Laurance P.O. Box 8800 Ketchikan, AK 99901</b> TELEPHONE NO <b>225-0244 / 723-5505</b>		CODE	18a. PAYMENT WILL BE MADE BY		CODE	
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER			18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
19. ITEM NO	20. SCHEDULE OF SUPPLIES/SERVICES		21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	<b>Marketing Services for Southeast Alaska Discovery Center</b>  <b>Fax Responses Accepted 907-228-6254</b> <b>Enter prices on attached schedule of items.</b> <i>(Attach Additional Sheets as Necessary)</i>				<b>schedules attached</b>	
25. ACCOUNTING AND APPROPRIATION DATA				26. TOTAL AWARD AMOUNT (For Govt. Use Only)		
<input checked="" type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4 FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA <input checked="" type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.						
<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA <input checked="" type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.						
28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN <u>1</u> COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED HEREIN			29. AWARD OF CONTRACT: REFERENCE _____ OFFER DATED _____ YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: <input type="checkbox"/>			
30a. SIGNATURE OF OFFEROR/CONTRACTOR 			31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)			
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT) <b>Len Laurance, Contractor</b>		30c. DATE SIGNED <b>4/21/03</b>	31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)		31c. DATE SIGNED	
32a. QUANTITY IN COLUMN 21 HAS BEEN <input type="checkbox"/> RECEIVED <input type="checkbox"/> INSPECTED <input type="checkbox"/> ACCEPTED AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED			33. SHIP NUMBER <input type="checkbox"/> PARTIAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	
32b. SIGNATURE OF AUTHORIZED GOVT REPRESENTATIVE		32c. DATE	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL		37. CHECK NUMBER	
			38. S/R ACCOUNT NO	39. S/R VOUCHER NO.	40. PAID BY	
41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT			42a. RECEIVED BY (Print)			
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER		41c. DATE	42b. RECEIVED AT (Location)			
			42c. DATE REC'D (YY/MM/DD)	42d. TOTAL CONTAINERS		

**E.4 52.212-3 Offeror Representations and Certifications-Commercial Items (July 2002).**

(a) *Definitions.* As used in this provision:

"Emerging small business" means a small business concern whose size is no greater than 50 percent of the numerical size standard for the NAICS code designated.

"Forced or indentured child labor" means all work or service-

- (1) Exacted from any person under the age of 18 under the menace of any penalty for its nonperformance and for which the worker does not offer himself voluntarily; or
- (2) Performed by any person under the age of 18 pursuant to a contract the enforcement of which can be accomplished by process or penalties.

"Service-disabled veteran-owned small business concern"-

- (1) Means a small business concern-
  - (i) Not less than 51 percent of which is owned by one or more service-disabled veterans or, in the case of any publicly owned business, not less than 51 percent of the stock of which is owned by one or more service-disabled veterans; and
  - (ii) The management and daily business operations of which are controlled by one or more service-disabled veterans or, in the case of a veteran with permanent and severe disability, the spouse or permanent caregiver of such veteran.
- (2) Service-disabled veteran means a veteran, as defined in 38 U.S.C. 101(2), with a disability that is service-connected, as defined in 38 U.S.C. 101(16).

"Small business concern" means a concern, including its affiliates, that is independently owned and operated, not dominant in the field of operation in which it is bidding on Government contracts, and qualified as a small business under the criteria in 13 CFR part 121 and size standards in this solicitation.

"Veteran-owned small business concern" means a small business concern-

- (1) Not less than 51 percent of which is owned by one or more veterans (as defined at 38 U.S.C. 101(2)) or, in the case of any publicly owned business, not less than 51 percent of the stock of which is owned by one or more veterans; and
- (2) The management and daily business operations of which are controlled by one or more veterans.

"Women-owned business concern" means a concern which is at least 51 percent owned by one or more women; or in the case of any publicly owned business, at least 51 percent of its stock is owned by one or more women; and whose management and daily business operations are controlled by one or more women.

"Women-owned small business concern" means a small business concern-

- (1) That is at least 51 percent owned by one or more women; or, in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more women; and
  - (2) Whose management and daily business operations are controlled by one or more women.
- (b) *Taxpayer Identification Number (TIN)* (26 U.S.C. 6109, 31 U.S.C. 7701). (Not applicable if the offeror is required to provide this information to a central contractor registration database to be eligible for award.)

(1) All offerors must submit the information required in paragraphs (b)(3) through (b)(5) of this provision to comply with debt collection requirements of 31 U.S.C. 7701(c) and 3325(d), reporting requirements of 26 U.S.C. 6041, 6041A, and 6050M, and implementing regulations issued by the Internal Revenue Service (IRS).

(2) The TIN may be used by the Government to collect and report on any delinquent amounts arising out of the offeror's relationship with the Government (31 U.S.C. 7701(c)(3)). If the resulting contract is subject to the payment reporting requirements described in FAR 4.904, the

TIN provided hereunder may be matched with IRS records to verify the accuracy of the offeror's TIN.

(3) *Taxpayer Identification Number (TIN).*

- TIN: [REDACTED]
- TIN has been applied for.
- TIN is not required because:
  - Offeror is a nonresident alien, foreign corporation, or foreign partnership that does not have income effectively connected with the conduct of a trade or business in the United States and does not have an office or place of business or a fiscal paying agent in the United States;
  - Offeror is an agency or instrumentality of a foreign government;
  - Offeror is an agency or instrumentality of the Federal Government.

(4) *Type of organization.*

- Sole proprietorship;
- Partnership;
- Corporate entity (not tax-exempt);
- Corporate entity (tax-exempt);
- Government entity (Federal, State, or local);
- Foreign government;
- International organization per 26 CFR 1.6049-4;
- Other: \_\_\_\_\_

(5) *Common parent.*

- Offeror is not owned or controlled by a common parent;
- Name and TIN of common parent:

Name \_\_\_\_\_

TIN \_\_\_\_\_

(c) Offerors must complete the following representations when the resulting contract is to be performed inside the United States, its territories or possessions, Puerto Rico, the Trust Territory of the Pacific Islands, or the District of Columbia. Check all that apply.

(1) *Small business concern.* The offeror represents as part of its offer that it  is,  is not a small business concern.

(2) *Veteran-owned small business concern.* [Complete only if the offeror represented itself as a small business concern in paragraph (c)(1) of this provision.] The offeror represents as part of its offer that it  is,  is not a veteran-owned small business concern.

(3) *Service-disabled veteran-owned small business concern.* [Complete only if the offeror represented itself as a veteran-owned small business concern in paragraph (c)(2) of this provision.] The offeror represents as part of its offer that it  is,  is not a service-disabled veteran-owned small business concern.

(4) *Small disadvantaged business concern.* [Complete only if the offeror represented itself as a small business concern in paragraph (c)(1) of this provision.] The offeror represents, for general statistical purposes, that it  is,  is not a small disadvantaged business concern as defined in 13 CFR 124.1002.

(5) *Women-owned small business concern.* [Complete only if the offeror represented itself as a small business concern in paragraph (c)(1) of this provision.] The offeror represents that it  is,  is not a women-owned small business concern.

Note: Complete paragraphs (c)(6) and (c)(7) only if this solicitation is expected to exceed the simplified acquisition threshold.

(6) *Women-owned business concern (other than small business concern).* [Complete only if the offeror is a women-owned business concern and did not represent itself as a small business concern in paragraph (c)(1) of this provision.] The offeror represents that it  is a women-owned business concern.

(7) *Tie bid priority for labor surplus area concerns.* If this is an invitation for bid, small business offerors may identify the labor surplus areas in which costs to be incurred on account of

WIP  
(b)(6)  
SSN  
individual

RIF  
8p95

manufacturing or production (by offeror or first-tier subcontractors) amount to more than 50 percent of the contract price:

(8) Small Business Size for the Small Business Competitiveness Demonstration Program and for the Targeted Industry Categories under the Small Business Competitiveness Demonstration Program. [Complete only if the offeror has represented itself to be a small business concern under the size standards for this solicitation.]

(i) [Complete only for solicitations indicated in an addendum as being set-aside for emerging small businesses in one of the four designated industry groups (DIGs).] The offeror represents as part of its offer that it  is,  is not an emerging small business.

(ii) [Complete only for solicitations indicated in an addendum as being for one of the targeted industry categories (TICs) or four designated industry groups (DIGs).] Offeror represents as follows:

(A) Offeror's number of employees for the past 12 months (check the Employees column if size standard stated in the solicitation is expressed in terms of number of employees); or

(B) Offeror's average annual gross revenue for the last 3 fiscal years (check the Average Annual Gross Number of Revenues column if size standard stated in the solicitation is expressed in terms of annual receipts).

Number of Employees	Average Annual Gross Revenues
<input checked="" type="checkbox"/> 50 or fewer	<input checked="" type="checkbox"/> \$1 million or less
<input type="checkbox"/> 51-100	<input type="checkbox"/> \$1,000,001-\$2 million
<input type="checkbox"/> 101-250	<input type="checkbox"/> \$2,000,001-\$3.5 million
<input type="checkbox"/> 251-500	<input type="checkbox"/> \$3,500,001-\$5 million
<input type="checkbox"/> 501-750	<input type="checkbox"/> \$5,000,001-\$10 million
<input type="checkbox"/> 751-1,000	<input type="checkbox"/> \$10,000,001-\$17 million
<input type="checkbox"/> Over 1,000	<input type="checkbox"/> Over \$17 million

(9) [Complete only if the solicitation contains the clause at FAR 52.219-23, Notice of Price Evaluation Adjustment for Small Disadvantaged Business Concerns, or FAR 52.219-25, Small Disadvantaged Business Participation Program-Disadvantaged Status and Reporting, and the offeror desires a benefit based on its disadvantaged status.]

(i) General. The offeror represents that either-

(A) It  is,  is not certified by the Small Business Administration as a small disadvantaged business concern and identified, on the date of this representation, as a certified small disadvantaged business concern in the database maintained by the Small Business Administration (PRO-Net), and that no material change in disadvantaged ownership and control has occurred since its certification, and, where the concern is owned by one or more individuals claiming disadvantaged status, the net worth of each individual upon whom the certification is based does not exceed \$750,000 after taking into account the applicable exclusions set forth at 13 CFR 124.104(c)(2); or

(B) It  has,  has not submitted a completed application to the Small Business Administration or a Private Certifier to be certified as a small disadvantaged business concern in accordance with 13 CFR 124, Subpart B, and a decision on that application is pending, and that no material change in disadvantaged ownership and control has occurred since its application was submitted.

(ii)  Joint Ventures under the Price Evaluation Adjustment for Small Disadvantaged Business Concerns. The offeror represents, as part of its offer, that it is a joint venture that complies with the

requirements in 13 CFR 124.1002(f) and that the representation in paragraph (c)(9)(i) of this provision is accurate for the small disadvantaged business concern that is participating in the joint venture. [The offeror shall enter the name of the small disadvantaged business concern that is participating in the joint venture: \_\_\_\_\_.]

(10) *HUBZone small business concern.* [Complete only if the offeror represented itself as a small business concern in paragraph (c)(1) of this provision.] The offeror represents, as part of its offer, that-

(i) It  is,  is not a HUBZone small business concern listed, on the date of this representation, on the List of Qualified HUBZone Small Business Concerns maintained by the Small Business Administration, and no material change in ownership and control, principal office, or HUBZone employee percentage has occurred since it was certified by the Small Business Administration in accordance with 13 CFR part 126; and

(ii) It  is,  is not a joint venture that complies with the requirements of 13 CFR part 126, and the representation in paragraph (c)(10)(i) of this provision is accurate for the HUBZone small business concern or concerns that are participating in the joint venture. [The offeror shall enter the name or names of the HUBZone small business concern or concerns that are participating in the joint venture: \_\_\_\_\_.] Each HUBZone small business concern participating in the joint venture shall submit a separate signed copy of the HUBZone representation.

(d) *Representations required to implement provisions of Executive Order 11246-*

(1) *Previous contracts and compliance.* The offeror represents that-

(i) It  has,  has not participated in a previous contract or subcontract subject to the Equal Opportunity clause of this solicitation; and

(ii) It  has,  has not filed all required compliance reports.

(2) *Affirmative Action Compliance.* The offeror represents that-

(i) It  has developed and has on file,  has not developed and does not have on file, at each establishment, affirmative action programs required by rules and regulations of the Secretary of Labor (41 CFR parts 60-1 and 60-2), or

(ii) It  has not previously had contracts subject to the written affirmative action programs requirement of the rules and regulations of the Secretary of Labor.

(e) *Certification Regarding Payments to Influence Federal Transactions (31 U.S.C. 1352).* (Applies only if the contract is expected to exceed \$100,000.) By submission of its offer, the offeror certifies to the best of its knowledge and belief that no Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress or an employee of a Member of Congress on his or her behalf in connection with the award of any resultant contract.

(f) *Buy American Act Certificate.* (Applies only if the clause at Federal Acquisition Regulation (FAR) 52.225-1, Buy American Act-Supplies, is included in this solicitation.)

(1) The offeror certifies that each end product, except those listed in paragraph (f)(2) of this provision, is a domestic end product as defined in the clause of this solicitation entitled "Buy American Act-Supplies" and that the offeror has considered components of unknown origin to have been mined, produced, or manufactured outside the United States. The offeror shall list as foreign end products those end products manufactured in the United States that do not qualify as domestic end products.

## **E.5 Facsimile Submission Of Quotes**

Quotations in response to this solicitation may be submitted by facsimile transmission to: (907) 228-6254. The sender is responsible for verification of receipt of FAX transmissions.

## **E.6 Worker's Compensation Laws**

Alaska state law requires that most employers have worker's compensation insurance for their employees. The forest Service furnishes contract award information to the Alaska Department of Labor. Failure to comply with the state worker's compensation laws can be a felony offense in Alaska. For the definitions of "employer" "employee", and "subcontractor", rates of compensation, and other information contact:

Alaska Department of Labor  
Worker's Compensation Divisions  
P.O. Box 25512  
Juneau AK 99802-5512  
Telephone : (907) 465-2790 (no collect calls); (907) 465-2797 (fax)

# LEN LAURANCE

P.O. Box 8800

Ketchikan, AK 99901

Phone: 225-0244 / Cell: 723-5505 / Fax: 225-2379 / E-mail: l.laurance@att.net

April 21, 2003

USDA Forest Service Tongass NF  
648 Mission Street  
Ketchikan, AK 99901

RECEIVED  
APR 21 2003  
Contracting NF  
USFS Tongass NF  
Ketchikan

**Re: Requisition No. KTN-03-14**

**Marketing Services for Southeast Alaska Discovery Center (SADC)**

This is my response to the request for proposals for the above referenced contract.

Enclosed is completed Form 1449, together with Base Year, Option Year 1, and Option Year 2 schedules. My resume and references are also included.

I acknowledge and agree to abide by attachments B.1 through E.6.

I have provided prior marketing services to SADC and to some degree this contract proposal would be an extension of those efforts. The following points are submitted:

## B.2.1 Increase Visitation and Revenue

It is noted that the primary goal of the contract is to increase summer visitations. Plans will include hosting shore excursion personnel from cruise ships not now featuring SADC on tours of the facility - this is a good method of convincing cruise line decision makers that the facility is an attraction that should be pre-sold to their passengers. Maximizing utilization of tickets by cruise ship passengers who have purchased tours entitling them to admission. Suggesting ways of attracting more attention to SADC by passers by. Incorporate a value-added feature in locally distributed SADC promotional brochures to attract more independent travelers.

## B.2.2 Represent and Promote a Positive Image of SADC

This will include hosting travel writers, key travel industry decision makers and others who can influence the reputation and financing of the facility, to guided tours of SADC. Local tour and excursion operators will be included in this hosting.

The local media will be included whenever a positive news story is a possibility.

The SADC will be represented as part of my active involvement with the Ketchikan Visitors Bureau, Southeast Conference Tourism Committee, Alaska Travel Industry



Association, Inter-Island Ferry Authority and Alaska Marine Highway System Advisory Board.

### B.2.3 Enhance Forest Interpretive, Education and Partnership Opportunities

Work will continue on monitoring and perfecting the in-port FS Naturalist program with Princess Cruises in Ketchikan this summer. Details of an Inside Passage on-board naturalist program for 2004 will be developed and negotiated with cruise lines.

Establishment of the Tongass Foundation as a 501.3.c non-profit organization will provide new opportunities for greater utilization of SADC, particularly in the fall, winter and spring months. The Alaska Heritage Institute is a project planned in affiliation with the University of Alaska, Ketchikan, which will be in conjunction with the Tongass Foundation. UAS has recently made application to the Alaska Humanities Forum for a grant to cover planning and launch costs for this project. It is planned that UAS will enter into a partnership agreement to headquarter the Institute at SADC. This will increase utilization and revenues.

A number of other activities will be developed to improve other than summer SADC visitations and utilization.

### B.6 Progress Reporting

These provisions are noted and will be met.

### E.2 Evaluation – Commercial Items

I meet the evaluation criteria listed as follows:

1. Involvement in the Alaska cruise industry dates back to 1968 when I was appointed Southeast Alaska agent for CP Ships (now Princess Cruises) and Alaska Cruise Lines (now Holland America Line). My involvement with the cruise industry has continued through the years. I have a good working relationship with the shore excursion managers for each of the cruise lines.
2. I have copies of and are familiar with all current research of independent travelers in Southeast Alaska. My work on marketing plans for local and regional tourism organizations has concentrated on this segment of the market.
3. Many years have been spent developing package tours of the Southeast Alaska region catering to the independent traveler market. My marketing work for the Inter-Island Ferry Authority focuses on this type of traveler.
4. Several listed references are for key cruise industry personnel.

5. During 40 years of residency in Southeast Alaska I have traveled extensively throughout the Tongass National Forest. My knowledge of the Tongass and its vast attraction base was most helpful last year when I coordinated centennial celebrations for the FS.
6. My prior work for the FS, particularly during the Tongass Centennial, provide examples of communication abilities.

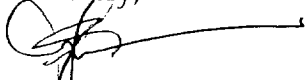
Marketing efforts on behalf of SADC will include my participation in the annual conference of the Alaska Travel Industry Association (in Vancouver, B.C. this year), where advance meetings will be arranged with key cruise line representatives.

Contacts for past and present work performed follow:

Brien Salazar, President & CEO, Taquan Air  
1007 Water Street, Ketchikan, AK 99901 – Phone: 225-8800  
Gloria Allen, Co-owner, Seahorse Ventures  
2870 S. Tongass Highway, Ketchikan, AK 99901 – Phone: 225-3672  
Stuart Vincent, Operations Manager, Inter-Island Ferry Authority  
P.O. Box 495, Craig, AK 99921 – 907-826-4848  
Dennis Neill, Public Affairs Officer, Tongass National Forest  
648 Mission Street, Ketchikan, AK 99901 – Phone: 228-6201

My taxpayer identification number is 576-40-1291.

Sincerely,



Len Laurance

Enclosures

**LEN LAURANCE**

P.O. Box 8800

Ketchikan, Alaska 99901

Phone: 907-225-0244 Cell: 907-723-5505 Fax: 907-225-2379 E-mail: l.laurance@att.net

---

**Specialties**

Developing solutions to business challenges and marketing products and services through the use of effective communication skills, public relations techniques and proven applications.

**Qualifications**

Over thirty years of administrative, marketing and public relations experience in the private and public sectors. A former chair and board member of the Alaska Visitors Association (AVA) and the Alaska Tourism Marketing Council (ATMC). A founder and former chair of the Ketchikan Visitors Bureau (KVB) and the Southeast Alaska Tourism Council (SATC). Currently serve on the Alaska Tourism Industry Association (ATIA) and the KVB marketing committees and co-chair the Southeast Conference tourism committee. Recently appointed to the Alaska Marine Highway System Advisory Board.

Business experience includes managing the regional operations of an Alaska transportation company, operating tour businesses and travel agencies, and for the past fifteen years providing business consulting and marketing services to several clients.

Excellent written, oral and creative skills. Extensive background in the development of business plans, feasibility studies, marketing plans, and the preparation of news releases, multi-media presentations, advertising layouts, brochure design, copy writing, and arrangements for seminars, workshops and conferences. Experienced with computers, office equipment, video production, audio-conferencing, photography, printing processes, and the use of electronic media.

Statewide recognition as a travel industry professional with strong administrative, marketing and public relations skills.

Enjoy a good working relationship and credibility with the Alaska cruise ship industry.

**Experience**

9/88-Present

Independent Consulting  
dba Mariner, Inc.

Provided coordination services to the U.S. Forest Service for the Tongass National Forest Centennial celebrations in 2002 throughout S.E. Alaska, with a separate contract to market the

Len Laurance  
Page two.

Southeast Alaska Discovery Center. Other clients under contract include Taquan Air, Inter-Island Ferry Authority, and Seahorse Ventures.

Completed studies and/or administered projects for Port West, Inc./Ketchikan, Wards Cove Packing Company/Seattle, Tongass Coast Aquarium, Inc./Ketchikan, Salmon Falls Resort/Ketchikan, Misty Fjords Resort/Ketchikan, Northwest City Managers Association/Seattle, Associated Oregon Loggers/Portland, Western Snow Conference/San Francisco, U.S. Air Force Association/Anchorage, Northwest Plastic Surgeons Association/Seattle, and the National Trust for Historic Preservation/San Francisco.

Host daily Travel and Communications program on Ketchikan radio stations KTKN/AM and KGTW/FM. This program is sponsored by Alaska Pacific Bank, USTravel, Northland/Boyer Transportation and Taquan Air.

9/88-5/96

University of Alaska Southeast  
Instructor, Visitor Industry Program

Taught two evening courses each semester at the Ketchikan campus, and weekend courses at the Juneau campus. Subjects covered included Marketing of Hospitality/Travel Services, Ecotourism/Outdoor Recreation in Alaska, Tourism and the Hospitality Industry, Hosting Visitors, Hospitality and Travel Law, Resort Management, Front Office Management, Convention Management, Destination Geography, and the administration of Travel/Hospitality internship programs.

11/91-5/99

Taquan Air/AirOne  
Director of Marketing

Responsible for sales, advertising, imaging, public relations, staff training programs, building renovation and design, and product development. 75% of my time was committed to this position. During this period the company experienced substantial growth and emerged as the dominant air carrier in the area.

5/89-7/90

Salmon Falls Resort/Wilderness Resorts Inc.  
Director of Marketing and Sales

Developed and implemented a 1990 marketing plan for Salmon Falls Resort, which is one of Alaska's largest sport-fishing lodges (accommodating 104 guests). This produced a 270% increase in fishing package business over the previous year. Conceived and developed with Gray Line of Alaska a successful cruise ship shore excursion program that featured the resort. Wilderness Resorts was organized in 1990 to expand the marketing program to include Yes Bay Lodge and Mink Bay Lodge.

Len Laurance  
Page three.

10/85-8/88

AlaskaBound Inc.  
President

Developed, marketed and operated tours of Alaska as an independent tour wholesaler.

5/68-9/85

Leisure Corporation  
President

Started Alaska World Travel Inc., a Ketchikan travel agency in 1968. From this base, developed Alaska tour programs in conjunction with Alaska Airlines, and formed Leisure Corporation in 1970. Under this structure, opened Air-Sea Travel, a second travel agency, in 1976. Sold the company in 1980 to a subsidiary of Holland America Line. Continued to administer operations until the company was relocated to Seattle in 1985.

2/65-4/68

Alaska Steamship Company  
Regional Manager, Southeast Alaska

RIP  
(b)(6)  
1 P9

Coordinated the planning and implementation of a roll-on/roll-off container barge system to replace the steamships that had been serving Southeast Alaska. Responsible for securing locations for new terminals throughout the region and for developing operational procedures to accommodate the new system. Alaska Marine Lines/Lynden Transport purchased the operation from Alaska Steamship Company.

### Personal Summary

[REDACTED] U.S. citizen

[REDACTED] Completed the following subjects: Introduction to Business, Principles of Financial Accounting, Marketing of Hospitality/Travel Services, and Travel/Tourism Market Research.

[REDACTED] Business Program Graduate, 1949

40 year respected community resident and property owner in Ketchikan.

Recognition includes: Alaska Visitor Association North Star Award, 1979; Ketchikan Visitors Bureau Golden Totem Award, 1984; Alaska Tourism Marketing Council Silver Anniversary Award, 1984; Southeast Alaska Tourism Council Award, 1989; AVA Honorary Lifetime Member Award, 1994; Listed in Who's Who in America, 2002 edition.

## Participation

Activity in local government, professional and service organizations includes:

- Board member, Greater Ketchikan Chamber of Commerce, 1964-73
- Board member, Alaska Visitors Association, 23 years. President 1972-73
- Member, Ketchikan General Hospital Advisory Board, 1973-84. Chair, 1981.
- Assemblyperson, Ketchikan Gateway Borough, 1975-81
- Member, Alaska Tourism Marketing Council, 1979-88 and 1995-99. Chair 1983-84
- Member, Ketchikan Community College Council, 1981-84. Chair, 1983
- Board member, Alaska Repertory Theater, 1981-87
- Member, Governor's Tourism Advisory Board, 1979-82
- Chair, Alaska Marine Highway Task Force, 1983-84
- Board member, Southeast Alaska Tourism Council, 1982-86. Chair, 1982
- Board member, Historic Ketchikan, Inc., 1988-03
- Board member, Ketchikan Visitors Bureau, 1980-87, 91-00, 02-04. Chair, 1983-84/99
- Chair, Ketchikan International Airport Affairs Committee, 1992-99/01-03
- Member, Southeast Conference Transportation Committee, 2000-03
- Co-Chair, Southeast Conference Tourism Committee, 2001-03
- Member, Alaska Travel Industry Association Marketing Committee, 1999-2003
- Member, Alaska Marine Highway System Advisory Board, 2003-06

## References

- S. Kirby Day, Director of Operations, S.E. Alaska, Princess Cruises and Tours  
151 Mill Street, Juneau, AK 99801 – Phone 907-463-3900
- Linda Huston, S.E. Alaska Division Manager, Holland America Line-Westours  
300 Elliott Avenue West, Seattle, WA 98119 – Phone 206-286-3462
- Shannon McKee, Product Development Manager, Norwegian Cruise Lines  
7665 Corporate Center Drive, Miami, FL 33126 – Phone 305-436-4896
- David L. Palmer, Asst. V.P., Marketing, Alaska Airlines  
P.O. Box 68900, Seattle, WA 98168 – Phone 206-433-3274
- Michael B. Salazar, Mayor, Ketchikan Gateway Borough  
P.O. Box 6918, Ketchikan, AK 99901 – Phone 225-6608
-



United States  
Department of  
Agriculture

Forest  
Service

Alaska Region  
Tongass National Forest

Federal Building  
648 Mission Street  
Ketchikan, Alaska 99901

RIF  
4995

File Code: 6310-1

Date: January 26, 2005

Len Laurance  
P.O. Box 8800  
Ketchikan, AK 99901

Dear Mr. Laurance:

This letter is in reference to the billable summary submitted to me in December in response to my request for a summary of what you believe are valid reimbursable expenses resulting from the misunderstanding surrounding our not exercising the option for an additional year of marketing services under contract 53-0116-3-00567. Although not specifically identified as either an invoice or a claim under that contract, we consider your summary to constitute both the final invoice and a claim for expenses and services rendered. Pending receipt of a signed contract release, we will process payment in the amount of \$11,884 for the monthly marketing services from April – September plus the earned incentives under contract 53-0116-3-00567, based on your summary. Based on the contract language, the 2004 sign-up incentive was not earned. You may, if you choose, qualify the contract release by adding a reservation for your claim for reimbursement of expenses from October 1 through November 18.

As I understand your expense summary, you incurred expenses in the amount of \$11,885 between October 1 and November 18 in connection with participation in the Alaska Travel Industry Association annual convention in Fairbanks on October 4-8, the Norwegian Cruise Line 2004 Shore Excursion Manager's Conference in Miami, Florida October 13-15, a separate appointment with Crystal Cruise Lines in Los Angeles October 22, a meeting with the SEDC representative on Nov 2 and miscellaneous telephone and email services from Oct 1 through Nov 18. With the exception of the Nov 2 meeting, your summary indicated you are claiming one third of the total expenses based on having represented three clients only one of which was the Southeast Alaska Discovery Center.

Pending submission of valid receipts for the claimed expenses including air fare, lodging, car rental, and meals, the Forest Service is prepared to reimburse you for one third of the claimed expenses. With respect to services rendered, I note that you claim \$100 per hour for 72 hours of professional services (including 8 hours noted as long distance and emails). It appears the hours for participation in October 13-15 conference are overstated by 8 hours.

Aside from the above concern, strictly speaking, payment for services rendered is not an *expense* for which one may be reimbursed. In the spirit of fairness, however, I feel payment for time you spent meeting with the various cruise line representatives as well as our SEDC contact is the proper thing to do. As you know, the marketing contract was not priced based on a salary or hourly wage but on a monthly fee for services. In researching a fair and reasonable wage for marketing services rendered, I note that Salary.Com, a widely recognized source of compensation data for individuals and small businesses, suggests the median annual salary for a typical Marketing Director in Southeast Alaska would be \$162,057. This equates to approximately \$78 per hour. The job description for a marketing director indicates such an individual directs and oversees an organization's marketing policies, objectives, and initiatives; reviews changes to the marketplace and industry and adjusts the marketing plan accordingly. I believe this description adequately compares with the intent of the marketing services contract statement of work. Thus in my opinion \$78 per hour represents fair compensation for services rendered.

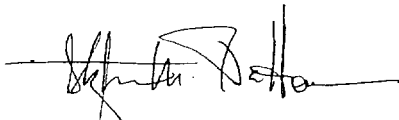
In summary, we are willing to reimburse you for one third of the substantiated actual expenses incurred from October 1 through November 18 as well as a pro rata share of marketing services rendered in connection with attendance at the noted events computed on the basis of \$78 per hour. We also agree to pay you four hours at \$78 per hour for the November 2 meeting with Leslie Swada. Accordingly, assuming all claimed expenses are substantiated, the total payment for expenses and services rendered would be \$3,479 as displayed below.



Expense Event	Expense Description	Amount	Total
AK Travel Industry Association annual meeting, Fairbanks, Oct 4-8	R/T Airfare KTN-FAI	450	
	Convention Registration	365	
	Westmark Hotel	400	
	Meals	250	
	Services (32 hrs @ \$78)	<u>2,496</u>	\$3,961
NCL 2004 Shore Excursion Mgrs Conference, Oct 13-15	R/T Airfare KTN-MIA	390	
	Conference Fee	1,000	
	Mayfair Hotel	440	
	Car Rental	280	
	Meals	120	
	Services (24 hrs @ \$78)	<u>1,872</u>	\$4,102
Crystal Cruises Meeting	Hotel	120	
	Car Rental	70	
	Services (8 hrs @ \$78)	<u>624</u>	\$814
Telephone/Emails	(8 hrs @ \$78)	<u>624</u>	\$624
		Total-Shared Expenses	9,501
		TNF pro rata share	3,167
Nov 2 Leslie Swada Meeting	(4 hrs @ \$78)		<u>\$312</u>
		<b>Total</b>	<b>\$3,479</b>

Please submit copies of your receipts for the claimed expenses and advise whether you concur with this proposal. You may contact me at 907.228.6240 if you wish to discuss this matter.

Sincerely,



STEPHEN M. PATTON  
Supervisory Contract Specialist

Enclosures

cc: Bill Standley  
Lynn Kolund  
Cynthia Schelin

Certified Mail – Return Receipt 7003 1010 0000 2535 5802



**CERTIFIED MAIL™ RECEIPT**  
(Domestic Mail Only; No Insurance Coverage Provided)

For delivery information visit our website at [www.usps.gov](http://www.usps.gov)

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Restricted Delivery Fee (Endorsement Required)	
Total Postage & Fees	\$

Post Office: **CHITINA, AK**  
Date: **JAN 27 2005**  
USPS

Sent To: **Len Laurance**  
Street, Apt. No., or PO Box No.: **PO Box 8800**  
City, State, ZIP+4: **Ketchikan AK 9**

PS Form 3800, June 2002 See Reverse

**COMPLETE THIS SECTION**

- Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.
- Print your name and address on the reverse so that we can return the card to you.
- Attach this card to the back of the mailpiece or on the front if space permits.

1. Article Addressed to:  
**Len Laurance**  
**P.O. Box 8800**  
**Ketchikan, AK**  
**99901**

2. Article Number  
(Transfer from service label) **7003 1010 0000 2535 5802**

PS Form 3811, August 2001 Domestic Return Receipt

**COMPLETE THIS SECTION ON DELIVERY**

A. Signature: *[Signature]*  Agent  Addressee

B. Received by (Printed Name): *[Signature]* C. Date of Delivery: **JAN 27 2005**

D. Is delivery address different from item 1?  Yes  No  
If YES, enter delivery address below: \_\_\_\_\_

3. Service type:  Certified Mail  Express Mail  Registered  Return Receipt for Merchandise  Insured Mail  C.O.D.

4. Restricted Delivery (Extra Fee)  Yes  No

102595-02M-1540



RIF  
8pgs

Expense Event	Expense Description	Amount	Total
AK Travel Industry Association annual meeting, Fairbanks, Oct 4-8	R/T Airfare KTN-FAI	450	
	Convention Registration	365	
	Westmark Hotel	400	
	Meals	250	
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	Conference Fee	1,000	
	Mayfair Hotel	440	
	Car Rental	280	
	Meals	120	
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Crystal Cruises Meeting	Hotel	120	
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	Services (8 hrs @ \$78)	624	\$814
Telephone/Emails	(8 hrs @ \$78)	624	\$624
	Total-Shared Expenses		9,501
	TNF pro rata share		3,167
Nov 2 Leslie Swada Meeting	(4 hrs @ \$78)		<u>\$312</u>
	Total		\$3,479



Lynn Kolund/R10/USDAFS  
01/06/2005 04:02 PM

To Cynthia E Schelin/R10/USDAFS@FSNOTES  
cc Steve Patton/R10/USDAFS@FSNOTES  
bcc  
Subject Re: Fw: Billables Request [ ]

I do not have the contract in front of me, but I concur with Cindy that if Len is not eligible for the \$1000 sign up bonus, I would subtract it from the billing. I recommend that this bill be processed as a final payment for Len's services under this contract.

-----  
Lynn Kolund  
Acting District Ranger  
Ketchikan-Misty Fiords District  
lkolund@fs.fed.us  
Office: (907) 228-4100  
Cell: (907) 723-9361

-----  
Cynthia E Schelin/R10/USDAFS



Cynthia E  
Schelin/R10/USDAFS  
12/22/2004 04:39 PM

To Steve Patton/R10/USDAFS@FSNOTES  
cc Lynn Kolund/R10/USDAFS@FSNOTES  
Subject Re: Fw: Billables Request [ ]

I have reviewed the attached statement from Len L. - on the Billable portion the only discrepancy I see is on the Sign-up Incentive '04. Contract item B.7.1.3, cites "each *new* cruise line that participates in the shore excursion programs the Contractor shall . . . ." - Len did not get another cruise lines to participate in our prepaid pass program. He did work with Jerry Ingersoll and a letter was send to local tour operators inviting them to participate in our prepaid pass program - we picked up two local operators. Unfortunately this is not in the contract. This particular incentive was suggested by the Regional Review Team and Olleke early in 2004. We could pay him for this service, but in all fairness, if we go by the contract he is not entitled to an incentive.

On page 2 under "Round-trip air KTN-MIA" - I believe Services - 32 hours x 100.00, should actually be 24 hours x 100.00 (this is for 3 days @ 8 hrs/day); and, if you add up all the totals I believe that was Len's intention. (more like a typo)

As I see it the total due and payable for FY 2004 is \$11,884.00 that is with a total of \$3,460 in Incentives (87% NFRW60K and 13% IDP3TM K)

FY 2005 is \$ 4,095.00 (100% NFRW60)

Please call if you have any questions.

Cindy

Cynthia E. Schelin, Center Director  
Southeast Alaska Discovery Center  
907-228-6290 Fax 228-6234  
cschelin@fs.fed.us  
Steve Patton/R10/USDAFS



Steve Patton/R10/USDAFS

12/22/2004 12:24 PM

To Cynthia E Schelin/R10/USDAFS@FSNOTES

cc Lynn Kolund/R10/USDAFS@FSNOTES, Steve Patton/R10/USDAFS@FSNOTES

Subject Fw: Billables Request

Cindy/Lynn,

At the end of Len's trailing message is Len Laurance's final billing under the contract that expired in September and his request for reimbursement for expenses following the expiration. Please review and forward any comments/questions you have to me at your earliest possible convenience. Leslie Swada and Karen Brand may be able to provide some helpful input as well.

Stephen M. Patton  
Contracting Officer  
Tongass National Forest  
Phone: 907.228.6240  
Fax: 907.228.6254  
email: spatton@fs.fed.us

--- Forwarded by Steve Patton/R10/USDAFS on 12/22/2004 12:18 PM ----



"len laurance"  
<l.laurance@att.net>  
12/22/2004 11:40 AM

To <spatton@fs.fed.us>

cc

Subject Billables Request

Steve,

Cindy Schelin called me with visitation, revenue and incentive figures and said that she will e-mail the same information.

Based on her numbers, here is what I believe is payable. Note that the travel expenses are based on my recollection and subject to receipt verification.

Please call with any questions – 225-0244 or 723-5505.

Thanks,

Len

Len Laurance

P.O. Box 8800



Ketchikan, AK 99901 SADC - contract charges 12-22-04.doc

USFS Contract No. 53-0116-3-00567  
 SEDC Marketing Services  
 Contractor: Len Laurance

**RECEIVED**

DEC 22 2004

Contracting  
 USFS Tongass NF  
 Ketchikan

Billable

Apr/04	Monthly marketing services	\$1,404
May/04	" " "	1,404
Jun/04	" " "	1,404
Jul/04	" " "	1,404
Aug/04	" " "	1,404
Sep/04	" " "	1,404
Visitation Incentive '04		2,000
Revenue Incentive '04		1,460
Sign-up Incentive '04		1,000

Expenses/Services\* – Oct.01 through Nov.18, 2004

Oct. 4-8	Participation in Alaska Travel Industry Association annual Convention in Fairbanks – appointments with Princess Cruises, Holland America Line, Norwegian Cruise Line, American West Steamboat Company, Cruise West and Alaska Coach Tours:	
	Round-trip air KTN-FAI	450
	Convention registration	365
	Westmark Fairbanks Hotel (4 nights)	400
	Meals	250
	Services – 32 hours x 100.00	3,200
Oct.13-15	Participation in Norwegian Cruise Line 2004 Shore Excursion Manager's Conference in Miami:	
	Appointment with Royal Caribbean/Celebrity Cruises, Miami – Oct.14	
	Appointment with Carnival Cruise Lines, Miami – Oct.14	

USFS Contract No. 53-0116-3-00567

## SEDC Marketing Services

Contractor: Len Laurance

### Billable

Apr/04	Monthly marketing services	\$1,404
May/04	" " "	1,404
Jun/04	" " "	1,404
Jul/04	" " "	1,404
Aug/04	" " "	1,404
Sep/04	" " "	1,404
Visitation Incentive '04		2,000
Revenue Incentive '04		1,460
Sign-up Incentive '04		1,000

### Expenses/Services\* – Oct.01 through Nov.18, 2004

Oct. 4-8	Participation in Alaska Travel Industry Association annual Convention in Fairbanks – appointments with Princess Cruises, Holland America Line, Norwegian Cruise Line, American West Steamboat Company, Cruise West and Alaska Coach Tours:	
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	Westmark Fairbanks Hotel (4 nights)	400
	Meals	250
	Services – 32 hours x 100.00	3,200
Oct.13-15	Participation in Norwegian Cruise Line 2004 Shore Excursion Manager's Conference in Miami:	
	Appointment with Royal Caribbean/Celebrity Cruises, Miami – Oct.14	
	Appointment with Carnival Cruise Lines, Miami – Oct.14	

Appointment with Radisson Seven Seas Cruise,  
Ft. Lauderdale – Oct.15

Round-trip air KTN-MIA	390
NCL Conference participation fee	1,000
Mayfair House Hotel	440
Car rental	280
Meals	120
Services – 32 hours x 100.00	3,200

Oct.22 Appointment with Crystal Cruises in Los Angeles

No airfare cost	-
Hotel (one night)	120
Car rental	70
Services – 8 hours x 100.00	800

Oct.01- Nov.18	Administrative services: long distance and e-mails – 8 hours x 100.00	<u>800</u>
		11,085

\*Based on representing three clients, one of whom  
was SEDC - amount claimed is one third of total. 3,695

Nov.02	Meeting with Leslie Swada at SEDC: Services, including report preparation – 4 hours x 100.00	<u>400</u>
--------	---	------------

Total	\$16,979
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# CCR

## Central Contractor Registration

### Advanced Search Information

[Search Again](#) [Print Record](#)

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#### General Information

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Current Registration Status: **Registration expired on 10/08/2004; Registration inactive.**

DUNS: 931015937  
 DUNS PLUS4:  
 CAGE/NCAGE Code: 3KDE8  
 Legal Business Name: LEN LAWRENCE  
 Doing Business As (DBA): MARINER INC  
 Division Name:  
 Division Number  
 Company URL:

Physical Street Address 1: 5716 S TONGASS HWY  
 Physical Street Address 2:  
 Physical City: KETCHIKAN  
 Physical State: AK  
 Physical Zip/Postal Code: 99901-9705  
 Physical Country: USA

Mailing Name: LEN LAWRENCE  
 Mailing Address: P.O. BOX 8800  
 Mailing Address 2:  
 Mailing City: KETCHIKAN  
 Mailing State: AK  
 Mailing Zip/Postal Code: 99901-3800  
 Mailing Country: USA

Business Start Date: 07/01/1989

---

#### Corporate Information

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Type of Organization  
**Sole Proprietorship**

Business Types/Grants  
**21 - Small Business**

---

#### Goods / Services

---

North American Industry Classification System (NAICS)  
**541990 ALL OTHER PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES**

Standard Industrial Classification (SIC)  
**9641 REGULATION OF AGRICULTURAL MARKETIN**

Product Service Codes (PSC)  
**R708 PUBLIC RELATIONS SERVICES**

Federal Supply Classification (FSC)

**Points of Contact**

Government Business POC Primary

Name:  
 Address Line 1:  
 Address Line 2:  
 City:  
 State:  
 Zip/Postal Code:  
 Country:  
 U.S. Phone:           Ext:  
 Non-U.S. Phone:  
 Fax:

Government Business POC Alternate

Name:  
 Address Line 1:  
 Address Line 2:  
 City:  
 State:  
 Zip/Postal Code:  
 Country:  
 U.S. Phone:           Ext:  
 Non-U.S. Phone:  
 Fax:

Past Performance POC Primary

Name:  
 Address Line 1:  
 Address Line 2:  
 City:  
 State:  
 Zip/Postal Code:  
 Country:  
 U.S. Phone:           Ext:  
 Non-U.S. Phone:  
 Fax:

Past Performance POC Alternate

Name:  
 Address Line 1:  
 Address Line 2:  
 City:  
 State:  
 Zip/Postal Code:  
 Country:  
 U.S. Phone:           Ext:  
 Non-U.S. Phone:  
 Fax:

Electronic Business POC Primary

Name:                **LEN LAURANCE**  
 Address Line 1:   **P.O. BOX 8800**  
 Address Line 2:  
 City:               **KETCHIKAN**  
 State:              **AK**  
 Zip/Postal Code:  **999013800**  
 Country:           **USA**  
 U.S. Phone:       **(907) 225-0244** Ext:  
 Non-U.S. Phone:  
 Fax:                **(907) 225-2379**

Electronic Business POC Alternate

Name:                **LEN LAURANCE**  
 Address Line 1:   **P.O. BOX 8800**  
 Address Line 2:  
 City:               **KETCHIKAN**  
 State:              **AK**  
 Zip/Postal Code:  **999013800**  
 Country:           **USA**  
 U.S. Phone:       **(907) 225-0244** Ext:  
 Non-U.S. Phone:  
 Fax:                **(907) 225-2379**

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**Note to all users:** This is a Federal Government computer system. Use of this system constitutes consent to monitoring at all times.



Lynn Kolund/R10/USDAFS  
11/19/2004 05:49 PM

To Olleke E Rappe-Daniels/R10/USDAFS@FSNOTES, Steve  
Patton/R10/USDAFS@FSNOTES, Karen  
Brand/R10/USDAFS@FSNOTES  
cc William H Standley/R10/USDAFS@FSNOTES, Cynthia E  
Schelin/R10/USDAFS@FSNOTES  
bcc  
Subject Discovery Center contract

Len Lawrence called today. He is not interested in a short term "sole source" contract or a new competitive contract down the road.



(15)

-----  
Lynn Kolund  
Acting District Ranger  
Ketchikan-Misty Fjords District  
lkolund@fs.fed.us  
Office: (907) 228-4100  
Cell: (907) 723-9361  
-----

WIP  
2 pgs

ak

# ?



William H  
Standley/R10/USDAFS  
11/03/2004 03:49 PM

To Steve Patton/R10/USDAFS@FSNOTES  
cc Tonya R Rymer/R10/USDAFS@FSNOTES  
bcc  
Subject Len Laurance SEDC Marketing

William Standley  
Contracting Specialist  
Tongass NF, Ketchikan S.O.  
907-228-6242  
907-228-6254 Fax

On Weds afternoon I was called over to the SEDC center and sat in with Cindy, Karen Brand, Lynn Kolund (DR) and Leslie Swada as they were talking over what to do about the Marketing Contract.

I gave them the Contract Facts.

1. No unilateral modification was issued to execute the option year for FY05 since the requested Cert. of Funds never got to contracting.
2. Cert. of Funds gets here after October 1st implying that they want to do it. So I send Len a letter with a modification for executing the FY05 part but stipulate that it has to be a supplemental agreement.
3. Len has not returned the mod he got on October 16 or so because he was away on vacation. He is back now.
4. All of the above is still trumped by the fact that we have no contract for FY05 until the supplemental agreement is signed by both parties.
5. [REDACTED]
6. *Friday, the 5th, at 3:00pm Lynn Koland wants to discuss this matter with Oleke and a me, the CO.*
7. [REDACTED] Cindy indicated that she has gotten no reports or other "deliverables" in many months. That was news to me and I politely indicated that was unacceptable contract administration [REDACTED]
8. Len has done work on marketing work during the month of October. The FY04 contract ended [REDACTED]
9. I will be in Wrangell for a final inspection on Friday with Jack Oien. We are supposed to fly back at 1:30. If I am not available to meet with Lynn and Oleke, could you sit in?
- 10.
11. Bill

(b)(7)

SA

RIF



Steve Patton/R10/USDAFS  
11/14/2004 03:54 PM

To "Sophia Tambouratzis"  
<stambouratzis@themetisgroup.com>  
cc Mari Meiners/R10/USDAFS@FSNOTES, Steve  
Patton/R10/USDAFS@FSNOTES  
bcc  
Subject Re: FWD: Re: The Metis Group can deliver on your  
advertising/communications needs

Thank you for your inquiry, Sophia. The proposed acquisition, marketing services for the Southeast Alaska Discovery Center, have been provided by a local consultant for several years and the requirement was listed as a proposed action for 2005. My most recent information, however, suggests that we will not be contracting for that service in 2005. I will keep your contact information on file should the requirement resurface. Thanks for the interest in our acquisition program.

Stephen M. Patton  
Contracting Officer  
Tongass National Forest  
Phone: 907.228.6240  
Fax: 907.228.6254  
email: spatton@fs.fed.us  
"Sophia Tambouratzis" <stambouratzis@themetisgroup.com>



"Sophia Tambouratzis"  
<stambouratzis@themetisgroup.com>  
11/05/2004 07:23 AM  
Please respond to  
"Sophia Tambouratzis"  
<stambouratzis@themetisgroup.com>

To spatton@fs.fed.us  
cc lkavoulakis@themetisgroup.com,  
sdouglas@themetisgroup.com  
Subject FWD: Re: The Metis Group can deliver on your  
advertising/communications needs

Hi Steve,  
Mari Meiners was kind enough to let me know that you may be able to put us (The Metis Group) in touch with the contracting officer for the Tongass National Forest Project/Ketchikan Visitor Bureau work on the 2005 procurement forecast.

Attached is the email that talks about The Metis Group's capabilities (and I've attached our capabilities statement). In short:  
- We're a full service marketing agency and we've done tons of work in tourism..specifically for the Sears Tower Skydeck, Museum of Science and Industry, Field Museum (all in Chicago). Research showed that our work resulted in the STS meeting their revenue and attendance goals even after the fall out from 9-11.  
- We're a small, woman owned, disadvantaged business with 8a status and we are on the MOBIS schedule.  
- We've worked with the USDA before including leading roles on the Forest Service strategic plan and White River National Forest project...to name a few.

Can you help me connect with the appropriate people or person who may be able to hire us for this work?

Thanks!  
Sincerely,

Sophia Tambouratzis

>-----Original Message-----

>From: Mari Meiners <mmeiners@fs.fed.us>

>Sent: 11/02/04 - 12:22

>To: "Sophia Tambouratzis" <stambouratzis@themetisgroup.com>

>Subject: Re: The Metis Group can deliver on your

advertising/communications needs

>

>

>

>

>

>

>Good morning and thank you for your e-mail. The work you are interested in

>is part of the Tongass National Forest project list. The Ketchikan Visitor

>Bureau and the Alaska Discovery Center are both located in Ketchikan

>Alaska. I am forwarding your e-mail to the Supervisor of the Contracting

>section in Ketchikan. His name is Steve Patton and can be reached at

>"spatton@fs.fed.us" He will put you in contact with the Contracting

>Officer who will be assigned those projects.

>

>Please feel free to contact him directly if you wish.

>

>Sincerely,

>

>Mari K. Meiners

>Contract Specialist

>Acquisition Management

>mmeiners@fs.fed.us

>

>

>

> "Sophia  
> Tambouratzis"

> <stambouratzis@th

To

> emetisgroup.com>

mmeiners@fs.fed.us

>

cc

> 11/02/2004 08:51

lkavoulakis@themetisgroup.com

> AM

Subject

>

deliver on your

The Metis Group can

>

advertising/communications needs

> Please respond to

> "Sophia

> Tambouratzis"

> <stambouratzis@th

> emetisgroup.com>



White River

>National Forest project...to name a few.

>

>Third, we provide top service and satisfaction to our clients.

The Metis

>Group was rated in the 95th percentile by our clients on these

critical

>dimensions on a recent Dun & Bradstreet survey (which we can fax

to you if

>you want to see it).

>

>Can we discuss the possibility of working together? Please

either email or

>call me at 847-212-2880. Thank you so much!

>Sincerely,

>Sophia Tambouratzis

>Director, Marketing and Communications Services

>The Metis Group

>202-682-1170 (Washington, DC office)

>847-212-2880 (Chicago office) (See attached file: TMG

capabilities statement



>with logo.doc) TMG capabilities statement with logo.doc





United States  
Department of  
Agriculture

Forest  
Service

Alaska Region  
Tongass National Forest

Federal Building  
648 Mission Street  
Ketchikan, AK 99901

RIE  
7p95

File Code: 6320

Date: November 24, 2003

Len Laurance  
P.O. Box 8800  
Ketchikan, AK 99901

Contract 53-0116-3-00567

Dear Mr. Laurance:

I was reviewing your submission of invoices and processed payments. I see that you are not submitting invoices on a monthly basis. Our Budget and Finance section has expressed concern and have been questioning whether this contract is still active. I assured them that it was and that I would remind you to invoice more timely.

Please invoice us monthly for billings on this contract. It would also be helpful if you invoiced seperately to define the change in fiscal years this past October 1<sup>st</sup>. So, we should be expecting your invoice, routed through Cindy for her confirmation, for September of 2003, and for October of 2003 shortly.

Thanks!

Sincerely,

William Standley  
Contracting Officer

cc: COR





**William H Standley**

11/24/2003 02:42 PM

To: Cynthia E Schelin/R10/USDAFS@FSNOTES  
cc: William N Ulmer/R10/USDAFS@FSNOTES  
Subject: RCA for Option Year on Marketing

William Standley  
Contracting Specialist  
Tongass NF, Ketchikan S.O.  
907-228-6242  
907-228-6254 Fax

----- Forwarded by William H Standley/R10/USDAFS on 11/24/2003 02:31 PM -----

Cindy,

I was reviewing Len Laurance's contract file and much to my surprise I did not find Modification No. 2 that would have been for exercising the option year. I found the modification in the electronic files but with the job code in red (only IDP5TM) which usually indicates I was awaiting confirmation. When I reviewed my sent messages in Lotus, I found the below message I sent you back on Sept. 8th but I do not note a reply with RCA.

This bothers me because I thought I was on top of it and it looks like I wasn't. Please check to see that you sent me an RCA with a job code(s) as per the attached message, I have no record of them. Either way, I need an RCA with job codes and I apologize for any inconvenience.

The contract amount for FY04 is \$22,348.00.

Bill



**William H Standley**

09/08/2003 01:08 PM

To: Cynthia E Schelin/R10/USDAFS@FSNOTES  
cc:  
Subject: RCA for Option Year on Marketing

William Standley  
Contracting Specialist  
Tongass NF, Ketchikan S.O.  
907-228-6242  
907-228-6254 Fax

Cindy,

I will need a new RCA with Jerry's Sig. with the FY04 job codes for the option year of Len Laurances SEDC Marketing Services Contract.

Thanks, Bill



United States  
Department of  
Agriculture

Forest  
Service

Alaska Region  
Tongass National Forest

Federal Building  
648 Mission Street  
Ketchikan, AK 99901

File Code: 6320

Date: August 1<sup>st</sup>, 2003

Len Laurance  
P.O. Box 8800  
Ketchikan, AK 99901

Contract 53-0116-3-00567

Dear Mr. Laurance:

I am sending you this letter as our preliminary notice regarding our intent to exercise the option to extend the term of the contract for janitorial services for one more year, clause C.4. Option to Extend the Term of the Contract (FAR 52.217-9). Please let me know if you wish to renew your contract under this option.

If you have any questions, please feel free to telephone me at 907-228-6242.

Sincerely,

William Standley  
Contracting Officer

cc: COR

FAX MESSAGE

August 14, 2003

To: William Standley - 228-6254  
From: Len Laurance  
Re: CONTRACT OPTION RENEWAL

This is to confirm that I would like to renew the option on Marketing Services Contract 53-0116-3-00567.

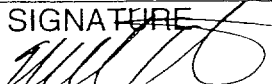
Thank you.



	CONTRACT NO. 53-0116-3-00567	FILE CODE 6320
DESIGNATION OF CONTRACTING OFFICER'S REPRESENTATIVE (COR) (REF. FSM 6309.11 and FSH 6309.32)	UNIT Tongass NF, SEDC	
TO: Cindy Schelin	PROJECT SEDC Marketing Services	
	CONTRACTOR Len Laurance	

This is your designation as Contracting Officer's Representative to administer the above contract. Your major duties and responsibilities are contained in the Handbook of Contract Administration. You are delegated full authority under the contract except for the following actions which are reserved for the Contracting Officer:

1. Issue a Notice to Proceed to the Contractor.
2. Approve Change Orders and Amendments.
3. Take action to terminate the contract for default or Government convenience.
4. Make contract adjustments under the Differing Site Conditions clause.
5. Grant extensions of contract time.
6. Approve Assignment of Claims.
7. Make final decisions under the Disputes clause.
8. Make final acceptance under the contract.
9. Make final decisions under the Suspension of Work clause.
10. Make equitable adjustments.
11. Authorize change in amount of Payment Retention.
12. Approve subcontractors.
13. Approve payments.
14. Approve use and possession prior to completion.
15. Enforce the warranty provisions.

CONTRACTING OFFICER'S NAME (Print or Type) William Standley	SIGNATURE 	DATE 4/24/08
--	---	-----------------

CC: CONTRACTOR, FOREST, TECHNICAL AND DIVISION, CONTRACT FILES.



United States  
Department of  
Agriculture

Forest  
Service

Alaska Region  
Tongass National Forest

Federal Building  
648 Mission Street  
Ketchikan, AK 99901

---

File Code: 6320

Date: August 1<sup>st</sup>, 2003

Len Laurance  
P.O. Box 8800  
Ketchikan, AK 99901

Contract 53-0116-3-00567

Dear Mr. Laurance:

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If you have any questions, please feel free to telephone me at 907-228-6242.

Sincerely,

William Standley  
Contracting Officer

cc: COR



# STATE OF ALASKA

Department of Labor and Workforce Development

DIVISION OF WORKERS' COMPENSATION

FRANK H. MURKOWSKI  
GOVERNOR

1111 WEST 8<sup>TH</sup>, ROOM 307  
P.O. BOX 25512  
JUNEAU, AK 99802-5512  
PHONE: (907) 465-2790  
FAX: (907) 465-2797

May 13, 2003

LEONARD LAWRENCE  
PO BOX 8800  
KETCHIKAN AK 99901

*No Employees*

Re: Workers' Compensation Insurance

Dear Sir or Madam:

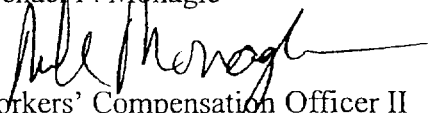
The US Forest Service has notified our office that your company was recently awarded a contract by their agency. As of the date of this letter, our division's records do not list your company as having workers' compensation insurance in Alaska.

This letter is to inform you that if you are, or will be, having employees perform work in Alaska, you must obtain workers' compensation coverage. Contact your insurance agent or broker for assistance in obtaining coverage.

Employers who are required to maintain Workers' Compensation insurance coverage and fail to do so will be prohibited from utilizing the services provided by the Department of Labor's Job Centers, may lose their government contract award, and may be subject to civil and criminal penalties.

Please contact our office should you have any questions regarding your Worker's Compensation coverage requirements in Alaska.

Michael P. Monagle

  
Workers' Compensation Officer II  
Division of Workers' Compensation

cc: William Standley, USFS

**RECEIVED**

MAY 16 2003

Contracting  
USFS Tongass NF  
Ketchikan

FEDERAL PROCUREMENT DATA SYSTEM (FPDS)  
INDIVIDUAL CONTRACT ACTION REPORT (ICAR)

INTERAGENCY REPORT CONTROL NUMBER  
0206-GSA-QU


1. REPORTING AGENCY CODE (FPDS 9514 Pos.) <b>FS</b>		2. CONTRACT NUMBER (Left justified with no special characters) (15 Pos.) <b>53-0116-3-00567</b>		3. MODIFICATION NUMBER (Left justified; cannot exceed 4 characters) (4 Pos.) —		4. CONTRACTING OFFICE ORDER NUMBER (Left justified; cannot exceed 15 characters) (15 Pos.) —	
5. CONTRACTING OFFICE CODE (5 alpha-numeric character code) (5 Pos.) <b>0110</b>		6. ACTION DATE (4 digit calendar year and 2 digit month, e.g., 200012) (6 Pos.) <b>200305</b>		7. TYPE OF DATA ENTRY (1 Pos.) <b>A</b> A. Original B. Deleting C. Correcting		8. REPORT PERIOD (4 digit fiscal year and 1 digit quarter, e.g., 20001) (5 Pos.) —	
9. KIND OF CONTRACT ACTION (1 Pos.) <b>C</b> A. Initial Letter Contract B. Definitive Contract Superseding Letter Contract C. New Definitive Contract D. Purchase Orders/BPA Calls Using Simplified Acquisition Procedures E. Order Under Single Award Indefinite Delivery Contract F. Order Under BOA G. Order/Modification Under Federal Schedule Contract H. Modification J. Termination for Default K. Termination for Convenience L. Order Under Multiple Award Contract Z. Initial Load of Federal Schedule Contract						10. DOLLARS OBLIGATED OR DEOBLIGATED THIS ACTION (Right justified; round to nearest 1000; truncate; use lead zeros, e.g., 443,450 is reported as 0000049) (8 Pos.) <b>12,250</b>	
11. TYPE OF OBLIGATION (1 Pos.) <b>A</b> A. Obligated B. Deobligated		12. PRINCIPAL PRODUCT OR SERVICE CODE (FPDS Product Service Code Manual) (4 Pos.) <b>R708</b>		13. PRINCIPAL NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS) CODE (6 Pos.) <b>541990</b>		14. COMMERCIAL ITEM ACQUISITION PROCEDURES (1 Pos.) <b>N</b> Y - Yes N - No	
15. CONTRACTOR NAME (30 Pos.) <b>Len Lascance</b>							

16. CONTRACTOR IDENTIFICATION NUMBER (DUNS) (9 Pos.) <b>931015937</b>		17a. PRINCIPAL PLACE OF PERFORMANCE (State and City Code FPS 55) STATE (2 Pos.) <b>02</b> CITY (5 Pos.) <b>38970</b>		17b. FOREIGN COUNTRY (FPS 10) (2 Pos.) —		18. CONTRACT FOR FOREIGN GOVT. OR INTERNATIONAL ORGANIZATION (1 Pos.) <b>N</b> Y - Yes N - No	
19. TARIFF OR REGULATED (Pre-CICA) (1 Pos.) <b>E</b> Y - Yes N - No		20. PERFORMANCE-BASED SERVICE CONTRACTING (PBSC) (1 Pos.) <b>N</b> Y - Yes N - No		21. BUNDLING OF CONTRACT REQUIREMENTS (1 Pos.) <b>N</b> Y - Yes N - No		22. COUNTRY OF MANUFACTURE (FPS 10) (2 Pos.) <b>US</b>	
23. SYNOPSIS OF THIS PROCUREMENT PRIOR TO AWARD (1 Pos.) <b>A</b> A. Synopsized Prior to Award B. Not Synopsized Due to Urgency C. Not Synopsized for Other Reasons				24. TYPE OF CONTRACT OR MODIFICATION (1 Pos.) <b>J</b> A. Fixed-Price Redetermination J. Fixed-Price K. Fixed-Price with Economic Price Adjustment L. Fixed-Price Incentive R. Cost-Plus-Award-Fee S. Cost - No Fee T. Cost Sharing U. Cost-Plus-Fixed-Fee V. Cost-Plus-Incentive Y. Time and Materials Z. Labor Hour			
25. CICA APPLICABILITY (1 Pos.) <b>A</b> A. CICA Applicable B. Purchase Orders/BPA Calls Using Simplified Acquisition Procedures C. Subject to Statute Other Than CICA D. Pre-CICA E. Commercial Item Acquisition Procedures Under Test Program				26. SOLICITATION PROCEDURES (Complete only if item 25 = A) (1 Pos.) <b>B</b> A. Full and Open Competition - Sealed Bid B. Full and Open Competition - Competitive Proposal C. Full and Open Competition - Combination D. Architect - Engineer Procedures E. Basic Research F. Multiple Award Schedule G. Alternative Sources H. Reserved J. Reserved K. Set-Aside L. Other Than Full and Open Competition			
27. AUTHORITY FOR OTHER THAN FULL AND OPEN COMPETITION (Complete only if item 26 = L) (1 Pos.) <b>—</b> A. Unique Source B. Follow-on Contract C. Unsolicited Research Proposal D. Patent/Data Rights E. Utilities F. Standardization G. Only One Source - Other H. Urgency J. Mobilization, Essential R&D Capability or Expert Services K. Reserved L. International Agreement M. Authorized by Statute N. Authorized for Resale P. National Security Q. Public Interest				28. NUMBER OF OFFERS RECEIVED (Complete only if item 25 = A or E) (1 Pos.) <b>B</b> A. 1 B. 2-5 C. 6-10 D. 11-15 E. 16-20 F. 21-50 G. Over 50		29. EXTENT COMPETED (1 Pos.) <b>A</b> A. Competed Action B. Not Available for Competition C. Follow-on to Competed Action D. Not Competed	

30. TYPE OF CONTRACTOR (1 Pos.)		31. WOMEN-OWNED BUSINESS (1 Pos.)		32. HUBZONE SMALL BUSINESS CONCERN (1 Pos.)	
A. Small Disadvantaged Business B. Other Small Business C. Large Business D. JWOD Nonprofit Agency E. Educational Institution F. Hospital G. Nonprofit Organization H. Reserved		J. Reserved K. State/Local Government L. Foreign Contractor M. Domestic Contractor Performing Outside US U. Historically Black College/University or Minority Institution (HBCU/MI)		Y - Yes N - No	

33A. HUBZONE PROGRAM (1 Pos.)		33B. SMALL DISADVANTAGED BUSINESS PROGRAMS (1 Pos.)		33C. OTHER PREFERENCE PROGRAMS (1 Pos.)	
A. HUBZone Sole Source B. HUBZone Set-Aside C. HUBZone Price Evaluation Preference D. Combined HUBZone Preference/Small Disadvantaged Business Price Adjustment E. Not Applicable		A. 8(a) Contract Award B. 8(a) with HUBZone Priority C. SDB Set-Aside D. SDB Price Evaluation Adjustment E. SDB Participation Program F. Not Applicable		A. Directed to JWOD Nonprofit Agency B. Small Business Set-Aside C. Buy Indian/Self Determination D. No Preference/Not Listed E. Very Small Business Set-Aside	

33D. HUBZONE PRICE EVALUATION PREFERENCE PERCENT DIFFERENCE (2 Pos.)		33E. SDB PRICE EVALUATION ADJUSTMENT PERCENT DIFFERENCE (2 Pos.)		34. SUBCONTRACTING PLAN (Small, Small Disadvantaged, and Women-Owned Small Business) (1 Pos.)	
—		—		A. Required B. Not Required	

35. SUBJECT TO LABOR STATUTES (1 Pos.)		36. ESTIMATED CONTRACT COMPLETION DATE (4-digit year and 2-digit month, e.g., 200012) (6 Pos.)		37. CONTRACTOR'S TIN (9 Pos.)	
A. Walsh-Healey Act B. Reserved C. Service Contract Act D. Davis-Bacon Act		E. Not Subject to Walsh-Healey, Service Contract, or Davis-Bacon Acts		200309 	

38. COMMON PARENT'S NAME (30 Pos.)		39. COMMON PARENT'S TIN (9 Pos.)	
—		—	

40. VETERAN-OWNED SMALL BUSINESS (VOSB) (1 Pos.)		41. MULTIPLE AWARD CONTRACT FAIR OPPORTUNITY (1 Pos.)	
A. Service Disabled Veteran Owned Small Business B. Other Veteran Owned Small Business C. Not Veteran Owned Small Business		A. Fair Opportunity Process B. Urgency C. One/Unique Source D. Follow on Contract E. Minimum Guarantee F. Not Applicable	

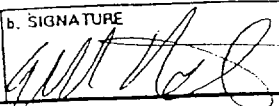
**SMALL BUSINESS COMPETITIVENESS DEMONSTRATION PROGRAM**  
(Applicable to AGR, DOD, DOE, DOI, DOT, EPA, GSA, HHS, NASA, and VA)

42. DEMONSTRATION PROGRAM (1 Pos.)		43. EMERGING SMALL BUSINESS (1 Pos.)		44. EMERGING SMALL BUSINESS RESERVE AWARD (1 Pos.)	
Y - Yes N - No		Y - Yes N - No		Y - Yes N - No	

45. SIZE OF SMALL BUSINESS (1 Pos.)					
NUMBER OF EMPLOYEES		OR		AVERAGE ANNUAL GROSS REVENUE	
A. 50 or less B. 51 - 100 C. 101 - 250 D. 251 - 500 E. 501-750 F. 751 - 1,000 G. Over 1,000		M. \$1,000,000 or less N. \$1,000,001 - \$2,000,000 P. \$2,000,001 - \$3,500,000 R. \$3,500,001 - \$5,000,000 S. \$5,000,001 - \$10,000,000 T. \$10,000,001 - \$17,000,000 Z. Over \$17,000,000			

46. RESERVED FOR FPOS (10 Pos.)	
—	

47. OPTIONAL REPORTED DATA ELEMENTS (100 Pos.)		48. FOR AGENCY INTERNAL USE	
—		OK 106	

49. CONTRACTING OFFICER OR REPRESENTATIVE			
a. TYPED NAME		b. SIGNATURE	
William Standley			
		c. TELEPHONE	
		AREA CODE NUMBER	
		907 228-6242	
		d. DATE SUBMITTED	
		5/11/03	



RIF  
HP95

**NOTICE TO PROCEED,  
SUSPEND, OR RESUME  
WORK ORDER**  
(Reference FSH 6309.31)

CONTRACT NUMBER

53-0116-3-00567

UNIT

Tongass NF, SEDC

PROJECT

SEDC Marketing

NAME AND ADDRESS OF CONTRACTOR

Len Laurance  
PO Box 8800  
Ketchikan, AK 99901

ORDER NUMBER

ONE (1)

DATE ISSUED

May 6, 2003

**THIS IS YOUR NOTICE TO PROCEED, SUSPEND, OR RESUME WORK ON THE CONTRACT AS NOTED.**

**NOTICE TO PROCEED**

This is your notice to proceed with the work on the above contract for the following items. ALL Base Year.

The time on this contract will start at the beginning of business on May 1, 2003.

**SUSPENSION OF WORK**

You are to suspend work for the following reason(s): \_\_\_\_\_.

Effective close of business \_\_\_\_\_ Item Numbers \_\_\_\_\_.

Type of Suspension  Total  Partial

No charge will be made against contract time for period of suspension.

Full count of contract time will continue.

An equitable adjustment of contract time will be made for period of partial suspension upon resumption of work.

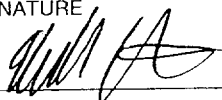
**DO NOT RESUME WORK UNTIL YOU ARE NOTIFIED TO DO SO IN WRITING**

**RESUMPTION OF WORK**

Item Numbers \_\_\_\_\_ Effective Beginning of Business \_\_\_\_\_.

Time charged during period of partial suspension \_\_\_\_\_ calendar days.

SIGNATURE



TITLE

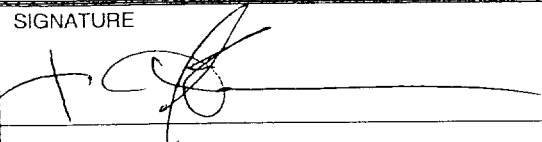
William Standley  
Contracting Officer

DATE

5/6/03

**PLEASE ACKNOWLEDGE RECEIPT BY RETURNING \_\_\_\_\_ COPY(S) TO USDA, FOREST SERVICE**

SIGNATURE



TITLE

CONTRACTOR

DATE

5/09/03

**INSTRUCTIONS:**

If mailed to Contractor, send original by Certified Mail - Return Receipt Requested.

If delivered in person, have Contractor sign the acknowledgement and retain the original.

# CONTRACTOR ACCEPTANCE FORM

Contract Number: 53-0116-3-00567  
SEDC Marketing Services  
Contractor Name and Address: Len Laurance  
PO Box 8800  
Ketchikan, AK 99901

By signing below, the contractor accepts all of the terms and conditions of the above Contract.

Printed Name: \_\_\_\_\_ LEN LAURANCE  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

Please sign and return this form to:

Tongass National Forest  
ATTN: Contracting  
Federal Building, 648 Mission St.  
Ketchikan, AK 99901

Or FAX to: 907.228.6254



United States  
Department of  
Agriculture

Forest  
Service

Alaska Region  
Tongass National Forest

Federal Building  
648 Mission Street  
Ketchikan, Alaska 99901

File Code: 6320-1

Date: April 24, 2003

Len Laurance  
P.O. Box 8800  
Ketchikan, AK 99901

Dear Mr. Laurance

The enclosed contract no. 53-0116-3-00567 constitutes an offer by the Government in response to your quote under RFQ KTN-03-014, covering SE Alaska Discovery Center Marketing Services. Please indicate your acceptance by signing and returning the enclosed Contractor Acceptance Form at your earliest convenience.

Cindy Schelin has been designated as the Contracting Officer's Representative (COR) for the on-the-ground administration of this contract. A copy of her designation is enclosed. She may be contacted through the Ketchikan Office of SEDC, telephone 228-6290.

A prework conference will be held to discuss the contract specifications, schedule of work, and other matters pertaining to the performance of this contract. We will contact you to establish the place, date, and time for this meeting and I also encourage you to go ahead and contact Cindy directly as we want to get things officially rolling here on May 1<sup>st</sup>.

This contract includes twooption years and the procedures for excercising these will be discussed at the pre-work.

Enclosed for posting at the site of the work is one each of the following:

WH Publication 1313 (Notice to Employees Working on Government Contracts)  
OFCCP-1420 (Equal Employment Opportunity is the Law)  
Applicable Service Contract Act Wage Rates

These posters and the wage rates must be posted in a prominent and accessible place at the work site before contract performance begins. If you should need additional copies of any enclosures, please advise us.

If you have any questions regarding the administration of this contract, please do not hesitate to call on the Contracting Officer's Representative or myself at 228-6242. Since I will be gone from the office from April 28 through May 1<sup>st</sup>, I will alert Steve Patton and Tonya Rymer to cover any CO responsibilites for the pre-work.

Sincerely,

William Standley  
Contracting Officer

Enclosures

cc: COR  
State DOL  
B & F





United States  
Department of  
Agriculture

Forest  
Service

Alaska Region  
Tongass National Forest

Federal Building  
648 Mission Street  
Ketchikan, Alaska 99901

File Code: 6320-1

Date: April 24, 2003

New Millenium Writing, Research &  
Consulting  
ATTN: Rosemary Ginko, President  
524 East 11<sup>th</sup> St.  
Anchorage, AK 99501

Dear Ms. Ginko:

The Tongass National Forest wishes to thank you for the interest you have shown in the SE Discovery Center Marketing Services Project , RFQ KTN-03-14 Award in the amount of \$12,250.00 for the base year, \$22, 348.00 for the first option year, and \$23,020.00 for the second option year has been made to:

Len Laurance  
PO Box 8800  
Ketchikan, AK 99901

The Request for Quotes was accessed from around four or more prospective quoters from FedBizOpps and two responses were received.

You may request a debriefing in accordance with FAR 15.506 during which you may receive further information regarding the selection decision. If you desire a debriefing, please mail or fax a written request within 3 days after you receive this notice. We appreciate your interest in our contracting program and encourage your continued participation.

We appreciate your interest in our contracting program and encourage your continued participation.

Sincerely,

William Standley  
Contracting Officer



RIF  
109

Trying to do the FPDSNG on this.

Very problematic. Modification numbers on paper and electronic are confusing.

The following are the facts:

1. Base Year Awarded for 12,250.00
2. Total contract amount NOT all paid off in base year as some incentives were not paid. Minus \$2,700 from FY03 to account for this. CO was notified in March of 2004 of this by COR. And contractor did not invoice for most of 2003 until March of 2004.
3. Option Year One exercised on "10-01-03" for a total of 22,348.00 including incentives. But PT put 16,148.00 in continuing Pay Estimate Spreadsheet (a fiasco) which is Item One and included none of the incentives Items 2-4 that are part of the "award".
4. Option Year Two not exercised (another fiasco) but never-the-less this contract ended on September 30, 2004.
5. Contractor has yet to catch up on his invoicing for FY2004. I am sure that there will be a substantial reduction in the funds obligated as I doubt some of the incentives were met.

Bill Standley, January 24, 2005

**ATTACHMENT TO MODIFICATION OF CONTRACT, SF-30**

PAGE OF  
PAGES

2            2

RUF  
189

<b>DATE</b> 10/14/04	<b>FOREST</b> Tongass National Forest	<b>PROJECT NAME</b> SEDC Marketing
<b>MODIFICATION NUMBER</b> 7	<b>ORIGINAL CONTRACT AMOUNT</b> Base Year =\$12,250.00 Option Year 1 = \$22,348.00 Option Year 2 =\$23,020.00	<b>CONTRACT NUMBER</b> 53-0116-3-00567

Describe each modification identified by item number, location, etc., and state its purpose. On a separate sheet for internal use, give justification and estimate where applicable.

<b>PROPOSED MODIFICATION</b>	<b>AMOUNT OF INCREASE (+) OR DECREASE (-)</b>
------------------------------	---

**Option Period is exercised extending the term of the contract to September 30, 2005 and increasing the quantities in accordance with the option pricing in the Schedule of Items for Option Period.**

*No unilateral option modification was issued in September of 2004 as Funds Availability Certification from project was not received until October 14, 2004.*

<b>NET CHANGE THIS MODIFICATION</b>					
<b>CONTRACT AMOUNT PRIOR TO THIS MODIFICATION</b>					
<b>NEW CONTRACT TOTAL</b>					
<b>TOTAL CONTRACT TIME</b>	<b>DAYS INCREASED</b>	<b>DAYS DECREASED</b>	<b>NEW TOTAL CONTRACT TIME</b>		
<b>SUBMITTED</b>	<b>SIGNATURE</b>	<b>TITLE</b>		<b>DATE</b>	
		<b>CONTRACTING OFFICER'S REPRESENTATIVE</b>			
<b>RECOMMENDED</b>	<b>SIGNATURE</b>	<b>TITLE</b>		<b>DATE</b>	
<b>RECOMMENDED</b>	<b>SIGNATURE</b>	<b>TITLE</b>	<b>FUNDS AVAIL.</b>	<b>MGT. CODE</b>	<b>DATE</b>



William N  
Ulmer/R10/USDAFS  
05/25/2004 12:20 PM

To William H Standley/R10/USDAFS@FSNOTES, Cynthia E  
Schelin/R10/USDAFS@FSNOTES  
cc Diane Daniels/R10/USDAFS@FSNOTES  
bcc  
Subject Re: Fw: modifications of contracts for SEADC

RIF  
3P9S

I will make the changes to the contract. The auditors will only need to know who is the funds control officer for the highlighted codes if it is Cindy then things will be fine.

Cindy please respond to this message to the effect that you are the funds control officer for highlighted codes below so I can have it for my folder.

Contract 53-0116-3-00567 has \$13,924.00 remaining. Your message says 87% goes to NFRW60 and 13% goes to IDP3IM (amount in contract will not change)

Contract 53-0116-4-00640 has \$4,843.04 remaining in DSK0004 which will be moved to CMFC6004.

Diane, there are \$3,414.18 of expenses for DSK00404 for contract 53--116-4-00640 which I imagine Cindy will want adjusted (this relates to the adjustment you sent me for the whole amount ). there are \$5,054.40 of expenses to CLK00404 and \$2,274.48 to DSK00404 for contract 53-0116-3-00567 in case you wanted to know and want to do an adjustment.

I will move the funds today, as I guess Cindy is the funds control officer for the above codes.  
bill

William N. Ulmer  
(907) 228-6230  
fax (907) 228-6260  
wulmer@fs.fed.us  
William H Standley/R10/USDAFS



William H  
Standley/R10/USDAFS  
05/25/2004 11:15 AM

To William N Ulmer/R10/USDAFS@FSNOTES  
cc  
Subject Fw: modifications

William Standley  
Contracting Specialist  
Tongass NF, Ketchikan S.O.  
907-228-6242  
907-228-6254 Fax

Good Lord, I don't think a "modification" per se is necessary Bill. Is coming from miss Cindy good enough? And we can put it to rest here?

----- Forwarded by William H Standley/R10/USDAFS on 05/25/2004 11:08 AM -----



Cynthia E  
Schelin/R10/USDAFS  
05/25/2004 10:40 AM

To Robert Jaeger/R10/USDAFS@FSNOTES, William H  
Standley/R10/USDAFS@FSNOTES, William N  
Ulmer/R10/USDAFS@FSNOTES, Diane



Daniels/R10/USDAFS@FSNOTES

cc

Subject modifications

I am requesting the following modifications to 2 contracts:

Marketing Contract (Len Laurance - 53-0116-3-00567) funding should be 87% NFRW60 and 13% IDP3TM

Janitorial Contract (53-0116-4-00640) funding should be 100% CMFC60

The modifications are being requested because the funding is not available in the FEE Collection accounts (DSK004) until the end of the fiscal year. This is a change for us because in the past we always had carry over funds. There is a long explanation for the change, which I am sure you do not need to fulfill my request. Thanks for your assistance.

There is a remote possibility that I have already requested the mod for the marketing contract, I apologize for the repetition.

Cynthia E. Schelin, Center Director  
Southeast Alaska Discovery Center  
907-228-6290 Fax 228-6234  
cschelin@fs.fed.us





William H Standley  
03/30/2004 03:04 PM

To: Kristen Thweatt/R10/USDAFS@FSNOTES  
cc:  
Subject: Fw: Len Laurance Mod.

William Standley  
Contracting Specialist  
Tongass NF, Ketchikan S.O.  
907-228-6242  
907-228-6254 Fax

----- Forwarded by William H Standley/R10/USDAFS on 03/30/2004 03:03 PM ----- Looks like no problem.



William N Ulmer  
03/30/2004 02:59 PM

To: William H Standley/R10/USDAFS@FSNOTES  
cc: Cynthia E Schelin/R10/USDAFS@FSNOTES  
Subject: Re: Len Laurance Mod.

I think it is fine as I left the \$2700.00 in the 03 codes. I just wish Lenny would bill us for the '03 part.

William N. Ulmer  
(907) 228-6230  
fax (907) 228-6260  
wulmer@fs.fed.us  
William H Standley



William H Standley  
03/30/2004 02:42 PM

To: William N Ulmer/R10/USDAFS@FSNOTES  
cc: Cynthia E Schelin/R10/USDAFS@FSNOTES  
Subject: Len Laurance Mod.

William Standley  
Contracting Specialist  
Tongass NF, Ketchikan S.O.  
907-228-6242  
907-228-6254 Fax

Bill,

The mod no. 4 for the SEDC Marketing no. 00567 that Cindy wanted for deobligating. I made a math error and the funds retained or not deobligated should have been \$2,700 and not \$2,500. Right Cindy?

I hope the hell this is not a problem. Stupid error on my part when I hurriedly did that.

Should I write up another Mod? or will this email suffice?

Bill

RIF  
1795

**CONTRACT CHECKLIST COVER SHEET**  
(Complete as Information is Available)

Project Title: <i>SEDC Marketing</i>		District: <i>KAWA</i>	
Solicitation Number: <i>KTN-03-14</i>		COR: <i>Cindy Schelin</i>	
Contract Officer: <i>Bill Standley</i>		Solicitation Issue Date:	
Contract Number: <i>53-0116-3-00567</i>		Closing Date/Time:	
Contract Award Amount: \$ <i>12,250<sup>00</sup></i>		Contractor: <i>Len Lawrence</i>	
TIN: <i>576401291</i>	<input type="checkbox"/> FFIS	Address: <i>P.O. Box 8800</i>	
DUNS: <i>931015937</i>	<input type="checkbox"/> SF 279	<i>Ketchikan, AK 99901</i>	
Job Code/Amount: <i>DSK 004 - 52%</i>		Phone: <i>907-225-0244</i>	
Job Code/Amount: <i>CLK 004 - 25%</i>		Fax:	
Job Code/Amount: <i>IDP 37M - 23%</i>		Email:	
<b>Contract Type, Check as Applicable</b>			
<input type="checkbox"/> Supplies	<input checked="" type="checkbox"/> Services	<input type="checkbox"/> Construction	
<input type="checkbox"/> A&E	<input type="checkbox"/> Commercial Item	<input type="checkbox"/> IDIQ	
<input type="checkbox"/> Personal Services	<input type="checkbox"/> Multi-Year	<input type="checkbox"/> Sole Source	
<input type="checkbox"/> Unusual/Compelling Urgent	<input type="checkbox"/> Advisory & Assistance	<input type="checkbox"/> Other:	
<b>Other Basic Information</b>			
NAICS Code: <i>541990</i>	Product/Service Code: <i>R70B</i>	Size Standard:	
Place of Performance:	Set Aside:	AAP: Yes No Date Added:	
RCA to B&F: Yes No	Synopsise Date:	Contract Time: <i>May 1 - 6 Sept. 30, 2003</i> <i>of action yrs</i>	
<b>Pre-Award Amendments</b>			
<input type="checkbox"/> Amendment 1: Close Date:		<input type="checkbox"/> Amendment 4: Close Date:	
<input type="checkbox"/> Amendment 2: Close Date:		<input type="checkbox"/> Amendment 5: Close Date:	
<input type="checkbox"/> Amendment 3: Close Date:		<input type="checkbox"/> Amendment 6: Close Date:	
<b>Contract Modifications</b>			
<input type="checkbox"/> Mod 1: Amount \$	Days:	<input type="checkbox"/> SF279	<input type="checkbox"/> Mod 5: Amount \$
			Days:
			<input type="checkbox"/> SF279
<input type="checkbox"/> Mod 2: Amount \$	Days:	<input type="checkbox"/> SF279	<input type="checkbox"/> Mod 6: Amount \$
			Days:
			<input type="checkbox"/> SF279
<input type="checkbox"/> Mod 3: Amount \$	Days:	<input type="checkbox"/> SF279	<input type="checkbox"/> Mod 7: Amount \$
			Days:
			<input type="checkbox"/> SF279
<input type="checkbox"/> Mod 4: Amount \$	Days:	<input type="checkbox"/> SF279	<input type="checkbox"/> Mod 8: Amount \$
			Days:
			<input type="checkbox"/> SF279
<b>Construction Contract Close-Out</b>			
<input type="checkbox"/> Contract Release/Final Pd	<input type="checkbox"/> Payrolls/Diaries	<input type="checkbox"/> Final Inspection	<input type="checkbox"/> Contractor Evaluation
Checklists Completed:	Checklists Reviewed:	Date Contract Complete:	





ACCURAL CERTIFICATION

Project

Name: SEDC Marketing Services

Contract #: 53-0116-3-00567

Contractor: Len Laurance

The Contractor shall keep track of all costs incurred in the performance of the work in this contract and shall furnish with each invoice, estimates of the cost of work performed but not invoiced as of the date of the invoice or as of the end of the calendar quarter if no invoice is submitted during the quarter. Estimates of costs incurred shall include cumulative totals and the following certification language:

“Under contract number 53-0116-3-00567

, as of the end of this (month/quarter),

(firm name)

Len Laurance, Contractor

has incurred the following total cumulative

costs for the project: \$ 27,058.00

. Of this amount, \$

27,058.00

as been invoiced,

and \$0.00

9

(accrual amount) has not been invoiced.

I hereby certify that the information furnished is true and correct to the best of my knowledge and belief.”

Name & Title

Len Laurance, Contractor

Date

This requirement constitutes an additional element to the minimum requirements for a proper invoice as stated in FAR 32.905.

Failure to furnish the required information regarding accrued costs will result in return of the invoice.

USDA - Forest Service  CONTRACT RELEASE (Reference FSH 6309.11)	CONTRACT NUMBER <b>53-0116-3-00567</b>
	UNIT <b>Tongass NF</b>
	PROJECT <b>SEDC Marketing</b>
TO:  CONTRACTING OFFICER	NAME AND ADDRESS OF CONTRACTOR  <b>Len Laurance                  PO Box 8800                  Ketchikan, AK 99901</b>

In consideration of the receipt of final payment in the amount of **\$11,884.00** the undersigned hereby releases the United States of America from any and all obligations arising under this contract and any modifications thereof except as reserved below.

Reservations:

---

Date \_\_\_\_\_ Contractor \_\_\_\_\_

By \_\_\_\_\_

Title \_\_\_\_\_

---

## FUNDS AVAILABILITY CERTIFICATION

(For all Procurements \$5,000 or more)

<b>TO: FUNDS CONTROL OFFICER</b>			
Name of Requestor	Cynthia E Schelin	Phone	907-228-6290
Title	Center Director	E-mail	cschelin@fs.fed.us
Signature	<i>Cynthia E. Schelin</i>	Date	January 26, 2005

DESCRIPTION				
	Item	Service	Grant	Agreement
Check one:		<input checked="" type="checkbox"/>		
Brief Description	Evaluation of heating system and repairs needed to function safely			

ATTACHMENTS				
	Work Plan	Procurement Request	Grant Proposal	Draft Agreement Operating Plan
Check all applicable		<input checked="" type="checkbox"/>		

ACCOUNTING DATA			
Job Code	Budget Object Code	Estimated Costs	Organization Code
CMFC60	2570	\$10800.00	1005 52
<b>Total</b>		<u>\$10800.00</u>	

I certify that funds are available for obligation.

*Ann D. Kolund*
District Ranger
1/26/2005

Signature
Title
Date

I certify that the budget object code is correct.

Signature	Title	Date
RQ Document Number (Attach RQ screen print)		



**Cynthia E. Schelin**  
Sent by: Cynthia E  
Schelin

To: Kristen Thweatt/R10/USDAFS@FSNOTES  
cc:  
Subject: Ien laurance contract

09/08/2003 06:33 PM

I went into the July worksheet and did get the protection to lift and was able to approve the payment for July. I then went into the other pages and it would not let me approve for May or June. I used the right password, but no results. This needs to be paid so am sending you the July spreadsheet and am noting for you that I approve the payments of the May and June statements with the enclosed spreadsheet.



JulMarketing3-00615.x  
you to figure out what is going on.

This is a very frustrating system. I will probably have to come visit

Cindy

Cynthia E. Schelin, Center Director  
Southeast Alaska Discovery Center  
907-228-6290 Fax 228-6234  
cschelin@fs.fed.us





ACCRUAL CERTIFICATION

Project Name: SEDC Marketing Services Contract #: 53-0116-3-00567

Contractor: Len Laurance

The Contractor shall keep track of all costs incurred in the performance of the work in this contract and shall furnish with each invoice, estimates of the cost of work performed but not invoiced as of the date of the invoice or as of the end of the calendar quarter if no invoice is submitted during the quarter. Estimates of costs incurred shall include cumulative totals and the following certification language:

"Under contract number 53-0116-3-00567, as of the end of this (month/quarter), Len Laurance, Contractor has incurred the following total cumulative costs for the project: \$ 11,124. Of this amount, \$ 11,124 as been invoiced, and \$ 0.00 (accrual amount) has not been invoiced.

I hereby certify that the information furnished is true and correct to the best of my knowledge and belief."

Name & Title Len Laurance, Contractor Date 3-31-2004

This requirement constitutes an additional element to the minimum requirements for a proper invoice as stated in FAR 32.905. Failure to furnish the required information regarding accrued costs will result in return of the invoice.





ACCRUAL CERTIFICATION

Project Name: SEDC Marketing Services Contract #: 53-0116-3-00567

Contractor: Len Laurance

The Contractor shall keep track of all costs incurred in the performance of the work in this contract and shall furnish with each invoice, estimates of the cost of work performed but not invoiced as of the date of the invoice or as of the end of the calendar quarter if no invoice is submitted during the quarter. Estimates of costs incurred shall include cumulative totals and the following certification language:

"Under contract number 53-0116-3-00567, as of the end of this (month/quarter), Len Laurance has incurred the following total cumulative costs for the project: \$ 4,050.00. Of this amount, \$ 4,050.00 has been invoiced, and \$ n/a (accrual amount) has not been invoiced.

I hereby certify that the information furnished is true and correct to the best of my knowledge and belief."

Name & Title: Len Laurance, Contractor Date: 8/29/03

This requirement constitutes an additional element to the minimum requirements for a proper invoice as stated in FAR 32.905. Failure to furnish the required information regarding accrued costs will result in return of the invoice.

CONTRACT PAYMENT ESTIMATE AND INVOICE

USDA Forest Service

UNIT (Forest, Station, etc.) Ketchikan-Misty Ranger District		PROJECT SEDC Marketing Services		CONTRACT NO. 53-0116-3-00567	
NAME AND ADDRESS OF CONTRACTOR Len Laurance P. O. Box 8800 Ketchikan, AK 99901		ESTIMATE NO. 2	Final?	INCLUSIVE DATES 6/1/2003 to 6/30/2003	
ORIGINAL CONTRACT AMOUNT: INCREASE OR DECREASE THIS EST: INCREASE OR DECREASE TOTAL: NET CONTRACT AMOUNT:		\$12,250.00	NO \$0.00 \$0.00		
VXPR# 576401291CA		QUANTITIES			

ITEM NO.	DESCRIPTION	UNIT	CONTRACT	CHANGES THIS EST.	TOTAL CHANGES	REVISED QTY	PREVIOUS ESTIMATE	THIS ESTIMATE	TOTAL TO DATE	UNIT PRICE \$	TOTAL EARNED TO DATE (\$)
1	Monthly Services 5/01/03-09/30/03	MO	5			5	1	1	2	\$1,350.	\$2,700.00
2	Visitation Incentive	EA	1			1				\$2,000.	\$0.00
3	Revenue Incentive	EA	1			1				\$500.	\$0.00
4	Shore Excursion Incentive	EA	3			3				\$	\$0.00
0		0				0				\$	\$0.00
0		0				0				\$	\$0.00
0		0				0				\$	\$0.00
0		0				0				\$	\$0.00
0		0				0				\$	\$0.00
0		0				0				\$	\$0.00
0		0				0				\$	\$0.00
<p>TOTAL EARNED TO DATE \$2,700.00</p> <p>RETENTION 0.00%</p> <p>LAST ESTIMATE # 1</p> <p>PREVIOUS PAYMENTS \$1,350.00</p> <p>DEDUCTIONS (see REMARKS) Deductions This Estimate \$0.00</p> <p>TOTAL DEDUCTIONS \$0.00</p> <p>PAY THIS AMOUNT \$1,350.00</p> <p>PROMPT PAY DISCOUNT</p> <p>No. of Days</p>											

REMARKS: See Accrual Certification Page 2

9-9-03 KAT (V)

I hereby certify to the best of my knowledge and belief, that 1) The amounts requested are only for performance in accordance with the specifications, terms and conditions of the contract; 2) Payments to subcontractors and suppliers have been made from previous payments received under the contract, and timely payments will be made from the proceeds of the payment covered by this certifications, in accordance with subcontract agreements and the requirements of Chapter 39 of Title 31, United States Code; and 3) This request for progress payments does not include any amounts which the prime contractor intends to withhold or retain from a subcontractor or supplier in accordance with the terms and conditions of the subcontract.

SIGNATURE (PAYEE OR REPRESENTATIVE) & TITLE Len Laurance, Contractor	DATE 8/29/2003	RECOMMENDED BY COR /s/ Cynthia E. Schellin	DATE 9/8/2003
APPROVED BY CONTRACTING OFFICER	DATE 9/8/2003	30 day pay from 8/29/03 - KAT	

ACCRUAL CERTIFICATION

Project Name:

SEDC Marketing Services

Contract #: 53-0116-3-00567

Contractor: Len Laurance

The Contractor shall keep track of all costs incurred in the performance of the work in this contract and shall furnish with each invoice, estimates of the cost of work performed but not invoiced as of the date of the invoice or as of the end of the calendar quarter if no invoice is submitted during the quarter. Estimates of costs incurred shall include cumulative totals and the following certification language:

"Under contract number 53-0116-3-00567, as of the end of this (month/quarter), (firm name) Len Laurance has incurred the following total cumulative costs for the project: \$ 2,700.00. Of this amount, \$ 2,700.00 has been invoiced, and \$ n/a (accrual amount) has not been invoiced.

I hereby certify that the information furnished is true and correct to the best of my knowledge and belief."

Name & Title

Len Laurance, Contractor

Date

8/29/03

This requirement constitutes an additional element to the minimum requirements for a proper invoice as stated in FAR 32.905. Failure to furnish the required information regarding accrued costs will result in return of the invoice.

CONTRACT PAYMENT ESTIMATE AND INVOICE

USDA Forest Service

UNIT (Forest, Station, etc.) Ketchikan-Misty Ranger District		PROJECT SEDC Marketing Services		CONTRACT NO. 53-0116-3-00567							
NAME AND ADDRESS OF CONTRACTOR Len Laurance P. O. Box 8800 Ketchikan, AK 99901		ESTIMATE NO. Final?		INCLUSIVE DATES 5/1/2003 to 5/31/2003							
ORIGINAL CONTRACT AMOUNT: INCREASE OR DECREASE THIS EST: INCREASE OR DECREASE TOTAL: NET CONTRACT AMOUNT:		NO \$12,250.00 \$0.00 \$0.00 \$12,250.00									
QUANTITIES											
ITEM NO.	DESCRIPTION	UNIT	CONTRACT	CHANGES THIS EST.	TOTAL CHANGES	REVISED QTY'S	PREVIOUS ESTIMATE	THIS ESTIMATE	TOTAL TO DATE	UNIT PRICE \$	TOTAL EARNED TO DATE (\$)
1	Monthly Services 5/01/03-09/30/03	MO	5.			5.		1.	1.	\$1,350.	\$1,350.00
2	Visitation Incentive	EA	1.			1.				\$2,000.	\$0.00
3	Revenue Incentive	EA	1.			1.				\$2,000.	\$0.00
4	Shore Excursion Incentive	EA	3.			3.				\$500.	\$0.00
0						0				\$.	\$0.00
0						0				\$.	\$0.00
0						0				\$.	\$0.00
0						0				\$.	\$0.00
0						0				\$.	\$0.00
0						0				\$.	\$0.00
0						0				\$.	\$0.00
REMARKS: See Accrual Certification Page 2											
9-9-03 KATX											
I hereby certify to the best of my knowledge and belief, that 1) The amounts requested are only for performance in accordance with the specifications, terms and conditions of the contract; 2) Payments to subcontractors and suppliers have been made from previous payments received under the contract, and timely payments will be made from the proceeds of the payment covered by this certification, in accordance with subcontract agreements and the requirements of Chapter 39 of Title 31, United States Code; and 3) This request for progress payments does not include any amounts which the prime contractor intends to withhold or retain from a subcontractor or supplier in accordance with the terms and conditions of the subcontract.											
SIGNATURE (PAYEE OR REPRESENTATIVE) & TITLE Len Laurance, Contractor			DATE 8/29/2003			RECOMMENDED BY COR /s/ Cynthia E. Schellin			DATE 9/8/2003		
APPROVED BY CONTRACTING OFFICER Paul [Signature]			DATE 9/9/03			RETENTION 0.00%			TOTAL EARNED TO DATE \$0.00		
LAST ESTIMATE #			PREVIOUS PAYMENTS			DEDUCTIONS (see REMARKS) Deductions This Estimate			TOTAL DEDUCTIONS \$0.00		
PROMPT PAY DISCOUNT			PAY THIS AMOUNT \$1,350.00			No. of Days					

30 day pay from 8/29  
ZMA/A



ACCRUAL CERTIFICATION

Project Name: SEDC Marketing Services Contract #: 53-0116-3-00567

Contractor: Len Laurance

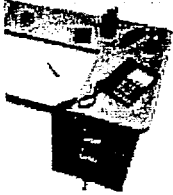
The Contractor shall keep track of all costs incurred in the performance of the work in this contract and shall furnish with each invoice, estimates of the cost of work performed but not invoiced as of the date of the invoice or as of the end of the calendar quarter if no invoice is submitted during the quarter. Estimates of costs incurred shall include cumulative totals and the following certification language:

"Under contract number 53-0116-3-00567, as of the end of this (month/quarter), Len Laurance has incurred the following total cumulative costs for the project: \$ 1,350.00. Of this amount, \$ 1,350.00 has been invoiced, and \$ n/a (accrual amount) has not been invoiced.

I hereby certify that the information furnished is true and correct to the best of my knowledge and belief." Name & Title: Len Laurance, Contractor Date: 8/29/03

This requirement constitutes an additional element to the minimum requirements for a proper invoice as stated in FAR 32.905. Failure to furnish the required information regarding accrued costs will result in return of the invoice.





William N  
Ulmer/R10/USDAFS  
05/26/2004 07:57 AM

Robert Jaeger/R10/USDAFS@FSNOTES, Diane  
Daniels/R10/USDAFS@FSNOTES, William H  
Standley/R10/USDAFS@FSNOTES, Cynthia E  
Schelin/R10/USDAFS@FSNOTES, Kristen  
Thweatt/R10/USDAFS@FSNOTES

cc

bcc

Subject Re: modifications

I have made the changes to the job codes. If Cindy is the funds control officer and as the changes were to 04 codes, I guess a formal mod is not needed. I will find out if they are picked for the audit. I know in the past job code change requests use to come from Shirley Cole and now from Larine MacDonald and that was my back-up for the changes. Anyway I made the changes requested by Cindy. Please make the changes to your copies of the contracts.  
bill

William N. Ulmer  
(907) 228-6230  
fax (907) 228-6260  
wulmer@fs.fed.us  
Robert Jaeger/R10/USDAFS



Robert Jaeger/R10/USDAFS  
05/26/2004 06:14 AM

To Cynthia E Schelin/R10/USDAFS@FSNOTES  
Diane Daniels/R10/USDAFS@FSNOTES, William H  
Standley/R10/USDAFS@FSNOTES, William N  
Ulmer/R10/USDAFS@FSNOTES, Kristen  
Thweatt/R10/USDAFS@FSNOTES

cc

Subject Re: modifications

Is there any chance there might be another mod for these for some other reason. It cost money and takes time to do a mod and if there is a chance these actions might receive some other modification it would be better to wait and make several changes to each action at once. ??

Rob Jaeger  
Contracting Officer  
ph (907)228-6231 or FAX 6254  
e-mail: rjaeger@fs.fed.us

Cynthia E Schelin/R10/USDAFS



Cynthia E  
Schelin/R10/USDAFS  
05/25/2004 11:40 AM

Robert Jaeger/R10/USDAFS@FSNOTES, William H  
Standley/R10/USDAFS@FSNOTES, William N  
Ulmer/R10/USDAFS@FSNOTES, Diane  
Daniels/R10/USDAFS@FSNOTES

cc

Subject modifications

I am requesting the following modifications to 2 contracts:

Marketing Contract (Len Laurance - 53-0116-3-00567) funding should be 87% NFRW60 and 13% IDP3TM

Janitorial Contract (53-0116-4-00640) funding should be 100% CMFC60

accounts (DSK004) until the end of the fiscal year. This is a change for us because in the past we always had carry over funds. There is a long explanation for the change, which I am sure you do not need to fulfill my request. Thanks for your assistance.

There is a remote possibility that I have already requested the mod for the marketing contract, I apologize for the repetition.

Cynthia E. Schelin, Center Director  
Southeast Alaska Discovery Center  
907-228-6290 Fax 228-6234  
cschelin@fs.fed.us

## PROGRESS REPORT

January 12, 2004

To: Cindy Schelin  
From: Len Laurance  
Re: SADC MARKETING – December, 2003

### SECTION I

With confirmation this month that Norwegian Cruise Lines will feature SADC with some of their shore excursions, a 40% increase in Princess Cruises volume over last year, a test SADC program with Holland America Line, and SADC admission included with each person visiting the new Alaska Rainforest Sanctuary, we will experience a considerable increase in activity during 2004.

### SECTION II

The following services were provided for the SADC during December, 2003:

#### December 1

Met with Dennis Neill and Olleke Rappe-Daniels to discuss the Tongass Foundation concept and their expectations for this program.

#### December 4

Met with representatives of Holland America Line and Royal Caribbean International/Celebrity Cruises at the Cape Fox Lodge to discuss their concerns regarding the \$8.00 per passenger head tax planned by the City of Ketchikan.

#### December 8

Shannon McKee of Norwegian Cruise Lines advised that they will be featuring SADC admission with some of the tours in their 2004 Alaska shore excursions brochure.

#### December 9

Participated in a meeting of the KVB board of directors, followed by attending a Ketchikan City Council meeting to support the KVB's budget request. The council voted to reduce the requested funding amount by \$25,000. This is the first time in 20 years that the council has reduced the annual KVB request.

#### December 11

Attended a meeting of the Alaska Travel Industry Association marketing committee in Anchorage. From current research presented at the meeting it was learned that both resident and visitor summer arrivals in Alaska on the Alaska Marine Highway System have steadily declined each year 1993 through 2003.

#### December 15

Kirby Day advised that he had met up with Forrest Cole, Olleke Rappe-Daniels and Dennis Neill in Juneau and that they had a good discussion about Princess's

relationship with the FS and the cruise ship interpreter program. He is going to be working with Karen Brand on finalizing details of this program for 2004.

December 16

Attended the annual meeting of the ATIA Ketchikan Chapter.

December 18

Participated in a meeting of the KVB marketing committee. The final proof of the 2004 Experience Alaska Guide was reviewed. The 325,000 print run takes place next week at Craftsman Press in Reno.

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**Contract No. 53-0116-3-00567**

**SADC Marketing – Progress Report 7 – November, 2003**

**Contractor:        Len Laurance  
                         P.O. Box 8800  
                         Ketchikan, AK 99901**

**Submitted:        1/12/04**

## PROGRESS REPORT

January 12, 2004

To: Cindy Schelin  
From: Len Laurance  
Re: SADC MARKETING – November, 2003

### SECTION I

A number of contacts with key cruise line representatives were made by phone and e-mail during Noember following up on the meetings that were held with them in Vancouver during October. Only relevant happenings in this regard are reported below.

### SECTION II

The following services were provided for the SADC during November, 2003:

#### November 10

Alina Juliachs of Norwegian Cruise Line requested the SADC logo by e-mail and advised that they were still considering doing something with us in 2004.

#### November 14

Participated in a full-day KVB marketing retreat held at Steamers Restaurant.

The importance of having SADC in Ketchikan and how to get more people to utilize the facility was discussed. It was felt that a sizeable percentage of Ketchikan's resident population have not visited the center. Retreat participants agreed that SADC is a major tourism asset that is underutilized. I explained what is being done to attract more visitors to the facility. Apart from having open houses and special events to attract more locals, no other traffic builders were suggested.

There was strong interest in the possibility of a cave exhibit being added to SADC.

#### November 17

Talked with John Cook of Holland America Line who said that he would not include SADC in his shore excursion brochure, but was planning to test passengers reactions to SADC by featuring admission as an onboard special promotion in conjunction with some shore excursions. I agreed that we would extend the \$1.00 net price for this trial.

#### November 18

Met with Cindy Schelin for an update on the funding for the Trip Planning Room remodel and ANHA's plans. Cindy also advised me that it may be necessary to replace the SADC furnace and that this would be a non-budgeted expense.

Attended another presentation by City of Ketchikan port consultants *KPFF*. It was apparent from comments made at this meeting that plans to expand cruise ship port facilities with the construction of a "T pier" do not meet with the approval of the cruise lines, ship pilots, and a percentage of residents.

November 25

Discussed the status of the cruise ship interpreter program by phone with Kirby Day. He does not yet have a date when he can come to Ketchikan to plan next season's activities. It likely will be mid December.

SECTION III

I need to make contact with Sandy Frost in Thorne Bay to arrange a meeting regarding organization of the Tongass Foundation.

SECTION IV

No changes are applicable to the planning schedule submitted with the May Progress Report.

**Note:** I continue to provide twice weekly coverage of Friday Night Insight series and other SADC programs on my Travel and Technology Report that is now aired daily (Monday through Friday) at 7:10 am on KFMJ/FM radio. This is time that I purchase from the station and resell to sponsors.

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**Contract No. 53-0116-3-00567**

**SADC Marketing – Progress Report 6 – October, 2003**

**Contractor:        Len Laurance  
                         P.O. Box 8800  
                         Ketchikan, AK 99901**

**Submitted:        1/12/04**



## PROGRESS REPORT

January 12, 2004

To: Cindy Schelin  
From: Len Laurance  
Re: SADC MARKETING – October, 2003

### SECTION I

Spent some time early this month preparing presentation materials for pre-arranged meetings with cruise line managers of shore excursion programs at the annual Alaska Travel Industry Association (ATIA) conference in Vancouver, B.C., October 13-16.

### SECTION II

The following services were provided for the SADC during October, 2003:

#### October 8

Participated in a KVB marketing committee meeting. Staff reported that vendor participation in the "Alaska On Sale" promotion had been disappointing. All of the hotels pledged their support but no other provider of visitor services signed up to advertise in the brochure. It was decided to conduct another solicitation of possible participants, particularly businesses that could directly benefit, and reassess the situation on October 21.

A minimum amount of advertising revenue needs to be generated before this program can be included in the 2004 Experience Alaska guide, which will go to press in early December.

#### October 13

Met with Kirby Day and Jennifer Miller of Princess Cruises and Tours at the ATIA conference in Vancouver. Princess ship's scheduled to call at Ketchikan in 2004 are the *DIAMOND*, *SAPPHIRE*, *CORAL*, *DAWN*, *SUN* and *REGAL*. The number of Princess berths here will increase by 40% over 2003.

The number of Princess ship calls to Ketchikan will increase from 87 (178,000 berths) in 2003 to 113 (247,000 berths) in 2004.

In addition to offering SADC admission in conjunction with three tours in the Princess on-board shore excursions brochure, Kirby is planning to introduce a fully escorted deluxe for 2004 that will include a guided tour of SADC. The deluxe tour would also include guided tours of the Deer Mountain Tribal Hatchery and Eagle Center, the Totem Heritage Center, and Dolly's House. Kirby would not agree to an increase in the \$1.00 per person net rate and stressed that we need to do a better job of greeting and inviting potential Princess passengers arriving by motorcoach to use their complimentary SADC admission tickets. Princess will pay a higher rate for people on the deluxe guided tour. He did suggest that admissions would increase if each Princess passenger was given an attractive rack card featuring SADC, with a perforated admission ticket at the bottom.

Kirby did mention that there were some times that Princess coaches could not access our bus unloading zone because of other vehicles. He asked that we try and work out an enforcement system.

Princess would like to continue the USFS in-port interpreter program in 2004, but not expand into an on-board cruising program at this stage. Kirby would like to meet to plan details of the 2004 interpreter program during December.

A new Ketchikan attraction, Alaska Rainforest Sanctuary, was introduced to the cruise lines at the ATIA conference. I am one of the owners of this Herring Cove based development. Princess Cruises, Holland America Line, Carnival Cruises, Royal Caribbean International, Celebrity Cruises, and Norwegian Cruise Line have agreed to feature this guided nature trail, wildlife viewing and historic sawmill tour in their 2004 programs. A feature of the tour is admission to SADC for each Alaska Rainforest Sanctuary visitor (based on a net cost of \$1.00 for each ticket redeemed).

#### October 14

Shannon McKee and Alina Juliachs of Norwegian Cruise Line met with me at the ATIA conference. They agreed to consider offering admission to SADC as an add-on to any of their published shore excursions, providing their cost was \$1.00 per redeemed ticket (they were obviously aware of what Princess is paying). NCL will make a decision on this no later than December 4. NCL will have the *NORWEGIAN SKY*, *NORWEGIAN STAR*, and *NORWEGIAN SUN* calling at Ketchikan in 2004.

At a conference presentation on Alaska Cruise Industry Trends I learned that the new 'purpose built' port named Point Icy Straits, near Hoonah, will host 33 port calls of major ships in 2004. Sitka will see a loss of 29 port calls because of this private port development. Other communities are concerned about possible future impacts should the exclusive port concept continue to grow.

#### October 15

Had a joint meeting with John Cook of Holland America Line and Linda Huston of Gray Line of Alaska (they both work for the same corporation). HAL's capacity at Ketchikan in 2004 will be similar to 2003. They will have one less ship, but some with larger capacity. Their 2004 line up is *OOSTERDAM*, *RYNDAM*, *STATENDAM*, *VEENDAM*, *VOLENDAM*, and *ZAANDAM*.

John Cook said that he would 'consider' giving away admission to SADC with most of HAL's shore excursions (at a net cost of \$1.00).

Robert Blythman of Carnival Cruise Lines (*CARNIVAL SPIRIT* at Ketchikan in 2004) met with me. He did agree to consider using admission to SADC in his shore excursion program. I am not confident that this contact will produce results.

At an appointment with Leesa Burzynski of Royal Caribbean International and Celebrity Cruises (sister cruise lines), she expressed interest in featuring SADC in her shore excursions program but would not commit. Follow-up effort is needed.

October 21

Attended a KVB marketing committee meeting. After reviewing the vendor participation status of the "Alaska On Sale" promotion it was decided that there were insufficient advertising commitments to provide the funding support needed to include the program in the upcoming 2004 Experience Alaska/Ketchikan Area Guide publication.

It was agreed that "Alaska On Sale" will be a top priority in the KVB's 2004 marketing program and that more time will be expended in explaining it to businesses who can benefit by participating. Admission to SADC is one of the features included in this 3 day/2 night Ketchikan stopover package.

October 28

Participated in a meeting of the KVB board of directors.

Attended an evening presentation by City of Ketchikan port consultants *KPFF* on their recommendations for upland developments to support identified port expansion. I have been monitoring possible impacts on SADC and promoting the concept of making our facility the focal point for tour bus unloading in the downtown area.

October 31

In Cindy's absence, I presented the September Progress Report to Karen Brand at the Ketchikan/Misty Fjords Ranger District office.

During a discussion of the USFS/Princess cruise ship interpretive program and staffing, Karen mentioned that it may be possible for interpreters to also be utilized as SADC greeters. Karen would like Cindy and Julie involved with her in any meeting with Princess regarding the interpreter program.

She advised that ANHA is planning to close their store after the holidays in preparation for remodeling and the move into the Trip Planning Room space.

We discussed the possibility of working more closely with local sightseeing tour operators to bring more people to SADC. I agreed to establish these contacts.

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**Contract No. 53-0116-3-00567**

**SADC Marketing – Progress Report 5 – September, 2003**

**Contractor: Len Laurance  
P.O. Box 8800  
Ketchikan, AK 99901**

**Submitted: 10/31/03**

# PROGRESS REPORT

October 31, 2003

To: Cindy Schelin  
From: Len Laurance  
Re: SADC MARKETING – September, 2003

## SECTION I

Although it was planned that Kirby Day of Princess Cruises would come to Ketchikan this month to discuss the future of the USFS cruise ship interpreter program, business pressures resulting from the Carnival Cruises/Princess merger prevented this. He now plans to discuss this when we meet in Vancouver on October 13.

## SECTION II

The following services were provided for the SADC during September, 2003:

### September 2

Participated in a teleconference meeting of the Alaska Travel Industry Association (ATIA) marketing group research committee, working with consultants on refining the Alaska Website Visitor Tracking Study.

### September 4

Met with Sandy Skrien regarding the Friday Night Insight Series (FNIS) of programs. In a July meeting with Sandy and Len UAS Ketchikan campus director Karen Polley had agreed to partner in the series by making credits available to those attending FNIS presentations at SADC. On September 2 UAS public affairs director Wendy Gierard advised that they will not be participating in the fall series, and plan on starting with the spring program. UAS forestry professor Mark Rudnicki will coordinate SADC activities. Sandy advised that 9 programs have been scheduled for the fall (not including an open house on October 3 or Halloween on October 31) and 17 programs January-April. I will continue to coordinate UAS participation with Karen Polley.

### September 11

Coordinated media coverage of the KIC totem pole carved by David Boxley being moved from the SADC Trip Planning Room.

Met with KVB marketing director Sandra Meske to plan a presentation of "Alaska On Sale" to Ketchikan hoteliers. This marketing program is designed to attract more independent visitors to Ketchikan, particularly in the fall, winter and spring months. Admission to SADC is one of the program features.

### September 12

Met with Sandy Skrien to review the status of all marketing projects, prior to her departure for a position in Wrangell.

September 16-18

Attended the annual meeting of the Southeast Conference in Haines. I participated in all tourism presentations and workshops at this three day meeting. Of particular interest was the presentation by the Point Sophia Development Company of the plans for the private port that they are developing near Hoonah. This location is being called Point Icy Straits. The local village group Huna Totem Corporation is a participant. This new cruise ship venue will host 33 cruise ship calls from Royal Caribbean and Celebrity Cruises in 2004. Sitka will lose 29 port calls of these ships because of Point Icy Straits.

I am monitoring what is happening in other ports in relation to possible impacts on Ketchikan. Although the Norwegian Sky, Norwegian Star, Mercury and Silver Shadow will be calling at Prince Rupert for the first time in 2003, Ketchikan will not lose any of these ships. In these cases Prince Rupert replaces Victoria as a port of call in their itineraries. The Empress of the North and Spirit of Oceanus will continue calling at Prince Rupert next year.

Ketchikan will experience a 70,000 to 80,000 passenger increase next year, according to Cruise Line Agencies of Alaska. The official passenger count for 2003 was 770,663. The prime SADC customer to date, Princess Cruises, will be boosting their passenger capacity to Alaska by 40% next year.

September 19-20

Participated in a meeting of the Alaska Marine Transportation Advisory Board that was held aboard the M/V Matanuska sailing between Haines and Ketchikan. I chair the marketing committee of this advisory group to the AMHS.

September 23

Presented the "Alaska On Sale" marketing proposal to the managers of the West Coast Cape Fox Lodge, Gilmore Hotel, Super 8 Motel, Best Western Landing and the Narrows Inn. All properties agreed to support the program with advertising in the planned brochure and on the KVB web site. The next step is to find out if their collective commitments will provide the level of funding needed. Other vendors will be invited to advertise, but participation by the hotels is critical.

September 24

Met with Karen Brand and Cindy Schelin at SADC.

Cindy advised that ANHA is considering closing their store after the Xmas holidays, while construction of the new store in the Trip Planning Room space is underway. I expressed concern as the store draws people to the center. Moira Paddock of ANHA is responsible for the SADC store and she will be in Ketchikan to discuss the transition during October. Cindy has authorized payment of her airfare out of direct support funding.

We discussed ways to increase traffic to SADC, particularly cruise ship passengers:

1. I had earlier suggested painting the exterior trim on the building white, to give it less of an institutional image.
2. Cindy would like to explore having a SADC information booth on the docks, to attract more traffic. Len will gather information on dock vendor space and sales booths in the KVB building.
3. Other opportunities to be discussed later included new rack cards and flags above the entry.

Cindy said that she is considering the installation of a glass atrium to protect the rear exit/entry door from the elements, with a fee collection booth at this door.

A mural by children on the hallway wall (left side going down the ramp) was discussed by Cindy as a way of decorating this area.

Cindy advised that the position formerly held by Sandy Skrien has been re-classified as an Education and Information Specialist.

Winter hours were discussed. The FNIS programs will start October 3 with an open house.

The cruise ship interpreter program was discussed. Karen Brand will head this up until someone is named to the Education and Information Specialist position, which may take up to five months. A detailer will fill this position in the meantime. It was agreed that planning for 2004 was not critical at this stage for the USFS. A meeting with Princess will be arranged as soon as convenient for those involved.

Marketing concepts for SADC were discussed, including the "Buy A Bone" promotion that Sandy Skrien discovered on her vacation trip back east. A donation box was also mentioned.

Cindy would like to streamline SADC passes from Princess passengers. A drop box at the fee station was mentioned as a better way to control these tickets. This needs to be further explored.

Cindy advised that very few passes were being received from Seven Seas Mariner passengers. Len will work with Kirby Day on this situation, as it is Princess Tours that services this ship.

September 25

Attended a meeting of the KVB marketing committee. The main agenda item was a discussion of the visitor expenditure study currently being conducted for the KVB by the McDowell Group. The final report should be available by year end.

September 29-30

Participated in a ATIA marketing group two day planning retreat in Anchorage. The group is developing a Alaska tourism marketing plan for 2005. The 2004 plan is now being implanted.

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**Contract No. 53-0116-3-00567**

**SADC Marketing – Progress Report 4 – August, 2003**

**Contractor:            Len Laurance  
                              P.O. Box 8800  
                              Ketchikan, AK 99901**

**Submitted:            9/08/03**

# PROGRESS REPORT

September 8, 2003

To: Cindy Schelin  
From: Len Laurance  
Re: SADC MARKETING – August, 2003

## SECTION I

I met with the Product Development Manager of Land Services for Norwegian Cruise Line in Ketchikan on August 24 to discuss SADC. We will be meeting again on October 14 in Vancouver.

Appointments are being secured to meet with those in charge of shore excursions for most of the major cruise lines during the Alaska Travel Industry Association (ATIA) Convention in Vancouver, October 14-16.

Kirby Day of Princess Cruises was here on August 19, but he did not want to discuss 2004 activities as key USFS officials were not available. He is planning to do this on another visit to Ketchikan during September.

## SECTION II

The following services were provided for the SADC during August, 2003:

### July 30 – August 13

Sandy Skrien was out of state on vacation during this period.

### August 7

Met with Paul Whitfield, editor of "The Rough Guide to Alaska", who is working on a new issue of this in-depth guide book of the state. The first issue was published in London in 2001. The publication is sold through bookstores world-wide and on the web. Whitfield visited SADC and was disappointed to learn that the Trip Planning Room will become a retail sales store.

He will update the SADC information in the new guide to reflect the planned changes. I also told him about the planned cave exhibit, without committing to a schedule for this new attraction. He is a fan of our facility.

### August 8

Worked as a greeter to 84 persons arriving at the Ketchikan airport in mostly private aircraft, to participate in the annual charity fund raiser hosted at Waterfall Resort each year by Governor and Mrs. Murkowski. Majority of the participants are members on Congress.

Met with Senator Lisa Murkowski at the Ketchikan Congressional office. I believe that she now understands that the SADC theater is not suitable to double as a performing

arts facility for the community. The Senator feels that SADC is underutilized and wanted to explore the possibility of converting it into a multiple use facility, also serving the needs of the Ketchikan Area Arts and Humanities Council, First City Players, Ketchikan Theatre Ballet School, and KRBD Public Radio.

#### August 12

Attended a meeting of travel industry interests wanting to defeat Ketchikan Gateway Borough Assembly plans to make a cruise ship head tax a ballot proposition at this October's municipal election.

The port of Whittier experienced a total loss of cruise ship business after introducing a passenger tax. Cruise ship traffic at Haines dropped by 50% after they passed a targeted tax on shore excursions, and Sitka lost four weekly calls of cruise ships after announcing that they were planning a head tax. Juneau cruise ship traffic did not diminish after the introduction of their head tax because of the strategic location of the community (an overnight cruise to Glacier Bay, Haines, Skagway, Sitka, or Ketchikan. Their attraction base includes drive-to Mendenhall Glacier and convenient access to the Juneau Icefields, Tracy Arm, and Taku Glacier, Plus Juneau is the state capital.

It is recognized in the industry that the passage of such a tax would result in a major reduction of cruise ship traffic at Ketchikan. The city manager advised that plans for port expansion would not happen if a head tax passed. Such a tax would have negative impacts on SADC traffic.

#### August 14

Participated in a meeting of the KVB marketing committee. Production of the 2004 edition of the Experience Alaska – Ketchikan Area Guide was reviewed. Advertising revenues are down slightly over the current year's publication, but this is more than offset by lower printing proposals. The KVB has partnered with the ATIA in seeking joint proposals for the printing of the 2004 Alaska Vacation Planner with the Ketchikan Guide. This has produced substantial savings for both publications.

The 2004 Ketchikan Guide will feature advertising for the new Alaska On Sale promotion, which it is planned will feature SADC.

Major national television exposure for Ketchikan will come from the World Lumberjack and Lumberjill Championships, being held August 13-15 at the Great Alaskan Lumberjack Show arena. KVB joined with the City of Ketchikan in providing the funding and hosting necessary to bring this activity to Alaska. The Outdoor Life Television Network is filming ten 30 minute TV programs that will be aired nationally on an alternating basis over a twelve month period, commencing in December, 2003. Each program will feature various aspects of Ketchikan from a visitor perspective, in addition to the events.

August 15

Met with Dennis Neill, Sandy Frost and Sandy Skrien at SADC to discuss what will be required to activate the Tongass Foundation (TF). Sandy F advised that Lisa Oakley is our ANHA contact for TF.

In response to a question, Dennis confirmed that new Tongass supervisor Forest Cole is supportive of the TF concept and wants to see this program implemented.

It was agreed that the TF charter needs to be structured so as to avoid any possibility of the organization trying to take on a Tongass National Forest management role, or to eliminate any possibility of the USFS controlling the TF.

The TF board of directors needs to include people from throughout Southeast Alaska. Three Ketchikan area residents will be invited to join the board first to facilitate organizational structure needs. Local names being considered include:

Lew M. Williams, Jr.	James Mitchell	Rob Scheer
Karen Polley	Dr. Peter Rice	Dave Coates
Bob Weinstein	Martin Pihl	Diane Palmer

Jimmie Rosenbruch of Juneau was another name to be considered on a regional basis. Len is to submit these names, along with brief background information on each person, to Dennis, with copies to Sandy F and Sandy S.

Dennis will arrange a meeting with Forest Cole, Olleke Rappe-Daniels and Jerry Ingersoll, to brief them on the status of TF and to seek direction, including board appointments.

Sandy F will register TF domain name, check on an e-mail address, and talk with ANHA regarding a log design (which should depict "forest" and "Alaska"). She will also draft articles of incorporation and by-laws for TF.

It is planned that draft articles, by-laws, logo concepts and a list of names for board consideration (after naming three persons from Ketchikan as interim board members), will be presented at a meeting that Dennis will arrange with Forest Cole, Olleke Rappe-Daniels and Jerry Ingersoll. The plan is for this meeting to take place around mid September. The goal is to announce the creation of TF, effective January 1, 2004.

August 18

The following subjects were discussed at a meeting with Cindy Schelin and Sandy Skrien at SADC:

1. Princess rates for 2004

Cindy said that she would like the net rate paid by Princess increase from the present \$1.00 per person to \$2.00, or a minimum of \$1.50.

She said that SADC has installed a spotting scope and an underwater video-cam since last year, and that a 16 foot long Orca whale skeleton will be on display in the Ecosystems Room by next summer. Additionally, SADC is spending \$100,000 to create a new book store and the Alaska Room prior to next season.

Cindy reported that Princess admissions were down almost 50% through July.

2. Marketing enhancements for 2004

Cindy explained that after discussing the air circulation/heating system with the engineer, it will be okay to prop open the front doors next season, when weather permits. This will provide greater visibility and encourage more walk-up traffic. The UV coating on the glass entry door panels, which restricts a view of the lobby from outside, cannot be removed as it reduces glare from the buildings across the street on sunny days, which creates a problem for staff.

The "Open" signs, that will be attached to the two exterior free-standing SADC signs, are on order from Alaska Lasercraft in Thorne Bay and should be in place soon. These signs should help make the public more aware of SADC.

Cindy advised that she has erected a large white banner on the Main Street wall of the building, directing people to the front entryway from the bus unloading area.

There was not funding available nor sufficient time to work on the flags that had been recommended as an attention getter and traffic builder. Cindy said that she will plan to do this for next summer.

After learning that rental fees produced \$1,000 in revenue during the prior twelve months I inquired as to the fee schedule and how we go about publicizing the availability of SADC facilities. I was advised that the fee schedule is established by the region and is not subject to local review. There appears a lack of equity in the rates for the Learning Center, with the same rates applying for each of the two halves and the full room. This makes it more difficult to rent the two halves and is likely one of the reasons that this space is underutilized.

I was one of several people who testified at the Ketchikan Gateway Borough Assembly meeting against the proposed cruise ship head tax ballot initiative. The Assembly took

no action on this agenda item, which means that this is a non-issue for the October municipal elections.

August 19

I had dinner with Kirby Day of Princess Cruises and Tours. He advised that Princess will have six ships calling regularly at Ketchikan in 2004. The Star Princess and Pacific Princess will be replaced with two new 2,800 passenger ships, the Sapphire Princess and Diamond Princess. The Sun Princess, Dawn Princess, Coral Princess and Island Princess will return. The seventh ship will be the Regal Princess, sailing on 10 day cruises out of San Francisco. This ship will only make a few calls here because there is not dock or anchoring space available on other dates, when the ship will go to Sitka as an alternate.

Princess cruise capacity to Alaska will go from 180,000 berths in 2003 to 250,000 next year.

Kirby is planning to return to Ketchikan around mid September to discuss SADC and the cruise ship interpreter program for 2004.

August 21

I met with Patti Mackey and Sandra Meske at the KVB to develop the tour features and advertising schedule for the "Alaska On Sale" promotion for 2004. They want to include admission to the Tongass Historical Museum and the Totem Heritage Center, in addition to SADC, as features of this Ketchikan mini-vacation program. I agreed as this will enhance the perceived value of the 3 day/2 night package.

The KVB is may administer the Alaska On Sale program, including handling reservations and documentation, rather than contract this work out as was originally planned.

August 24

Had breakfast with Shannon McKee, Product Development Manager/Land Services for Norwegian Cruise Line. She is interested in featuring SADC as a value-added feature with selected shore excursions sold on NCL ships next year. I have an appointment to meet with her again on October 14 at the ATIA Convention in Vancouver, when she will give this further consideration. NCL ships the Norwegian Sky (2,200 passengers), Norwegian Sun (2,200 passengers) and Norwegian Star (2,600 passengers) will make weekly Ketchikan port calls next season.

August 25

Met with Sandra Meske at the KVB to develop an advertising rate schedule for hotels, bed and breakfasts, and vendors wanting to participate in "Alaska On Sale".

August 26

Attended an inaugural function aboard the new sternwheeler cruise ship Empress of the North. Talked with the cruise director about SADC. I will be meeting with the person in charge of shore excursions for American West Steamboat Company at the ATIA Convention in Vancouver.

August 27

Attended a meeting of the ATIA board of directors at the Ted Ferry Civic Center. Presented a plan for funding future Alaska tourism marketing budgets.

August 28

Met with Cindy Schelin to discuss my contract with the SADC and to explore ways that I can better serve the center's needs. Cindy requested that I represent SADC at meetings of the KVB marketing committee.

Sandy Skrien advised that Sandy Frost is making application to the National Fish and Wildlife Foundation for a \$50,000 "keystone grant", as part of the America's Rainforest Program.

SECTION III

n/a

SECTION IV

No changes are applicable to the planning schedule submitted with the May Progress Report.

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**Contract No. 53-0116-3-00567**

**SADC Marketing – Progress Report 3 – July, 2003**

**Contractor: Len Laurance  
P.O. Box 8800  
Ketchikan, AK 99901**

**Submitted: 8/07/03**



# PROGRESS REPORT

August 7, 2003

To: Cindy Schelin  
From: Len Laurance  
Re: SADC MARKETING – July, 2003

## SECTION I

Contact has been made with some of the shore excursion staff on ships operated by Royal Caribbean, Celebrity, Holland America, and Radisson Seven Seas, with invitations to tour SADC.

There have been several communications with Princess Cruises regarding planning for future interpretive programs.

## SECTION II

The following services were provided for the SADC during July, 2003:

### July 01

I met with approximately 35 Princess drivers at their meeting in the Learning Center. The importance of converting their passengers to SADC visitors was stressed. They were introduced to some of the center staff who greet their coaches.

Princess division manager Loyd West later advised that he had reinforced our presentation by telling his drivers that the free SADC tickets that passengers receive are a value-added feature that they should be encouraged to utilize.

### July 02

Sandy Skrien and I met to develop a publicity plan for the David Boxley totem carving project. Sandy had already prepared a Communications Plan for this activity, which she shared with me.

### July 08

I presented a written proposal for the "Alaska On Sale" program at meeting of the KVB marketing committee. Members of the committee had called on Ketchikan hotels to ascertain their level of interest in the development of a 3 day/2 night destination package. The reaction was positive. Planning for this promotion continues.

### July 09

Attended the Ketchikan C of C luncheon to hear the presentation by Tongass National Forest supervisor Tom Puchlerz.

July 15

Further meeting with Sandy Frost and Sandy Skrien regarding establishment of the Tongass Foundation, at the SADC. Sandy Frost agreed to apply for domain name registration for the non-profit. She also will pursue logo design concepts with Lisa Oakley at ANHA (administrative assistant to Charlie Money).

Sandy Frost has a list of potential board members from Ketchikan, that will be discussed with Dennis Neill. She has agreed to draft a statement of purpose, mission statement, goals, articles of incorporation and by laws for the Tongass Foundation. A review of this project with Dennis Neill is planned when this material is ready.

July 25

Had breakfast with Bill Sharrow, special assistant to Congressman Don Young. Briefed him on activities at SADC and on plans for the cave exhibit. He visited El Capitan cave and the new Beaver Falls Karst Trail last summer, and is supportive of our planned project.

Arranged for a three person team from King/TV News in Seattle to videotape at SADC for their Evening Magazine and Northwest Backroads programs. They were particularly interested in covering David Boxley at work.

July 29

Met with Sandy Skrien to review current projects and to plan activities that I will be working on during her absence on vacation July 30 through August 13.

July 30

Discussed scheduling for a Ketchikan meeting with Kirby Day of Princess. Dennis Neill has suggested that August 14 would be a good day for the USFS to meet with Kirby because several key people involved with the cruise ship interpreter program would be in Ketchikan. Kirby will not be able to confirm his availability on this date until August 7. We need to discuss both SADC shore excursion plans for 2004, and the future of the cruise ship interpreter program. We need to decide on 2004 pricing for pre-paid passes prior to the meeting with Kirby.

SECTION III

n/a

SECTION IV

No changes are applicable to the planning schedule submitted with the May Progress Report.

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## **MEMORANDUM**

June 26, 2003

To: Sandy Skrien  
From: Len Laurance  
Re: SADC MARKETING RECOMMENDATIONS

Here are a number of recommendations for increasing utilization of the center and generating income. I plan on discussing each item with you in more depth at our meeting today.

Since the center was dedicated in 1995 Berth 1 South has been constructed and majority of the Spruce Mill property has been developed. This includes buildings along Front Street, Main Street, the Salmon Landing, Great Alaskan Lumberjack Show, together with the completion of Spruce Mill Way, which is the major artery for tour busses and other traffic existing the cruise ship docks. SADC is likely first seen by most cruise ship visitors while entering downtown by this route. This is when visitors form their first opinion of a destination and are most impressionable. I believe that the Main Street/Spruce Mill Way corner of SADC presents an unutilized opportunity for increased traffic and that plans for 2004 should include whatever modifications are needed to the existing door and exterior paving to open this entry to the public.

Another recommended modification to increase visitations is to extend the pedestrian walkway opposite the front entry steps to link with the Mill Street sidewalk. A SADC archway sign over this walkway facing Mill Street would attract more guests.

### **Immediate**

Wedge open entry doors when weather permits and adjust air circulation/ heating system to compensate.

Develop and deliver a customer service/greeting program for SADC employees that is approved by management (convert as many disembarking Princess Tours passengers to SADC visitors as possible).

### **Short Term**

Install flagpoles/flags on each peak of roof at front (Mill Street) of building.

"Open" signs on SADC sign at entry driveway, above steps at main entrance, and on SADC sign near rear building entry.

New value added rack card featuring a "Complimentary map of Alaska cruise routes" (Alaska Region National Forests map).

Invite and host shore excursion personnel from other than Princess ships to be our guest for a guided tour of SADC (coordinate this with Cindy Schelin and Sandy Skrien).

Work with Sandy Frost and Sandy Skrien on implementing the Tongass Foundation as a 501 (3c) non-profit organization. This includes developing a statement of purpose, goals, by-laws and structure (board of directors and officers). The Alaska Heritage Institute is a proposed program of the Tongass Foundation.

Monitor the USFS in-port interpretive aboard Princess ships and meet with Kirby Day of Princess to discuss future directions. He indicated last week that some time in August would be appropriate for this. He was enthusiastic about acceptance of the in-port program but reluctant to discuss the future.

### **Longer Term**

Install glass atrium to protect rear (Spruce Mill Way) entry door and repair/change entry paving to provide wheelchair access.

Install flagpoles/flags on each roof peak at rear of building.

Use the Spruce Mill Way door as a second building entry/exit.

Extend pedestrian walkway opposite main entry to the sidewalk on Mill Street.

Integrate the fee station function into the information counter, to serve guests entering by either the front or rear entries (use guidance system to control people flow).

Develop a formal "Artist in Residence Program" featuring established Alaska Native artists, with an honorarium budgeted).

Work with the Tongass Foundation to secure grant funding to develop a "Living Cave Exhibit".

Charge an admission fee all-year (possibly reduced to \$4.00 October-April), with free or reduced rates for school and other pre-authorized groups.

Develop a "Friends of the Discovery Center", or Tongass Foundation membership program, with an advisory board and friends and/or membership benefit structure (free admission to SADC, to Friday Night Insight programs, discounts on ANHA purchases and for Alaska Heritage Institute programs, etc.).

Encourage use of the center for special events, seminars and workshops during the fall, winter and spring months.

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**Contract No. 53-0116-3-00567**

**SADC Marketing – Progress Report 2 – June, 2003**

**Contractor: Len Laurance  
P.O. Box 8800  
Ketchikan, AK 99901**

**Submitted: 8/07/03**

# PROGRESS REPORT

August 7, 2003

To: Cindy Schelin  
From: Len Laurance  
Re: SADC MARKETING – June, 2003

## SECTION I

Efforts this month have included working with staff to convert a higher percentage of Princess Tours passengers to SADC visitors and monitoring the new in-port interpreter program with Princess.

## SECTION II

The following services were provided for the SADC during June, 2003:

### **June 05**

Had lunch with Sandy Skrien and exhibit designer Gary Breeze. Discussed concepts for the proposed cave exhibit at SADC. Special treatments discussed included concealed indirect lighting, dripping water, temperature changes, sound effects and identifiable odors. It was agreed that recreating a cave has the potential of providing what could be regarded as a "wow" exhibit or star attraction for the center.

As time passes, people's perceptions and expectations change. The cave exhibit concept has the potential of upgrading our attraction base to meet these challenges.

### **June 06**

Explored the possibility of City Tour including admission to SADC with their double decker bus tours. Offered Chris Wilhelm a net rate of \$2.50 per person on any SADC tickets presented by his passengers. He said that he give this some thought and let us know if he planned to feature SADC.

### **June 10**

Participated in an Ethics Training workshop at SADC presented by Jerry Ingersoll.

Presented customer service and visitor hosting training to some of the SADC staff in the Learning Center.

### **June 11**

Presented customer service and visitor hosting training to the balance of the SADC staff in the Learning Center.

**June 12**

Met with Sandy Frost and Sandy Skrien to review information gathered and prepared for the Tongass Foundation. This included sample Articles of Incorporation and By Laws from other non-profit organizations. Discussed the formation of a board of directors and the practicality of naming three board members from Ketchikan, that could be called upon to take the start-up actions required to get a new 501.3c non-profit established.

**June 13**

Attended an inaugural presentation by the city aboard the M/V Pacific Princess, which was at anchor in the harbor. Visited briefly with Julie Rowe aboard ship. She had just completed her interpretive presentation.

**June 17**

Participated in a quarterly meeting of the ATIA marketing committee in Anchorage. Final approval of the 2004 Alaska tourism marketing plan and a \$10,310,000 budget was given at this meeting. Travel industry leaders are more optimistic about an upswing for Alaska tourism in 2004 than they were at the prior April meeting of this group.

**June 19**

More progress was made today on the development of a 3 day/2 night Ketchikan vacation package, at a meeting of the KVB marketing committee. It is proposed that this program would include admission to SADC. The next step is for KVB staff to develop buy-in advertising rates for hotels. This is how the program will be primarily funded.

**June 23**

At the request of Dennis Neill, I arranged a meeting for Sandy Frost at Sherrie Slick's office. Sandy briefed her on USFS public affairs projects, including the Tongass Foundation (TF).

This was followed by a meeting with Sandy Skrien and Sandy Frost at SADC. Sandy Frost said that ANHA had received the \$15,000 in grant funds from the National Forest Foundation that will provide the initial funding for the TF. At this point these funds could be used to bring the board members together.

Sandy Frost agreed to draft a mission statement, goals and by-laws for the TF. I am to prepare a list of potential board members for submission to Dennis Neill.

A TF logo is needed. Sandy Frost agreed to talk with Charlie Money about ANHA designing a logo. It was agreed to incorporate the slogan "The Land, The People, The Future" with the logo.



It is intended that the Alaska Heritage Institute will be under the umbrella of the TF. Possible future funding sources for TF include USDA Rural Development and the Kodak Company.

**June 24**

Attended a meeting of the KVB board of directors.

**June 26**

Met with Sandy Skrien at SADC to review projects and visitation numbers. Presented the attached SADC Marketing Recommendations. Expressed concern that we are not doing an effective job of converting Princess Tours passengers to SADC visitors. ANHA store sales reflect this. With Princess sightseeing tour sales up over 2002, we should show increases over the same period last year.

The Marketing Recommendations will also be included in the Strategic Marketing Plan that will be presented in December.

**June 30**

Met with Cindy Schelin and Sandy Skrien to review marketing recommendations. Here is what was discussed:

Opening Rear Entrance

Cindy said that 2004 is unrealistic to plan use of this entry. She explained that upgrading the theater projection equipment and development of the cave exhibit are number one and two priorities and that modifications to the rear entry will have to come after these projects.

Opening Front Doors

It had been suggested that wedging the front doors open during good weather would increase exposure and awareness of the center, encouraging more visitations. One of the challenges with the doors is that the glass panels are UV coated, which makes it difficult for people to see in and contributes to the perception that the facility is not open.

Cindy said that the doors could be propped open now, but that a new computer control was about to be installed on the ventilation system and that it would then not be practical to do this.

I suggested that the UV coating did not serve any useful purpose on the doors, and that consideration be given to having it removed

### Totem Pole Carving

Cindy and Sandy confirmed that Tsimshian master carver David Boxley would start carving a 25 foot cedar pole for KIC in the Trip Planning Room, beginning July 7. This fills a gap in our artist in residence program and provides a major attraction for the center. I will publicize this fine feature on a regular basis on my Travel and Communications Report radio program.

### Princess Tours

Cindy said that people on the Princess coaches have already decided what they want to do when the busses pull up beside the center, indicating that having staff try to influence use of their free SADC admission ticket would not be productive.

We discussed revising the graphics on the SADC tickets used by Princess next year to include a photograph of the facility and possibly a location map. This would highlight our central location, identify the attraction, and add 'credibility' and 'value' to the ticket.

### Flag Poles

I was advised that flag poles can't be installed on the roof peaks this year as there is no money. Cindy said that flags from partner agencies are on her list of things to do this year.

### Rack Card

The response was that this suggestion could be considered for 2004 as there is no way to do it this year.

### Staining Building

I suggested that painting the window and door trim white would make the building look more attractive and improve visitations.

## SECTION III

### ANHA Relocation

I expressed concerns to Sandy Skrien on June 30 that separating the book store activity from the central traffic flow of the center would make the overall facility less attractive to users. Also, reduced hours of book store operation in the fall/winter/spring would reduce SADC traffic.

I suggested that the book store be expanded into the staff break room and that the facilities in the hallway adjacent to the Learning Center could be used for staff breaks. This would give ANHA considerably more space at minimal cost, improve the present attraction base that it provides, and allow continued sharing of

information counter and ANHA staffing. This would not change the current office space and the Trip Planning Room would be available for expansion of SADC exhibit space.

SECTION IV

No changes are applicable to the planning schedule submitted with the May Progress Report.

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Enclosure

**Contract No. 53-0116-3-00567**

**SADC Marketing – Progress Report 1 – May, 2003**

**Contractor:            Len Laurance  
                              P.O. Box 8800  
                              Ketchikan, AK 99901**

**Submitted:            8/07/03**

# PROGRESS REPORT

August 7, 2003

To: Cindy Schelin  
From: Len Laurance  
Re: SADC MARKETING – May, 2003

## SECTION I

The purpose and scope of the marketing contract that commenced May 1, 2003, is as follows:

1. Increase summer and off-season visitation and revenue to the SADC:
  - a. Maintain regular contact with cruise lines and tour companies.
  - b. Solicit more cruise lines to pre-sell admission to SADC.
  - c. Pursue ways to increase funds generated by pre-sold passes.
  - d. Plan marketing initiatives that will heighten public awareness of SADC attractions and services, increasing demand for information on Alaska's public lands, people and cultures.
  - e. A strategic marketing plan is to be submitted by 2003 calendar year end.
  
2. Represent and promote a positive image of the Discovery Center:
  - a. Represent SADC at visitor industry conferences and meetings.
  - b. Increase the positive image of SADC in the community and tourism industry.
  - c. Recruit community groups and organizations to use SADC.
  
3. Enhance forest interpretive, education and partnership opportunities:
  - a. Work with SADC and Tongass NF representatives in Ketchikan on the development of a partnership in-port cruise line interpretive and educational program.
  - b. Cultivate existing programs, and explore opportunities for an on-board cruise ship interpretive program along the Inside Passage.
  - c. Work with Tongass NF representatives to develop and implement new strategies to build partnerships focused on marketing Tongass resources and opportunities, including the Tongass Foundation.

## SECTION II

The following services were provided for the SADC during May, 2003:

### **May 01**

Attended a breakfast meeting of Norwegian Cruise Lines shore excursion managers and head office staff at the Narrows Inn. Included details of SADC in my presentation, with an invitation for each person to be our guest at any time. They were requested to use their business cards as ID.

Joined Princess Cruises shore excursion staff and Princess Tours administrative personnel for dinner at the Narrows Inn. Those participating were from Princess, Radisson Seven Seas, Royal Caribbean and Celebrity.

**May 02**

Made a presentation to the Princess Cruises familiarization group at a catered lunch in the SADC Learning Center. The group were also provided with a tour of the center. I arranged for the Deer Mountain Tribal Hatchery & Eagle Center and Seahorse Trolleys to sponsor the lunch. Representatives of these businesses also participated in the luncheon.

**May 05**

Met with Cindy Schelin and Sandy Skrien at SADC to review specifications, performance, schedule of work, and other matters pertaining to the contract that went into effect May 1, 2003. Discussed at the pre-work meeting were reporting procedures to keep me advised of visitations on a regular basis, incentive provisions of the contract, and procedures for exercising each of the two one year options.

**May 7-8**

Attended the first meeting of the newly formed Alaska Marine Transportation Advisory Board in Juneau.

**May 15**

Met with Cindy Schelin and Sandy Skrien at SADC for a planning session on the following projects:

Attracting more attention to the center

Cindy is planning to display partner agency flags (approximately 9) on angled poles attached to the face of the building, above the entryway. She is also planning to have Alaska Lasercraft make routed wood "OPEN" signs to attached to the two exterior free-standing SADC signs and to hang above the front entryway.

Rack Card

Cindy advised that there is a good supply of the present "\$1.00 Off" rack card and that she doesn't want to implement a different approach this year.

Totem Pole Carver

Cindy advised that a sponsored volunteer agreement has been entered into with Ketchikan Indian Community for Tsimshian master carver David Boxley to carve a 25' cedar pole in the Trip Planning Room, commencing approximately July 1,

2003. The pole is being carved for mounting in front of the KIC building at 2960 Tongass Avenue. It is estimated that the work will take two to three months. Having a Native artist in residence will be a nice feature for SADC this summer.

#### Building Signage

The large amount of traffic on Spruce Mill Way that views the center from the back side was discussed. It had been suggested that this presented a signage opportunity. Cindy advised that the building is scheduled for pressure washing and staining in July and that she will have the ANHA sign on the back side of the building changed at that time.

#### Hours of Operation

Cindy advised that she has reduced the hours the center is open on Sundays to 8:00 am to 4:00 pm. Hours of operation advertised on the SADC rack card are . . . Summer: May through September, 8:00 am to 5:00 pm, Open Daily.

#### Summer Staff Training

It was arranged that I would provide customer service training to SADC summer staff in the Learning Center on June 10 and 11. The emphasis of this training will be on how to encourage the maximum number of cruise ship visitors arriving by Princess coaches, to utilize their admission ticket to SADC.

#### City Tour

I was asked to negotiate with Chris Wilhelm of City Tour to attract this company to feature admission to SADC with the sightseeing tours that they sell off the docks.

#### Tongass Foundation

Dennis Neill has assigned responsibility for organizing this planned 501.3c non-profit foundation to Sandy Frost at Thorne Bay. It was subsequently arranged for Sandy Frost to meet at SADC on June 12 to discuss what needs to be done to launch the Tongass Foundation.

#### Alaska Heritage Institute

A check with the Alaska Department of Community and Economic Development revealed that the name "Alaska Heritage Institute" is available for registration. I have since filed an application to register this name, for use by the Tongass Foundation and/or SADC.

#### Elderhostel

This organization operates educational travel programs throughout the world. They have featured fall/winter/spring Inside Passage trips on the Alaska Marine Highway System in prior years. The type of courses planned for the Alaska

Heritage Institute may be a good fit for Elderhostel programs. Sandy Skrien agreed to try and locate an Alaska Elderhostel contact, to explore this concept. She mentioned that Wayne Ward of Ketchikan (a USFS interpreter on AMHS) may be connected with Elderhostel.

#### Friday Night Insight Programs

Sandy Skrien would have UAS support for the 25-30 Friday evening seasonal programs at SADC. She suggests that some form of UAS credit could be available and that this would add value to the program series and be good for UAS. I will discuss this with UAS/Ketchikan campus director Karen Polley.

#### Fee Structure

I suggested that consideration be given to charging admission to SADC year round, with a lower charge applicable in the fall/winter/spring months. To achieve this without increasing costs, admission charges could be collected at the information counter, eliminating need for a fee station. The entry fee could be waived for school groups, or for special events, so that the community would not have a basis to object.

Taking this concept to the next level, a fee structure could be developed for all educational programs at the center (individual entry fees would not apply when a program fee was being paid), including Friday Night Insight programs. Sandy commented that she would like to charge for 'other' educational programs.

#### SADC Memberships

I offered this subject for discussion. In addition to developing a stronger support base for SADC, having a paid membership would provide members with a sense of ownership. Members may provide a volunteer resource for staffing Friday evening and other after hours programs.

Member benefits could include unlimited admission to the center for the member and a guest, ANHA affiliation and discounts (include in the SADC membership fee), e-mail bulletins for all public events at the center, and reduced member rates for participation in Alaska Heritage Institute programs.

Sandy will provide me with details of Golden Eagle, ANHA and other types of passes that are available at SADC. I am then to develop more ideas on membership and all-year admission fees.

#### Trip Planning Room

I raised the following points regarding the planned relocation of ANHA to the Trip Planning Room space:



- \* At present all visitors to ANHA enter SADC. A Main Street entry to ANHA will result in less traffic to SADC.
- \* Locating the "Books" sign over the hallway will be confusing to people seeking the Learning Center. Also, in this location the sign will not have good visibility from the SADC lobby. A solution would be to locate the "Books" sign above the planned built in glass display case.
- \* ANHA relocation plans should not interfere with access to the double doors at the end of the hallway.
- \* Because ANHA is part of the center's attraction base, their opening hours should be the same as SADC. Traffic to SADC will decrease if the public learns that access to ANHA is on a different schedule.
- \* There does not appear to be sufficient space in the planned Alaska Room to accommodate the map tables/drawers in the Trip Planning Room.

### **May 19**

Attended a teleconference meeting regarding the ANHA relocation at SADC, with Jerry Ingersoll, Cindy Schelin, Sandy Skrien and Leslie Whistman. Participating by phone from Anchorage were Charlie Money and Moira from ANHA.

Charlie said that he was satisfied with the revised plans for the Trip Planning Room space. He said that there had been a misunderstanding regarding the design of Leslie's new office space. Jerry suggested that Leslie could retain her present office space and treat the book store office as additional.

### **May 21**

Met with Sandy Skrien to discuss implementation of the in-port interpreter program with Princess Cruises and initial reactions and experiences from the first ships serviced on May 10, 12, 14 and 21. Also analyzed the number of Princess tour participants that were converting to SADC visitors.

Met with Loyd West at his office to clarify Princess Tours use of SADC tickets and to check procedures for the issuance of ship security passes to USFS in-port interpreters.

### **May 28**

Joined visiting staff members from the three Alaska Congressional offices for lunch at the Narrows Inn. Sherrie Slick agreed to escort these visitors on a tour of SADC.

**May 30**

Discussed the status of the in-port cruise ship interpreter program by phone with Kirby Day of Princess. He has received positive feedback from Princess ships and requests that we e-mail him reports from USFS personnel who are presenting the programs aboard ship. I passed this request to Sandy Skrien.

SECTION III

n/a

SECTION IV

A planning schedule of identified contract tasks follows:

<u>Activity</u>	<u>Start</u>	<u>Complete</u>	<u>Comments</u>
Maintain cruise line/tour company contacts	5/03	Ongoing	Most contacts will be made at the ATIA convention in Vancouver, BC in October
Solicit more cruise lines to pre-sell SADC	5/03	9/03	Inviting shore excursion staff to visit SADC
Pursue increased revenues from pre-sold passes	5/03	9/03	Train and monitor SADC staff meet and greet activities
Plan marketing initiatives to heighten public awareness of SADC	5/03	9/03	Recommend ways to make SADC more noticeable and exciting. Re-design solicitation material to produce better results
Develop a strategic marketing plan for SADC	5/03	12/03	Majority of this work was given to Sandy Skrien in a memorandum dated 6/26/03
Represent SADC at tourism conferences/meetings	5/03	Ongoing	Main meeting is annual ATIA conference in Vancouver, BC in October
Recruit community groups to use SADC	5/03	Ongoing	Based on contacts made to date, a review of SADC user fees is recommended
Development of in-port cruise interpreter program	5/03	Ongoing	Current program with Princess will be reviewed at a August 15 meeting with Kirby Day in Ketchikan
Explore opportunities for cruise on-board program	5/03	Ongoing	Princess exploring this for 2004. Will be discussed at August 14 meeting
Implement new strategies to build partnerships, including Tongass Foundation	5/03	Ongoing	Development of Tongass Foundation with Sandy Frost continues. Next meeting August 15 with her and Dennis Neill

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"len laurance"  
<l.laurance@worldnet.  
att.net>

08/07/2003 10:35 AM

To: <cschelin@fs.fed.us>  
cc: "Kristen Thweatt/R10/USDAFS" <kthweatt@fs.fed.us>  
Subject: April Marketing Report

Cindy,

Here is my report of April activities, which is the last under the former contract.

May, June and July Progress Reports, in the format required by the current contract, will follow.

Thanks,



Len SADC April '03 report.do

# MEMORANDUM

April 7, 2003

To: Sandy Skrien / Southeast Alaska Discovery Center  
From: Len Laurance  
Re: FEBRUARY ACTIVITIES

The following services were provided for the SADC during February, 2003:

## **Feb 04**

Attended a meeting of the Alaska Travel Industry Association (ATIA) marketing committee in Juneau. This group has accepted a recommendation that future Alaska visitor research will be designed to provide the maximum amount of detail practical for use by communities at ports of entry. This will make it more economical and efficient for the KVB to separately arrange for the same contractor to provide site specific research for Ketchikan.

We need to discuss also doing our own survey of SADC visitors.

## **Feb 06**

Participated in a KVB marketing committee meeting. A key item of discussion was what is going to be the most efficient way to communicate the Ketchikan message to future prospective Alaska visitors. Use of the web is steadily growing and is it wise for the KVB to continue publishing 350,000 Experience Alaska (EA) Ketchikan Area Guides annually. The cost of purchasing labels and mailing over 200,000 guides is high and we don't know the effectiveness of this vehicle. Another challenge is that the advertisers pay the guide production and printing costs, and will they continue to support a guide with reduced circulation.

It was agreed that research is needed to find answers. Patti Mackey has been invited to observe some focus group research that will be done during March in Los Angeles for ATIA. In addition to obtaining a quote from GMA Research to survey recipients of the EA on its usefulness, it was agreed that Patti participate in the Los Angeles project.

## **Feb 07**

Met with Sandy Skrien to review the status of the cruise ship interpreter agreement with Princess, plan for the 2003 Alaska Hummingbird Festival, and to discuss the status of ongoing projects.

## **Feb 08**

Attended a potluck luncheon for departing SADC staffer Julie Rowe, who has transferred to a position in the Ketchikan/Misty Fjords district office.

**Feb 11**

Met with Sandy Skrien regarding the Princess agreement. Dennis Neill joined us later in the meeting.

**Feb 12**

Met with Sandy Skrien and Sandy Frost regarding the Princess agreement and also discussed the status of the American Forest Association grant to ANHA to organize the Tongass Foundation. Sandy Frost was briefed on how it was proposed that UAS/Ketchikan, ANHA and the Tongass Foundation would jointly organize and sponsor the Alaska Heritage Institute, an educational program that will utilize SADC facilities in the fall, winter and spring.

Attended an evening presentation at the Ted Ferry Civic Center by KPFF, the consultants conducting a Ports & Harbors Study for the City of Ketchikan. The final port recommendations of this report could have a major impact on SADC, especially if finger piers are constructed to accommodate more cruise ships in the downtown core area. This would deposit larger concentrations of disembarking passengers close to our doorstep. I have been encouraging the consultants to consider recommending that the portions of Main Street, Spruce Mill Way and Bawden Street bounding SADC be planned as tour bus loading/unloading areas, as part of the port expansion plans.

**Feb 13**

Attended a 2003 Alaska Hummingbird Festival planning meeting at SADC.

**Feb 14**

Participated in a Southeast Conference (SEC) sub-committee meeting for the proposed "Alaska Onboard", a program to encourage cruise lines to buy/support Alaska products and services. The USFS onboard interpreter program is a part of this mission.

**Feb 18**

Participated in a meeting of the SEC tourism committee. The Northwest Cruise Ship Association have agreed to urge their members to participate in the Alaska Onboard program. They are interested in being represented at a mid-April meeting in Juneau of the key groups involved. I will plan to attend this meeting.

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# MEMORANDUM

February 21, 2003

To: Sandy Skrien / Southeast Alaska Discovery Center  
From: Len Laurance  
Re: JANUARY ACTIVITIES

The following services were provided for the SADC during January, 2003:

## **Jan 06**

Participated in a teleconference meeting of the Alaska Travel Industry Association (ATIA) marketing committee research group. I am requesting that future state tourism research at ports of entry be conducted on a site specific basis to provide communities where polling takes place with information that will be of value at the local level. This way we could learn more about visitors to Ketchikan, including their activity preferences and spending habits.

Unless we have done it previously, we might want to prepare a SADC questionnaire, to learn what visitor's expectations are prior to entering our facility, to rate our various exhibits and the theater program, and to provide recommendations on how we may improve the visitor experience.

## **Jan 08**

Attended a Southeast Conference (SEC) tourism committee meeting. A key project of this committee is the development of "Alaska Onboard", a program designed to encourage cruise lines to feature more Alaska products and facilities. Products would include seafoods, bottled water, beer, services, etc. Facilities would embrace SADC, museums and other publicly owned and operated properties. Members of the Northwest Cruise Ship Association have committed to participate in this process. A planning meeting with key cruise line and Alaska product representatives will be hosted by the SEC in Juneau on April 16. The purpose of this meeting is to develop the format for the first Alaska Onboard Conference, which will be held in Ketchikan during October, at a date yet to be set. I see benefits for SADC in this process.

Participated in a Ketchikan Strategic Plan tourism stakeholders meeting at the UAS Campus. As part of this long-range tourism planning effort for the community I am promoting the concept of Main Street, Spruce Mill Way and Bawden Street, on the block surrounding the SADC, becoming a tour bus unloading/loading area. As cruise ship traffic increases and the city develops more dock space downtown, this concept will help ease congestion and benefit SADC through greater exposure.

I am also recommending that the federal government buy back or secure Cape Fox Corporation's White River property through a land swap. This would make it

possible to complete a public road linking the Ward Lake-Harriet Hunt road with George Inlet (via the White River) and an extension of South Tongass Highway from Beaver Falls. Such a circuitous or loop route would provide the access necessary for tourism growth while providing more efficient use of our road system (more one-way, versus round-trip traffic). This would also tie-in with a central downtown tour bus pick-up and drop zone.

**Jan 10**

Attended a Tongass National Forest Centennial plaque presentation program at SADC.

**Jan 11**

Participated in the annual KVB board planning retreat at the West Coast Cape Fox Lodge. This all day meeting was well attended. Majority of the time was devoted to discussing the bureau's marketing program and its effectiveness. The board has requested that the program be realigned to concentrate more on attracting independent travelers to Ketchikan, particularly in the fall, winter and spring months. It was noted that hotel occupancies are down and that the community needs economic activity during the "off-season". It was also decided that the marketing committee should investigate the potential of developing Ketchikan tour packages, that would feature lower fall, winter and spring rates.

This action on the part of the KVB board fits well with the Alaska Heritage Institute and any other plans that we develop that will assist in bringing more visitors to Ketchikan.

**Jan 13**

The tourism sector group for the Ketchikan Strategic Plan met again. Input received at the January 8 tourism stakeholders meeting was reviewed, with some recommendations being incorporated into the draft plan. As the City's consultants (KPFF) progress on the Ports and Harbors Study, there is more acceptance of the downtown tour bus terminal concept surrounding the SADC.

**Jan 14**

Contacted Kirby Day of Princess Cruises regarding the status of the agreement covering the 2003 in-port interpreter program. He e-mailed confirmation the next day that the program and financial plan had been approved and that it was in the Princess legal department for a general review. He stated that for planning purposes "we are set to go".

**Jan 17**

Attended a KVB luncheon at the West Coast Cape Fox Lodge, with ATIA president Bob Dindinger as the guest speaker. He presented a thought provoking presentation on Alaska tourism, with emphasis on the cruise industry and shore excursions. A copy of his presentation is attached for your information.

**Jan 23**

Participated in a KVB marketing committee meeting. Following recommendations from the January 11 board retreat, discussion centered around doing an analysis of the effectiveness of the Experience Alaska, Ketchikan Area Guide, that is the prime collateral piece of the marketing plan. Several years back the KVB also produced an annual Facilities & Attractions brochure, which was designed for local distribution. To save money and to improve efficiency the content of this publication was incorporated into the main "lure" piece (Experience Alaska). The economics of changing to a different method of dispensing this information and the growing effectiveness and use of the web create new challenges for the program. This topic will be further explored at the next meeting of the committee on February 6.

**Jan 30**

Requested that Kirby Day of Princess Cruises provide SADC with a letter confirming what pre-advertised shore excursions would include admission to the center in 2003 and confirm that Princess would pay \$1.00 for each ticket/qualified passenger admitted. The requested letter was sent January 31.

**Note:** I continue to provide coverage of Friday Night Insight series and other SADC programs on my Travel and Communications program that is aired daily (Monday through Friday) on radio stations KTKN/AM and KGTW/FM. This is time that I purchase from the stations and resell to sponsors.

Attachment

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# MEMORANDUM

August 4, 2003

To: Sandy Skrien / Southeast Alaska Discovery Center  
From: Len Laurance  
Re: APRIL ACTIVITIES

The following services were provided for the SADC during April, 2003:

## **April 03**

Participated in the last planning meeting for the Alaska Hummingbird Festival, scheduled for April 18-20.

## **April 10**

Attended a meeting of the KVB marketing committee. Proposed that the KVB introduce and promote a Ketchikan 3 day/2 night package for 2004, that would include paid admission to SADC. The committee endorsed the concept and requested that I make a formal presentation at the May meeting.

The latest reports on distribution of the 2003 EA Ketchikan Area Guide show that we are behind projections. The committee discussed ways to change the criteria for ordering mailing labels from the Alaska Travel Industry Association (ATIA) to correct this deficiency.

## **April 14**

Participated in the all-day NAI sponsored seminar entitled "Great Guided Tours", presented at SADC by Rici Peterson.

## **April 15**

Met with Sandy Skrien at SADC to review projects and to discuss the USFS/Princess cruise ship interpreter program and the status of work being done by Sandy Frost to organize the Tongass Foundation.

## **April 16**

Attended the Ketchikan C of C luncheon to hear UAS Ketchikan Director Karen Polley give a local campus update. She mentioned working with SADC on developing new programs in her presentation.

## **April 17**

Participated in a teleconference meeting of the Southeast Conference tourism committee. Communities throughout the region are concerned about possible impacts of the first 'purpose-build cruise destination' at Point Sophia, one mile from Hoonah. The cruise lines are calling this new destination Icy Strait Point. Ships from Royal Caribbean and Celebrity will make 33 port calls here in 2004. These port calls will be in lieu of calling at Sitka, which they are doing currently.

Attended an evening presentation by City of Ketchikan consultants KPFF on the Ports and Harbors Study, that is nearing completion. Among KPFF's port expansion recommendations is the construction of a "T" berth or finger pier opposite the end of Mission Street. This facility would protrude into Tongass Narrows and angle towards the north. The pier would accommodate two 1,000 foot ships, one either side. The newly configured downtown docks would berth four 1,000 foot ships. It is projected that Ketchikan will need two additional berths for 1,000 foot ships within four years. The consultants recommend that this dock expansion be planned for the tidelands fronting the Taquan Air, Waterfront Storage, Talbot's, and Moose Lodge properties.

KPFF is also recommending the construction of a 600 foot floating dock along the outer face of the Thomas Basin breakwater. This facility would accommodate smaller cruise ships (to 400 feet), yachts and excursion boats. Access to this dock would be via East Street (next to the UAS Robertson Building).

Research confirms that anchoring is not desired by cruise lines or passengers. It was reported that if Ketchikan does not expand port facilities and provide the infrastructure to handle increasing numbers of visitors, the community likely will not participate in some of the growth potential available.

**April 18**

Participated in the Friday Night Insight series program hosted by Robert Armstrong as part of the Alaska Hummingbird Festival.

**April 22**

Attended a KVB board of directors meeting.

**April 23**

Met with Senator Lisa Murkowski in Ketchikan. She was interested in learning about SADC programs and visitations. I explained why the theater would not serve the performing arts center needs of the community, a concept that has been suggested to the senator by members of her staff. This was first discussed when Keith Smith visited Washington, DC earlier this year to lobby on behalf of the Ketchikan Arts and Humanities Council and Ketchikan Theater Ballet for congressional funding support for a performing arts facility.

**April 24**

Participated in a KVB marketing committee meeting. The committee has agreed to further consider my proposal to develop a 3 day/2 night Ketchikan stopover package that will operate all year (with lower fall/winter/spring rates) and include admission to SADC. The program would be advertised in the 2004 Experience Alaska/Ketchikan Guide, on the KVB web site and featured in KVB advertising.

The program is in the developmental stage.

**April 25**

Met with Dennis Neill, Jerry Ingersoll and Sandy Skrien at SADC to review projects and to discuss future directions of the Princess Cruises on-board interpreter program and formation of the Tongass Foundation.

Met with Bill Standley at the Federal Building to formalize acceptance of my new contract for the SADC.

**April 30**

Attended a quarterly meeting of the Alaska Travel Industry Assoc. Marketing Committee at the Baranof Hotel in Juneau. Adjustments were made to the Alaska tourism marketing plan for 2004 and a preliminary budget of \$10,557,000 was approved. Because of SARS, Iraq, the national economy, and ongoing terrorism fears, it is believed that 2003 will not be a strong year for Alaska tourism. This particularly applies to independent and highway travelers. Cruise ship traffic should be relatively good. Providing that there are no significant happenings in the interim, there should be increased demand for Alaska travel in 2004.

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The Southeast Alaska Discovery Center is one of four Alaska Public Lands Information Centers in the state. The Discovery Center is located in Ketchikan, Alaska. It was built and is staffed and maintained by the USDA Forest Service.

Ketchikan is the Gateway City to those coming north to Alaska particularly by those traveling by ferry or cruise ship through the inside passage. Ketchikan is often the first stop in Alaska traveling north from Seattle, Bellingham or Vancouver.

The Discovery Center is one block east of the cruise ship dock in Ketchikan and two miles south from the Alaska Marine Highway ferry terminal, the Inter-Island Ferry Authority ferry and the Ketchikan International Airport ferry.

The Discovery Center contains a 200-seat auditorium and features a multi-media program on Southeast Alaska. The movie and the exhibits have three main emphasis areas 1) The Temperate Tongass Rainforest and other ecosystems in southeast Alaska, 2) the Native people of southeast Alaska specifically the Tlingit, the Haida and the Tshimshian people and their culture, and 3) the Natural Resources and related Industries of southeast Alaska. In addition to major rooms containing exhibits on these topics the Center also has a large Trip Planning Room, a multi purpose Learning Center, and a private non-profit bookstore.

The Center was built for an expected visitation of 400,000 people per year. The cruise ship industry brings just over 600,000 people to Ketchikan now each year. Since the building opened in 1995 and up until 200 the visitation declined every year and is currently under 50,000 per year. This decline is partially due to implementing an entry fee program (FEE DEMO) at the Center and partially due to increased construction and therefore competition in the nearby neighborhood and in the tourism industry in Ketchikan in general.

The Forest Service seeks to increase utilization of the Center during the summer months primarily but also during the winter months. While some other attractions in Ketchikan have reached their capacity, the Discovery Center still has room to invite more customers to visit. The Forest Service can offer the visitors and the community a way to recreate in a meaningful way and with high quality service.

We would like to see the visitation to the Discovery Center double every year for three years.

**Planholders List**  
**KTN-02-03, Marketing Services (updated 1/17/02)**

RIF  
3P9S

Washington Marketing Group  
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Long Beach, CA 90802  
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Ketchum  
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st Look Interactive, Inc.  
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San Diego, CA 921289-3319  
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Fax: 858.673.8404

Reilly O'Reilly  
242 N 8th St., Ste. 200  
Boise, ID 83702  
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Fax: 208.345.1321

Mariner, Inc.  
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Ketchikan, AK 99901  
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**KTN-02-03 Marketing Services (updated 1/25/02)**

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olsom Point, Inc.  
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oulder, CO 80303  
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ax: 303.415.2500

Gallagher & Gallagher  
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## **Scope of Work**

### **Marketing Consultation Contract**

**Description of work:** Provide Marketing consultation to Southeast Alaska Discovery Center and the Tongass National Forest at Ketchikan, Alaska.

#### **Increase summer visitation:**

Make contact with key decision makers of the cruise lines and tour companies serving Ketchikan, soliciting their support in bring visitors to the Southeast Alaska Discovery Center.

Develop a marketing plan for each company illustrating how the inclusion of the Discovery Center admission could enhance their shore excursions and tours.

Develop and implement incentives aimed at securing commitments for operators to publicize and include the Discovery Center in pre-sold tours.

#### **Increase utilization of the Discovery Center:**

Develop activities that will utilize the Discovery Center facilities and resources, without competing with programs at the Totem Heritage Center and other public facilities.

Explore the feasibility of partnerships for the under-utilized rooms in the center, specifically the Trip Planning Room and the Learning Center.

Provide increased opportunities for interpretation and education programs about the Tongass National Forest.

#### **Commitments:**

Final negotiations/commitments are to be discussed with the appointed marketing representative and Center Director from the Southeast Alaska Discovery Center.

#### **Reporting:**

Weekly contact will be made with an appointed marketing representative from the Southeast Alaska Discovery Center.

**Provide copies of marketing plans developed for each company; and, submit a written report of activities and contacts at the end of each month to appointed marketing representative at the Discovery Center.**

Participate in scheduled Center marketing meetings.