

EXPLORE FAIRBANKS

SURVEY/ PANEL QUESTIONS

24OCT18

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Question #1 (40-Seconds / 100 words)

If you owned a small, Fairbanks- or North Pole-based visitor industry business, would the existence of a successful statewide destination marketing program (SDMP) be important to the future of your business? Why or Ehy Not?

LAMKIN: My wife Takenya and I did own a small B&B operation and event venue that peaked at 8 individual rooms. Despite our success, we began growing too big too fast and decided to downsize. Our business was very much influenced by the growing Fairbanks winter visitor market. While I believe the increasingly known prevalence of Fairbanks' fantastic Northern Lights displays is in and of itself an irresistible draw to many guests, having a SDMP could only help grow demand even further, for any time of year. Such a level of improved marketing would help the future of any Fairbanks business.

Question #2 (40-Seconds / 100 words)

In your opinion, what is the visitor industry's role in the economic mix of the Fairbanks North Star Borough? What are the advantages or disadvantages of the visitor industry compared to the area's other basic industries such as mining, oil, and the military?

LAMKIN: The Fairbanks visitor industry plays a very substantial role to the local Borough, providing jobs, tax revenue, and business cash flow. Its advantages include the fact that the visitor industry is growing more quickly than the others, and arguably has more potential for growth in the near future at least. The visitor industry also represents a more direct injection of Outside dollars into the Fairbanks economy. The disadvantages of this sector are most likely to include being seasonal in nature, less stable, and being more sensitive to changes in demand, driven by external factors or decisions out of our control.

Question #3 (40-Seconds / 100 words)

How can the local visitor industry work to improve its relationship further with state government?

LAMKIN: I have worked in the Legislature for the past 21 years, as legislative staff during their sessions. I have observed many efforts made by the tourism sector to bring awareness. I believe the best and most effective approach to establishing and maintaining a good relationship with state government is by clearly demonstrating the role the visitor industry plays in our state economy. That message must be delivered in a consistently compelling and concise way, not only to the Legislature providing appropriations for marketing, but also to other state agencies involved in ground-level regulatory decisions impacting various business activities.

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Question #4 (40-Seconds / 100 words)

How did you vote on Proposition 4 (air quality, PM2.5)?

If elected, how will you make sure that the Alaska Division of Air Quality moves the borough to attainment in a timely manner before Federal sanctions are imposed.

LAMKIN: Despite my local control preference, I felt it was time to support Prop 4 and allow outside agencies to assist. After 10 years of trying to find our way to attainment, the PM2.5 issue persisted, and we were not making adequate progress. I expect there to be increased state resources applied to this problem, to help us reach attainment before we face federal sanctions. Meanwhile, I look forward to the private sector and new technology to help us find long term solutions. If legislation would be helpful to incentivize or expedite attainment, I will be receptive to that approach.

Question #5 (40-Seconds / 100 words)

What role do you see Alaska's visitor industry playing in our local economy? And at the state level?

LAMKIN: This is a growth industry that plays a very significant role in both the Fairbanks and Alaska state economy, bringing jobs, tax revenue, and cash flow through a wide variety of business activity.

If the real question is 'what are ways to improve the role between the visitor industry and the state', I reiterate increasing communication with the Legislature, via briefings and invitations, or a media campaign. Build more awareness. Another idea to get their attention could be to offer a new revenue source for the state, derived from increased tourism activity in Alaska.

Question #6 (40-Seconds / 100 words)

How would you make investing in Alaska destination marketing a priority if you are elected to the legislature?

LAMKIN: I have worked in the visitor industry in Fairbanks/Fox for the past 28 years. If you have ever visited the former El Dorado Gold Mine, or Gold Dredge 8, you have likely seen me in action, speaking on microphone before hundreds of thousands of visitors over the years. It is the bread and butter of my work in the private sector during our Fairbanks' summers. That firsthand experience alone should demonstrate I am deeply vested in making tourism and Alaska destination marketing a priority.

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Question #7 (40-Seconds / 100 words)

If elected, will you support the Governor's proposed budget to increase the state's re-investment into destination marketing to \$12 million? Or more?

LAMKIN: It is no secret we are facing a state budget climate requiring ways to cumulatively reduce spending. Every state program has a constituency, the funding for which is currently subject to being cut or even eliminated.

No one can guarantee a \$12 million appropriation. But some level of that funding is likely. The visitor industry will need help to convey how important an investment in destination marketing is to Alaska. I can confidently say that I am best, most experienced advocate in Fairbanks, both in terms of time served in the Legislature AND the tourism industry, to deliver that message.

Closing Comments: 40-Seconds (100 words)

LAMKIN: I know the nuts and bolts of our state government and how it works VERY well.

I am a moderate. I want to represent ALL of Fairbanks and Alaska, not just a political party. I am loyal to this community and to Alaska. THAT is my priority.

This is a public service and a civic obligation, for which I am compelled to offer my services as the most qualified, most experienced, and least politically motivated. I ask for the honor of your vote and will serve this district and Alaska effectively and proudly.

Please see www.TimLamkin.com and VOTE November 6.

--END Explore Fairbanks questionnaire--