

**MATANUSKA-SUSITNA BOROUGH PORT COMMISSION
RESOLUTION SERIAL NO. 24-001**

A RESOLUTION OF THE MATANUSKA-SUSITNA BOROUGH PORT COMMISSION
RECOMMENDING STAFF INITIATE A MEDIA CAMPAIGN TO PROMOTE PORT
MACKENZIE.

WHEREAS, while Port MacKenzie is just over 20 years old, it
is still a relatively new port in Alaska; and

WHEREAS, there are many misconceptions about what Port
MacKenzie is capable of with some businesses and residents unaware
the port even exists; and

WHEREAS, the Port Operations Manager has been meeting
frequently with various company leaders throughout the State to
promote operations at Port MacKenzie; and

WHEREAS, the Port Operations Manager attends regular
conferences and seminars including the Alaska Association of
Harbormasters and Port Administrators, Alaska Partnership for
Infrastructure Protection (APIP), Resource Development Council
(RDC), the Alaska Alliance Support Industry, Meet Alaska, Cook
Inlet Harbor Safety Committee, among others; and

WHEREAS, the Port MacKenzie website was recently enhanced in
an effort to educate the public and businesses on what we have to
offer and are capable of; and

WHEREAS, a Facebook page devoted to Port MacKenzie was created
in 2023 to further promote the port; and

WHEREAS, a professional media campaign to promote Port MacKenzie could reach the potential customers that our current systems are unable to; promoting economic growth and key critical infrastructure for Alaska, and

WHEREAS, the Matanuska-Susitna Borough Port Commission fully supports a media campaign to target specific audiences and promote Port MacKenzie.


NOW, THEREFORE, BE IT RESOLVED, the Matanuska-Susitna Borough Port Commission recommends staff initiate a media campaign to promote Port MacKenzie.

ADOPTED by the Matanuska-Susitna Borough Port Commission this seventh day of October, 2024.



Dane Crowley, Chair

ATTEST:



Corinne Lindfors, Asst. Port Operations Manager