



# Goldbelt: Supporting the Community through Tourism

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# Goldbelt Campus

Bridge from Past to Future



# There is a Market

- ▶ In a recent study with Southeast Conference Tourism Committee, 64% of individuals surveyed said culture and history were strengths of the region
- ▶ In this same study, 38% said "not communicating the Alaska Native story well" was a weakness in the industry
- ▶ Cultural Tourism scored highest, at 72%, for "Tourism Opportunities"
- ▶ In a separate survey by Mandala Research, 52% of leisure travelers they would "spend more on a cultural/heritage activity"

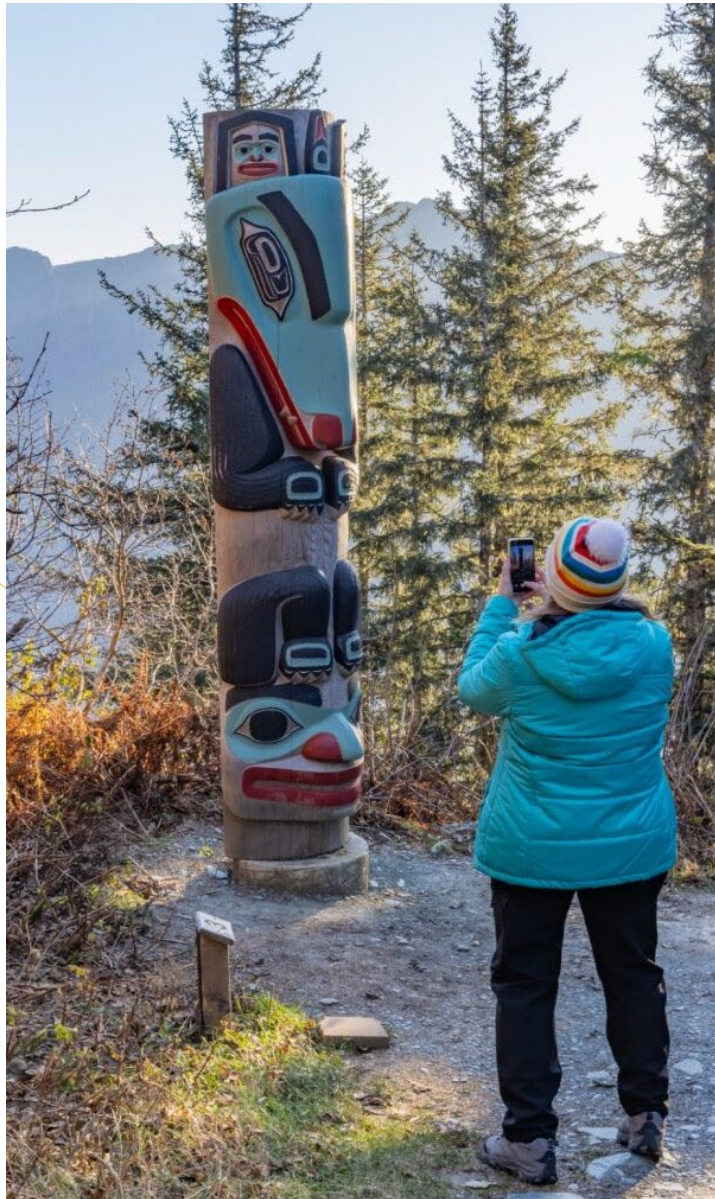


Elizabeth Peratrovich: featured in a Google Doodle on Dec. 30, 2020. The Tlingit civil rights activist was illustrated by Sitka-based artist, Michaela Goade.

# The Totem Loop Trail



Incorporating Culture into  
Outdoor Experiences





WATER-WASTEWATER TREATMENT

CHILD CARE CENTER PAD

STAFF ACCOMMODATION

AVIATION CENTER

BUS STAGING

RESTAURANT

WAREHOUSE

KAYAK CENTER

NEW ELECTRIC SUBSTATION

MULTI-USE HARBOR

1800'S VILLAGE

TOTEM GARDEN

EAGLE BERTH

WELCOME CENTER

SKY-BIKE

SOARING OVER  
GOLDBELT STREET  
(RETAIL)

RAVEN BERTH

F&B

TOPTREE

SKYWALK SPIRAL TOWER

SPA

TOUR BOAT RETURN

FOREST BUNGALOWS (TYP)

TREE HOUSES (TYP)





# Opportunity for Local Business



Goldbelt Aaní will provide business opportunities for local and Alaska businesses  
A new destination that can allow new entrepreneurs to open businesses and allow local businesses to expand their footprint

Business opportunities during all aspects of the project

- Planning – local architects and engineering firms
- Construction – Local contractors
- Vendors – Local shop owners and new local entrepreneurs
- Operations – Local tour companies
- Overall – New employment opportunity for many locals either working for Goldbelt Aaní directly or for one of the more than 25 vendors that will be located within the port
- *Goldbelt Aaní is an opportunity to continue to grow Juneau's economy and ensure stability for many future generations*

# Telling Our Story



- Goldbelt Aani is designed to replicate an 1800s Tlingit Native Village where visitors will interact with Southeast Alaska Native culture, art, foods, and be invited to explore the history of Goldbelt's ancestral people.
- Local story tellers and artists will be active throughout the destination, ensuring guests have a one-of-a-kind learning experience about local native culture
- Aspects guests will learn about -
  - Long house uses and architecture
  - Wood Carving including canoe building and totem carving
  - Fish smoking and drying
  - Eagle and Raven stories throughout the destination telling the lessons of balance
  - Trails with signage explaining local Flora and Fauna

# Goldbelt Inc.

## Displaying Our Culture

Living Our Brand



**SECURITY**  
A subsidiary of Goldbelt



**Goldbelt**  
Professional  
Services



**Seadrome  
Marina**  
A subsidiary of Goldbelt



**Goldbelt** Integrated  
Logistics Services  
A subsidiary of Goldbelt



**Goldbelt**  
Falcon  
A subsidiary of Goldbelt



**Taku Health  
Services**  
A subsidiary of Goldbelt



**Nisga'a Data  
Systems**  
A subsidiary of Goldbelt



**Goldbelt**  
TRANSPORTATION  
A subsidiary of Goldbelt



**Peregrine**  
TECHNICAL SOLUTIONS  
A subsidiary of Goldbelt, Inc.



**Goldbelt**  
Frontier



**Goldbelt**  
HAWK  
A subsidiary of Goldbelt



**Goldbelt**  
NIGHTHAWK  
A subsidiary of Goldbelt