



## *Memorandum of Understanding*

*Between  
Alaska Native Heritage Center  
and*

**Alaska Travel Industry Association**

***FOR STRATEGIC PARTNERING ON PROJECTS TO BENEFIT ALASKANS***

### **Parties**

The parties to this Memorandum of Understanding hereinafter referred to as “MOU” is made and entered into by the Alaska Native Heritage Center hereinafter referred to as “ANHC” and the Alaska Travel Industry Association hereinafter referred to as “ATIA”.

### **Background**

**ANHC** is an Alaskan nonprofit whose mission is to preserve and strengthen the traditions, languages, and art of Alaska’s Native People through statewide collaboration, celebration, and education. ANHC works with community partners at the local, state, and federal level to accomplish the vision of a thriving Alaska Native People whose cultures are respected and valued. In May 2020, the Alaska Cultural Tourism working group decided to fold into ANHC for the purposes of creating a stronger statewide cultural tourism network. This partnership is a vital component to the cultural tourism industry.

**ATIA** is the leading statewide industry organization promoting Alaska as a top visitor destination, communicating and promoting the Alaskan tourism industry as one of the state’s major economic forces, and will be the respected voice of the industry for the growth of the industry, while remaining stewards of the state’s natural resources, cultures and Alaska’s unique quality of life.

## **I. Purpose**

The purpose of this MOU is to establish a general framework for cooperation between ANHC and ATIA to build a solid foundation on which a strong Cultural Tourism industry that can be expanded on for the benefit of all Alaskans. The spirit of this MOU will unify all stakeholder voices.

## **II. Goals**

The goals of this MOU are:

- Enhance further collaboration opportunities between ANHC and ATIA.
- Support the sustainability and long-term economic viability of both organizations.
- Increase opportunities, understanding, and awareness of the economic importance of the cultural tourism industry for Alaska, its residents (both Native and non-Native), and visitors.
- Work cooperatively on cultural tourism development and long-range planning, both nationally and internationally.
- Work together towards development of programs that increase, appropriately educate, and improve the quality of visitor experience to Alaska and through Alaskans.

## **III. Statement of Mutual Interest and Mutual Benefits**

Signatories of this MOU consider Alaska Native cultures, traditions, and community members input vital to the success of all Alaskans and wish to forge tighter connections between Alaska Natives and non-Native stakeholders, statewide, for all age groups. It is mutually understood and agreed that the parties will strive to do the following:

- Commit to a culturally rich, diverse, accurate and economically vibrant depiction of Alaska where people are engaged, informed, and connected to being good stewards of Alaska's environments, ecosystems, cultural heritages and unique qualities of life.
- Build a community of Alaska Native and non-Native Alaskans who develop into collective industry leaders for cultures and identify pathways for collaboration, cooperation, and of mutual interest.
- Strive for excellence in the travel industry business operations, at the administrative and policy making levels, and maintain the public trust and involvement in the decision-making process.
- Be fair and teachable in recognizing and celebrating cultures and demonstrate respect for each other's differences.

## **IV. Scope of Work:**

ANHC staff will do the following:

- Work with ATIA staff and committees to ensure Alaska's First Peoples are engaged and represented throughout the travel industry at all levels, local, state, nationally and internationally;
- Work with ATIA staff to ensure land acknowledge efforts are incorporated into annual meetings and conferences;
- Invite ATIA staff to attend statewide cultural tourism planning meetings;
- Provide ATIA staff with an ANHC calendar of events;
- Acknowledge ATIA as a strategic partner in newsletters and events;
- Provide quotes for cultural services as requested such as cultural awareness workshops, copy editing as it relates to cultural education and information, demonstrations, and VIP guided tours;
- Continue to renew our annual non-profit membership;
- Work with ATIA to advocate for destination marketing funding

ATIA will do the following:

- Advocate statewide to both members, non-members, and partners on the importance of cultural tourism;
- Consult with ANHC on Indigenous education and intellectual property rights for ATIA members and communities;
- Consult with ANHC regarding Guide trainings such as Alaska Hosts and Alaska Cultural Hosts;
- Work with ANHC to develop guide, ranger cultural tourism certification and trainings;
- Work with ANHC to advocate for ~~state~~-funding for Alaska tourism efforts, including support for cultural tourism;
- Work with ANHC staff to ensure tourism industry information is cascaded throughout the Alaska Native community;
- Collaborate with ANHC on the development of Indigenous media, press and collateral pieces, and the inclusion in trade show attendance planning both nationally and internally

## **V. Public Information Release**

ANHC and ATIA must obtain prior approval from the other for all press releases, advertisements, web sites, or other materials intended for the public that refer to this agreement. Further, ANHC and ATIA must obtain prior approval to use the name or title of any party in connection with this agreement.

## **VI. Non-Discrimination**

All participants in this agreement agree to abide by all applicable civil rights laws, regulations, and certifications. Participants will not discriminate against any person because of race, color, religion, sex, or national origin, and will take affirmative action to ensure that applicants for employment or program participation are considered without regard to their race, color, religion, sex, or national origin.

## **VIII. Term, Modification and Termination**

This MOU will become effective on August 1, 2020.

Unless terminated under the terms of this section, this MOU will remain in full force and effect for one year from the date of execution.

Four months prior to the expiration of this agreement, ANHC and ATIA shall decide whether to extend it or allow it to expire.

Reviews, renegotiations, and modifications of and to this agreement may be made by agreement of all parties.

Participation of ANHC or ATIA may be terminated by either party by giving written notice thereof.

## **X. Principal Contacts**

To provide consistent and effective communication among the cooperators, each cooperator shall appoint a representative to discuss and consider governance and activities that may be pursued under this MOU. The following persons will be the principal contacts for their respective agencies for purposes of this agreement at the time of execution:

For ANHC: Emily Edenshaw, Executive Director, ANHC

For ATIA: Sarah Leonard, President & Chief Executive Officer, ATIA

## **XII. Signatories**

(Signatory Names, Dates, Signatures go here)

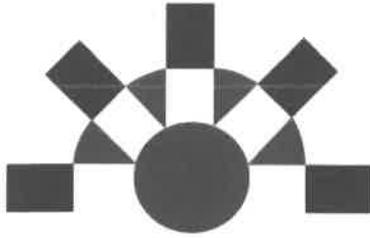
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Emily Edenshaw, Executive Director, Alaska Native Heritage Center

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Sarah Leonard, President & CEO, Alaska Travel Industry Association

**This agreement in no way restricts the parties from participating in similar activities, arrangements or agreements with other public or private agencies.**



ALASKA  
NATIVE  
HERITAGE  
CENTER



Building Student Excellence Through Traditional Cultural Learning

## ***Memorandum of Understanding***

*Between*

***The Alaska Native Heritage Center***

*And*

***The Alaska Native Cultural Charter School***

### ***FOR CULTURAL EDUCATION & ALASKA NATIVE ARTISTIC PROGRAMMING***

#### **Parties**

The parties to this Memorandum of Understanding hereinafter referred to as “MOU” is made and entered into by the Alaska Native Heritage Center hereinafter referred to as “ANHC” and the Alaska Native Cultural Charter School hereinafter referred to as “ANCCS”.

#### **Background**

**ANHC** is a living cultural center located in Anchorage, Alaska that promotes active observance of Alaska Native culture and traditions, featuring permanent collections and educational programs. Visitors to ANHC can enjoy activities on a campus surrounded by Alaska’s beautiful wilderness, never guessing that such a peaceful place could be located in the state’s largest urban center.

**ANCCS** was founded in 2007 by members of the Anchorage community. ANCCS’ Mission is to build student excellence through traditional cultural learning. As a Title 1 public charter school within the Anchorage School District, ANCCS offers a rigorous academic program with a curriculum focused on Alaska Native values developing academic achievement and social and emotional learning growth. Enrollment is open to all students in the Anchorage School District through a lottery system providing an equal opportunity for all students regardless of race, gender, learning ability, or economic status. Open to students in preschool through 8th grade, ANCCS has a stable enrollment of approximately 290 students, of which about 86% are Alaska Native.

## **I. Purpose**

The purpose of this MOU is to establish a general framework for cooperation between ANHC and ANCCS to enrich the lives of Alaska Native children through cultural and heritage education, and Alaska Native artistic programming.

This cooperation is intended to:

- Enhance further collaboration opportunities between ANHC and ANCCS
- Support Alaska Native education throughout the Anchorage School District
- Fully capitalize on current and future funding opportunities

## **II. Statement of Mutual Interest and Mutual Benefits**

Signatories to this MOU consider cultural and heritage education, and Alaska Native artistic programming, as part of Our Ways of Life. Our cultures and heritage are medicine; by partnering, we are helping our community heal and grow stronger.

## **III. It is mutually understood and agreed that the parties will strive to do the following:**

- Partner in new ways to benefit the Alaska Native community;
- Support Alaska Native youth by meeting them where they are at;
- Volunteer at various annual events;
- Assist in the presentation of cultural and heritage education, Alaska Native artistic programming, and innovative partnerships;
- Collaborate on marketing and outreach initiatives to grow understanding with cultural and heritage education, and Alaska Native artistic programming.

## **IV. This agreement in no way restricts the parties from participating in similar activities, arrangements or agreements with other public or private agencies.**

## **V. Public Information Release**

ANHC and ANCCS must obtain prior approval from the other for all press releases, advertisements, web sites, or other materials intended for the public that refer to this agreement. Further, ANHC and ANCCS must obtain prior approval to use the name or title of any party connection with this agreement.

## **VII. Non-Discrimination**

All participants in this agreement agree to abide by all applicable civil rights laws, regulations, and certifications. Participants will not discriminate against any person because of race, color, religion, sex, or national origin, and will take affirmative action to ensure that applicants for any positions related to ANHC without regard to their race, color, religion, sex, or national origin.

**VIII. Term, Modification and Termination**

This MOU will become effective on January 1, 2020.

Unless terminated under the terms of this section, this MOU will remain in full force and effect for three years from the date of execution.

Four months prior to the expiration of this agreement, ANHC and ANCCS shall make a determination whether to extend it or allow it to expire.

Reviews, renegotiations, and modifications of and to this agreement may be made by agreement of all parties.

Participation of ANHC or ANCCS may be terminated by either party by giving written notice thereof.

**X. Principal Contacts**

To provide consistent and effective communication among the cooperators, each cooperator shall appoint a representative to discuss and consider governance and activities that may be pursued under this MOU. The following persons will be the principal contacts for their respective agencies for purposes of this agreement at the time of execution:

For ANHC: Emily Edenshaw, Executive Director

For ANCCS: Sheila Sweetsir, Principal

**XII. Signatories**

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Emily Edenshaw, Executive Director, ANHC

  
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Sheila Sweetsir, Principal, ANCCS