



CITY OF UTQIAGVIK

"Farthest North Incorporated City"

MEMORANDUM

TO: City of Utqiagvik Residents

FROM: Asisaun Toovak, Mayor

DATE: May 30, 2025

SUBJECT Concerns Regarding Misleading and Inaccurate Tour Guide Social Media Content

As your Mayor, I want to address the growing concern of the viral footage circulating on social media featuring a tour guide in Utqiagvik sharing false and denigrating information about our people and great City. This reckless misconduct could have serious implications for the future of our tourism economy on the North Slope.

While the situation is disheartening, I encourage everyone to uplift our community members and visitors. I am proud to have been born and raised in Utqiagvik, and I believe in the strength and resilience of our community. We have proven time and time again that we can overcome much by coming together. Quyanapqak for sharing your concerns through the many phone calls, emails, and letters that have reached my office regarding this concern.

I understand the tour guide's statements are deeply unsettling and hurtful. Please know that the City of Utqiagvik takes your concerns seriously, and we are reviewing potential courses of action and have been in communication with the City's outside counsel. I assure you that this matter is being handled with the utmost seriousness.

I urge you to fill out the complaint form on our website at www.utqiagvik.us under forms and email it to information@utqiagvik.us. Concerns about the quality and performance of businesses in Utqiagvik may also be submitted to crowd-sourced review websites or directly to the businesses themselves.

The City of Utqiagvik is a First-Class City, and our Mission is to provide a wide range of services with integrity and dedication to improve the lives of our community members and visitors. Thank you for your understanding.

Quyyatiqpanmik – With great appreciation.