

DRAFT CONTRACT TERMS & PROVISIONS

1. Term
 - a. Partial first term (FY26): Early January – June 30, 2026
 - b. 5 full terms FY27 – FY31 (July 1, 2026 – June 30, 2031)
 - c. Partial option term: July 1 – December 31, 2031 (to complete visitor season if new contract not pursued)
2. Compensation and Budgeting
 - a. Partial first term (FY26): \$303,000
 - b. First full term (FY27): \$587,000
 - c. Subsequent terms subject to annual 4% escalation and non-appropriation clause
 - d. Contract firm/fixed, to be paid in quarterly disbursements
 - e. Contractor to track CPV eligible expenses and report on annual basis
 - f. Additional special projects to be reviewed and recommended by Tourism Commission and considered by the Assembly during its annual budget process or on an as-needed basis by CBS subject to approved budget appropriations
 - g. Listing of local businesses in a directory posted on the Visit Sitka website and in the annual visitors guide to be available at no cost to businesses. Premium advertising in the annual visitors guide may be subject to advertising fees charged and retained by Contractor
3. Scope of services and annual reporting requirements described in draft Appendix A: Scope of Services.
4. Subcontracting
 - a. Agnew::Beck approved as subcontractor
 - b. Additional subcontracting approved at discretion of CBS (does not include utilization of contract/purchase services such as web platforms and applications or printing services)
5. Standard provisions for general commercial liability, automobile (if applicable) and workers compensation shall be applied.
6. CBS ownership of Visit Sitka brand, intellectual property, and all physical and digital assets.

APPENDIX A: SCOPE OF SERVICES

A. ADMINISTRATION

1. In the first term of the contract, coordinate transition of services, data, and other physical and digital assets from the current contractor.
2. Manage the Visit Sitka brand including logos, style guides, and other means of control for consistent use/application. Apply the goals of the strategic marketing plan to determine appropriate messaging through the Visit Sitka brand.
3. Create and compile reports and presentations for submission to CBS and the CBS Tourism Commission.
4. Serve as a liaison to the CBS Tourism Commission as an ex-officio (e.g. non-voting) member:
 - a. Attend Commission meetings (at least one per month)
 - b. Provide technical and professional expertise
 - c. Assist with research or other data collection
 - d. Prepare reports and presentations for Commission review
5. On an annual basis, provide CBS with reports on destination marketing and management key performance indicators (KPIs) as established in the Marketing Plan which may include but are not limited to:
 - a. Visitation numbers delineated by forms of travel (i.e. cruise passengers, independent travelers, air travelers, ferry travelers, etc.)
 - b. Number of conventions at Harrigan Centennial Hall delineated between regular/recurring conventions in Sitka versus newly hosted conventions
 - c. Social media posts and levels of user engagement
 - d. Search engine optimization and user engagement
 - e. Net promoter score
 - f. Number of local businesses utilizing free and paid advertising services provided by the Contractor
 - g. Number of maps printed and digital downloads
 - h. TBMP registrations and compliance reports
 - i. Pre- and post-season surveys if conducted by Contractor
6. Publish and maintain an online cruise ship calendar, and provide community-wide communications for tourism-related street closures (if any).
7. Track and report expenses related to cruise tourism on an annual basis.

B. PROMOTING SITKA

1. Marketing Plan
 - a. Develop and maintain a three-year strategic marketing plan to achieve CBS's visitor marketing goals.

- b. Facilitate annual plan review, including progress and KPIs, with the CBS Tourism Commission.
 - c. Beginning in 2027, begin development of the next three-year marketing plan with guidance, input, and adoption by the CBS Tourism Commission.
2. Promote visitation to Sitka in accordance with the Marketing Plan through a variety of mediums including but not limited to:
 - a. A promotional and informational website
 - b. Online advertising and social media presence
 - c. Search engine optimization
 - d. Print media
 - e. Distribution of videos
 - f. Convention/trade show attendance
 - g. Hosting media and industry members
3. Promote CBS venues and services such as Harrigan Centennial Hall for meetings, conventions, and special events.
4. Maintain and disseminate a directory of local businesses.
5. Design and publish an annual visitors guide.

C. VISITOR INFORMATION

1. Provide timely responses to visitor inquiries received via the Visit Sitka phone line, email address, and Visit Sitka web-form inquiries.
2. Create and distribute/stock printed and digital resources including visitor information and guides, brochures, and maps at Harrigan Centennial Hall, state/municipal ports of entry (e.g. the Rocky Gutierrez Airport, the ferry terminal, the O'Connell Bridge lightering dock), the Sitka Sound Cruise Terminal, and on the Visit Sitka website.
3. Collaborate with CBS on wayfinding and mapping initiatives including physical maps and signage.

D. TOURISM BEST MANAGEMENT PRACTICES PROGRAM (TBMP)

1. In the first term of the contract, finalize program guidelines and develop operational plans including managing membership, the community feedback line, and enforcement.
2. Maintain the list of program members and their status.
3. Issue program member identification and collateral (stickers, decals, certificates, digital stamps, etc.).
4. Operate a community feedback line via phone and email.
5. Communicate issues received through the community feedback line to program members, ensure program member compliance, and take appropriate steps for compliance/enforcement as defined under program guidelines.
6. Annually review TBMP guidelines, program operations, and community feedback with the CBS Tourism Commission and integrate changes/additions from review for upcoming program years.

E. ECONOMIC DATA COLLECTION AND ANALYSIS

1. In the first term of the contract, establish economic data to be annually reported including but not limited to visitor spending data including design of a visitor intercept survey, tax revenues, and other visitor statistics and benchmarks. Contractor will collaborate with CBS staff and Tourism Commission to establish economic data collection, analysis, and reporting goals.
2. Annually publish an intercept survey that can be deployed; Contractor may support in-person intercept survey fielding with additional funding at Contractor and CBS discretion.
3. Annually report results of economic data collection and analysis to CBS Tourism Commission.

F. SPECIAL PROJECTS

1. Should the need for additional, special projects arise during the contract term, CBS and Contractor will collaborate to determine scope and pricing. Special projects not covered in CBS operating budget will be reviewed and recommended for approval by the Tourism Commission and are subject to Assembly approval.