

Sitka Convention & Visitors Bureau
FY16 Proposed BUDGET 07.01.15 - 09.30.15

REVENUE	FY16 @ \$75k	Description
City of Sitka - (Bed Tax)	\$ 75,000	
Membership	\$ -	No FY16 Member Dues
Fundraisers	\$ -	
Interest	\$ -	
Special Projects - Ad Sales	\$ 10,000	Reduced Ad Revenues
Misc Revenue		
Savings Transfer	\$ 15,000	
Previous Year Carry-Over	\$ 15,000	
Total Revenue	\$ 115,000	

EXPENSES

Salary & Wage Exp	\$ 41,000	
Health Benefit/life	\$ 7,500	
Retirement	\$ 550	
Ad Production	\$ 2,000	
Bank Charges	\$ 150	
Dues, fees, subscription	\$ 6,000	SATC/ATIA Membership
Education	\$ -	
Postage - Bulk	\$ 2,000	
Postage - White	\$ 1,500	
Insurance	\$ 2,000	
Legal/ Accounting	\$ 2,000	
Office Supplies	\$ 1,000	
Computers	\$ -	
Promo - Tourism/Travel Trade	\$ 1,600	
Promo - ATIA Coop		
Promo - Voluneers	\$ 500	
Promo - Membership		
Promo - Travel Writers	\$ 1,000	

SCVB Proposed Budget 07.01.15 - 09.30.15, Continued

Promo - Cruise		
Promo- Conventions		
Promo - Convention Ads		
Promo - Tourism Ads	\$ 5,000	Trip Advisor Page: \$5k
Rent	\$ 3,000	Contract through 12/31 = \$6k
Tax Expense - Payroll	\$ 4,750	
Telephone	\$ 1,050	
Travel		
Utilities	\$ 900	
Special Projects - Vaca. Guide	\$ 30,000	
Special Projects - Video	\$ -	
Special Projects - New Kiosk	\$ -	
Website Hosting / Projects	\$ 1,500	
Planner Distribution		
Misc/Unbudgeted Expense	\$ -	
Total Expenditures	\$ 115,000	

Total Revenue	\$ 115,000
Total Expenditures	\$ 115,000
TOTAL GAIN / (LOSS)	\$ -

SITKA CONVENTION/VISITORS BUR.

Balance Sheet

June 2015

ASSETS	
Current Assets	
CASH IN BANK-WELLS FARGO CHECKING	34,991.89
CASH IN BANK-WELLS FARGO BUSINESS MA	5,586.70
CASH IN WELLS FARGO CREDIT CARD ACCO	25,377.54
CASH IN CD-FIRST BANK	8,030.99
CASH IN BANK - FNBA CD 61143471	28,536.53
CASH IN BANK - FNBA CD 61143480	15,994.86
ALPS SAVINGS	157.46
ALPS CD#50	7,531.99
PETTY CASH	300.00
RENT DAMAGE DEPOSIT	800.00
FURNITURE & FIXTURES	5,698.00
COMPUTER EQUIPMENT	20,349.00
MACHINERY/OFFICE EQUIPMENT	10,634.26
ACCUMULATED DEPRECIATION	(27,910.00)
TOTAL Current Assets	136,079.22
TOTAL ASSETS	136,079.22
LIABILITIES	
Current Liabilities	
ACCOUNTS PAYABLE	1,632.28
F/W & FICA PAYABLE	2,764.98
ESC PAYABLE	2,360.91
FUTA	148.62
SIMPLE IRA PAYABLE	(8.32)
SALES TAX PAYABLE	75.00
COMPENSATED LEAVE PAYABLE	5,089.50
TOTAL Current Liabilities	12,062.97
Long-Term Liabilities	
LONG TERM DEBT	8,541.20
TOTAL Long-Term Liabilities	8,541.20
TOTAL LIABILITIES	20,604.17
CAPITAL	
EQUITY	10,191.75
INVESTMENT IN FIXED ASSETS	3,399.04
RETAINED EARNINGS	126,542.04
Year-to-Date Earnings	(24,657.78)
TOTAL CAPITAL	115,475.05
TOTAL LIABILITIES & CAPITAL	136,079.22

SITKA CONVENTION/VISITORS BUR.

Statement of Revenue & Expense

Year-to-Date Performance, June 2015 - current month

	<i>12 Months Ended June 30, 2015</i>	<i>Annual Budget</i>	<i>Unused</i>	<i>% Used</i>
Revenue				
CITY/STATE GRANTS	317,845.20	311,880.00	(5,965.20)	101.9 %
MEMBERSHIP	25,446.60	27,000.00	1,553.40	94.2 %
FUNDRAISERS	0.00	5,000.00	5,000.00	
INTEREST	46.44	1,000.00	953.56	4.6 %
SPECIAL PROJECTS- AD SALES	28,636.80	45,000.00	16,363.20	63.6 %
AIRPORT/WEBSITE/ PHONEBRD ADS	0.00	3,000.00	3,000.00	
ADVERTISEMENT SALES	12,658.01	0.00	(12,658.01)	
MISC. REVENUE	0.00	1,000.00	1,000.00	
PRIOR YEAR CARRYOVER	0.00	4,500.00	4,500.00	
ATIA SPONSORSHIP	0.00	10,000.00	10,000.00	
TOTAL Revenue	384,633.05	408,380.00	23,746.95	94.2 %
Adjustments				
BANKCARD DISCOUNT	(827.47)	0.00	827.47	
TOTAL Adjustments	(827.47)	0.00	827.47	
NET REVENUE	383,805.58	408,380.00	24,574.42	94.0 %
GROSS REVENUE	383,805.58	408,380.00	24,574.42	94.0 %
Expenses				
SALARY & WAGE EXP	146,071.36	163,000.00	16,928.64	89.6 %
EMPLOYEE HEALTH BENEFIT/LIFE	25,073.15	40,000.00	14,926.85	62.7 %
EMPLOYEE BENEFIT-RETIREMENT	1,200.05	2,200.00	999.95	54.5 %
AD PRODUCTION	2,078.34	2,000.00	(78.34)	103.9 %
BANK CHGS	510.30	500.00	(10.30)	102.1 %
DUES/FEES/SUBSCRIPTIONS	7,681.00	10,000.00	2,319.00	76.8 %
EDUCATION EXPENSE	1,819.51	2,500.00	680.49	72.8 %
POSTAGE-BULK	14,332.90	11,500.00	(2,832.90)	124.6 %
POSTAGE-WHITE MAIL	3,711.82	7,000.00	3,288.18	53.0 %
INSURANCE	1,654.00	2,000.00	346.00	82.7 %
LEGAL/ACCOUNTING SERVICES	3,675.00	7,000.00	3,325.00	52.5 %
OFFICE SUPPLIES	2,939.24	3,500.00	560.76	84.0 %
COMPUTERS	1,681.43	2,000.00	318.57	84.1 %
PENALTIES & LATE CHGS	303.81	0.00	(303.81)	
PROMOTION-TRADE	21,275.80	30,000.00	8,724.20	70.9 %
PROMO-ATIA COOP MARKETING	9,050.00	0.00	(9,050.00)	
PROMOTION-VOLUN. APPREC.	320.00	0.00	(320.00)	

*12 Months Ended
June 30, 2015*

		<i>Annual Budget</i>	<i>Unused</i>	<i>% Used</i>
PROMOTION-MEMBER APPREC.	34.59	0.00	(34.59)	
PROMOTION-TRAVEL WRITERS	1,277.86	0.00	(1,277.86)	
PROMOTION-CRUISE	6,121.27	6,000.00	(121.27)	102.0 %
PROMOTION-CONVENTIONS	2,270.00	7,000.00	4,730.00	32.4 %
PROMOTION-CONVENTION ADS ONLY	16,355.00	10,000.00	(6,355.00)	163.6 %
PROMO-TOURISM ADS ONLY	15,596.31	15,000.00	(596.31)	104.0 %
ATIA CONVENTION	985.61	0.00	(985.61)	
RENT	12,688.66	14,000.00	1,311.34	90.6 %
TAX EXPENSE-PAYROLL	13,593.41	19,000.00	5,406.59	71.5 %
TELEPHONE	6,010.36	6,000.00	(10.36)	100.2 %
TRAVEL	5,881.77	8,000.00	2,118.23	73.5 %
UTILITIES	3,119.39	3,000.00	(119.39)	104.0 %
SPECIAL PROJ-VACATION PLANNER	30,251.94	28,000.00	(2,251.94)	108.0 %
SPECIAL PROJECTS	18,352.62	0.00	(18,352.62)	
WEB SITE MAINTENANCE/HOSTING	1,053.94	7,680.00	6,626.06	13.7 %
BRANDING	31,000.00	0.00	(31,000.00)	
PLANNER DISTRIBUTION	492.92	1,500.00	1,007.08	32.9 %
TOTAL Expenses	408,463.36	408,380.00	(83.36)	100.0 %
OPERATING BALANCE	(24,657.78)	0.00	24,657.78	
BALANCE BEFORE TAXES	(24,657.78)	0.00	24,657.78	
NET BALANCE	(24,657.78)	0.00	24,657.78	

**Sitka Convention & Visitors Bureau
FY15 BUDGET ADJUSTMENT 06.30.2015**

REVENUE	FY15 Approved	FY15 Adjustment	Difference
City of Sitka - (Bed Tax)	\$ 311,880	\$ 311,880	\$ -
Membership	\$ 27,000	\$ 27,000	\$ -
Fundraisers	\$ 5,000	\$ 5,000	\$ -
Interest	\$ 1,000	\$ 1,000	\$ -
Special Projects - Ad Sales	\$ 48,000	\$ 48,000	\$ -
Airport/Phoneboard Ads	\$ 3,000	\$ 3,000	\$ -
ATIA Revenue	\$ 10,000	\$ 10,000	\$ -
Misc Revenue	\$ 1,000	\$ 1,000	\$ -
Savings Transfer	\$ 3,000	\$ 44,000	\$ 41,000
Previous Year Carry-Over	\$ 4,500	\$ 4,500	\$ -
Total Revenue	\$ 414,380	\$ 455,380	\$ 41,000

Branding Expense

EXPENSES

Salary & Wage Exp	\$ 163,000	\$ 156,000	\$ (7,000)
Health Benefit/life	\$ 40,000	\$ 30,000	\$ (10,000)
Retirement	\$ 2,200	\$ 2,200	\$ -
Ad Production	\$ 2,000	\$ 3,000	\$ 1,000
Bank Charges	\$ 500	\$ 500	\$ -
Dues, fees, subscription	\$ 8,000	\$ 8,000	\$ -
Education	\$ 2,000	\$ 2,000	\$ -
Postage - Bulk	\$ 11,500	\$ 15,000	\$ 3,500
Postage - White	\$ 6,000	\$ 6,000	\$ -
Insurance	\$ 2,000	\$ 2,000	\$ -
Legal/ Accounting	\$ 7,000	\$ 4,500	\$ (2,500)
Office Supplies	\$ 3,500	\$ 4,500	\$ 1,000
Computers	\$ 1,500	\$ 1,500	\$ -
Promo - Tourism/Travel Trade	\$ 35,000	\$ 22,000	\$ (13,000)
Promo - ATIA Coop	\$ -	\$ 10,000	\$ 9,500
Promo - Voluneers	\$ -	\$ 500	\$ 500
Promo - Membership	\$ -	\$ 1,000	\$ 500
Promo - Travel Writers	\$ -	\$ 2,500	\$ 2,500
			\$ -
Promo - Cruise	\$ 6,000	\$ 6,000	\$ -
Promo- Conventions	\$ 7,000	\$ 3,000	\$ (4,000)
Promo - Convention Ads	\$ 9,000	\$ 6,000	\$ (3,000)
Promo - Tourism Ads	\$ 15,000	\$ 31,500	\$ 16,500
Rent	\$ 14,000	\$ 14,000	\$ -
Tax Expense - Payroll	\$ 19,000	\$ 19,000	\$ -
Telephone	\$ 6,000	\$ 7,000	\$ 1,000
Travel	\$ 8,000	\$ 8,000	\$ -
SCVB FY15 BUDGET ADJUSTMENT 06.30.2015, Cont.			
Utilities	\$ 3,000	\$ 3,500	\$ 500
Special Projects - Vaca. Guide	\$ 28,000	\$ 30,300	\$ 2,300
Special Projects - Video	\$ -	\$ -	\$ -
Special Projects - New Kiosk	\$ 6,000	\$ 7,500	\$ 1,500
Website Hosting / Projects	\$ 7,680	\$ 5,880	\$ (1,800)
Planner Distribution	\$ 1,500	\$ 1,500	\$ -
Special Projects - Branding	\$ -	\$ 41,000	\$ (41,000)
Total Expenditures	\$ 414,380	\$ 455,380	\$ (41,000)

Total Revenue	\$ 455,380
Total Expenditures	\$ 455,380
TOTAL GAIN / (LOSS)	\$ -

**Sitka Convention & Visitors Bureau
FY15 BUDGET 07.01.14**

REVENUE	FY14 Approved	FY15 Proposed	Difference
City of Sitka - (Bed Tax)	\$ 355,700	\$ 311,880	\$ 43,820
Membership	\$ 27,000	\$ 27,000	\$ -
Fundraisers	\$ 5,000	\$ 5,000	\$ -
Interest	\$ 1,000	\$ 1,000	\$ -
Special Projects - Ad Sales	\$ 45,000	\$ 48,000	\$ (3,000)
Airport/Phoneboard Ads	\$ 3,000	\$ 3,000	\$ -
ATIA Revenue	\$ 32,000	\$ 10,000	\$ 22,000
Misc Revenue		\$ 1,000	
Savings Transfer	\$ 10,000	\$ 3,000	\$ 7,000
Previous Year Carry-Over	\$ 12,950	\$ 4,500	\$ 8,450
Total Revenue	\$ 491,650	\$ 414,380	\$ 78,270

EXPENSES

Salary & Wage Exp	\$ 157,590	\$ 163,000	\$ (5,410)
Health Benefit/life	\$ 40,000	\$ 40,000	\$ -
Retirement	\$ 2,200	\$ 2,200	\$ -
Ad Production	\$ 2,000	\$ 2,000	\$ -
Bank Charges	\$ 500	\$ 500	\$ -
Dues, fees, subscription	\$ 8,000	\$ 8,000	\$ -
Education	\$ 1,500	\$ 2,000	\$ (500)
Postage - Bulk	\$ 15,000	\$ 11,500	\$ 3,500
Postage - White	\$ 3,450	\$ 6,000	\$ (2,550)
Insurance	\$ 2,200	\$ 2,000	\$ 200
Legal/ Accounting	\$ 8,000	\$ 7,000	\$ 1,000
Office Supplies	\$ 3,000	\$ 3,500	\$ (500)
Computers	\$ 2,500	\$ 1,500	\$ 1,000
Promo - Tourism/Travel Trade	\$ 37,000	\$ 35,000	\$ 2,000
Promo - Cruise	\$ 8,000	\$ 6,000	\$ 2,000
Promo- Conventions	\$ 10,000	\$ 7,000	\$ 3,000
Promo - Convention Ads	\$ 12,000	\$ 9,000	\$ 3,000
Promo - Tourism Ads	\$ 18,000	\$ 15,000	\$ 3,000
Rent	\$ 15,000	\$ 14,000	\$ 1,000
Tax Expense - Payroll	\$ 19,000	\$ 19,000	\$ -
Telephone	\$ 6,000	\$ 6,000	\$ -
Travel	\$ 8,000	\$ 8,000	\$ -
Utilities	\$ 3,000	\$ 3,000	\$ -
Special Projects - Vaca. Guide	\$ 28,200	\$ 28,000	\$ 200
Special Projects - Video	\$ 5,000	\$ -	\$ 5,000
Special Projects - New Kiosk	\$ -	\$ 6,000	\$ (6,000)
Website Hosting / Projects	\$ 10,000	\$ 7,680	\$ 2,320
Planner Distribution	\$ 1,510	\$ 1,500	\$ 10
Misc/Unbudgeted Expense	\$ 65,000	\$ -	\$ 65,000
Total Expenditures	\$ 491,650	\$ 414,380	\$ 77,270

Total Revenue	\$ 414,380
Total Expenditures	\$ 414,380
TOTAL GAIN / (LOSS)	\$ -

SITKA CONVENTION/VISITORS BUR.

Statement of Revenue & Expense

Year-to-Date Performance, June 2014 - 1 month back

	12 Months Ended June 30, 2014	Annual Budget	Unused	% Used
Revenue				
CITY/STATE GRANTS	355,818.00	355,700.00	(118.00)	100.0 %
MEMBERSHIP	29,546.11	27,000.00	(2,546.11)	109.4 %
FUNDRAISERS	100.00	5,000.00	4,900.00	2.0 %
INTEREST	200.64	1,000.00	799.36	20.1 %
SPECIAL PROJECTS- AD SALES	47,476.08	45,000.00	(2,476.08)	105.5 %
AIRPORT/WEBSITE/ PHONEBRD ADS	500.00	3,000.00	2,500.00	16.7 %
MISC. REVENUE	795.00	0.00	(795.00)	
TRANSFER FROM RESERVES	0.00	10,000.00	10,000.00	
PRIOR YEAR CARRYOVER	0.00	12,950.00	12,950.00	
ATIA SPONSORSHIP	18,000.00	32,000.00	14,000.00	56.3 %
TOTAL Revenue	452,435.83	491,650.00	39,214.17	92.0 %
Adjustments				
BANKCARD DISCOUNT	(764.74)	0.00	764.74	
TOTAL Adjustments	(764.74)	0.00	764.74	
NET REVENUE	451,671.09	491,650.00	39,978.91	91.9 %
GROSS REVENUE	451,671.09	491,650.00	39,978.91	91.9 %
Expenses				
SALARY & WAGE EXP	151,691.22	157,590.00	5,898.78	96.3 %
EMPLOYEE HEALTH BENEFIT/LIFE	33,855.62	40,000.00	6,144.38	84.6 %
EMPLOYEE BENEFIT-RETIREMENT	1,333.49	2,200.00	866.51	60.6 %
AD PRODUCTION	2,588.00	2,000.00	(588.00)	129.4 %
BANK CHGS	389.27	500.00	110.73	77.9 %
DUES/FEES/SUBSCRIPTIONS	6,636.90	8,000.00	1,363.10	83.0 %
EDUCATION EXPENSE	1,665.00	1,500.00	(165.00)	111.0 %
POSTAGE-BULK	9,415.08	15,000.00	5,584.92	62.8 %
POSTAGE-WHITE MAIL	3,064.33	3,450.00	385.67	88.8 %
INSURANCE	1,780.00	2,200.00	420.00	80.9 %
LEGAL/ACCOUNTING SERVICES	6,750.00	8,000.00	1,250.00	84.4 %
OFFICE SUPPLIES	3,698.20	3,000.00	(698.20)	123.3 %
COMPUTERS	2,785.52	2,500.00	(285.52)	111.4 %
PENALTIES & LATE CHGS	211.24	0.00	(211.24)	
PROMOTION-TRADE	30,897.18	37,000.00	6,102.82	83.5 %
PROMO-ATIA COOP MARKETING	5,783.00	0.00	(5,783.00)	
PROMOTION-VOLUN. APPREC.	790.64	0.00	(790.64)	

*12 Months Ended
June 30, 2014*

		<i>Annual Budget</i>	<i>Unused</i>	<i>% Used</i>
PROMOTION-MEMBER APPREC.	627.53	0.00	(627.53)	
PROMOTION-TRAVEL WRITERS	5,038.73	0.00	(5,038.73)	
PROMOTION-CRUISE	7,268.82	8,000.00	731.18	90.9 %
PROMOTION-CONVENTIONS	5,211.90	10,000.00	4,788.10	52.1 %
PROMOTION-CONVENTION ADS ONLY	12,379.89	12,000.00	(379.89)	103.2 %
PROMO-TOURISM ADS ONLY	14,286.54	18,000.00	3,713.46	79.4 %
ATIA CONVENTION	66,522.99	65,000.00	(1,522.99)	102.3 %
RENT	15,876.99	15,000.00	(876.99)	105.8 %
TAX EXPENSE-PAYROLL	16,996.84	19,000.00	2,003.16	89.5 %
TELEPHONE	5,539.04	6,000.00	460.96	92.3 %
TRAVEL	15,379.76	8,000.00	(7,379.76)	192.2 %
UTILITIES	3,046.44	3,000.00	(46.44)	101.5 %
SPECIAL PROJ-VACATION PLANNER	29,575.19	28,200.00	(1,375.19)	104.9 %
SPECIAL PROJECTS-VIDEO	5,000.00	5,000.00	0.00	100.0 %
WEB SITE MAINTENANCE/HOSTING	2,582.00	10,000.00	7,418.00	25.8 %
PLANNER DISTRIBUTION	720.00	1,510.00	790.00	47.7 %
UNBUDGETED EXPENSE	25.28	0.00	(25.28)	
SPECIAL GRANT EXPENSE	518.35	0.00	(518.35)	
TOTAL Expenses	469,930.98	491,650.00	21,719.02	95.6 %
OPERATING BALANCE	(18,259.89)	0.00	18,259.89	
BALANCE BEFORE TAXES	(18,259.89)	0.00	18,259.89	
NET BALANCE	(18,259.89)	0.00	18,259.89	

SITKA CONVENTION/VISITORS BUR.

Balance Sheet

June 2014

ASSETS

Current Assets

CASH IN BANK-WELLS FARGO CHECKING	34,940.82
CASH IN BANK-WELLS FARGO BUSINESS MA	5,585.30
CASH IN WELLS FARGO CREDIT CARD ACCO	48,004.87
CASH IN CD-FIRST BANK	8,030.99
CASH IN BANK - FNBA CD 61143471	28,536.53
CASH IN BANK - FNBA CD 61143480	15,983.82
ALPS SAVINGS	157.30
ALPS CD#50	7,498.15
PETTY CASH	300.00
RENT DAMAGE DEPOSIT	800.00
FURNITURE & FIXTURES	5,698.00
COMPUTER EQUIPMENT	20,349.00
MACHINERY/OFFICE EQUIPMENT	10,634.26
ACCUMULATED DEPRECIATION	(27,910.00)

TOTAL Current Assets	<u>158,609.04</u>
TOTAL ASSETS	<u>158,609.04</u>

LIABILITIES

Current Liabilities

ACCOUNTS PAYABLE	1,472.54
F/W & FICA PAYABLE	3,139.52
ESC PAYABLE	772.96
FUTA	157.57
SALES TAX PAYABLE	301.20
COMPENSATED LEAVE PAYABLE	5,089.50

TOTAL Current Liabilities	<u>10,933.29</u>
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Long-Term Liabilities

LONG TERM DEBT	8,541.20
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TOTAL Long-Term Liabilities	<u>8,541.20</u>
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TOTAL LIABILITIES	<u>19,474.49</u>
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CAPITAL

EQUITY	10,191.75
INVESTMENT IN FIXED ASSETS	3,399.04
RETAINED EARNINGS	144,801.93
Year-to-Date Earnings	(19,258.17)

TOTAL CAPITAL	<u>139,134.55</u>
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TOTAL LIABILITIES & CAPITAL	<u>158,609.04</u>
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Executive Director - Tonia Rioux
Sitka Convention and Visitors Bureau
Reporting Dates: April - September, 2014

Marketing:

- Scheduled and/or edited paid ads in the following:
 - California Sportsman Magazine
 - USA Today Travel Guide
 - Alaska Airlines Magazine
 - State of Alaska Travel Planner
 - TripAdvisor
 - Good Housekeeping
 - Sunset Magazine
 - Nat'l Geo Traveler
 - Good Housekeeping
 - Tee It Up Radio Network

- Writer/Media Hosting and Assistance:
 - Good Neighbor Pharmacy Film Crew
 - Cruise Line FAM
 - Purpose Driven Tours / Rustad Tours / State of Alaska
 - Activities Abroad
 - Food & Wine Magazine
 - Pacific Yachting & Northwest Yachting
 - San Francisco Chronicle
 - US Superyacht Association
 - ATIA Group FAM
 - Alaska Marine Highway (website update)
 - KTVA Anchorage

- Trade Shows Attended:
 - Sunset Celebration Weekend, May 30 – 31, Menlo Park, CA
 - San Diego International Boat Show, June 20-21, San Diego, CA

- Scheduled Conferences & Trade Shows:
 - ATIA Annual Convention, October 6 – 9, Fairbanks
 - Alaska Media Roadshow, October 26 – 27, Santa Barbara, CA
 - Luxury Travel Exchange International, December 9 – 11, Las Vegas, NV
 - Fort Worth Stock Show & Rodeo, January 16 – February 7, Fort Worth, TX
 - San Francisco Travel & Adventure Show, February 7 – 8, San Francisco, CA
 - San Diego Travel & Adventure Show, February 14 – 15, San Diego, CA

- Potential Marketing Opportunities Reviewed:
 - Fish Alaska Magazine
 - Hunt Alaska Magazine
 - EyeforTravel
 - Go West Magazine
 - Horizon Travel Magazine
 - Milepost
 - LifeAfter50
 - AAA Magazine
 - Good Sam RV Guide
 - Southeast Alaska TV Commercial Rates
 - 2014 AK Native Business Directory
 - National Review

- Worked with videographer to finalize two new SCVB videos featuring attractions & arts
- 2015 Travel Planner Review, Proofing, & Finalization
- Facebook posts and video rollouts for new arts and attractions videos

Membership:

- Planned & Hosted membership meeting: May 19th
- Multiple emails to membership
- Promoted Harry Race Pharmacy as Good Neighbor Pharmacy of the Year

Board:

- Drafted FY15 Budget
- Created document outlining current and potential SCVB forms: quasi-city, 501(c)3, and city department
- Meeting prep

Other:

- Advertised, interviewed, and hired for the position of Media & Member Services Manager
- Advertised, convened a hiring committee, reviewed qualifications proposals, interviewed, hired, reviewed/signed a contract for branding & signage firm
- Branding/signage project management
- Participated in inaugural cruise ship welcoming, and coordinated guest list for onboard reception and plaque exchanges (Disney, Norwegian, and Carnival)
- Participated in multiple teleconferences of Visitor Products Cluster Group (JCVB)
- Southeast Alaska Tourism Council (SATC): several board meetings, hired new director, participated in creating a new regional website (www.alaskasinsidepassage.com), planned SATC trade shows
- Assisted with the Sitka Chamber of Commerce annual banquet

Convention Sales Report

SCVB Board Meeting September 30, 2014

January 27 – Sept. 30, 2014

Convention/Conference/Event Services

- Alaska Autism Resource Center
 - Planning Assistance for March 2014 conference
- Alaska Math & Science Conference
 - October 2015
 - Lyle Sparrowgrove
- Ocean Wave Quilters Association
 - 20 Folders
 - Distributed Welcome Folders
- Anesthesia Adventure Seminar
 - 30 Folders
 - Distributed Welcome Signs
 - Catering
- Path Across the Pacific
 - 40 Folders
 - Welcome Sign Distribution
 - Promotional Brochure
- Sitka High School Re-Union
 - 40 Folders
 - Welcome Signs Distributed
- Mathematics Association of America
 - 20 Folders
 - Welcome Folders Distributed
- American Academy of Underwater Scientists
 - 115 Folders
 - Window Sign Distribution

Marketing / Advertising

- Northwest Meeting & Events Magazine ad placement
 - New Ad Design ½ page full color
- Black Meetings and Tourism Magazine ad placement
 - New Ad Design ½ page full color
- Anaheim Chamber of Commerce
 - Sister City Campaign
- Several Department Newsletters
 - Co-Op Advertising
 - Conferee Coupon
- Table Top Trivia & Tidbits
 - Formatted booklet
 - Created sales collateral for participation
 - Created policies for member inclusion in the booklet

Convention Sales Report

SCVB Board Meeting September 30, 2014

Continued

January 27 – Sept. 30, 2014

Marketing / Advertising

-Table Top Trivia & Tidbits

Designed Ad for:

Westmark Sitka
Classic Casting
Baranof Wilderness Lodge
Alaska Reel Affair Charters
Harbor Heights Penthouse
Cascade Inn
New Archangel Dancers
Fortress of the Bear

Vonnie's B&B
Totem Square Hotel & Marina
Alaskan Dream Cruises
Dove Island Lodge
Big Blue Charters
The Pub
Homeport Eatery
Sitka Summer Music Festival

Miscellaneous

- Sitka Weddings & Events
 Pipe & Drape Set-up / Knock Down
-Policy for Rental of Pipe & Drape
-Reconcile 2013 Budget
-Greater Sitka Arts Council
 Melodrama
 Casting Call Flyer
 Promotional Flyer
 Tickets
 Playbill

Media and Member Services Manager
SCVB Board Meeting

May 1, 2014 – Sept. 30, 2014

MEDIA/TRAVEL AGENTS

- Assisted the following FAMS with itineraries, comp tickets from members, Welcome to Sitka packets, member contact information, tours of Sitka's shops, galleries, restaurants and attractions: Purpose Driven Tours, Rustad Tours, Activities Abroad, Food & Wine, Northwest Travel Magazine, Pacific Yachting and Northwest Yachting, Trekaroo.com, San Francisco Chronicle, Weight Watchers, and Adventure Travel Trade Association
- Assisted the following Media with inquiries for information and/or photos for articles and travel guides: Memories and Moments Travel, Photographer Brian Adams, Alaska Marine Highway System, Young at Heart Holidays, Group Travel Leader Magazine, Euro Alaska Tours, Destination Services Mexico, Vernon Publications, Germany Press, Holland America Line, Lonely Planet, Group Tour Media, U.S. Superyacht Association, Artchange, Inc., The Travel Group, National Geographic Traveler: Alaska, MAXIM, Alaska Marine Highway System, and KTVA Anchorage CBS Channel 11

PRINTED COLLATERAL

- Ran copies of SCVB handouts for Harrigan Centennial Hall desk, Kiosk at bridge, hallway at office, front desk at office, and visitor requests
- Planners and Sitka materials out to phone, mail and email requests
- Updated all of the printed collateral used for visitor handouts
- Assisted with proofing of member listing for the 2015 Vacation Planner

MEMBER SERVICES

- Called all members to invite to Membership Social in May
- Sent out Thank You card to members who assisted with media/travelers
- Went on Property Site Visit to Wild Strawberry Lodge
- Sent Membership application and brochure to potential members
- Delivered maps to member businesses to distribute
- Contacted members for rack cards to display in racks in hallway outside of office
- Updated Member Services Directory
- Updated and organized the SCVB database with member contact information
- Updated and organized the member email contact list in Constant Contact
- Contacted members for late payments for membership
- Contacted members for updates of their information used in Vacation Planner, the SCVB website and printed collateral for visitors

OTHER

- Organized and cleaned up the rack card area in hallway outside of office

- Created placeholders and attached to racks for member's rack cards and SCVB materials
- Created volunteer schedules and emailed and mailed to volunteers
- Organized Visitor Information desk at Harrigan Centennial Hall at the beginning of the season to make it easier for volunteers to find and access information to handout
- Provided volunteers with updates when collateral and schedules changed
- Manned the Information Desk and Kiosk on weekends or as needed to fill in
- Organized Volunteer Luncheon for end of season
- Planning and organizing the construction of a new building to replace kiosk under the bridge
- Preparing for ATIA Conference and Alaska Media Road Show

SITKA CONVENTION/VISITORS BUR.

Balance Sheet

March 2013

ASSETS

Current Assets

CASH IN BANK-WELLS FARGO CHECKING	29,413.75
CASH IN BANK-WELLS FARGO BUSINESS MA	24,810.32
CASH IN WELLS FARGO CREDIT CARD ACCO	68,200.04
CASH IN CD-FIRST BANK	7,887.79
CASH IN BANK - FNBA CD 61143471	28,536.53
CASH IN BANK - FNBA CD 61143480	15,970.02
ALPS SAVINGS	166.94
ALPS CD#50	7,431.18
PETTY CASH	300.00
RENT DAMAGE DEPOSIT	800.00
FURNITURE & FIXTURES	5,698.00
COMPUTER EQUIPMENT	20,349.00
MACHINERY/OFFICE EQUIPMENT	495.26
ACCUMULATED DEPRECIATION	(25,395.00)

TOTAL Current Assets

184,663.83

TOTAL ASSETS

184,663.83

LIABILITIES

Current Liabilities

ACCOUNTS PAYABLE	213.50
F/W & FICA PAYABLE	2,757.42
ESC PAYABLE	1,197.51
FUTA	173.83
COMPENSATED LEAVE PAYABLE	2,926.08

TOTAL Current Liabilities

7,268.34

TOTAL LIABILITIES

7,268.34

CAPITAL

EQUITY	10,191.75
INVESTMENT IN FIXED ASSETS	3,399.04
RETAINED EARNINGS	167,420.89
Year-to-Date Earnings	(3,616.19)

TOTAL CAPITAL

177,395.49

TOTAL LIABILITIES & CAPITAL

184,663.83

SITKA CONVENTION/VISITORS BUR.

Statement of Revenue & Expense

Year-to-Date Performance, March 2013 - current month

	9 Months Ended March 31, 2013	Annual Budget	Unused	% Used
Revenue				
CITY/STATE GRANTS	216,735.83	280,048.00	63,312.17	77.4 %
MEMBERSHIP	22,464.24	27,000.00	4,535.76	83.2 %
FUNDRAISERS	364.00	5,000.00	4,636.00	7.3 %
INTEREST	357.93	1,000.00	642.07	35.8 %
SPECIAL PROJECTS-SALES	35,919.20	45,000.00	9,080.80	79.8 %
AIRPORT/WEBSITE/ PHONEBRD ADS	1,200.00	3,000.00	1,800.00	40.0 %
ADVERTISEMENT SALES	1,798.00	0.00	(1,798.00)	
TRANSFER FROM RESERVES	0.00	30,000.00	30,000.00	
PRIOR YEAR CARRYOVER	0.00	5,000.00	5,000.00	
TOTAL Revenue	278,839.20	396,048.00	117,208.80	70.4 %
Adjustments				
BANKCARD DISCOUNT	(673.32)	0.00	673.32	
TOTAL Adjustments	(673.32)	0.00	673.32	
NET REVENUE	278,165.88	396,048.00	117,882.12	70.2 %
GROSS REVENUE	278,165.88	396,048.00	117,882.12	70.2 %
Expenses				
SALARY & WAGE EXP	110,965.16	153,000.00	42,034.84	72.5 %
EMPLOYEE HEALTH BENEFIT/LIFE	24,093.24	35,000.00	10,906.76	68.8 %
EMPLOYEE BENEFIT-RETIREMENT	1,249.48	2,200.00	950.52	56.8 %
AD PRODUCTION	812.50	2,000.00	1,187.50	40.6 %
BANK CHGS	658.52	350.00	(308.52)	188.1 %
DUES/FEES/SUBSCRIPTIONS	5,287.00	12,000.00	6,713.00	44.1 %
EDUCATION EXPENSE	900.00	2,956.00	2,056.00	30.4 %
POSTAGE-BULK	7,955.13	18,000.00	10,044.87	44.2 %
POSTAGE-WHITE MAIL	1,009.66	2,000.00	990.34	50.5 %
INSURANCE	521.00	3,500.00	2,979.00	14.9 %
LEGAL/ACCOUNTING SERVICES	2,772.50	3,750.00	977.50	73.9 %
OFFICE SUPPLIES	1,881.66	3,500.00	1,618.34	53.8 %
COMPUTERS	526.66	2,500.00	1,973.34	21.1 %
PENALTIES & LATE CHGS	141.76	0.00	(141.76)	
PROMOTION-TRADE	11,350.59	16,500.00	5,149.41	68.8 %
PROMO-ATIA COOP MARKETING	6,341.00	0.00	(6,341.00)	
PROMOTION-VOLUN. APPREC.	225.00	1,000.00	775.00	22.5 %
PROMOTION-MEMBER APPREC.	147.36	2,000.00	1,852.64	7.4 %

**9 Months Ended
March 31, 2013**

**Annual
Budget**

Unused

% Used

		Annual Budget	Unused	% Used
PROMOTION-TRAVEL WRITERS	4,452.29	3,000.00	(1,452.29)	148.4 %
PROMOTION-CONVENTIONS	4,448.22	7,000.00	2,551.78	63.5 %
PROMOTION-CONVENTION ADS ONLY	9,287.00	12,500.00	3,213.00	74.3 %
PROMO-TOURISM ADS ONLY	15,488.78	19,000.00	3,511.22	81.5 %
RENT	10,584.64	16,800.00	6,215.36	63.0 %
TAX EXPENSE-PAYROLL	11,529.70	14,000.00	2,470.30	82.4 %
TELEPHONE	4,197.86	6,000.00	1,802.14	70.0 %
TRAVEL	7,445.26	8,000.00	554.74	93.1 %
UTILITIES	1,759.82	2,700.00	940.18	65.2 %
SPECIAL PROJ-VACATION PLANNER	26,171.28	30,000.00	3,828.72	87.2 %
SPECIAL PROJECTS-VIDEO	6,150.00	6,000.00	(150.00)	102.5 %
WEB SITE MAINTENANCE/HOSTING	3,429.00	9,292.00	5,863.00	36.9 %
PLANNER DISTRIBUTION	0.00	1,500.00	1,500.00	
TOTAL Expenses	281,782.07	396,048.00	114,265.93	71.1 %
OPERATING BALANCE	(3,616.19)	0.00	3,616.19	
BALANCE BEFORE TAXES	(3,616.19)	0.00	3,616.19	
NET BALANCE	(3,616.19)	0.00	3,616.19	