

Sponsors: Carlson/ Mosher

Discussion / Direction / Decision
on convention and visitor bureau services



CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members

From: Assembly Members Carlson and Mosher

Date: January 17, 2024

Subject: Convention and Visitor Bureau Services Contract

Background

In 2015, the Assembly decided to devolve the Sitka Convention and Visitors Bureau (SCVB) and transition its services to a contracted model. The Greater Sitka Chamber of Commerce was contracted to undertake these services with the initial three-year contract awarded in September 2015. The next three-year contract saw significant updates from the 2015 version. There was a 6 month gap in services while new terms were being negotiated. We are currently in the third of five option year extensions from that 2018 Convention and Visitor Bureau Services Contract.

The arrangement is guided by a multi-part objective as stated in the contract: “The primary goal is to increase the level of visitor traffic to enhance the economy and maintain tourism-related businesses in Sitka.” This goal underscores the contract's focus on bolstering Sitka's tourism sector and supporting the local economy through effective visitor services and initiatives.

Analysis

The landscape of Convention and Visitor Bureau services has undergone significant changes since 2018 when the current contract was written. In the March 2023 work session with the contract holder, the Assembly emphasized the importance of maintaining current levels of tourism traffic. This shows a directional shift from the stated primary objective of the contract and highlights an emerging sentiment among several Assembly members to critically evaluate the evolving needs for Convention and Visitor Bureau services in our current context.

This discussion is particularly pertinent given our CBS Strategic Plan, which emphasizes balancing tourism in both the Quality of Life and Sustainability goals (1.4 and 3.4, respectively).

The upcoming Tourism Task Force report, expected in April 2024, is set to offer further insights and recommendations.

Fiscal Note

The annual base funding for the Convention and Visitor Bureau Services contract is currently set at \$300,000. Each year, following an annual work session, the Assembly and the Greater Sitka Chamber of Commerce meet to agree upon additional tasks and determine an extra amount to be paid to the contractor in addition to the base funding. This funding is sourced from the Visitor Enhancement Fund.

The Visitor Enhancement Fund primarily consists of earnings from the locally leveraged 6% lodging tax, which is applied to hotel rooms, charter lodges, and short-term rentals. There is a potential to also utilize funding from the Commercial Passenger Vessel (CPV) Fund to support a portion of a new contract. The CPV Fund is comprised of head tax revenues collected by the State of Alaska from large boat travelers making day visits to Sitka.

An important aspect to consider is that the contract operates on a calendar year basis, as opposed to the CBS's fiscal year. This discrepancy presents challenges in budgeting and appropriations, as it requires careful alignment with the CBS's procurement code.

Recommendation

Carefully consider whether the current scope of the Convention and Visitor Bureau services contract aligns with present day needs. Should the Assembly determine that a new direction is warranted, the Assembly should direct the Municipal Administrator to develop a new RFP.

This RFP process could enable us to clearly define the scope, objectives, and expectations for these services, ensuring alignment with our strategic goals and findings of the Tourism Task Force. Ensuring that the contract's timeline aligns with the CBS's fiscal planning and procurement processes is crucial for seamless financial management and compliance. A proactive approach would ensure that our tourism initiatives remain relevant, sustainable, and beneficial to the Sitka community.

Encl: Current Convention and Visitor Bureau Services Contract
Current Renewal Option
Convention and Visitor Bureau Services Contract Timeline

**CONTRACT BETWEEN OWNER AND CONTRACTOR
TO PROVIDE CONVENTION AND VISITORS BUREAU SERVICES
TO THE CITY AND BOROUGH OF SITKA, ALASKA**

City and Borough of Sitka ("Owner" or "CBS") desires the GREATER SITKA CHAMBER OF COMMERCE, INC., ("Contractor") to Provide Convention and Visitors Bureau Services. This Contract to Provide Convention and Visitors Bureau Services (together with all exhibits and attachments hereto to and all amendments and modification to such contract or exhibits, collectively the "Contract") to the City and Borough of Sitka is made and entered into by and between Owner and Contractor in consideration of the mutual promises contained in this Contract. This Contract describes Sitka Convention and Visitors Bureau duties and obligations, which include effective marketing and promotion of Sitka's visitor attractions and tourism related services. The primary goal is to increase the level of visitor traffic to enhance the economy and maintain tourism related businesses in Sitka.

This Contract also consists of the following which are incorporated into and made a part of the Contract.

- Statement of Interest
- Exhibit A - Scope of Services (2 pages)
- Exhibit B - Compensation and Payment (1 page)

SECTION 1. DEFINITIONS

For the purpose of this Contract, the terms used in this Contract shall have the following meaning:

- A. "Owner" shall mean the CITY AND BOROUGH OF SITKA, Alaska.
- B. "Contractor" shall mean the GREATER SITKA CHAMBER OF COMMERCE, INC., an Alaska non-profit corporation, and any **partner, associate**, or any other person acting for and/or in behalf of the GREATER SITKA CHAMBER OF COMMERCE, INC.
- C. "Owner's authorized representative" shall mean the person set forth in Section 20 (B)(2) of this Contract.
- D. "Days" shall mean calendar days.

SECTION 2. CONTRACT TIME

- A. This Contract becomes effective when signed and dated by both Parties.
- B. Contractor shall commence performance of the work identified in Section 4 immediately following receipt of the Notice to Proceed.

- C. Except as expressly allowed under this Contract, Owner need not grant Contractor any extension in the time provided to complete the work under this Contract. If Contractor's progress falls behind the project schedule, Contractor shall commit additional resources to the prosecution of the work, or take such other additional steps as are reasonably necessary to assure the completion of the work on schedule, all at no additional cost to Owner.

SECTION 3. CONTRACTOR QUALIFICATIONS

- A. The Contractor expressly represents and warrants it is now and shall continue to be at all times during the performance of this Contract, the holder of all required or necessary professional, business or other licenses or permits and is qualified and capable of performing all of the work covered or called for by this Contract and is presently ready, able and willing to undertake and perform all of such work and services, and to supply all necessary materials and equipment at the times, and in a professional and workmanlike manner and pursuant to the terms, conditions and provisions, and for the compensation and payments as herein provided.
- B. All actions taken by Contractor under this Contract shall comply with all applicable statutes, ordinances, rules and regulations. Contractor shall timely pay all federal, state and local sales, excise or other taxes or assessments incurred by the Contractor.

SECTION 4. SCOPE OF SERVICE

- A. The services to be performed by Contractor shall include all services required to complete the tasks set forth and described on Exhibit A, and shall be in accordance with all applicable statutes, Sitka General Code provisions, ordinances, rules, and regulations.
- B. The Statement of Interest provided by the Contractor, and incorporated into this Contract, shall be treated as a broad general intent of Contractor as to how the Scope of Services under this Contract shall be performed, and, Contractor shall not be held to strict performance of elements of the Statement of Interest which are not specifically contained within Exhibit A. Both parties mutually agree, however, that a gross deviation by the Contractor from the intent set forth in the Statement of Interest, especially in regards to governance and management accountability, shall potentially form a reason for Termination for Cause as outlined in Section 6.

SECTION 5. CONTRACT TIME PERIOD

- A. The term of this Contract shall commence on **January 1, 2019** and end at the end of the business day **December 31, 2021**.

If the Contractor complies with all terms and conditions of this Contract at all times until December 31, 2021, Owner shall have the right (hereafter "Renewal Option") to renew this contract for the period Jan. 1, 2022 to December 31, 2022; and if Contractor complies

with all the terms and conditions of the Contract at all times thereafter, Contractor and Owner may agree to a Renewal Option for subsequent one-year periods up to 5 one-year periods subject to Owner's approval for each new Renewal Option. In order to exercise these Renewal Options, Owner shall give Contractor written notice on or before August 1, 2021, or on or before August 1st of any subsequent year, of its intent to renew this Contract whereupon Contractor will have 10 days to accept or reject Renewal Option. If the Owner fails to exercise a Renewal Option, this Contract shall terminate on December 31st of that year.

SECTION 6. TERMINATION

This Contract may be terminated:

- A. By mutual consent of the Parties.
- B. For the convenience of Owner or Contractor, provided that Owner or Contractor notifies the other of its intent to terminate under this paragraph at least 6 months prior to the effective date of the termination.
- C. For cause, by either Party where the other Party fails in any material way to perform its obligation under this Contract; provided, however, that as a condition of the exercise of its right of termination under this subsection the terminating Party shall notify the other Party of its intent to terminate this Contract and state with reasonable specificity the grounds, and the defaulting Party shall have failed, within 60 days of receiving the notice, to cure the default.
- D. Termination pursuant to this section shall not affect the Parties' continuing obligations under this Contract.

SECTION 7. DUTIES UPON TERMINATION

- A. If either Owner or Contractor terminates this Contract for convenience, either shall pay the other, the reasonable value of all expenses incurred and services rendered prior to actual termination date. Payment under this section shall never exceed the total compensation possible under Section 10. All finished and unfinished reports and materials prepared by Contractor shall become the property of Owner.
- B. If this Contract is terminated for cause, Owner shall pay Contractor reasonable value of the services satisfactorily rendered prior to termination less any damages suffered by Owner because of Contractor's failure to perform its contractual obligations. Any finished or unfinished documents or materials shall become the property of Owner at its option. Under no circumstances shall payment under this section exceed the percentage value of work completed as defined by Exhibit Band under Section 9. Under no circumstances shall payment under this section exceed the total compensation possible under Section 9.

- C. If Contractor has received payments prior to termination in excess of the amount to which it is entitled under Subsection A or B of this section, Contractor shall remit such excess to Owner within 60 days after receipt of notice to that effect.
- D. Contractor shall not be entitled to compensation under this section until Contractor has delivered to Owner all documents, records, work products, materials, and equipment owned by City and Borough of Sitka, related to this Contract and requested by Owner.
- E. If Contractor's services are terminated, for whatever reason, Contractor may not claim any compensation under this Contract other than allowed under this section.
- F. The Owner need not recognize any claim by Contractor for reimbursable expenses or costs incurred after the 60 day notice of termination period under section 7C.

SECTION 8. INDEMNIFICATION

- A. Each Party (the "Indemnitor Party") shall indemnify, defend, save, and hold the other Party (the "Indemnatee Party") harmless from any claims, lawsuits, or liability, including attorney's fees and costs, arising from any wrongful or negligent act, error or omission of the Indemnitor Party occurring during the course of or as a result of the Indemnitor Party's performance pursuant to this Contract.
- B. The Indemnitor Party shall is required to indemnify, defend, save, and hold the Indemnatee Party harmless from any claims, lawsuits, liability, or attorney's fees and costs, arising in wrongful or negligent acts, errors or omissions solely of the Indemnatee Party occurring during the course of or as a result of the performance of this Contract.
- C. Where claims, lawsuits, or liability, including attorney's fees and costs, arise from wrongful or negligent acts of both Parties, Contractor shall indemnify, defend, save and hold Owner harmless from only that portion of claims, lawsuits or liability, including attorney's fees and costs, which result from Contractor's wrongful or negligent acts occurring during the course of or as a result of Contractor's performance pursuant to this Contract.

SECTION 9. PAYMENT

- A. For Contractor's Contract Services and Expenses, as described in Section 4 of this Contract, compensation will be paid as set forth and described on Exhibit B, subject to Contractor's satisfactory performance, unless mutually agreed upon by both Parties prior to commencing additional work.
- B. Each year, the Assembly of the City and Borough of Sitka will have a worksession with the Contractor. During this worksession the contractor will include the marketing plan, budget, visitor statistics and plans for the future.
- C. Either party to this contract may request that the compensation to Contractor be

renegotiated. Any renegotiated contract amount must be approved by the Assembly of the City and Borough of Sitka. If a request for renegotiation is not initiated by either party, the existing contract compensation amount and payment schedule shall remain in place.

- D. Contractor shall submit invoice(s) to Owner's authorized representative, as set forth and described on Exhibit B.
- E. Owner shall make payment on invoices as set forth and described on Exhibit B with approval by Owner's authorized representative.
- F. Contractor shall be entitled to no compensation under this Contract beyond the amount of Owner's express obligation under subsection A above.
- G. The amount to be paid for additional services, at the option of Owner, shall be negotiated by the Parties prior to the execution of amendments to this Contract for this work.

SECTION 10. AUDIT: ACCESS TO RECORDS

- A. Contractor shall maintain records of performances, communications, documents, correspondence and costs pertinent to this Contract. The Owner's authorized representatives shall have the right to examine such records and accounting procedures and practices.
- B. The Owner's authorized representative shall have the right to examine all books, records, documents and other data of Contractor related to the pricing and performance of the Contract, and any change or modification for the purpose of evaluating the accuracy, completeness, and currency of the data submitted. The right of examination shall extend to all documents necessary to permit adequate evaluation of the data, computations, and projections used.
- C. The materials described in this section shall be made available at the business office of Contractor at all reasonable times for inspection, audit or reproduction, for a minimum of 3 years from the date of final payment under this Contract and for such longer period, if any, as may be required by applicable statute or other provisions of this Contract.
- D. Records which relate to claims or litigation or the settlement of claims arising out of the performance of this Contract shall be made available to Owner by Contractor until such claims or litigation have been concluded.

SECTION 11. INDEPENDENT CONTRACTOR

- A. The parties hereto expressly agree that the Contractor shall be and is an independent contractor and is not an employee or agent of the Owner and is, therefore, entitled to no insurance coverage, whether worker's compensation or otherwise and no other benefits accorded to Owner's employees. No withholding, FICA or other taxes (whether income,

sales or otherwise) or other amounts will be withheld from the payments due to the Contractor, it being understood that the Contractor is solely responsible therefore, provided Owner shall be entitled to withhold such retainage or other amounts from any progress or other payments as have been provided for elsewhere in this Contract.

- B. Contractor shall perform its obligations under this Contract as an independent Contractor of Owner. Owner may administer the Contract and monitor Contractor's compliance with its obligations. Owner shall not supervise or direct Contractor as provided in this section.
- C. The parties hereto agree that the Contractor is not and shall not be construed to be a partner, joint venture, employee or agent of the Owner, and shall not and is not authorized to enter into or make any contracts, agreements to into any understanding with any other person, corporation, partnership, joint venture or other entity, in the name of or for the benefit of the Owner.

SECTION 12. CONTRACTOR RESPONSIBLE FOR PERSONNEL

The Contractor has or will secure, all personnel required to perform this Contract in a timely and proper manner. The parties hereto agree and understand that such personnel shall in no event be deemed to be and are not employees, agents, or representatives of the Owner, and the Owner shall have no responsibility or liability whatsoever to any of said persons or for the acts or omissions of any such persons.

SECTION 13. ASSIGNMENTS

Unless otherwise allowed by this Contract or in writing by Owner, any assignment by Contractor of its interest in any part of this Contract shall be void.

SECTION 14. CONFLICT OF INTEREST

The Contractor covenants, warrants and represents that the Contractor has no interest and shall not acquire any interest, direct or indirect which would conflict in any manner with the subject matter or the performance of this Contract. The Contractor further covenants, warrants and represents that in the performance of this Contract, no person having any such interest shall be employed.

SECTION 15. NONDISCRIMINATION

- A. Contractor may not discriminate against any employee or applicant for employment because of race, religion, color, national origin, age, disability, sex, marital status, changes in marital status, pregnancy, or parenthood. The Contractor shall post in a conspicuous place, available to employees and applicants for employment, a notice setting out the provisions of this paragraph.
- B. Contractor shall state, in all solicitations or advertisements for employees to work on jobs relating to this Contract, that all qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, age, disability, sex, marital status, changes in marital status, pregnancy, or parenthood.
- C. Contractor shall include the provisions of Subsection A in every subcontract or purchase order under this Contract, so as to be binding upon every such subcontractor or vendor of Contractor under this Contract.
- D. Contractor shall comply with all applicable Federal, State and City laws concerning the prohibition of discrimination.

SECTION 16. COPYRIGHTS AND RIGHTS IN DATA

- A. All documents produced under this Contract are the property of Owner, including notes, drawings, reports and other technical information referred to as work products, except items which have pre-existing copyrights. Payments to Contractor for services include full compensation for all work products produced by Contractor and its subcontractors.
- B. All such subject data furnished by Contractor pursuant to this Contract are instruments of its services in respect to this particular project. It is understood that Contractor does not represent such subject data to be suitable for reuse on any other project or for any other purpose. If Owner reuses the subject data without Contractor's specific written verification of adaption, such reuse will be at the risk of Owner, without liability to Contractor. Any such verification of adaption requested in writing by Owner at Owner's sole option will entitle Contractor to further compensation at rates agreed upon by the Parties.

SECTION 17. NOTICES

- A. Regular Communications. For communications between the Parties on personnel issues or on matters of a confidential nature the Parties' respective points of contact shall exclusively be the Municipal Administrator of CBS and the President of Contractor, or their respective designees. For all other regular or routine communications with respect to this Contract the Parties designate the following persons as their respective primary points of contact:

OWNER Point of Contact:

Name: Community Affairs Director

Telephone: 1.907.747.1824

Email: maegan.bosak@cityofsitka.org

CONTRACTOR Point of Contact:

Name: Executive Director

Telephone: 1.907.747.8604

Email: director@sitkachamber.com

- B. Formal Notices. Any notice required under this Contract shall be in writing and either personally delivered or mailed by prepaid, first class, registered or certified mail, return receipt requested, to the following addresses:

OWNER:

City and Borough of Sitka
Attn: Community Affairs Director
100 Lincoln Street
Sitka, AK 99835

CONTRACTOR:

Greater Sitka Chamber of Commerce Inc.
Attn: Board President
104 Lake Street
Sitka, AK 99835

SECTION 18. CLAIMS AND DISPUTES

If Contractor becomes aware, or reasonably should have become aware, of any act or occurrence which may form the basis of a Claim outside of this contract by a third party or outside entity, Contractor shall immediately notify in writing Owner's authorized representative. If the matter cannot be resolved within seven (7) days, Contractor shall, within the next fourteen (14) days, submit a written notice of the Claim. Contractor shall, in presenting the Claim, include the facts and circumstances surrounding the claim, the specific relief requested including any additional compensation claimed and the basis upon which it was calculated, and the provisions of this Contract under which the Claim is made.

SECTION 19. SUCCESSORS AND ASSIGN

The Parties bind themselves, partners, successors, assigns and legal representatives to the other Party to this Contract and to partners, affiliates, successors, assigns and legal representatives of such other Party with respect to all covenants of this Contract.

SECTION 20. AMENDMENT

- A. This Contract shall only be amended, modified or changed by a written amendment, executed by authorized representatives of the Parties, and such amendment shall be attached to this Contract as an appendix.
- B. For the purposes of any amendment, modifications or change to the terms and conditions of this Contract, the only authorized representatives of the Parties are:
 - 1. President of the Board - For Contractor
 - 2. Municipal Administrator - For Owner
- C. Any attempt to amend, modify or change this Contract by either an unauthorized representative or unauthorized means, shall be void.

SECTION 21. INSURANCE

A. Contractor shall at all times during the term of this Contract, maintain in good standing the insurance described in Subsection B. Before rendering any services under this Contract, Contractor shall furnish Owner with proof of insurance in accordance with Subsection B in a form acceptable to the Risk Manager for Owner; such proof of insurance shall be incorporated into this Contract.

B. Type of coverage:

1. Comprehensive General Liability

Occurrence Limit	\$1,000,000
Products and Completed Operations Aggregate	\$2,000,000
General Aggregate	\$2,000,000

2. Workman's Compensation
Employers Liability Alaska Statutory

3. Comprehensive Automobile Liability \$1,000,000
Including all owned, hired and non-owned vehicles

C. Insurance Notes

1. Owner shall be named as an additional named insured on the required general liability and automobile insurance policies. The Owner shall also be granted a full waiver of any rights of subrogation by endorsement under all required policies with the exception of Professional Errors and Omissions. These requirements extend to all subcontractors.
2. Contractor is required to notify Owner if any policy is to be canceled, materially changed, or renewed, at least thirty days prior, by written notice sent by certified mail.

SECTION 22. CHANGES OR MODIFICATIONS

Any change in any regulations or requirements applicable to the work called for herein, made, caused or imposed by, or as a result of the action of any state, federal or other governmental agency that has or will provide all or any portion of any funds for payment for the work or project which is the subject of this agreement, shall automatically become a part of, and amendment to this agreement and the Contractor shall comply there with.

SECTION 23. NON-WAIVER

The failure of either Party at any time to enforce a provision of this Contract shall in no way constitute a waiver of the provision, nor in any way affect the validity of this Contract or any part, or the right of such Party to enforce each and every provision.

SECTION 24. SEVERABILITY

Any provision of this Contract decreed invalid by a court of competent jurisdiction shall not invalidate the remaining provisions of the Contract.

SECTION 25. JURISDICTION - CHOICE OF LAW


Any civil action rising from this Contract shall be brought in the Alaska Superior Court at Sitka. The laws of the State of Alaska shall govern the rights and obligations of the Parties under this Contract.

SECTION 26. INTEGRATION

This instrument and all appendices and amendments embody the entire Contract of the Parties. There are no promises, terms, conditions or obligations other than those contained in this Contract. This Contract shall supersede all previous communications, representations, or Contracts, either oral or written, between the Parties.

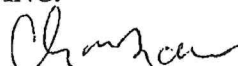
IN WITNESS, the parties execute this agreement through their duly authorized representatives, and represent that their duly authorized representatives are authorized to sign this agreement between Owner and Contractor to provide Convention and Visitor Bureau Services to the City and Borough of Sitka, on behalf of the party they represent.

CITY AND BOROUGH OF SITKA


Municipal Administrator

Date: 12/20/18

GREATER SITKA CHAMBER OF COMMERCE, INC.


President of the Board

Date: 12-24-18

IRS TAX I.D. NO. 017-319

ATTEST:

Melina Hinchshaw
Municipal Clerk, Acting

Date: 12-27-2018

LEGAL REVIEW:

Brian E. Hume
Municipal Attorney

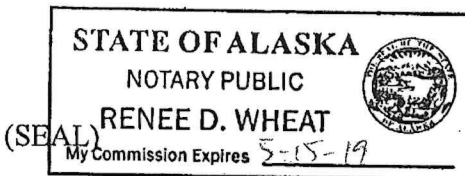
Date: 12/27/2018

ACKNOWLEDGMENTS

STATE OF ALASKA)
)ss.
FIRST JUDICIAL DISTRICT)

The foregoing instrument was acknowledged before me this 26th day of December 2018 by Keith Brady, **Municipal Administrator** of the City and Borough of Sitka, an Alaska municipal corporation, for the corporation on behalf of the corporation.

WITNESS my hand and official seal the day and year in this certificate above written.

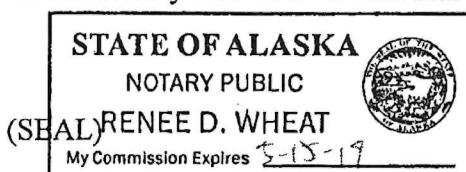


Renee D. Wheat
Notary Public for State of Alaska
My Commission Expires: 5-15-19

STATE OF ALASKA)
)ss.
FIRST JUDICIAL DISTRICT)

The foregoing instrument was acknowledged before me this 24th day of December 2018 by Chris McGraw, the (title of office) President of the Board of (name of organization) Greater Sitka Chamber of Commerce for and on behalf of the organization.

WITNESS my hand and official seal the day and year in this certificate above written.



Renee D. Wheat
Notary Public for State of Alaska
My Commission Expires: 5-15-19

Exhibit A

Scope of Service – Sitka Convention and Visitors Bureau

The Greater Sitka Chamber of Commerce (SCVB) will be responsible for providing all Convention and Visitor Bureau services for the municipality. SCVB's work under this contract will market and sell Sitka as a premier business and leisure destination, enriching Sitka's hospitality industry and the community's overall quality of life. This work includes:

1) Marketing and Promotion:

- a) Develop and implement a 3-year strategic marketing plan to be presented annually to the Assembly during a work session. During this work session the contractor will include the marketing plan, budget, stats and plans for the next year. The goals should be to effectively increase the number of revenue generating functions, increase the number of independent travelers visiting, increase the number of convention center reservations and support the growth of tourism in Sitka. Emphasis should be placed on targeted marketing to maximize the return on investment, to sell destination strengths and reach specific high-growth visitor audiences. The marketing plan shall be consistent with the policy that the primary role of the Convention and Visitors Services Contract is to promote travel to Sitka through marketing and development, focusing on convention sales, tourism marketing and services, with an emphasis on shoulder and winter seasons. The plan will be continually evaluated for success and updated and revised as necessary, and work to have visitor industry stakeholder input into the marketing plan.
- b) Collaborate with State and local tourism related groups, committee's, and commissions.
- c) Design and publish annual visitors guide, place ads in a variety of media based on best ROI research available.
- d) Maintain promotional social media pages.
- e) Develop and maintain a promotional website.
- f) Host media members and group tour operators, cruise line visits and public relations.

2) Visitor Services:

- a) Provide telephone and email contacts for information requests and inquiries by the public.
- b) Provide timely and accessible visitor bureau services which address the informational needs of visitors via first person assistance, telephone, and internet access. First person assistance to be limited to normal business hours at the central business district Visitor Information Center and on weekends during high traffic hours determined by the contractor.
- c) Provide an accessible and visible Visitor Information Center in Sitka's central business district and supply Harrigan Centennial Hall Visitor's Desk with visitor information materials as requested by City and Borough of Sitka staff.
- d) Staff seasonal visitor information desks at port facilities during cruise days utilizing the facility. Staffing will be 30 minutes after port arrival to two

hours prior to last tender. No seasonal visitor desk staffing required for hospitality suites.

- e) Create and distribute printed information pieces for use by visitors while in Sitka. Provide information and/or brochures about lodging, restaurants, excursion's, tours, fishing charters, wildlife tours, trips and other attractions in the Sitka area
- f) Provide knowledgeable information about local goods and services, as well as cultural and historical information about Sitka thru both internet based portals, as well as physical information rack(s) located at strategic locations within Sitka.
- g) Annually, the Contractor will put out notice to Sitka businesses to take part in a directory of tourism related businesses and services. During the 30 day period, responding businesses will provide contact information and descriptions of their services. This information will be compiled and made available on the promotional website and for viewing at the visitor desks or kiosks. Notice will go out January 1st and responses will be due January 31st. The list will be updated by the Contractor and made available by February 28th.

3) Convention Sales and Services:

- a) Market Sitka as a year-round meeting, conference, and convention destination. Highlight Sitka's marketable features and services in a variety of media, based on best return on investment research available.
- b) Collaborate and strategize with venue managers and the business community to attract conventions.
- c) Assist groups with conference planning (securing locales and assist with contracts, bids, printed collateral, etc.)
- d) Provide information on all support services offered in the community, create and distribute convention delegate welcome folders and welcome signs in downtown businesses.
- e) Follow up with groups, and venue and service providers to ensure customer satisfaction.

4) Reporting

- a) Meet with City and Borough staff quarterly, to provide a staff prepared summary describing activities from the quarter and financial reports including the statement of operations semi annually, and the profit and loss quarterly, prepared by an external bookkeeper. Reports should be submitted within 60 days of the quarter's completion. Meeting will also review operations as needed.
- b) Provide an annual State of the Sitka Convention and Visitor Industry report to the Assembly.

5) Other Services:

- a) Regularly update a marketing and promotional website and the annual visitor guide, as well as brochure displays.
- b) Develop and regularly communicate through a variety of media including newsletter formats, email blasts, push notifications, text, etc. to visitor industry businesses and providers in Sitka.

Exhibit A

Scope of Work - Greater Sitka Chamber of Commerce

- c) Research cruise industry information and maintain an up-to-date summer cruise ship calendar on the promotional website.
- d) Manage additional contracts for the CBS as negotiated.

6) Metrics:

The performance of the contractor shall be based on its effectiveness to reach potential visitors, secure convention bookings, and increase tourism in Sitka. In measuring performance of marketing efforts, there is no single statistic that can be utilized to determine the effectiveness, however looking at the trends of a wide range of metrics on an annual basis can provide information regarding marketing efforts and the effectiveness of those efforts. The following metrics shall be tracked on an annual basis with FY17 being the baseline year.

- a) Convention Metrics – These metrics will track the contractor’s effectiveness at generating interest for conventions in Sitka and its ability to sell organizations on Sitka as a convention destination.
 - 1. Convention RFP Requests
 - 2. Convention Bookings
 - 3. Total Number of Convention Attendees
 - 4. Number of Room Nights
 - 5. Estimated direct attendee spending (Economic Impact)
- b) Visitor Inquiries – The goal of visitor marketing is to generate interest in Sitka. Effective marketing campaigns should generate additional inquiries. In addition, by tracking the number of inquiries as a ratio to marketing costs, it will provide an indicator of performance vs. cost.
 - 1. Number of E-mail Inquiries
 - 2. Number of visitors to the Visitor Information Center
 - 3. Number of Unique Website Visits
 - 4. Ratio of total number of inquiries to direct and indirect visitor services marketing costs
- c) Economic Indicators – Increased tourism will benefit the economy of Sitka. The key economic indicators will show the financial impact of increased tourism. However, global factors not relating to marketing performance can also affect the visitor industry.
 - 1. Transient Lodging Tax Revenue
 - 2. Potential on Investment (POI)
 - 3. Net Promoter Score
 - 4. Total Visitors to Sitka
 - 5. Sales Tax Revenue

Exhibit B

**Compensation and Payment – Sitka Convention and Visitors Bureau
Services Contract**

In consideration of Contractor's responsibilities under this agreement, Owner agrees to pay Contractor according to the payment schedule provided below:

The annual contract amount shall be a minimum of \$300,000. Annual budget to be determined by the Sitka Assembly following an annual work session, with first payment in next fiscal year. If the contribution is increased by Assembly action, the annual contract amount will be adjusted accordingly. The Contractor is encouraged to request additional funding for specific projects above and beyond those included in this contract, pursuant to approval by the Assembly.

For all contract years, twenty five percent of the contract amount will be paid at the start of each quarter.

Payment schedule:

- January 1 – 25% of the annual contract amount
- April 1 – 25% of the annual contract amount
- July 1 – 25% of the annual contract amount
- October 1 – 25% of the annual contract amount

The Owner agrees to allow Contractor use of all physical and intellectual property related to providing convention and visitor services and marketing for the term of the contract period.

Payment includes cost share on Contractor's building lease, utilities and improvements. Annual budget funds may be used to pay up to 75% percent of the associated expenses.



CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

ADMINISTRATION

100 Lincoln Street | Sitka, Alaska 99835

www.cityofsitka.com

administrator@cityofsitka.org

907-747-1812

July 20, 2023

[VIA EMAIL ONLY]

Greater Sitka Chamber of Commerce, Inc.
Attn: Board President
104 Lake Street
Sitka, AK 99835
director@sitkachamber.com

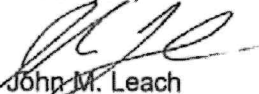
Re: Renewal Option for Contract to Provide Convention and Visitors Bureau Services

Dear Board President,

Pursuant to Section 5.A of the Contract (copy attached), the City and Borough of Sitka (CBS), as Owner under the Contract, hereby requests and agrees to a third one (1) year renewal option beginning January 1, 2024 and ending December 31, 2024. The second renewal option was enacted January 1, 2023 to December 31, 2023 (copy attached). As required by the Contract, within 10 days please indicate your mutual agreement to this third renewal option by signing below and returning the original of the signed letter to the CBS at the address stated in the header.

As this is the third renewal option, the Contract provides for two (2) additional one (1) year renewal options upon mutual consent and compliance with all terms and conditions of the Contract. If an additional renewal option is desired, CBS will request a fourth renewal prior to August 1, 2024.

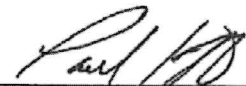
Thank you,


John M. Leach
Municipal Administrator

Attachment

I agree to a one (1) year renewal of the Contract.

7/20/23
Date


Paul Kraft

Cc: Melissa Haley, Finance Director (via email only)
Tori Fleming, Compliance Officer (via email only)

Convention and Visitor Bureau Service Contract Timeline

