



MISSION STATEMENT

THE GREATER SITKA CHAMBER OF COMMERCE IS A VOLUNTARY ORGANIZATION OF BUSINESS AND COMMUNITY LEADERS WHO PROMOTE, SUPPORT, AND FACILITATE COMMERCE AND ECONOMIC GROWTH IN THE COMMUNITY.

April 20, 2016

Dear Sitka Assembly:

3-Year Strategic Marketing Plan

The 3-Year Strategic Marketing Plan was created in order to provide a guide to the Chamber of Commerce's Convention and Visitor Services department, Visit Sitka. The plan includes leveraging the foundational marketing elements and the Sitka branding project. It is intended to be a blueprint as staff and committees create annual work plans to implement the marketing strategies throughout the course of the contract.

Branding and Wayfinding Project Update

The Sitka Brand Project is nearly complete. The final deliverable is a brand implementation workshop for key stakeholders who will use the brand. This workshop will be conducted by John Kelsh from GDS and will be scheduled within the next four to six weeks. A poll is being conducted to determine a date when most attendees will be available.

The Wayfinding consultant, committee and Chamber Staff are in the process of completing its work on determining final locations for the signs to be placed and sign design. The sign manufacturing will go out to bid, following the City's procurement process and will include installation. This portion of the process will rely heavily on the time it takes to release the RFP and receive bids. Sign production generally takes 12-16 weeks. The signs will likely be installed in the spring of 2017, weather permitting. For the 2016 season, Visit Sitka will create temporary signage for the Visitor Information Center and the seasonal kiosks.

Convention and Visitor Services Committee

The Chamber Board created the Convention and Visitor Services Committee and held its first meeting on April 12th. Those in attendance at this meeting included Chris McGraw, Rich Riggs, Sheila Finkenbinder, Kayla Boettcher, Mim McConnell, Evy Kinnear, Rachel Roy, Jenny Torgerson, Rene Tuttle and Sherry Aitken. Pete Colson and Suzan Hess will also participate in the committee. The committee's next meeting is scheduled for Tuesday, April 26th at 3:00pm at the Visit Sitka Visitor Information Center.

Respectfully,

Rachel Roy, Executive Director
Greater Sitka Chamber of Commerce