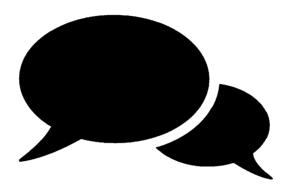
Special Report



Greater Sitka Chamber of Commerce Executive Director, Rachel Roy

Update on wayfinding/branding project



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.

November 3, 2015

Dear Sitka Assembly:

Transition of convention and visitor services

First of all, thank you for contracting convention and visitor services with the Greater Sitka Chamber of Commerce. As of October 4th, I am working full-time as the Executive Director and have been getting familiarized with the operations of both the Chamber and SCVB in order to transition all services seamlessly to the Chamber. Since awarded the contract, the Chamber has maintain visitor services transition including staffing the visitor kiosks during the remaining ship days in September and answering visitor inquiries as well as providing convention resources, welcome folders, and information to potential and future conventions. Rene Tuttle, former SCVB employee, was hired as the Marketing Specialist and has completed the 2016 Sitka Vacation Planner (provided) in addition to planning for 2016 travel tradeshows and ad placements. We are currently recruiting a Membership Coordinator and a Convention and Visitor Coordinator and expect to have these positions filled by the end of this month. The Chamber office will be moving to 104 Lake Street and will include an information center for visitors. There is a minor remodel to complete prior to us occupying that space and we have maintained our office at 329 Harbor Drive Suite 212. We have worked closely with City staff, Don Kluting on the many details relating to the transition and will continue to do so over the course of the contract.

Branding and Wayfinding Project Update

Enclosed, you will find the Major Markers for the project. The Branding Project is currently on schedule, at Branding 1b with the Sitka Brand Blueprint Manual. The Chamber has received the manual and will distribute to the Branding Committee for their final review. Once the committee has reviewed we will provide that feedback to GDS and they will proceed to the final steps, Adoption strategies and communication tools and a visit from John Kelsh to host a Brand Implementation Workshop here in Sitka.

The Wayfinding project is currently in Wayfinding 2a Develop draft wayfinding system framework, a bit behind schedule. The Wayfinding Committee has been reengaged and will meet on November 5th to review the system framework and discuss the next steps. The goal is to work through the Wayfinding plans in order for the public presentation of sign design concepts to coincide with John Kelsh's visit. The visit will likely be scheduled for January with consideration for the Christmas holiday.

Thank you for your time.

Respectfully,

Rachel Roy, Executive Director Greater Sitka Chamber of Commerce

Major Markers

Month	Branding 1a	Wayfinding 2a
April	First Visit – Workshop, Reconnaissance, Interviews, Focus	First Visit – Interviews, Advisory Meeting, Interviews, On-site
May	 Groups Sitka Brand Fieldbook – results of interviews, focus groups, vision poll, 	Assessment. Create Online map, Develop draft wayfinding system framework.
June	destination assessment, eternal influencer interviews, target	Identify sign locations, types, messages
July	audience definitions, competitor assessments. • Second Visit – Sitka Brand Platform	Third Visit – Conduct public review meeting /workshop on designs, locations, messages.
August	Review Meeting (public) and Sitka Brand Concepts Presentation	Prepare Assessment Report
September	 Sitka Brand Concept Approval Third Visit – Logo & Tagline Presentation 	
October	Logo & Tagline ApprovalSitka Brand Style Guide and Templates	
	Branding 1b	Wayfinding 2b
November	Sitka Brand Blueprint Manual – Brand Adoption Strategies, Two Project Strategies, Communication The strategies of	 Fourth Visit – Present Wayfinding Sign design concepts in public meeting.
	ToolsFourth Visit – Brand Implementation	 Develop probable costs of alternatives.
	Coaching Workshop	 Finalize single approved design concept
December		 Fifth Visit – Create draft Location Plan and Message Schedule Bid Documents Draft/Final
		• Production Files

Deliverables

1a

Brand & Wayfinding Educational Workshop (public)
Project Blog Site
Brand Vision Poll
Sitka Brand Fieldbook
Brand Platform Concepts Presentation
Logo & Tagline Presentation
Sitka Brand Style Guide and Templates
1b
Sitka Brand Blueprint Manual

Brand Implementation Coaching Workshop

2a

Wayfinding Online Map
Wayfinding Draft System Framework
Wayfinding Public Review Meeting/Workshop
Wayfinding Assessment Report
2b

Wayfinding Sign Design Review Meeting/Workshop Approved Design Concept Summary Create Draft Location Plan and Message Schedule Wayfinding Bid Documents Draft/Final Wayfinding Production Files