

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 tradeshow 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	<ul style="list-style-type: none"> • First Visit – Workshop, Reconnaissance, Interviews, Focus Groups • Sitka Brand Fieldbook – results of interviews, focus groups, vision poll, destination assessment, external influencer interviews, target audience definitions, competitor assessments. • Second Visit – Sitka Brand Platform Review Meeting (public) and Sitka Brand Concepts Presentation • Sitka Brand Concept Approval • Third Visit – Logo & Tagline Presentation • Logo & Tagline Approval • Sitka Brand Style Guide and Templates 	<ul style="list-style-type: none"> • First Visit – Interviews, Advisory Meeting, Interviews, On-site Assessment. • Create Online map, Develop draft wayfinding system framework. • Identify sign locations, types, messages • Third Visit – Conduct public review meeting /workshop on designs, locations, messages. • Prepare Assessment Report
May		
June		
July		
August		
September		
October		
	Branding 1b	Wayfinding 2b
November	<ul style="list-style-type: none"> • Sitka Brand Blueprint Manual – Brand Adoption Strategies, Two Project Strategies, Communication Tools • Fourth Visit – Brand Implementation Coaching Workshop 	<ul style="list-style-type: none"> • Fourth Visit – Present Wayfinding Sign design concepts in public meeting. • Develop probable costs of alternatives. • Finalize single approved design concept • Fifth Visit – Create draft Location Plan and Message Schedule • Bid Documents Draft/Final • Production Files
December		

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