

VISIT SITKA RFP

APPENDIX A: SCOPE OF SERVICES

A. CORE SERVICES

1. Destination Marketing

- a. Marketing Plan
 - Develop, implement, and maintain a three-year marketing plan to achieve the visitor marketing goals of the City and Borough of Sitka
 - Facilitate plan development and annual review with the CBS Tourism Commission
- b. Promote visitation to Sitka in accordance with the Marketing Plan in a variety of mediums including but not limited to:
 - A promotional and informational website
 - Online advertising and social media presence
 - Search engine optimization
 - Print media
 - Distribution of videos
 - Trade shows
 - Hosting media and industry members
- c. Design and publish an annual visitors guide (Proposer may seek outside revenue through advertising and distribution fees)
- d. Promote CBS venues and services including Harrigan Centennial Hall for meetings, conventions, and special events
- e. Maintain and disseminate a directory of local businesses
- f. Management of the Visit Sitka brand

2. Destination Management

- a. Visitor Services:
 - Operation of a year-round, staffed Visitor's Center in the downtown Sitka area to provide in-person assistance to visitors
 - Seasonally operated visitor information desks at Harrigan Centennial Hall and the Sitka Sound Cruise Terminal (the latter is subject to private property owner approval)
 - Creation and distribution of printed and digital resources including visitor information and guides, brochures, and maps at staffed locations, state/municipal ports of entry (e.g. the Rocky Guitierrez Airport, the ferry terminal, the O'Connell Bridge lightering dock), and on the Visit Sitka website.
 - Collaborating with CBS on wayfinding and mapping initiatives including physical maps and signage

- b. Manage the Tourism Management Best Practices Program (TBMP):
 - Maintain the list of program members and their status
 - Issue program member identification and collateral (stickers, decals, certificates, digital stamps, etc.)
 - Operate a community feedback line (phone and email)
 - Communicate community feedback to program members, ensure program member compliance, take appropriate steps for compliance/enforcement as defined under program standards/provisions
 - Annually review TBMP standards/provisions, program operations, and community feedback with the CBS Tourism Commission and integrate changes/additions from review for upcoming program year
- c. Publishing and maintaining the cruise ship calendar
- d. Community communications for tourism-related street closures
- e. Serving as a liaison to the CBS Tourism Commission (serving as an ex-officio member):
 - Attend Commission meetings (at least one per month)
 - Provide technical/professional expertise
 - Assist with research or other data collection
 - Prepare reports and presentations for Commission review

3. Meeting, Convention, and Event Services

- a. Provide assistance to the organizers of meetings, conventions, and special events where a significant number of attendees will be traveling to Sitka (e.g. conferences, association meetings, sporting events, arts and social events, etc.). Assistance may include securing venues, providing vendor information, printed collateral, etc.
- b. Provide/distribute information on meeting, convention, and event support services offered in the community
- c. Create and distribute convention delegate welcome folders and welcome signs in local businesses.
- d. Follow-up with organizers, venues, and support service providers to ensure customer satisfaction

4. Reporting

- a. On a regular basis as established in the Contract, provide CBS with reports on destination marketing and management key performance indicators (KPIs) as established in the Market Plan which may include but are not limited to:
 - Visitation numbers delineated by forms of travel (i.e. cruise passengers, independent travelers, air travelers, ferry travelers, etc.)
 - Number of conventions at Harrigan Centennial Hall delineated between regular/recurring conventions in Sitka versus newly hosted conventions
 - Social media posts and levels of user engagement
 - Search engine optimization and user engagement

- Number of local businesses utilizing free and paid advertising services provided by the Contractor
 - Number of visitors at the Visitor's Center
 - Number of maps printed and digital downloads
 - TBMP registrations and compliance reports
 - Pre- and post-season surveys if conducted by Contractor
- b. Contractor must demonstrate capability to track expenses to inform and execute an appropriation methodology for different sources of funding (i.e. Commercial Vessel Passenger Excise Taxes and Visitor Enhancement Funding) taking into account different requirements and limitations for use of said funding.
- c. Economic data collection and analysis:
- Performing intercept surveys with visitors at the Visitor's Center and seasonal visitor information desks on spending habits
 - Collaborating with local businesses to document and analyze revenue trends
 - Annual reporting on economic data collection and analysis

B. OPTIONAL SERVICES

1. Providing a public restroom at the Visitor Center
2. Managing tourism-related street closures:
 - Erecting and removing street barricades
 - Managing on-street signage
 - Coordinating with Sitka Police Department to manage vehicles within closure area
 - Opening and closing of temporary restrooms on closed streets
 - Managing required permitting through AK DOT/PF
3. Downtown pedestrian safety – staff the downtown area with pedestrian monitors to ensure clear intersections and prevent jaywalking
4. Event planning and management:
 - Securing and/or subcontracting vendors
 - Assisting with event agenda, operations/logistics planning, venue set-up/ décor planning, communications/promotion, etc.
 - Liaising with venues before and during events
 - Providing staff for event set-up, welcome/registration tables, and other operational support