

Exhibit A

**Scope of Work – Greater Sitka Chamber of Commerce**

The Greater Sitka Chamber of Commerce will be responsible for providing all Convention and Visitor Bureau services for the municipality as follows:

**1) Marketing and Promotion:**

- a) Develop and implement a marketing plan and associated budget to effectively increase the number of revenue generating functions, increase the number of independent travelers visiting, and support the growth of the cruise industry in Sitka. The plan will be continually evaluated for success and strategized for updates and revisions to keep up with the quickly evolving technological world.
- b) Collaborate with State and local tourism related groups, committee's, and commissions.
- c) Design and publish annual visitors guide, place ads online and in print media.
- 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 office and at the kiosk during the hours a cruise ship is in port.
- c) Provide an accessible and visible office in Sitka's central business district
- d) Respond to visitor inquiries in a variety of mediums, including staffing visitor information desks at both lightering facilities during cruise days.
- e) Create and distribute printed information pieces for use by visitors while in Sitka.
- f) Provide information and/or brochures about lodging, restaurants, excursion's, tours, fishing charters, wildlife tours, trips and other attractions in the Sitka area.
- g) 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.

**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 publications, by direct mail and on websites to attract groups.
- 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) Provide quarterly, a staff prepared narrative summary describing activities from the quarter and a financial report prepared by an external bookkeeper. Reports should be submitted within 60 days of the quarter's completion.
- 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 email newsletters to visitor industry businesses and providers in Sitka.
- 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 for an additional.

6) **Metrics:**

- a) During the first 90 days of the contract, the Contractor, in collaboration with the Chamber Executive Director, will propose the metrics to be used in determining performance.