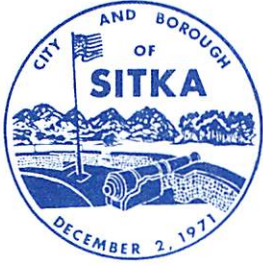


Discussion/Direction/Decision
on the future direction of the Sitka Convention and
Visitors Bureau.




City and Borough of Sitka

100 Lincoln Street Sitka, Alaska 99835

Coast Guard City, USA

Memo

To: Mayor McConnell and Members of the Assembly

From: Mark Gorman, Administrator 

Date: June 3, 2015

Re: Future Direction of Sitka Convention and Visitor's Bureau

Ordinance 2015-03A authorized the CBS to issue an RFP for convention and visitors services in Sitka. In April, the solicitation was issued. There was only one applicant, the Sitka Convention and Visitors Bureau (SCVB). The SCVB's response was considered unresponsive in terms of meeting the requirements of the RFP. Given that there was only one application, the SCVB was asked to provide additional information about its application. It did so but it was determined that the application was still unresponsive in terms of the overall RFP.

Ordinance 2015-03A states that the SCVB will be dissolved at the point that a contract is awarded. As of this time, there will be no contract awarded. Therefore, I'm seeking direction from the Assembly as to what course it would like to pursue. I believe there are three options to be considered:

1. Issue a new RFP
2. Continue the status quo of the SCVB being managed through an Assembly appointed commission as a quasi CBS service
3. Absorb the SCVB functions within the CBS in modified hybrid structure

My recommendation is the Assembly consider option three. Given direction, staff will develop a detailed proposal for how this will work but the basic concept would be as follows:

- The SCVB function would be integrated into the Harrigan Centennial Hall (HCH) management structure
- One FTE position (Coordinator of Convention and Visitor's Services) would be added to staff plus a budget for seasonal/temporary staff
- HCH staff would multitask and support SCVB functions
- Marketing and advertising would be contracted
- Upon completion of the renovated HCH, the Sitka Convention and Visitors Center would be located in the Centennial Building affording visitors better access and eliminating the need to rent space