



CITY AND BOROUGH OF SITKA

ASSEMBLY CHAMBERS
330 Harbor Drive
Sitka, AK
(907)747-1811

Meeting Agenda

City and Borough Assembly

*Mayor Steven Eisenbeisz,
Deputy Mayor Kevin Mosher,
Vice Deputy Mayor Timothy Pike,
Thor Christianson, Chris Ystad,
JJ Carlson, Scott Saline*

*Municipal Administrator: John Leach
Municipal Attorney: Brian Hanson
Municipal Clerk: Sara Peterson*

Thursday, March 7, 2024

6:00 PM

Assembly Chambers

Work Session: Convention and Visitors Bureau

WORK SESSION: Convention and Visitors Bureau Services

[24-031](#)

Materials: Convention and Visitors Bureau Services

Attachments: [2021 Scope of Service Report 2021.09.24](#)
[2022 Scope of Service Report 2022.07.15](#)
[2023 Scope of Service Report 2023.07.14](#)
[Income Statement CPV and VEF FY23 and FY22](#)
[Timeline CVBS Contract r1](#)
[Current Convention and Visitor Bureau Services Contract](#)
[Current Contract Renewal Option](#)
[FY24 Travel Juneau MOA Fully Executed](#)



CITY AND BOROUGH OF SITKA

Legislation Details

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Attachments: [2021 Scope of Service Report 2021.09.24](#)
[2022 Scope of Service Report 2022.07.15](#)
[2023 Scope of Service Report 2023.07.14](#)
[Income Statement CPV and VEF FY23 and FY22](#)
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Date	Ver.	Action By	Action	Result
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Convention & Visitor Services Contract

Scope of Service

The Greater Sitka Chamber of Commerce (SCVB) will be responsible for providing all Convention and Visitor Bureau services for the municipality. SCVB's work under this contract will market and sell Sitka as a premier business and leisure destination, enriching Sitka's hospitality industry and the community's overall quality of life.

Contract period January 1, 2019 – December 31, 2021

Marketing and Promotion

a) Develop and implement 3-year plan

The Greater Sitka Chamber of Commerce, operating as Visit Sitka (VS) has developed and maintained a 3-year strategic marketing plan since the inception of the contract. The plan is created based on research on Sitka's current visitor audience and trending new audience potentials. The plan is developed by staff with the input from industry stakeholders at regular meetings of the Convention and Visitor Services Committee. This plan has been presented to the Assembly at a public work session. See Appendix E.

b) Tourism collaboration

VS maintains active membership in multiple tourism related entities including Alaska Travel Industry Association, Southeast Conference, Southeast Alaska Tourism Council, The Alaska Outdoor Alliance, The Foraker Group, Destination Development Association, and US Superyacht Association. VS staff regularly attend conventions, conferences and workshops that are not only educational but also offer the opportunity to network and collaborate with industry leaders, some of these events include the ATIA annual convention, Southeast Conference annual meeting and mid-session summit, and the annual Seatrade Cruise Global. VS regularly communicates with staff from destination marketing associations (DMOs) from across Alaska and the Pacific Northwest to collaborate on projects and stay informed on industry information and trends. When projects require the input from specialists, the VS staff reaches out for support. For example, in spring of 2021 VS updated and redesigned a hiking guide for the Sitka area. To accomplish this VS gathered public lands stakeholders including CBS planning department, Alaska State Parks, US Forest Service, National Park Service as well as Sitka Trail Works to collaborate on the new map and guide to make sure all stakeholders were fairly represented, and the information was accurate.

c) Annual visitors guide & advertising

VS publishes a new annual visitors guide in late winter of each year. In 2019 the visitors guide was redesigned to a magazine format. This style allows VS to share Sitka's

“stories” in a format that is engaging while being informational. The magazine shares the unique aspects of the community that are of interest to visitors. The printed visitors guide can be requested by a simple form on visitsitka.org and is distributed by a fulfillment company in Portland, Oregon. Printed copies are also available across the state at local DMO visitor centers, and on the Alaska Marine Highway Ferry System. Locally the guide is available at the Visit Sitka Visitor Information Center, Sitka Airport, Alaska Seaplanes, Westmark Hotel, Sitka Hotel, Aspen Suites Sitka, Super 8 Hotel, Totem Square Inn and Marina, LFS and AC Lakeside, as well as in B&B’s, lodges, resorts and short-term rentals.

VS carefully considers all advertising placements and promotional decisions based on reaching existing visitor markets with high growth potential, as well as high-potential niche travelers searching for the experience offered by Sitka. VS has identified three key target audiences: cruise ship visitors, meetings and convention attendees, and niche travelers. Niche travelers can be broken down to subgroups of urban escapees, art and culture buffs, adventure explorers, outdoor enthusiasts, and luxury explorers. Customer journeys hold five key steps: dreaming/inspiration, planning, booking, experiencing, and sharing. VS develops strategies for each target audience at each these stages. To accomplish this the staff chooses a wide variety of projects, events, and promotion strategies the reach the target audience at their unique place in the customer journey.

Dreaming/inspiration – most advertising is developed to reach visitors in this stage. This stage of promotion includes all forms of promotion: print ads, sponsored content, digital advertising, trade show attendance, virtual trainings, email and postal mail campaigns, printed collateral and more. At this stage VS works to bring Sitka to the forefront of the visitor’s attention and help them choose Sitka over other destinations. This also includes reaching travel planners such as travel agents, cruise line booking offices and meeting/group planners. This stage can be as short as days to as long as years before the visitor moves to the planning stage. For this stage VS engages visitors in various formats, which includes printed advertising, digital advertising, as well as face to face marketing at in-person and virtual trade shows. VS chooses in-person events to maximize impact. During this contract period VS staff attended in-person the Travel & Adventure consumer show in Los Angeles, and the American Society of Travel Agents global conference. And attended virtually the GO Adventure Planning Forum for Canadian travelers. For samples of VS inspiration promotion see Appendix A.

Planning – in this stage visitors have chosen Alaska but may not have chosen their form of transportation and/or the locations they are visiting. At this stage visitors are looking for specific location and activity information. VS reaches out through the visitors’ guide, website, social media, printed collateral and advertising targeted to visitors ready to receive location specific information. For planning promotion samples see Appendix A. In this stage of planning VS focuses on consumer and travel trade shows that target visitors during their

planning process, such as the Holland America Line consumer shows in Seattle and Vancouver. And advertise in media used during travel planning such as The Milepost print publication, and TravelAlaska.com and alaskasinsidepassage.com digital ads.

Booking – VS assists in the booking stage by making suggestions to visitors for activities and businesses to contact in Sitka. VS does not offer any booking services, but the staff regularly works with visitors via phone, email and in-person to connect them with the perfect vendor. See section 2) Visitor services below.

Experiencing – in this stage visitors are in Sitka and are looking for local knowledge and to choose their own unique experience. VS supports visitors with a variety of printed materials including guides, maps, and resources. VS staffs a year-round visitor information center and a remote kiosk at the Sitka Sound Cruise Terminal to connect with visitors in Sitka. For specific activities see section 2) Visitor services below.

Sharing – this stage can happen prior, during or after a Sitka visit. By offering visitors avenues for sharing their experience with others, they spread the message of visiting Sitka and positive organic promotion. Most sharing is done via social media (see Social Media below) but visitors can also share by requesting visitor guides for friends and family, share information and images via mail and email, and order products to be shipped from Sitka vendors. Visitsitka.org offers a host of sharing opportunities (see Website below). Visitors are encouraged to share their experiences by using #visitsitka to reach a wider audience with their sharing.

In May 2021 the Greater Sitka Chamber of Commerce, as a 501c-6 nonprofit, was awarded a \$235,200 grant by the Alaska Department of Commerce, Community and Economic Development, for the rapid deployment of marketing campaigns promoting Alaska as a COVID-safe travel destination for the summer of 2021. Promotions could be marketed toward in-state as well as national independent travelers. This grant gave VS the opportunity to utilize advertising sources and media influencers that are usually out of the normal budget constraints. To see an overview of the scope of the grant projects see Appendix B.

d) *Social media*

Statistically 4.66 billion people around the world use the internet, and more than half the world now uses social media (*Datareportal Global Overview report 1/27/21*). VS maintains social media accounts on Facebook, Instagram, YouTube and Pinterest. To best take advantage of the constantly changing social media trends VS contracts with the experts at Element Agency to manage the Facebook and Instagram accounts. On these two platforms VS posts multiple times per week, sharing the uniqueness of Sitka. As of the date of this report, the Visit Sitka Facebook page has 66,411 followers, and recently the Instagram account reached over 10,000 followers. The 10,000-follower count on

Instagram is an important milestone, as we are now allowed to use the “Stories” scroll up feature and link directly from our Instagram account to our other web properties, this means more traffic for our website and YouTube channel.

VS has also purchased sponsored content on social media. Travel Alaska is the marketing program for the State of Alaska. In February 2021 VS sponsored a co-branded Facebook post on AAA Washington. The post included 4 scrolling photos and a 60-word message that was sent to AAA’s over 26,000 followers. In March of 2021 VS sponsored a “takeover” of the Instagram account, which included a post that linked to an Instagram “story”. The advantage of this is that not only is the message of Sitka shared with Travel Alaska’s 147,000 followers but the same is reflected on VS Instagram so followers of both accounts see the story. In a form of sponsored content, VS partnered with Alaska Airlines for their Club 49 Community Spotlights promotion. In this promotion a three-day getaway to Sitka was highlighted as part of a sweepstakes for Club 49 members. Visit Sitka created a package with donations from local business partners, and in return Sitka was highlighted in the Club 49 Insider newsletter, the Club 49 Hub and in Club 49 social media posts.

e) *Website*

Visitsitka.org is a constantly evolving platform to share Sitka information, stories, and business information. Through a partnership with Element Agency, the website is updated and maintained by an IT professional who works directly with staff to continuously improve and expand the site.

In the last two years VS has added three new expansions. In early 2020 a new Blog site launched with expanded Sitka experience stories. At this time the [Blog](#) offers 14 unique articles with more to come. In early 2021 VS created an expanded [Meetings](#) page and toolkit. (See Convention Sales and Services below for more information.) In late spring 2021 a [Video Library](#) was added to the website.

The site has been developed with sharing in mind. Not only does it share information about activities, attractions, and businesses, it offers visitors a chance to share with unlimited visitor guide requests (order for your friends and family too), downloadable maps and guides, a video library, and an annual photo contest with cash prizes.

f) *Media/VIP/cruise hosting*

Hosting of media and VIP’s is an integral part of promotion for any DMO. The time, effort and money spent on a well vetted media partner will return great rewards in recognition that cannot normally be afforded through usual budgetary restraints. In 2019 VS hosted eight journalists and provided direct research support for an additional six media groups. In 2020 VS did not host or sponsor any media. So far in 2021 VS has hosted nine journalists and provided research support for one additional media group. For detailed information on media hosting since 2019, and for 2021 hosting results tracking see Appendix C.

On April 20, 2021, VS participated in the “Live from Alaska” event, sponsored by the Alaska Travel Industry Association and Thompson & Co. The event was a virtual trade show held for media and travel trade. The focus of the event was to share updated destination information and show that Alaska and its communities are open for business. Over 200 virtual attendees were invited to presentations, trainings and a virtual trade show with over 75 Alaska tourism communities and businesses.

On April 20, 2021, VS collaborated with the office of Lieutenant Governor Kevin Meyer to host a roundtable discussion around the impacts of COVID-19 on Sitka’s tourism industry. The event, which also hosted Representative Bill Thomas, was held in Harrigan Centennial Hall, and included twelve representatives of tourism industry related businesses.

On May 4, 2021, VS collaborated with the office of Senator Dan Sullivan to host a roundtable discussion around the impacts of COVID-19 on Sitka. The event was held at Harrigan Centennial Hall and included twelve owners representing a cross section of business types from across tourism. The Greater Sitka Chamber of Commerce sponsored box lunches.

In July 2021 VS hosted a group of executives from Royal Caribbean and Celebrity cruise lines. This group of six traveled on the Serenade of the Seas on its first voyage in Alaska in 2021. Two representatives from Cruise Lines International Association, and Holland America Line vice-president of government relations flew to Sitka to join the event. A familiarization tour (FAM) was developed to show the VIPS, many who had never been to Sitka, what the community offers for their guests. A small group of guests remained in Sitka for additional vendor meetings after the cruise ship departed.

Visitor Services

VS responds daily to requests for information from visitors and local residents via telephone, email and postal mail. The visitor information center is open year-round weekdays and adds weekend hours during the summer visitor season. The location of the visitor information center at 104 Lake Street offers an easily accessible location for all types of visitors. VS supplies Harrigan Centennial Hall with printed materials including visitor guides, attractions maps, downtown pocket guides, hiking guides and an informational binder that contains detailed information about Sitka. At the Sitka Sound Cruise Terminal VS staff distributes information to cruise ship passengers.

VS annually produces multiple printed collateral pieces, which are all available on visitsitka.org in digital formats available for downloading.

- Printed visitors guide
- Downtown area attractions map
- Downtown information pocket guide
- Hiking guide with trail map

Each piece is designed to meet specific needs of visitors based on their area of interest. Printed visitor guides are available at eleven distribution locations across Sitka. Local businesses are encouraged to stock maps and guides for their customers.

Each year VS collects contact information for businesses to be included in a directory of tourism related businesses. This list is published on visitsitka.org in February and can be found at visitsitka.org/visitor-info.

Convention Sales and Services

VS assisted with the annual meeting of Southeast Conference in 2019. The event was held at Harrigan Centennial Hall and had over 250 attendees. VS provided pre-event support by hosting site visits, working with local accommodations for discounted blocks of rooms, as well as other logistical planning support. VS launched the new “Show Your Badge” program, where attendees receive special discounts on shopping, dining, and activities when they show their conference badge to a participating business. During the event VS supplied event volunteers who worked a myriad of tasks including delegate bag preparation, event set-up, registration support, technical support and running errands. VS supplied daily table decorations and supplies such as pens and note pads. VS also created and implemented the decorations for the event’s banquet on the final evening. VS worked with the Sitka Arts Council to create an on-site artist market for local artists to sell their products to attendees.

VS assisted other meetings and events during the year. This included logistical support for the ASME Buyers Forum, planning and activity support for the Sitka Salmon Shares Media Event,

With the advent of COVID-19, the meeting and conventions industry across the globe reached a standstill. VS has taken the opportunity to work on multiple projects to prepare the staff to meet the needs of planners when meetings resume. In September 2020 Madison Tebbe was hired through the Alaska Fellows Program. The focus of her nine-month contract was to develop tools for assisting meeting planners. Tebbe researched the conventions programs for other similar sized communities. In collaboration with Element Agency, she developed and implemented a 31-page [Meeting & Convention Planners Guide](#). The new guide used layout styles similar to the visitors’ guide, but added engaging elements such as short video spotlights, scrolling images, and a graphic table of contents that highlighted the uniqueness of Sitka.

Tebbe also expanded the meetings information on visitsitka.org from one page to eleven pages, creating a meeting planner’s “toolkit”. She also created an online RFP form where planners can request assistance from one simple form.

VS participated in the creation of a Health Events Guide for Sitka to help planners incorporate accessibility, inclusivity, cultural responsiveness, and sustainability into their events. Planning partners included SEARHC, Sitka Counseling, Recover Alaska, Southeast Alaska Independent Living, Youth Advocates of Sitka and State of Alaska DHSS. VS provided support in the marketing and resources sections of the guide and the guide is available on visitsitka.org.

Reporting

a) *Quarterly reports and meetings*

The VS team produces quarterly activity reports that are submitted to the City Administrator and included in the assembly work packets. The VS team meets quarterly with the City Administrator to present their report and attends assembly meetings to give periodic updates as special reports or during persons to be heard.

b) *Annual State of the Industry report*

Annually the VS team schedules a work session with the assembly to present an annual program plan and accept feedback from the assembly members.

Other Services

a) *Updated Promotional Collateral*

See visitor services section above.

b) *Regular Communications*

VS regularly produces digital communications with partners and community members through a periodic electronic newsletter and sends late breaking news via digital “e-blasts”. VS hosts quarterly meetings of the Convention and Visitor Services Committee. This meeting is open to the public to discuss VS marketing programs.

c) *Cruise Calendar*

VS produces a one-time printed calendar in late-Spring. The printed calendar is available to anyone in Sitka to pick-up at the Visitor Information Center. Throughout the remainder of the summer season a live Google calendar is maintained that is available to the public.

d) *Additional contracts*

None

e) *Additional projects*

As it became clear that the COVID-19 pandemic was impacting the business community in Sitka, VS produced a weekly email newsletter to share updated information and resources for the Sitka community. This email was sent to any interested business owner in Sitka to share information as it was received by VS and the Sitka Chamber of Commerce. The email was sent out weekly from March 2020 until September, then were sent out bi-weekly until December.

-Sitka COVID Conscious Business Program

The Sitka Chamber and VS partnered with the City planning department to create the COVID Conscious Business Program – a program to recognize businesses who took precautions to protect their customers, staff and follow health protocols. As partners, VS created a logo, mask required signs, participant certificate and a toolkit that includes planning, prevention and education support sections. At the time of this report, 15 businesses and organizations are participants.

Appendices A-E

Appendix A: Promotional Samples

Appendix B: COVID Safe Travel Grant Overview

Appendix C: Media Hosting

Appendix D: Visitor Data and Metrics

Appendix E: 3-Year Strategic Marketing Plan

Respectfully,

Rachel Roy

Executive Director

Greater Sitka Chamber of Commerce | Visit Sitka



Convention & Visitor Services Contract

Scope of Service

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Current Contract period January 1, 2022 – December 31, 2022

Below report covers the period of January 1, 2022-July 15, 2022. View the below report and appendices for the contract period of January 1, 2019-December 31, 2021

[Scope of Service Report 2019-2021](#)

Appendix A [Promotional Samples](#)

Appendix B [COVID Safe Travel Grant](#)

Appendix C [Media Hosting](#)

Appendix D [Visitor Data and Metrics](#)

Appendix E [3-Year Strategic Marketing Plan](#)

Marketing and Promotion

a) Develop and implement 3-year plan

The Greater Sitka Chamber of Commerce, operating as Visit Sitka (VS) has developed and maintained a 3-year strategic marketing plan since the inception of the contract. The plan is created based on research on Sitka's current visitor audience and trending new audience potentials. The plan is developed by staff with the input from industry stakeholders at regular meetings of the Convention and Visitor Services Committee. This plan and its previous versions were presented to the Assembly during the annual public work sessions.

b) Tourism collaboration

VS maintains active membership in multiple tourism related entities including Alaska Travel Industry Association, Southeast Conference, Southeast Alaska Tourism Council, The Alaska Outdoor Alliance, The Foraker Group, Destination Development Association, and US Superyacht Association. VS staff regularly attend conventions, conferences and workshops that are not only educational but also offer the opportunity to network and collaborate with industry leaders, some of these events include the ATIA annual convention, Southeast Conference annual meeting and mid-session summit, and the annual Seatrade Cruise Global. VS regularly communicates with staff from destination marketing associations (DMOs) from across Alaska and the Pacific Northwest to collaborate on projects and stay informed on industry information and trends. When projects require the input from specialists, the VS staff reaches out

for support.

c) *Annual visitors guide & advertising*

VS publishes a new annual visitors guide in late winter of each year. VS has had great success and positive feedback with this format. This style allows VS to share Sitka's "stories" in a format that is engaging while being informational. The magazine shares the unique aspects of the community that are of interest to visitors. The printed visitors guide can be requested by a simple form on visitsitka.org and is distributed by a fulfillment company in Portland, Oregon. Printed copies are also available across the state at local DMO visitor centers, and on the Alaska Marine Highway Ferry System. Locally the guide is available at the Visit Sitka Visitor Information Center, Sitka Airport, Alaska Seaplanes, Westmark Hotel, Sitka Hotel, Aspen Suites Sitka, Super 8 Hotel, Totem Square Inn and Marina, LFS and AC Lakeside, as well as in B&B's, lodges, resorts and short-term rentals.

VS carefully considers all advertising placements and promotional decisions based on reaching existing visitor markets with high growth potential, as well as high-potential niche travelers searching for the experience offered by Sitka. VS has identified three key target audiences: cruise ship visitors, meetings and convention attendees, and niche travelers. Niche travelers can be broken down to subgroups of urban escapees, art and culture buffs, adventure explorers, outdoor enthusiasts, and luxury explorers. Customer journeys hold five key steps: dreaming/inspiration, planning, booking, experiencing, and sharing. VS develops strategies for each target audience at each these stages. To accomplish this the staff chooses a wide variety of projects, events, and promotion strategies the reach the target audience at their unique place in the customer journey.

Dreaming/inspiration – most advertising is developed to reach visitors in this stage. This stage of promotion includes all forms of promotion: print ads, sponsored content, digital advertising, trade show attendance, virtual trainings, email and postal mail campaigns, printed collateral and more. At this stage VS works to bring Sitka to the forefront of the visitor's attention and help them choose Sitka over other destinations. This also includes reaching travel planners such as travel agents, cruise line booking offices and meeting/group planners. This stage can be as short as days to as long as years before the visitor moves to the planning stage. For this stage VS engages visitors in various formats, which includes printed advertising, digital advertising, as well as face to face marketing in-person. VS chooses in-person events to maximize impact. During this contract period VS staff attended in-person the Travel & Adventure consumer show in Los Angeles, Denver and the San Francisco bay area, as well as the American Society of Travel Agents global conference. For samples of VS inspiration promotion see Appendix A.

Planning – in this stage visitors have chosen Alaska but may not have chosen their form of transportation and/or the locations they are visiting. At this stage visitors are looking for specific location and activity information. VS reaches out

through the visitors' guide, website, social media, printed collateral and advertising targeted to visitors ready to receive location specific information. For planning promotion samples see Appendix A. In this stage of planning VS focuses on consumer and travel trade shows that target visitors during their planning process, such as the Holland America Line consumer show in Seattle. And advertise in media used during travel planning such as The Milepost print publication, TravelAlaska.com, Alaska RV, and The Alaska Map.

Booking – VS assists in the booking stage by making suggestions to visitors for activities and businesses to contact in Sitka. VS does not offer any booking services, but the staff regularly works with visitors via phone, email, and in-person to connect them with the perfect vendor. See section 2) Visitor services below.

Experiencing – in this stage visitors are in Sitka and are looking for local knowledge and to choose their own unique experience. VS supports visitors with a variety of printed materials including guides, maps, and resources. VS staffs a year-round visitor information center and a remote kiosk at the Sitka Sound Cruise Terminal to connect with visitors in Sitka. For specific activities see section 2) Visitor services below.

Sharing – this stage can happen prior, during or after a Sitka visit. By offering visitors avenues for sharing their experience with others, they spread the message of visiting Sitka and positive organic promotion. Most sharing is done via social media (see Social Media below) but visitors can also share by requesting visitor guides for friends and family, share information and images via mail and email, and order products to be shipped from Sitka vendors. Visitsitka.org offers a host of sharing opportunities (see Website below). Visitors are encouraged to share their experiences by using #visitsitka to reach a wider audience with their sharing.

d) *Social media*

Statistically 4.66 billion people around the world use the internet, and more than half the world now uses social media (*Datareportal Global Overview report 1/27/21*). VS maintains social media accounts on Facebook, Instagram, YouTube, and Pinterest. To access a new younger adventurous audience VS launched a TikTok account in early 2022, and at this time is the only DMO in Alaska with a TikTok account. To best take advantage of the constantly changing social media trends VS contracts with the experts at Element Agency to manage the Facebook and Instagram accounts. On these two platforms VS posts multiple times per week, sharing the uniqueness of Sitka. As of the date of this report, the Visit Sitka Facebook page has 66,988 followers, and the Instagram account has over 12.8k followers, an increase of almost 3,000 followers since our last report.

VS has also purchased sponsored content on social media. Travel Alaska is the marketing program for the State of Alaska. In February 2022 VS sponsored a co-

branded Facebook post on AAA Washington. The post included 4 scrolling photos and a 60-word message that was sent to AAA's over 26,000 followers. In March of 2022 VS sponsored a "takeover" of the Instagram account, which included a post that linked to an Instagram "story". The advantage of this is that not only is the message of Sitka shared with Travel Alaska's 171,000 followers but the same is reflected on VS Instagram so followers of both accounts see the story.

e) Website

Visitsitka.org is a constantly evolving platform to share Sitka information, stories, and business information. Through a partnership with Element Agency, the website is updated and maintained by an IT professional who works directly with staff to continuously improve and expand the site.

This year VS has added three new expansions. The VS website now offers users a photo gallery with images in six categories: Scenic, Outdoor Recreation, Wildlife, People, Photo Contest Winners and Other. The newest section is Private Travel, this area of the website it targeted to independent travelers who arrive in Sitka by private transportation such as private planes, yachts, and sailboats. We are working to engage these travelers in the Sitka community but sharing inspiration and activities. The third new section is a travel requirement link to the Alaska Department of Health *COVID-19 in Alaska* website to give users direct and current travel information.

The site has been developed with sharing in mind. Not only does it share information about activities, attractions, and businesses, it offers visitors a chance to share with unlimited visitor guide requests (order for your friends and family too), downloadable maps and guides, a video library, and an annual photo contest with cash prizes.

f) Media/VIP/cruise relations

Hosting of media and VIP's is an integral part of promotion for any DMO. The time, effort and money spent on a well vetted media partner will return great rewards in recognition that cannot normally be afforded through usual budgetary restraints.

In 2022 VS has hosted or plans to host and provide research support for 6 media professionals. This number will increase as the summer season progresses and media outlets contact VS. In late June/early July VS staff acted as the on-location planning assistant for the production team from the PBS show "Samantha Brown's Places to Love". This included research, coordination, and on-site logistics for 13 crew on production day, and 2 crew on a pre-shoot scouting trip.

Late April 2022 two VS staff attended SeaTrade Cruise Global in Miami, Florida. During this event staff represented Sitka at the Alaska booth and met with cruise representatives from Royal Caribbean and Celebrity Cruise Lines, Princess Cruises, Hurtigruten Cruises and Atlas Ocean Voyages. VS also hosted 3 native dancers from Sitka who traveled to Miami to perform at a private Alaska reception and perform dance sets at the Alaska booth on day two of the convention.

In May 2022 VS escorted a group of executives from Royal Caribbean and Celebrity cruise lines. The visit, coordinated with the official opening of the Sitka Sound Cruise Terminal, included familiarization tours to the Sitka National Historical Park and a new tour product to visit a homestead location in Silver Bay. VS staff escorted RCCL executives to the new facility at the Fortress of the Bear.

During the seven port calls for the American Queen Voyage (AQV) ship Ocean Victory, VS staff is providing hospitality services for inbound guests at the Aspen Suites Hotel and the Westmark Hotel. This service is developing a relationship with a new cruise line to Alaska and will hopefully cement Sitka as a location for AQV future ship turn-around locations. On Monday, July 18 VS staff will be boarding the Seabourn Odyssey to offer four hours of hospitality staffing to encourage visitors to disembark the ship via the tender process and spend time experiencing Sitka's attractions, restaurants, and retail stores.

Visitor Services

VS responds daily to requests for information from visitors and residents via telephone, email and postal mail. The visitor information center is open year-round weekdays and adds weekend hours during the summer visitor season. The location of the visitor information center at 104 Lake Street offers an easily accessible location for all types of visitors. VS supplies Harrigan Centennial Hall with printed materials including visitor guides, attractions maps, downtown pocket guides, hiking guides and an informational binder that contains detailed information about Sitka. At the Sitka Sound Cruise Terminal VS staff distributes information to cruise ship passengers.

VS annually produces multiple printed collateral pieces, which are all available on visitsitka.org in digital formats available for downloading.

- Printed visitors guide
- Downtown area attractions map
- Downtown information pocket guide
- Hiking guide with trail map
- Closer than you think map (Southeast Alaska highlighting Sitka)

Each piece is designed to meet specific needs of visitors based on their area of interest. Printed visitor guides are available at eleven distribution locations across Sitka. Local businesses are encouraged to stock maps and guides for their customers.

Each year VS collects contact information for businesses to be included in a directory of tourism related businesses. This list is published on visitsitka.org in February and can be found at visitsitka.org/visitor-info.

Meeting/Convention Sales and Services

VS "Show Your Badge" program has been a success with attendees and business owners. Currently there are 18 participating businesses. This program gives attendees special discounts on shopping, dining, and activities when they show their conference badge to a

participating business. This program has also been extended to Alaska Airlines and Delta Air Lines visiting crew members, who are given an information packet at check-in at the hotel.

As we move out of the COVID-19 pandemic the meetings and convention market is seeing a rebound. VS has governmental and business meetings being held in Sitka with a virtual component.

Heritage and Cultural Tourism Conference, held the last week of March, brought 100 attendees with the focus of developing cultural tourism. This annual signature conference allows Sitka to host an “off-season” conference and showcase the significant infrastructure and attractions in town to attendees. VS supported the conference from its initial planning, registration, and logistics, and provided collateral and décor. Next year’s conference has been scheduled for March 28-30th, 2023.

The Yaaw (Herring) Koo.eex’ was held in mid-April drawing over 100 attendees from the region to the the Elks Convention brought in 100 people for its four-day convention in late April. The Alaska Humanities Forum, who had cancelled in both 2020 and 2021, held its board of director meeting with 24 people for two days in June.

Upcoming conferences include the Alaska Municipal League in August, the Alaska Independent Insurance Agents & Brokers in late September with anticipated attendance of 150. The summer has brought a few larger wedding groups and a family reunion group of over 60 people is set for August. VS will present a bid to Southeast Conference for their 2023 Annual Meeting in Ketchikan in September.

The Alaska Travel Industry Association (ATIA) Convention will draw approximately 450 visitor industry professionals to Sitka on October 10-13, 2022. The event will be held in various venues across Sitka, with primary activities being held on the Sitka Fine Arts Campus. VS staff have been working with the ATIA team since early 2021 to secure locations, accommodations, and Sitka service providers for the event.

Reporting

a) Quarterly reports and meetings

The VS team produces quarterly activity reports that are submitted to the City Administrator and included in the assembly work packets. The VS team meetings quarterly with the City Administrator to present their report and attends assembly meetings to give periodic updates as special reports or during persons to be heard.

b) Annual State of the Industry report

Annually the VS team schedules a work session with the assembly to present an annual program plan and accept feedback from the assembly members. In addition, special Reports are given to share program updates, industry trends, and collateral rollouts with the Assembly throughout the year.

Other Services

a) *Updated Promotional Collateral*

See visitor services section above.

b) *Regular Communications*

VS regularly produces digital communications with partners and community members through a periodic electronic newsletter and sends late breaking news via digital “e-blasts”. VS hosts quarterly meetings of the Convention and Visitor Services Committee. This meeting is open to the public to discuss VS marketing programs.

c) *Cruise Calendar*

VS produces and maintains a live google [cruise calendar](#). Included on this calendar are ship name, total lower berth capacity, and dock assignment. As soon as VS is aware of a change to the schedule or cancelation, the calendar is updated. Communications are deployed to key stakeholders, media, and VS partners to announce the changes.

d) *Additional contracts*

Appendix F Short Term Tourism Plan Communications Support

Appendix G Short Term Tourism Plan Operational Support and Coordination

End of Season Reports are due in October 2022.

e) *Additional projects*

On August 8 – 12, Roger Brooks from Destination Development Association will be in Sitka to perform a Destination Assessment Program. This five-day long program includes four days of “secret shopper” type on-site research that culminates in a public presentation with the association’s findings. The assessment helps a community become a stronger more successful destination for investment, as a place to live, and a place to visit. On August 12 at 9:30am Mr. Brooks will give a public presentation of his assessment at the Odess Theater on the Sitka Fine Arts Campus. At approximately 12:00pm Mr. Brooks will meet with a smaller group of community stakeholders to discuss next steps. VS staff is assisting Mr. Brooks with logistics for the visit.

Visitor Data and Metrics

In measuring performance of marketing efforts, there is no single statistic that can be utilized to determine the effectiveness, however looking at the trends of a wide range of metrics on an annual basis can provide information regarding marketing efforts and the effectiveness of those efforts. *The following metrics shall be tracked on an annual basis with FYI 7 being the baseline year.*

Metrics

a) *Convention Metrics*

Developing and growing Sitka’s conventions, meetings, and events market has been challenged by the COVID-19 pandemic. Historically, a visiting meeting or convention group can take up to 5 years from interest in a location to actual event execution. With the advent of the pandemic, it may take a long time before we see strong interest in holding remote location meetings, and we may never know if there are groups who had interest in Sitka as a meeting venue but are no longer planning due to world changes.

We are in the process of gathering data for metrics to include convention bookings, total number of convention attendees, number of room nights, and estimated direct attendee spending. It can be difficult to measure full impact because when convention attendees come to Sitka, they create economic activity that ripples throughout the community. They stay in local hotels, eat at the restaurants, shop at our stores and visit our tourist attractions. The forthcoming report will estimate the economic impact of this segment of our market

b) Visitor Inquiries

The goal of visitor marketing is to generate interest in Sitka. Effective marketing campaigns should generate additional inquiries. In addition, by tracking the number of inquiries as a ratio to marketing costs, it will provide an indicator of performance vs. cost.

Number of visitors to the Visitor Information Center

<i>Year</i>	<i>Visitors to Visitor Information Center</i>
2021	1,060
2020	783
2019	1,455
2018	312
2017	448

Number of Unique Website Visits

<i>Year</i>	<i>All Visits</i>	<i>New Visitors</i>
2022 (to date)	86,184	70,326
2021	83,566	60,205
2020	42,023	33,526
2019	72,358	56,599
2018	52,109	40,261
2017 (sitka.org)	42,908	32,478

c) Economic Indicators & Impacts

Increased tourism will benefit the economy of Sitka. The key economic indicators will show the financial impact of increased tourism. However, global factors not relating to marketing performance can also affect the visitor industry.

Transient Lodging Tax Revenue

The Transient Lodging tax has also seen growth over the past several years except for 2020 and 2021 fiscal years, which were impacted by the pandemic. The Transient Lodging Tax Revenues are expected to have a full recovery in FY23 with the return of meetings and conventions and a strong independent traveler season.

<i>Fiscal Year</i>	<i>Transient Lodging Tax Revenue</i>
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2020	398,187
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2015	411,916

Potential on Investment (POI)

Potential on Investment of a DMO's social media activities is one way to measure the effectiveness but should also keep in mind the economic factors that are outside the control of the DMO that can affect potential demand. Examples of these include the weather, economy, natural disasters, industry's ability to convert and pandemics (i.e. COVID-19). This metric is a rather new fluid concept and is still being explored by DMOs throughout the world. Below is a description of the equation and each of the factors that can be used in calculations.

The Formula:

$$POI = C_v \times C_i \times M_q$$

Legend:

POI = Potential on Investment of a DMO's social media activities, measured in a currency

C_v = the value of a consumer in a market, as measured by the total average spent during a visit to Sitka

This value is the direct and potential economic impact of a visitor in a destination. This value will differ market by market for individual DMOs and is unique for most DMOs.

Most DMOs will know the average value of a visitor from a specific market, use research from a larger DMO they're associated with, or can take an educated guess at economic impact of a visitor. Based on the Alaska Visitor Statistics Program (AVSP) conducted in 2017, the average visitor to Sitka spends \$917. This can include lodging, meals, activities, and purchases.

C_i = the channel impact – a fixed percentage, derived from research on the impact of each social channel on consumer purchasing

Visit Sitka primarily operates on Facebook and Instagram. The impact/influence of these specific social channels on traveler's ultimate travel decision within the United States is 4.51% for Facebook and 2.21% for Instagram

M_q = the maximum qualifier, a tally of all the qualifying interactions on a channel, sourced from DMO analytics

The maximum qualifier seeks to identify the best measurable proof that the social media activities of a DMO had a positive impact on the consumer. It is widely accepted that engagement is the key measure of success in social media. The maximum qualifier for Facebook is measured in Unique users who liked, commented, or shared. The maximum qualifier for Instagram is comments, likes and direct shares.

Calculation of POI

Instagram: $\$917 (Cv) \times 4.51\% (Ci) \times 12,800 \text{ followers } (Mq) = \$529,366$

Facebook: $\$917 (Cv) \times 2.21\% (Ci) \times 66,988 \text{ followers } (Mq) = \$1,357,559$

Net Promoter Score

Sitka has seen positive rating in customer satisfaction over the past several years. Sitka was chosen as a Top 5 Alaskan Cruise Destination by Cruise Critic for the four years prior to the COVID-19 pandemic (2016 through 2019). Sitka's satisfaction rating, based on the results of the 2017 AVSP, was 78% Very Satisfied, 20% Satisfied.

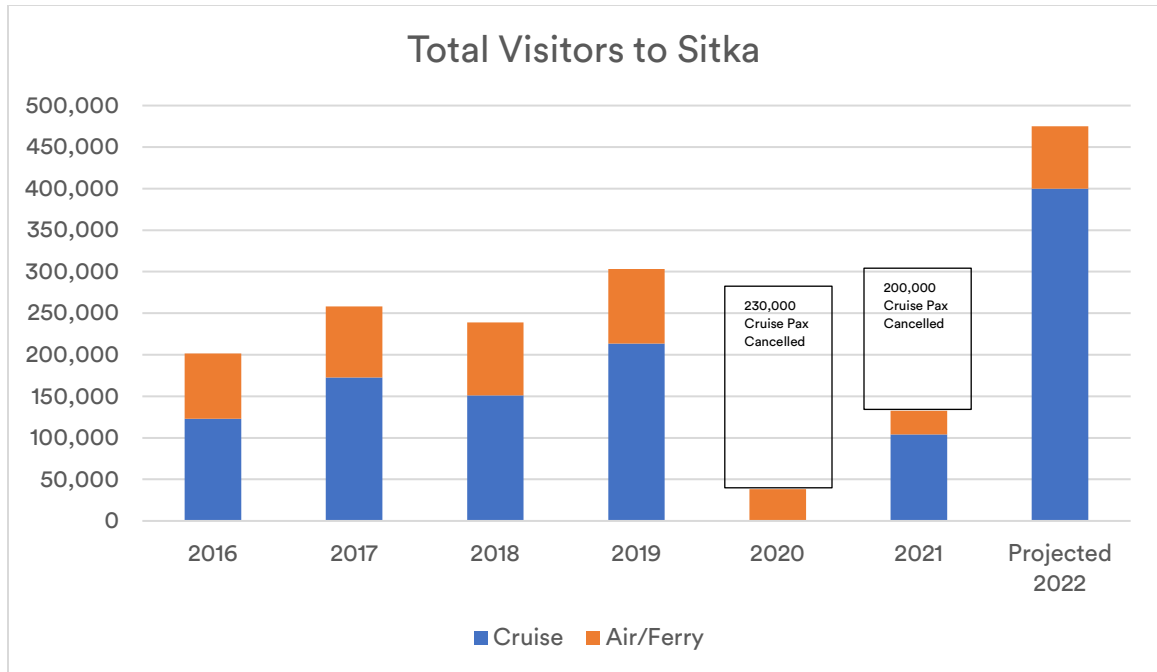
Net Promoter Score is calculated by: Subtracting the percentage of detractors from the percentage of promoters. (The percentage of passives is not used in the formula.) For example, if 10% of respondents are detractors, 20% are passives and 70% are promoters, your NPS score would be $70 - 10 = 60$.

78% satisfaction is the benchmark set by Alaska Visitor Statistics Program 7 (Summer 2016) – Alaska Dept. of Commerce, Community, and Economic Development (DCCE). This is the last year that AVSP was funded by the state of Alaska.

Visitors were asked how likely they were to recommend Alaska as a vacation destination. Virtually all visitors said they were likely or very likely to recommend Alaska to others, including 79 percent who said they were very likely, and 18 percent who said they were likely. Just 1 percent said they were unlikely to recommend Alaska. - AVSP 7 – Section 6: Visitor Profile - Satisfaction, Repeat Travel, and Trip Planning (2016).

Total Visitors to Sitka

The chart below total visitors to Sitka are estimated in the baseline year of 2017 as 251,000 visitors. In 2019, Sitka saw growth in total visitors reaching 300,000. In 2022 total visitors is projected to exceed all past years with over 400,000 cruise and 90,000 airline passengers.



Number of passengers to SIT Airport

<i>Year</i>	<i>Airport passengers</i>
2021	79,604
2020	38,235
2019	89,518
2018	87,782
2017	85,375

*69.6% of Domestic Air passengers are visitors

There has been an upward trend in air passengers into Sitka since 2009. Sitka saw the highest air travelers in 2019 with 89,518 passengers. The pandemic and reduction of leisure and business travel brought 38,235 passengers into Sitka in 2020. 2021 brought travelers back to Sitka with 15,000 passengers in July 2021 over the 13,000 seen in 2019. *Source:*

https://www.transtats.bts.gov/Data_Elements.aspx?Data=1

Number of passengers on Cruise Ships

<i>Year</i>	<i>Cruise passengers</i>
2022	450,000 (projected)
2021	35,421
2020	0
2019	213,610
2018	151,259
2017	172,678

*100% of cruise passengers are visitors

Number of passenger arrivals on Alaska Marine Highway Ferry

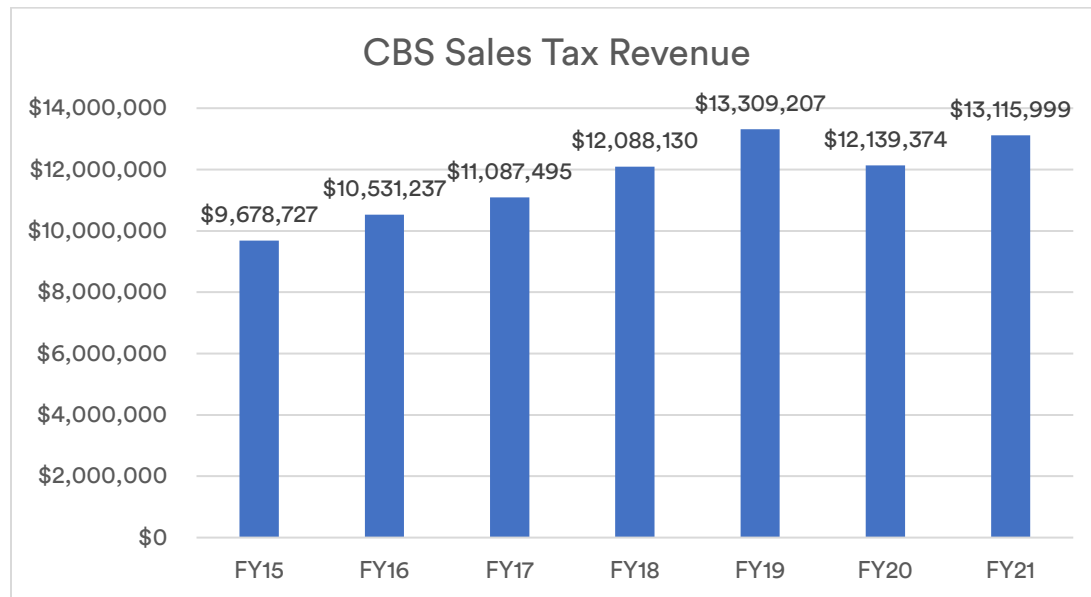
Year	Resident	Non-Resident	Total
2021 thru Aug	358	426	784
2020	190	195	385
2019	2,148	1,189	3,337
2018	3,035	2,341	5,376
2017	3,444	2,466	5,910

Non-resident pleasure boats (visiting Yachts)

2021 was the first year that Yacht Services of Alaska, operated by Cruiseline Agencies of Alaska, is tracking the number of non-resident pleasure boats, and their economic impact to Sitka. At this time the economic impact of larger non-resident pleasure boats is estimated at over \$300,000. VS is working with Yacht Services, and reaching out to the Sitka Harbor Department, to determine a better tracking of boat arrivals and their economic impact.

Sales Tax Revenue

The City and Borough of Sitka's sales tax revenues have seen consistent increases aligned with the growth in the visitor industry. In 2019, sales tax receipts were \$13.3 million which fell to \$12.1 million in 2020. The approximant \$1 million of reduction of revenue that was seen in FY20 was nearly fully recovered in FY21 with revenues of \$13.1 million.



Respectfully,

Rachel Roy
Executive Director
Greater Sitka Chamber of Commerce | Visit Sitka



Convention & Visitor Services Contract

Scope of Service

The Greater Sitka Chamber of Commerce (SCVB) will be responsible for providing all Convention and Visitor Bureau services for the municipality. SCVB's work under this contract will market and sell Sitka as a premier business and leisure destination, enriching Sitka's hospitality industry and the community's overall quality of life.

Current Contract period January 1, 2023 – December 31, 2023

This report covers the period of January 1, 2023-July 15, 2023.

Below are links to the reports for 2019-2022.

[Scope of Service Report 2019-2021](#)

Appendix A [Promotional Samples](#)

Appendix B [COVID Safe Travel Grant](#)

Appendix C [Media Hosting](#)

Appendix D [Visitor Data and Metrics](#)

Appendix E [3-Year Strategic Marketing Plan](#)

[Scope of Service Report 2022](#)

Appendix A Promotional Samples (following report)

Marketing and Promotion

a) *Develop and implement 3-year plan*

The Greater Sitka Chamber of Commerce, operating as Visit Sitka (VS) has developed and maintained a 3-year strategic marketing plan since the inception of the contract. We are currently in year two of our three-year contract. Based on the three-year strategic marketing plan submitted to the Assembly in March of 2022, the following items have been our primary focus:

b) *Tourism collaboration*

VS maintains active membership in multiple tourism related entities including Alaska Travel Industry Association, Southeast Conference, Southeast Alaska Tourism Council, The Alaska Outdoor Alliance, The Foraker Group, Destination Development Association, and US Superyacht Association. VS staff regularly attend conventions, conferences and workshops that are not only educational but also offer the opportunity to network and collaborate with industry leaders, some of these events include the ATIA annual convention, Southeast Conference annual meeting and mid-session summit, and the annual Seatrade Cruise Global. VS regularly communicates with staff

from destination marketing associations (DMOs) across Alaska and the Pacific Northwest to collaborate on projects and stay informed on industry information and trends.

c) *Annual visitors guide*

VS publishes a new annual visitors guide in late winter of each year with a print circulation of 20,000 copies. This style allows VS to share Sitka's "stories" in a format that is engaging while being informational. The magazine shares the unique aspects of the community that are of interest to visitors. VS has had remarkable success and positive feedback with the format. The printed visitors guide can be requested by a simple form on visitsitka.org and is distributed by a fulfillment company in Portland, Oregon. Printed copies are also available across the state at local DMO visitor centers, and on the Alaska Marine Highway Ferry System. Locally the guide is available at the Visit Sitka Visitor Information Center, Sitka Airport, Alaska Seaplanes, Westmark Hotel, Sitka Hotel, Aspen Suites Sitka, Baranof Lodge, and AC Lakeside, as well as in B&B's, lodges, resorts, and short-term rentals. A digital version of the magazine can be viewed [here](#).

Advertising

VS carefully considers all advertising placements and promotional decisions based on reaching existing visitor markets with high growth potential, as well as high-potential niche travelers searching for the experience offered by Sitka. VS has identified three key target audiences: small cruise passengers, meetings and convention attendees, and niche travelers. Niche travelers can be broken down to subgroups of urban escapees, art and culture buffs, adventure explorers, outdoor enthusiasts, and luxury explorers. Customer journeys hold five key steps: dreaming/inspiration, planning, booking, experiencing, and sharing. VS develops strategies for each target audience at each of these stages. To accomplish this, the staff chooses a variety of projects, events, and promotion strategies to reach the target audience on their unique customer journey.

Dreaming/inspiration – most advertising is developed to reach visitors in this stage. At this stage VS works to bring Sitka to the forefront of the visitor's attention and help them choose Sitka over other destinations. This also includes reaching travel planners such as travel agents and meeting/group planners. This stage can be as short as days to years before the visitor moves to the planning stage. For this stage, VS engages visitors in various formats, including printed, digital advertising, and face-to-face marketing in-person. VS chooses in-person events to maximize impact. During this contract period VS staff attended in-person the Travel & Adventure consumer show in Los Angeles, Denver, Dallas, and Chicago.

Planning – in this stage visitors have chosen Alaska but may not have chosen their form of transportation and/or the locations they are visiting. At this stage visitors are looking for specific locations and activity information. VS reaches out through the visitors' guide, website, social media, printed collateral, and

advertising targeted to visitors ready to receive location specific information. For planning promotion samples see Appendix A. and advertisements in media used during travel planning such as The Milepost print publication, TravelAlaska.com, Alaska RV, and The Alaska Map.

Booking – VS assists in the booking stage by making suggestions to visitors for activities and businesses to contact in Sitka. VS does not offer any booking services, but the staff constantly works with visitors via phone, email, and in-person to connect them with the perfect vendor. See section 2) Visitor services below.

Experiencing – in this stage visitors are in Sitka and are looking for local knowledge and to choose their own unique experience. VS supports visitors with various printed materials including guides, maps, and resources. VS staffs a year-round visitor information center and a remote kiosk at the Sitka Sound Cruise Terminal to connect with visitors in Sitka. For specific activities see section 2) Visitor services below. VS for the first time sponsored an ad in the Sitka Harbor Guide, to ensure that visitors that come to town through our harbor system understand where to go for visitor resources.

Sharing – this stage can happen prior, during or after a Sitka visit. By offering visitors avenues for sharing their experience with others, they spread the message of visiting Sitka and positive organic promotion. Most sharing is done via social media (see Social Media below) but visitors can also share by requesting visitor guides for friends and family, share information and images via mail and email, and order products to be shipped from Sitka vendors. Visitsitka.org offers many sharing opportunities (see Website below). Visitors are encouraged to share their experiences by using #visitsitka to reach a wider audience with their sharing which also allows us access to this current and relevant user-generated content.

d) *Social media*

Statistically, 5.18 billion people around the world use the internet, and more than half the world now uses social media (*Datareportal Global Overview report, April 2023*). VS maintains social media accounts on Facebook, Instagram, YouTube, TikTok, and Pinterest. After the initial startup and development of the Pinterest and TikTok accounts near the end of 2021, VS has been continuing to develop best-practice strategies and next steps surrounding these platforms.

To best take advantage of the constantly changing social media trends, VS contracts with the experts at Element Agency to manage the Facebook and Instagram accounts. VS works with Element Agency each year to develop a posting calendar for Facebook and Instagram. This posting calendar allows VS to outline the “must-share” community happenings, such as major events and holidays. Outside of these “must-shares,” VS

coordinates with Element to craft multiple posts per week following the most current trends, to inspire and share the uniqueness of our community with the world. VS allots Element Agency an annual boosting budget to allow high-performing posts to reach a higher audience and gain visibility. As of the date of this report, the Visit Sitka Facebook page has over 68,000 followers, and the Instagram account has over 14.2k followers, an increase of almost 2,000 followers on each platform since our last report. These social media platforms serve as brand awareness, sharing lifestyle and encourage year-round travel through the consistent posting schedule and adaptation to the site's ever-changing algorithms.

e) *Website*

Visitsitka.org is a constantly evolving platform to share Sitka information, stories, and business information. Through a partnership with Element Agency, the website is updated and maintained by an IT professional who works directly with staff to continuously improve and expand the site. From January 1st, 2023, to the current date, web visitors have already exceeded the total number from 2022 by over 7,000 sessions.

The site has been developed with sharing in mind. Not only does it share information about activities, attractions, and businesses, it offers visitors a chance to share with unlimited visitor guide requests (order for your friends and family too), downloadable maps and guides, a video library, and an annual photo contest with cash prizes.

With the addition of Driftscape as a visitor resource (see the visitor services section), an interactive web version of the app will be implemented onto visitsitka.org. This will allow potential web users to visit Sitka virtually. The platform also allows users to save points of interest to a personal itinerary to allow for pre-trip planning.

The Visit Sitka Blog resides on visitsitka.org and is a place where we can go deeper into Sitka's stories. Our Communications Specialist has gathered over 50 new ideas for new blog posts and will implement an integrated communications plan to share the blog posts through social media and newsletter formats. Additionally, VS has also signed a contract with a professional travel blog writer to collaborate on upcoming posts. All of these efforts improve search engine optimization (SEO) for the website.

f) *Media/VIP/cruise relations*

Hosting of media and VIP's is an integral part of promotion for any DMO. The time, effort and money spent on a well vetted media partner will return great rewards in recognition that cannot normally be afforded through usual budgetary restraints.

In 2023 VS has hosted, or plans to host, and provide research support for 7 media professionals. This number varies as the summer season progresses and media outlets and the state of Alaska's PR company Thompson & Co. contact VS. The articles that result from these interactions can help to inform future travelers and get the messages

out about Sitka into trusted sources. We share our community highlights as well as topics on cultural tourism, arts, and regenerative tourism with media when they visit.

In March 2023, two VS staff attended SeaTrade Cruise Global in Miami, Florida. During this event staff represented Sitka at the Alaska booth and met with cruise representatives from Royal Caribbean and Celebrity Cruise Lines, Princess Cruises, and Hurtigruten Cruises. Staff also attended training sessions to learn more about how the cruise industry is changing post-pandemic.

In July VS staff will attend a meeting of the Holland America Line (HAL) community advisory board. This group is comprised of Sitka community members who assist HAL with local charitable projects. This will be the first meeting of the group since the COVID pandemic began and will be hosted here in Sitka.

During the seven port calls for the American Queen Voyage (AQV) ship Ocean Victory, VS staff is providing hospitality services for inbound guests at the Aspen Suites Hotel and the Westmark Hotel. This service, provided separate from the CBS contract, is developing a relationship with a new cruise line to Alaska and will hopefully cement Sitka as a location for AQV future ship turn-around locations.

g) Additional Programs

Tourism Awareness Campaign

Utilizing funds outside of the City contract, VS began a campaign to educate residents about the value of tourism to our community. The campaign kicked off in May with weekly ads in the Daily Sitka Sentinel called “Tourism Tidbits.” These ads share a broad spectrum of tourism information from statistics to anecdotal information to help locals better understand how important tourism is to the local economy and society. For samples of the ads see Appendix A.

In May VS sponsored the annual Visit Sitka Summer Expo. This trade show style event invites residents to meet tour operators and attraction managers to learn about activities and the local tourism industry. The 2023 event hosted 23 vendor booths, over 150 local attendees and offered prizes for attendees who completed an informational scavenger hunt.

Visitor Services

VS responds daily to requests for information from visitors and residents via telephone, email, and postal mail. The visitor information center is open year-round weekdays and adds weekend hours during the summer visitor season. The visitor information center at 104 Lake Street is easily accessible for all visitors. VS supplies Harrigan Centennial Hall with printed materials including visitor guides, attractions maps, restaurant guide, downtown pocket guides, hiking guides and an informational binder that contains detailed information about Sitka. At the Sitka Sound Cruise Terminal VS staff distributes information to cruise ship passengers.

VS annually produces multiple printed collateral pieces, which are all available on visitsitka.org in digital formats available for downloading.

- Printed visitors guide
- Attractions map
- Downtown information pocket guide
- Hiking guide with trail map
- This Is Sitka Brochure (intended for use at trade shows)
- Closer than you think map (Southeast Alaska highlighting Sitka)

Each piece is designed to meet specific needs of visitors based on their area of interest. Printed visitor guides are available at eleven distribution locations across Sitka. Local businesses are encouraged to stock maps and guides for their customers.

NEW Project: VS has partnered with the web app developer, Driftscape, to create a solution to navigate Sitka electronically. Driftscape will allow visitors to view information on available attractions nearby, nearby restrooms, ATMs and other facilities, hiking trails, and more. Driftscape allows visitors to take self-guided tours directly from their devices, complete with video and audio tour options. Driftscape will also alert visitors with push notifications when they are passing by a point of interest. The app offers an offline version, so visitors do not need internet access to virtually enjoy Sitka. A “soft launch” of the app is anticipated within the first couple weeks of August 2023, afterwards which additional content will continue to be added over the fall and winter and will be included in trip planning resources for travelers who arrive in 2024.

Meeting/Convention Sales and Services

VS “Show Your Badge” program has been a success with attendees and business owners. Currently there are 15 participating businesses. This program gives attendees exclusive discounts on shopping, dining, and activities when they show their conference badge to a participating business. This program has also been extended to Alaska Airlines and Delta Air Lines visiting crew members, who are given an information packet at check-in at the hotel.

As we move out of the COVID-19 pandemic the meetings and convention market is seeing a rebound. VS has governmental and business meetings being held in Sitka some still including a virtual component.

Meetings & Events Supported by VS:

- **The Heritage and Cultural Tourism Conference**, held in April, brought 120 attendees with the focus of developing cultural tourism. This annual signature conference allows Sitka to host an “off-season” conference and showcase the significant infrastructure and attractions in town to attendees. VS supported the conference from its initial planning, registration, and logistics, and provided collateral and décor.
- **The Yaaw (Herring) Koo.eex’** was held in mid-April drawing over 200 attendees from the across region.
- **Sustainable Southeast Partnership Spring Retreat**, held in late-April, gathered over 100 attendees from across Alaska and the Pacific northwest.

- **Sitka Fire Department Fire Investigation Training Course** brought 50+ trainees for 5 days of training.
- **The North Pacific Marine Fisheries Management Council** gathered over 100+ attendees for 9 days of meetings.

In September **Southeast Conference** will hold their Annual Meeting in Sitka, with approximately 300 attendees expected. Sitka will host a welcome reception as well as participate in supporting planning efforts throughout the planning.

Reporting

a) *Quarterly reports and meetings*

The VS team produces quarterly activity reports submitted to the City Administrator and included in the assembly work packets. The VS team meets quarterly with the City Administrator to present their report and attends assembly meetings to give periodic updates as special reports or during persons to be heard.

b) *Annual State of the Industry report*

Annually the VS team schedules a work session with the assembly to present an annual program plan and accept feedback from the assembly members. In addition, special Reports are given to share program updates, industry trends, and collateral rollouts with the Assembly throughout the year.

Other Services

a) *Updated Promotional Collateral*

See the visitor services section above.

b) *Regular Communications*

VS regularly produces digital communications with partners and community members through a periodic electronic newsletter and sends late breaking news via digital “e-blasts.” VS hosts quarterly meetings of the Convention and Visitor Services Committee. This meeting is open to the public to discuss VS marketing programs.

c) *Cruise Calendar*

VS produces and maintains a live google [cruise calendar](#). Included on this calendar are the ship name, total lower berth capacity, and dock assignment. As soon as VS is aware of a change to the schedule or cancellation, the calendar is updated. Communications are deployed to key stakeholders, media, and VS partners to announce the changes. This calendar is used widely as a resource for community and business members alike.

d) *Directory of Tourism Related Businesses*

In January VS published a list of tourism related businesses. Notification was made in the Daily Sitka Sentinel for local businesses to add their contact information and the list was published on [visitsitka.org](#) in late January as well as included in the information binders at the various visitor information desks and kiosks.

e) *Other projects*

- Welcome packets for US Coast Guard families
- Welcome packets for SEARHC medical professionals

Visitor Data and Metrics

In measuring performance of marketing efforts, there is no single statistic that can be utilized to determine the effectiveness, however looking at the trends of a wide range of metrics on an annual basis can provide information regarding marketing efforts and the effectiveness of those efforts. *The following metrics shall be tracked annually with FY17 being the baseline year.*

Metrics

a) *Convention Metrics*

Developing and growing Sitka's conventions, meetings, and events market continues to be challenged by the aftermath of the COVID-19 pandemic. Historically, a visiting meeting or convention group can take up to 5 years from interest in a location to actual event execution. With the advent of the pandemic, it may take a long time before we see strong interest in holding remote location meetings, and we may never know if there are groups who had interest in Sitka as a meeting venue but are no longer planning due to world changes. The digital Meetings & Conventions Planners' Guide is currently being updated with a printed version that will be mailed to planners as a direct marketing piece to inspire them to choose Sitka.

With the recent hire of a new member & convention services staff, VS will create a processes for gathering data and metrics to include convention bookings, total number of convention attendees, number of room nights, and estimated direct attendee spending. It can be difficult to measure full impact because when convention attendees come to Sitka, they create economic activity that ripples throughout the community. They stay in local hotels, eat at the restaurants, shop at our stores and visit our tourist attractions.

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Number of visitors to the Visitor Information Center

Note: Visitors tracked in this section are served with detailed information and in-person contact with our visitor staff, not just getting a map on their way by. Visitors may stay in the center for an average of 5 to 15 minutes depending on the amount of information they are seeking.

Year	Visitors to Visitor Information Center
2022	2765
2021	1,060
2020	783

2019	1,455
2018	312
2017	448

Number of Unique Website Visits (sessions)

<i>Year</i>	<i>All Visits</i>	<i>New Visitors</i>
2023 (as of 7/23)	93,334	73,896
2022	86,184	70,326
2021	83,566	60,205
2020	42,023	33,526
2019	72,358	56,599
2018	52,109	40,261
2017 (sitka.org)	42,908	32,478

c) *Economic Indicators & Impacts*

Increased tourism will benefit the economy of Sitka. The key economic indicators will show the fiscal impact of increased tourism. However, global factors not relating to marketing performance can also affect the visitor industry.

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<i>Fiscal Year</i>	<i>Transient Lodging Tax Revenue</i>
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2021	458,600
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2016	472,900
2015	411,916

Potential on Investment (POI)

Potential on Investment of a DMO's social media activities is one way to measure the effectiveness but should also keep in mind the economic factors that are outside the control of the DMO that can affect potential demand. Examples of these include the weather, economy, natural disasters, industry's ability to convert and pandemics (i.e., COVID-19). This metric is a new fluid concept and is still being explored by DMOs throughout the world. Below is a description of the equation and each of the factors that can be used in calculations.

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Legend:

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The maximum qualifier seeks to identify the best measurable proof that the social media activities of a DMO had a positive impact on the consumer. It is widely accepted that engagement is the key measure of success in social media. The maximum qualifier for Facebook is measured in Unique users who liked, commented, or shared. The maximum qualifier for Instagram is comments, likes and direct shares.

Calculation of POI

Instagram: \$917 (C_v) x 4.51% (C_i) x 14,069 followers (M_q) = \$581,847

Facebook: \$917 (C_v) x 2.21% (C_i) x 68,109 followers (M_q) = \$1,380,276

Net Promoter Score

Sitka has seen a positive rating in customer satisfaction over the past several years. Sitka was chosen as a Top 5 Alaskan Cruise Destination by Cruise Critic for the four years prior to the COVID-19 pandemic (2016 through 2019). Sitka's satisfaction rating, based on the results of the 2017 AVSP, was 78% Very Satisfied, 20% Satisfied.

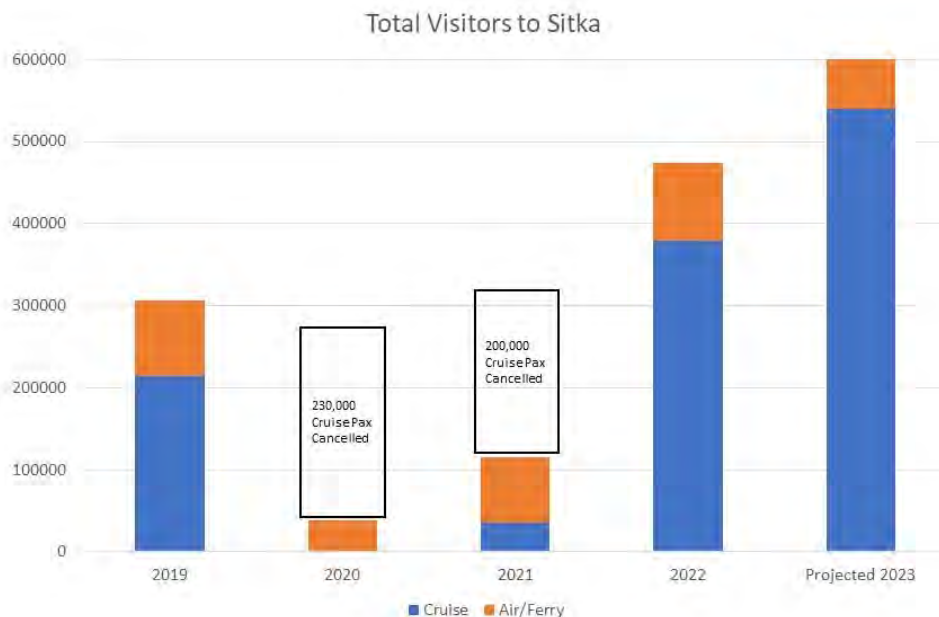
Net Promoter Score is calculated by: **Subtracting the percentage of detractors from the percentage of promoters.** (The percentage of passives is not used in the formula.) For example, if 10% of respondents are detractors, 20% are passives and 70% are promoters, your NPS score would be 70-10 = 60.

78% satisfaction is the benchmark set by Alaska Visitor Statistics Program 7 (Summer 2016) – Alaska Dept. of Commerce, Community, and Economic Development (DCCE). This is the last year that AVSP was funded by Alaska.

Visitors were asked how likely they were to recommend Alaska as a vacation destination. Virtually all visitors said they were or highly likely to recommend Alaska to others, **including 79 percent** who said they were highly likely, and 18 percent who said they were likely. Just 1 percent said they were unlikely to recommend Alaska. - AVSP 7 – Section 6: Visitor Profile - Satisfaction, Repeat Travel, and Trip Planning (2016).

Total Visitors to Sitka

The chart below displays total visitors to Sitka with distinctions for how they arrive. In the years before 2020, Sitka was seeing consistent growth in total visitors, topping 300,000 in 2019. In 2022, travel to Sitka made a full recovery from the COVID-19 Pandemic with more than 450,000 total visitors. By the end of 2023, Sitka is expected to have seen more than 550,000 total visitors.



Number of passengers to SIT Airport

Year	Airport passengers
2022	93,550
2021	79,604
2020	38,235

2019	89,518
2018	87,782
2017	85,375

*69.6% of Domestic Air passengers are visitors

There has been an upward trend in air passengers into Sitka since 2009. While the pandemic hit the travel industry hard in 2020, air travel is back into full swing. In 2022, Sitka surpassed the highest total air travelers with 93,550 passengers.

Source: https://www.transtats.bts.gov/Data_Elements.aspx?Data=1

Number of passengers on Cruise Ships

Year	Cruise passengers
2023	540,000 (projected)
2022	379,278
2021	35,421
2020	0
2019	213,610
2018	151,259
2017	172,678

*100% of cruise passengers are visitors

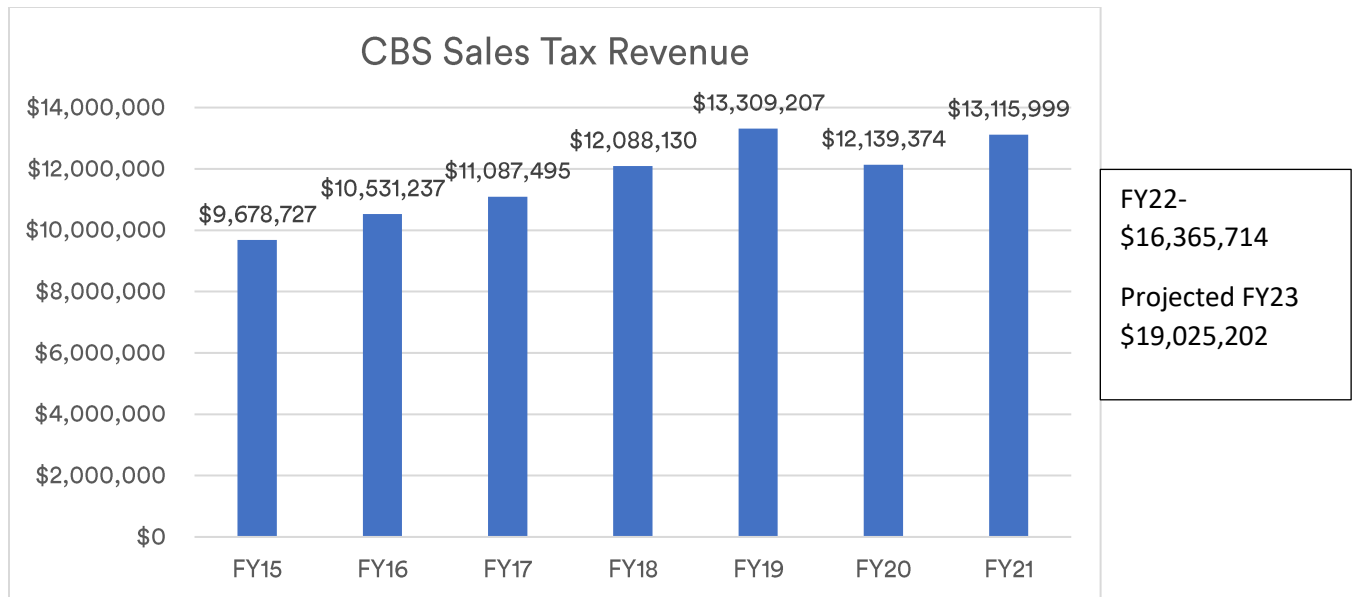
Number of passenger arrivals on Alaska Marine Highway Ferry

	Resident	Non-Resident	Total
2022	253	1,454	1,707
2021 thru Aug	358	426	784
2020	190	195	385
2019	2,148	1,189	3,337
2018	3,035	2,341	5,376
2017	3,444	2,466	5,910

Sales Tax Revenue

The City and Borough of Sitka's sales tax revenues have seen consistent increases aligned with the growth in the visitor industry. These tax increases allow for additional funds to support city services, pay for projects and infrastructure improvements.

In FY19, sales tax receipts were \$13.3 million which fell to \$12.1 million in FY20. The approximate \$1 million of reduction of revenue that was seen in FY20 was nearly fully recovered in FY21 with revenues of \$13.1 million. In FY22, \$16.4 million was collected with Retail trade and services being the two highest industries, both increasing collections of 1.5 million over FY21.



This report provides an overview of the various deliverables included in the scope of services. If you have any questions or would like more details on a specific topic or strategy, marketing please reach out. Thank you.

Respectfully submitted,

Rachel Roy
Executive Director
Greater Sitka Chamber of Commerce | Visit Sitka

Successful Facebook posts from report period

The two Facebook posts below were our highest reaching posts during the report period, with the post on the left reaching nearly half a million Facebook users.



Facebook post from 1/24/23, reached 428,799 Facebook users



Facebook post from 4/4/23, reached 276,489 Facebook users



VISIT
Sitka
ALASKA

Explore the extraordinary.

Legendary Fishing | Ultimate Privacy | Exceptional Activities | Walkable History



Visit us via AK Marine Highway or direct flights from Anchorage, Juneau and Seattle.
Plan your escape at visitsitka.org/milepost

Tourism Tidbits

Did you know 15% of jobs in Southeast Alaska are in the visitor industry?*

Sitka is an amazing place to work, live, and visit! Visit Sitka is excited to share some interesting things about this thriving part of Sitka's economy.

Watch for Tourism Tidbits in the Sitka Sentinel every Friday to expand your tourism knowledge.



#SitkaTourismAwareness

Sitka VISIT

*Southeast Alaska By the Numbers 2022

Tourism Tidbits

Want to share your thoughts, comments, or considerations on the 2023 summer season?

✉ sitkatourism@gmail.com

☎ (907) 747-4088

📘 [Facebook.com/sitkatourism](https://www.facebook.com/sitkatourism)

Comments are shared with the CBS Assembly



#SitkaTourismAwareness

Sitka VISIT

Tourism Tidbits

Did you know?

In 2022, local Sitka seafood processors sold over 20 tons (\$400,000 worth!) of seafood to cruise ships when they were in port.



#SitkaTourismAwareness

Sitka VISIT

*Source: Daily Sitka Sentinel, September 19th, 2022

Tourism Tidbits

Lincoln Street is closed from 10:00 am to 4:00 pm with no parking beginning at 9:00 am on days where the berth capacity (bed count) exceeds 5,000 passengers.

No parking signs are posted along Lincoln Street for closures and taken down before the street reopens.

Street closure updates can be found at [facebook.com/sitkatourism](https://www.facebook.com/sitkatourism).



#SitkaTourismAwareness

Sitka VISIT

Tourism Tidbits

True or false: Some jewelry stores in Southeast Alaska are owned by the cruise lines.

FALSE!

- Privately owned, seasonal store owners in the Caribbean opened locations in Alaska when cruise ships moved to the Alaska market.
- Sitka does not have any Caribbean-based jewelry stores.



#SitkaTourismAwareness

Sitka VISIT

Tourism Tidbits

In FY22, the City & Borough of Sitka saw \$16.4M in sales tax revenue- that's over \$3M more than in 2019! The surge in revenue was thanks to a strong independent visitor season and the return of cruise ship tourism.*



#SitkaTourismAwareness

Sitka VISIT

* CBS Municipal Administrator John Leach, Annual State of the City Report, Jan. 2023

Tourism Tidbits

Alaska's First Tourist

Explorer and scientist John Muir is considered Alaska's first tourist. In 1879, when Muir was 41 years old, he traveled to southeast Alaska to study glaciers, making a stop in Sitka. Muir explored by canoe in October through December and hired several local natives as guides.*



#SitkaTourismAwareness

Sitka VISIT

* Source: John Muir, Travel in Alaska; John Eric, The Southeast Alaska Tourism Industry: Historical Overview and Current Status

Tourism Tidbits

In FY22, the City and Borough of Sitka collected \$665,880 from the Transient Lodging Tax. Visitors pay this 6% tax when they rent a hotel room or a short-term rental.*



#SitkaTourismAwareness

Sitka VISIT

*Source: CBS FY22 Annual Comprehensive Financial Report

Sitka Summer Expo – Sitka Soup Cover and kids page activity

free community event

VISIT Sitka Summer Expo

20+ local businesses!

Friday, May 12th, 3 - 6pm

Harrigan Centennial Hall

meet local vendors

enter to win prizes

Visit the Expo to learn about available tours, activities and attractions in Sitka.

Questions?
Call Visit Sitka at (907) 747-8604.

Sponsored by Alaska Airlines,
Aspen Suites Hotel Sitka,
and Royal Caribbean Group

Royal Caribbean Group

KID'S PAGE

Sitka Attractions

Use the image clues to fill in the blanks for each attraction below.
A hidden word will be revealed.

1. Sitka National Historical
2. _____
3. Alaska
4. Fortress of the _____
5. Sitka Fine Arts
6. Russian _____
7. St. Michael's
8. Sheet'ka Kwaan Naa
9. Russian Bishop's
10. Sitka Sound

Hill
Center

House

Center

Sitka Harbor Guide ad

Visit Sitka

- i** Information on shopping, dining, attractions & more!
-  Trip planning guides
-  Downtown & attractions maps
-  Hiking guide

Open year-round!




Visitor Information Center
SITKA.ORG

Near the downtown stoplight!
104 Lake Street, Sitka, AK 99835 | (907) 747-8604

 **visitsitka.org**






Alaska RV print ad



Visit Sitka ALASKA

Step into the extraordinary.

-  Sea Mountain Golf Course
Sealing Cove RV Park
-   Sitka Sportsman's Association
Starrigavin Recreation Area

Plan your escape:
visitsitka.org/where-to-stay/campinghostelrv-parks
 ferryalaska.com

Sitka through 4 Seasons



Stop in for friendly help with activity information, recommendations and local maps.

OPEN DAILY IN THE SUMMER & WEEKDAYS THE REST OF THE YEAR.

104 LAKE STREET
DOWNTOWN AT THE TRAFFIC LIGHT

VISITSITKA.ORG

Alaska Map Sponsored Content

SITKA WHERE WILDERNESS & CULTURE COLLIDE

Accessible only by air and sea, Sitka offers world class-fishing and wildlife encounters, a thriving Alaska native culture, centuries of history, miles of virgin coastline and wilderness, a vibrant culinary scene, and a passionate artist and makers community.



Plan your escape and order your free visitor guide at www.visitsitka.org

DAY 1

Explore in town. Join a walking or driving tour to learn about the community and history. Be sure to stop at Sitka's animal rehabilitation centers – Alaska Raptor Center and Fortress of the Bear. View totem poles along the trail to the site of the Battle of 1804 at Sitka National Historical Park. Culture buffs will love the Sheldon Jackson Museum and the Sitka History Museum. Visit the aquarium at the Sitka Sound Science Center. Experience Tlingit native dance with the Naa Kahidi Dancers.

DAY 2

Take to the water. Book a fishing charter to take you salmon or halibut fishing. Go freshwater fishing with an experienced local outfitter. Kayak in Sitka Sound, ½ or full day trips available. Take a wildlife boat tour to view Sitka's local marine neighbors including humpback whales, sea otters, sea lions and a host of marine birds at Saint Lazaria National Wildlife Refuge.

DAY 3

Grab your sneakers to get out into Sitka's ancient forest. Rent a bike or a scooter and ride to the end of the road, bike the Cross Trail or the single track bike trail. Prefer exploring on foot? Sitka's trail system has something for everyone. Pack a lunch and spend time at a park where you can grill and chill. End your day searching for treasures as you beachcomb one of Sitka's beaches.

DAY 4 +

Stay longer - explore, relax and join us in our welcoming community

4 SITKA

Home to the native Tlingit people for over 10,000 years, Sitka is a welcoming community of 8,500 residents. Are you outdoorsy or a museum fan? A thrill seeker or a nature lover? Looking for an unusual getaway or an inspiring retreat? Sitka's got you covered.

- Tour St. Michael's Cathedral, the first Russian Orthodox cathedral in North America
- View totem poles along the trail to the site of the Battle of 1804 at Sitka National Historical Park
- See bald eagles, owls, and more up close at the Alaska Raptor Center
- Learn about Alaska's brown and black bears, and get up close at the Fortress of the Bear
- Visit the Sheldon Jackson Museum, founded in 1888, this unique Victorian octagonal concrete building houses over 5,000 Alaska Native items from across the state
- Explore Sitka's marine world at the aquarium at the Sitka Sound Science Center

Plan your escape and order your free visitor guide at www.visitsitka.org

Income Statement

FY2022 and FY2023

Detail Listing

Include Rollup Account/Rollup to Account

		FY2023	FY2022
Account	Account Description	Actual Amount	Total Actual
Fund Category	Governmental Funds		
Fund Type	Special Revenue Funds		
Fund	194 - Comm Vessel Passenger Tax		
	REVENUE		
Division	300 - Revenue		
Department	310 - State Revenue		
3101.018	Cruise Ship Passenger Fee	1,725,380.00	615,545.00
	3101 - Totals	\$1,725,380.00	\$615,545.00
	Department 310 - State Revenue Totals	\$1,725,380.00	\$615,545.00
Department	360 - Uses of Prop & Investment		
3610.000	Interest Income	43,350.55	12,563.58
	3610 - Totals	\$43,350.55	\$12,563.58
3612.000	Change in FMV - Investmnt	(28,493.00)	(58,273.00)
	3612 - Totals	(\$28,493.00)	(\$58,273.00)
	Department 360 - Uses of Prop & Investment Totals	\$14,857.55	(\$45,709.42)
	Division 300 - Revenue Totals	\$1,740,237.55	\$569,835.58
	REVENUE TOTALS	\$1,740,237.55	\$569,835.58
	EXPENSE		
Division	600 - Operations		
Department	630 - Operations		
5212.000	Contracted Services	.00	19,128.39
	5212 - Totals	\$0.00	\$19,128.39
	Department 630 - Operations Totals	\$0.00	\$19,128.39
Department	680 - Transfer to Other Funds		
7200.000	Interfund Transfers Out	1,005,064.45	829,175.07
	7200 - Totals	\$1,005,064.45	\$829,175.07
	Department 680 - Transfer to Other Funds Totals	\$1,005,064.45	\$829,175.07
	Division 600 - Operations Totals	\$1,005,064.45	\$848,303.46
	EXPENSE TOTALS	\$1,005,064.45	\$848,303.46
Fund	194 - Comm Vessel Passenger Tax Totals		
	REVENUE TOTALS	1,740,237.55	569,835.58
	EXPENSE TOTALS	1,005,064.45	848,303.46
Fund	194 - Comm Vessel Passenger Tax Net Gain (Loss)	\$735,173.10	(\$278,467.88)



Income Statement

FY2022 and FY2023

Detail Listing

Include Rollup Account/Rollup to Account

		2023	2022
Account	Account Description	Actual Amount	Total Actual
Fund Category Governmental Funds			
Fund Type Special Revenue Funds			
Fund 195 - Visitor Enhancement Fund			
REVENUE			
Division 300 - Revenue			
Department 303 - Bed Tax			
3031.001	1st Qtr CYr Bed Tax Sales	35,666.98	42,761.63
3031.002	2nd Qtr CYr Bed Tax Sales	281,287.61	262,416.57
3031.003	3rd Qtr CYr Bed Tax Sales	411,348.37	329,670.22
3031.004	4th Qtr CYr Bed Tax Sales	62,802.64	33,930.50
3031.005	Previous Quarters Tax	1,844.35	1,180.30
3031 - Totals		\$792,949.95	\$669,959.22
Department 303 - Bed Tax Totals		\$792,949.95	\$669,959.22
Department 360 - Uses of Prop & Investment			
3610.000	Interest Income	5,892.89	1,185.43
3610 - Totals		\$5,892.89	\$1,185.43
3612.000	Change in FMV - Investmnt	(3,599.00)	(5,264.00)
3612 - Totals		(\$3,599.00)	(\$5,264.00)
Department 360 - Uses of Prop & Investment Totals		\$2,293.89	(\$4,078.57)
Division 300 - Revenue Totals		\$795,243.84	\$665,880.65
REVENUE TOTALS		\$795,243.84	\$665,880.65
EXPENSE			
Division 600 - Operations			
Department 630 - Operations			
5201.000	Training and Travel	4,357.77	3,570.98
5201 - Totals		\$4,357.77	\$3,570.98
5212.000	Contracted Services	526,199.61	460,198.66
5212 - Totals		\$526,199.61	\$460,198.66
Department 630 - Operations Totals		\$530,557.38	\$463,769.64
Division 600 - Operations Totals		\$530,557.38	\$463,769.64
EXPENSE TOTALS		\$530,557.38	\$463,769.64
Fund 195 - Visitor Enhancement Fund Totals			
REVENUE TOTALS		795,243.84	665,880.65
EXPENSE TOTALS		530,557.38	463,769.64
Fund 195 - Visitor Enhancement Fund Net Gain (Loss)		\$264,686.46	\$202,111.01
Fund Type Special Revenue Funds Totals			
REVENUE TOTALS		2,535,481.39	1,235,716.23
EXPENSE TOTALS		1,535,621.83	1,312,073.10
Fund Type Special Revenue Funds Net Gain (Loss)		\$999,859.56	(\$76,356.87)



Income Statement

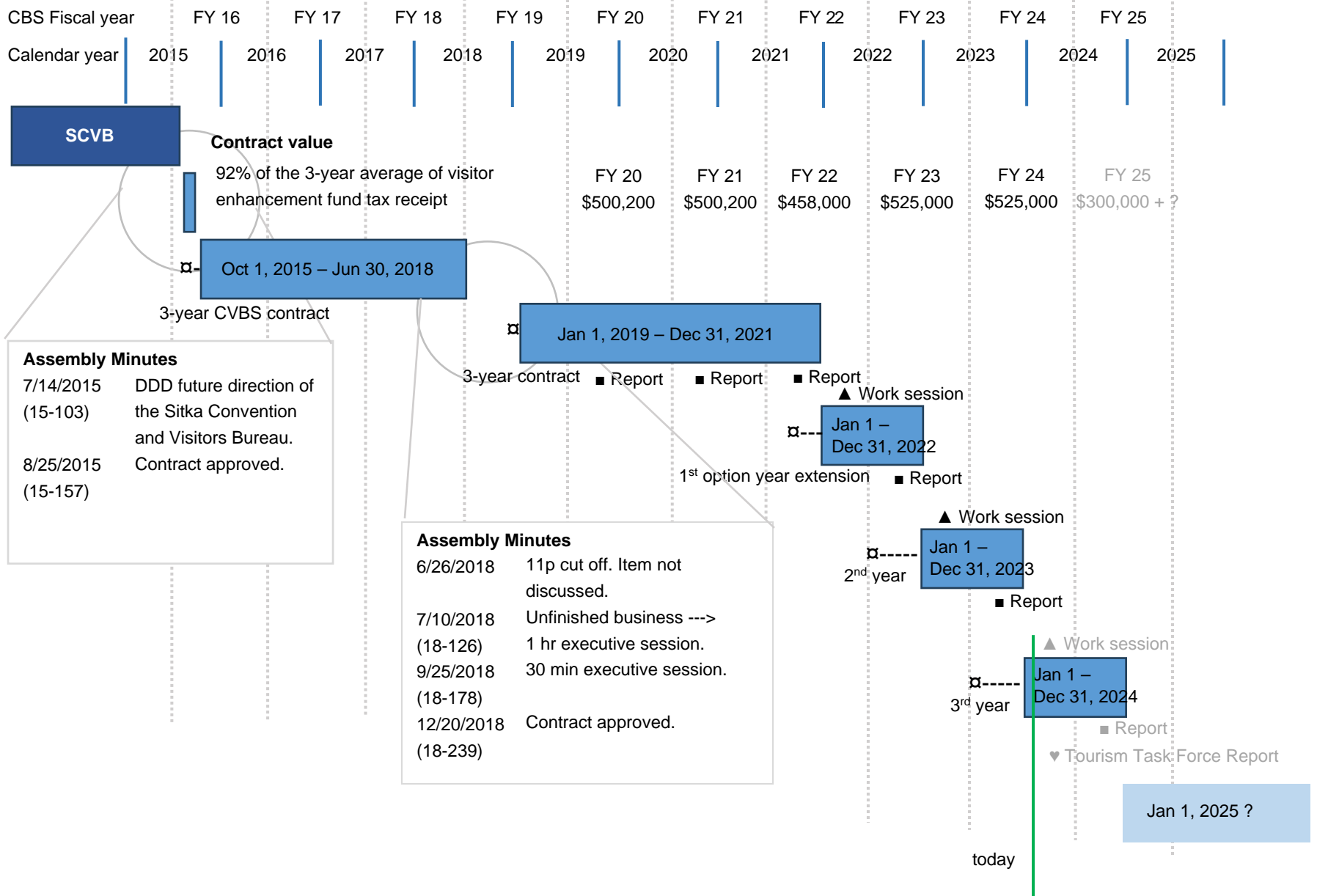
FY2022 and FY2023

Detail Listing

Include Rollup Account/Rollup to Account

		2023	2022
Account	Account Description	Actual Amount	Total Actual
	Fund Category Governmental Funds Totals		
	REVENUE TOTALS	2,535,481.39	1,235,716.23
	EXPENSE TOTALS	1,535,621.83	1,312,073.10
Fund Category	Governmental Funds Net Gain (Loss)	\$999,859.56	(\$76,356.87)
	Grand Totals		
	REVENUE TOTALS	2,535,481.39	1,235,716.23
	EXPENSE TOTALS	1,535,621.83	1,312,073.10
	Grand Total Net Gain (Loss)	\$999,859.56	(\$76,356.87)

Convention and Visitor Bureau Service Contract Timeline



**CONTRACT BETWEEN OWNER AND CONTRACTOR
TO PROVIDE CONVENTION AND VISITORS BUREAU SERVICES
TO THE CITY AND BOROUGH OF SITKA, ALASKA**

City and Borough of Sitka ("Owner" or "CBS") desires the GREATER SITKA CHAMBER OF COMMERCE, INC., ("Contractor") to Provide Convention and Visitors Bureau Services. This Contract to Provide Convention and Visitors Bureau Services (together with all exhibits and attachments hereto to and all amendments and modification to such contract or exhibits, collectively the "Contract") to the City and Borough of Sitka is made and entered into by and between Owner and Contractor in consideration of the mutual promises contained in this Contract. This Contract describes Sitka Convention and Visitors Bureau duties and obligations, which include effective marketing and promotion of Sitka's visitor attractions and tourism related services. The primary goal is to increase the level of visitor traffic to enhance the economy and maintain tourism related businesses in Sitka.

This Contract also consists of the following which are incorporated into and made a part of the Contract.

- Statement of Interest
- Exhibit A - Scope of Services (2 pages)
- Exhibit B - Compensation and Payment (1 page)

SECTION 1. DEFINITIONS

For the purpose of this Contract, the terms used in this Contract shall have the following meaning:

- A. "Owner" shall mean the CITY AND BOROUGH OF SITKA, Alaska.
- B. "Contractor" shall mean the GREATER SITKA CHAMBER OF COMMERCE, INC, an Alaska non-profit corporation, and any **partner, associate**, or any other person acting for and/or in behalf of the GREATER SITKA CHAMBER OF COMMERCE, INC.
- C. "Owner's authorized representative" shall mean the person set forth in Section 20 (B)(2) of this Contract.
- D. "Days" shall mean calendar days.

SECTION 2. CONTRACT TIME

- A. This Contract becomes effective when signed and dated by both Parties.
- B. Contractor shall commence performance of the work identified in Section 4 immediately following receipt of the Notice to Proceed.

- C. Except as expressly allowed under this Contract, Owner need not grant Contractor any extension in the time provided to complete the work under this Contract. If Contractor's progress falls behind the project schedule, Contractor shall commit additional resources to the prosecution of the work, or take such other additional steps as are reasonably necessary to assure the completion of the work on schedule, all at no additional cost to Owner.

SECTION 3. CONTRACTOR QUALIFICATIONS

- A. The Contractor expressly represents and warrants it is now and shall continue to be at all times during the performance of this Contract, the holder of all required or necessary professional, business or other licenses or permits and is qualified and capable of performing all of the work covered or called for by this Contract and is presently ready, able and willing to undertake and perform all of such work and services, and to supply all necessary materials and equipment at the times, and in a professional and workmanlike manner and pursuant to the terms, conditions and provisions, and for the compensation and payments as herein provided.
- B. All actions taken by Contractor under this Contract shall comply with all applicable statutes, ordinances, rules and regulations. Contractor shall timely pay all federal, state and local sales, excise or other taxes or assessments incurred by the Contractor.

SECTION 4. SCOPE OF SERVICE

- A. The services to be performed by Contractor shall include all services required to complete the tasks set forth and described on Exhibit A, and shall be in accordance with all applicable statutes, Sitka General Code provisions, ordinances, rules, and regulations.
- B. The Statement of Interest provided by the Contractor, and incorporated into this Contract, shall be treated as a broad general intent of Contractor as to how the Scope of Services under this Contract shall be performed, and, Contractor shall not be held to strict performance of elements of the Statement of Interest which are not specifically contained within Exhibit A. Both parties mutually agree, however, that a gross deviation by the Contractor from the intent set forth in the Statement of Interest, especially in regards to governance and management accountability, shall potentially form a reason for Termination for Cause as outlined in Section 6.

SECTION 5. CONTRACT TIME PERIOD

- A. The term of this Contract shall commence on **January 1, 2019** and end at the end of the business day **December 31, 2021**.

If the Contractor complies with all terms and conditions of this Contract at all times until December 31, 2021, Owner shall have the right (hereafter "Renewal Option") to renew this contract for the period Jan. 1, 2022 to December 31, 2022; and if Contractor complies

with all the terms and conditions of the Contract at all times thereafter, Contractor and Owner may agree to a Renewal Option for subsequent one-year periods up to 5 one-year periods subject to Owner's approval for each new Renewal Option. In order to exercise these Renewal Options, Owner shall give Contractor written notice on or before August 1, 2021, or on or before August 1st of any subsequent year, of its intent to renew this Contract whereupon Contractor will have 10 days to accept or reject Renewal Option. If the Owner fails to exercise a Renewal Option, this Contract shall terminate on December 31st of that year.

SECTION 6. TERMINATION

This Contract may be terminated:

- A. By mutual consent of the Parties.
- B. For the convenience of Owner or Contractor, provided that Owner or Contractor notifies the other of its intent to terminate under this paragraph at least 6 months prior to the effective date of the termination.
- C. For cause, by either Party where the other Party fails in any material way to perform its obligation under this Contract; provided, however, that as a condition of the exercise of its right of termination under this subsection the terminating Party shall notify the other Party of its intent to terminate this Contract and state with reasonable specificity the grounds, and the defaulting Party shall have failed, within 60 days of receiving the notice, to cure the default.
- D. Termination pursuant to this section shall not affect the Parties' continuing obligations under this Contract.

SECTION 7. DUTIES UPON TERMINATION

- A. If either Owner or Contractor terminates this Contract for convenience, either shall pay the other, the reasonable value of all expenses incurred and services rendered prior to actual termination date. Payment under this section shall never exceed the total compensation possible under Section 10. All finished and unfinished reports and materials prepared by Contractor shall become the property of Owner.
- B. If this Contract is terminated for cause, Owner shall pay Contractor reasonable value of the services satisfactorily rendered prior to termination less any damages suffered by Owner because of Contractor's failure to perform its contractual obligations. Any finished or unfinished documents or materials shall become the property of Owner at its option. Under no circumstances shall payment under this section exceed the percentage value of work completed as defined by Exhibit Band under Section 9. Under no circumstances shall payment under this section exceed the total compensation possible under Section 9.

- C. If Contractor has received payments prior to termination in excess of the amount to which it is entitled under Subsection A or B of this section, Contractor shall remit such excess to Owner within 60 days after receipt of notice to that effect.
- D. Contractor shall not be entitled to compensation under this section until Contractor has delivered to Owner all documents, records, work products, materials, and equipment owned by City and Borough of Sitka, related to this Contract and requested by Owner.
- E. If Contractor's services are terminated, for whatever reason, Contractor may not claim any compensation under this Contract other than allowed under this section.
- F. The Owner need not recognize any claim by Contractor for reimbursable expenses or costs incurred after the 60 day notice of termination period under section 7C.

SECTION 8. INDEMNIFICATION

- A. Each Party (the "Indemnitor Party") shall indemnify, defend, save, and hold the other Party (the "Indemnatee Party") harmless from any claims, lawsuits, or liability, including attorney's fees and costs, arising from any wrongful or negligent act, error or omission of the Indemnitor Party occurring during the course of or as a result of the Indemnitor Party's performance pursuant to this Contract.
- B. The Indemnitor Party shall is required to indemnify, defend, save, and hold the Indemnatee Party harmless from any claims, lawsuits, liability, or attorney's fees and costs, arising in wrongful or negligent acts, errors or omissions solely of the Indemnatee Party occurring during the course of or as a result of the performance of this Contract.
- C. Where claims, lawsuits, or liability, including attorney's fees and costs, arise from wrongful or negligent acts of both Parties, Contractor shall indemnify, defend, save and hold Owner harmless from only that portion of claims, lawsuits or liability, including attorney's fees and costs, which result from Contractor's wrongful or negligent acts occurring during the course of or as a result of Contractor's performance pursuant to this Contract.

SECTION 9. PAYMENT

- A. For Contractor's Contract Services and Expenses, as described in Section 4 of this Contract, compensation will be paid as set forth and described on Exhibit B, subject to Contractor's satisfactory performance, unless mutually agreed upon by both Parties prior to commencing additional work.
- B. Each year, the Assembly of the City and Borough of Sitka will have a worksession with the Contractor. During this worksession the contractor will include the marketing plan, budget, visitor statistics and plans for the future.
- C. Either party to this contract may request that the compensation to Contractor be

renegotiated. Any renegotiated contract amount must be approved by the Assembly of the City and Borough of Sitka. If a request for renegotiation is not initiated by either party, the existing contract compensation amount and payment schedule shall remain in place.

- D. Contractor shall submit invoice(s) to Owner's authorized representative, as set forth and described on Exhibit B.
- E. Owner shall make payment on invoices as set forth and described on Exhibit B with approval by Owner's authorized representative.
- F. Contractor shall be entitled to no compensation under this Contract beyond the amount of Owner's express obligation under subsection A above.
- G. The amount to be paid for additional services, at the option of Owner, shall be negotiated by the Parties prior to the execution of amendments to this Contract for this work.

SECTION 10. AUDIT: ACCESS TO RECORDS

- A. Contractor shall maintain records of performances, communications, documents, correspondence and costs pertinent to this Contract. The Owner's authorized representatives shall have the right to examine such records and accounting procedures and practices.
- B. The Owner's authorized representative shall have the right to examine all books, records, documents and other data of Contractor related to the pricing and performance of the Contract, and any change or modification for the purpose of evaluating the accuracy, completeness, and currency of the data submitted. The right of examination shall extend to all documents necessary to permit adequate evaluation of the data, computations, and projections used.
- C. The materials described in this section shall be made available at the business office of Contractor at all reasonable times for inspection, audit or reproduction, for a minimum of 3 years from the date of final payment under this Contract and for such longer period, if any, as may be required by applicable statute or other provisions of this Contract.
- D. Records which relate to claims or litigation or the settlement of claims arising out of the performance of this Contract shall be made available to Owner by Contractor until such claims or litigation have been concluded.

SECTION 11. INDEPENDENT CONTRACTOR

- A. The parties hereto expressly agree that the Contractor shall be and is an independent contractor and is not an employee or agent of the Owner and is, therefore, entitled to no insurance coverage, whether worker's compensation or otherwise and no other benefits accorded to Owner's employees. No withholding, FICA or other taxes (whether income,

sales or otherwise) or other amounts will be withheld from the payments due to the Contractor, it being understood that the Contractor is solely responsible therefore, provided Owner shall be entitled to withhold such retainage or other amounts from any progress or other payments as have been provided for elsewhere in this Contract.

- B. Contractor shall perform its obligations under this Contract as an independent Contractor of Owner. Owner may administer the Contract and monitor Contractor's compliance with its obligations. Owner shall not supervise or direct Contractor as provided in this section.
- C. The parties hereto agree that the Contractor is not and shall not be construed to be a partner, joint venture, employee or agent of the Owner, and shall not and is not authorized to enter into or make any contracts, agreements to into any understanding with any other person, corporation, partnership, joint venture or other entity, in the name of or for the benefit of the Owner.

SECTION 12. CONTRACTOR RESPONSIBLE FOR PERSONNEL

The Contractor has or will secure, all personnel required to perform this Contract in a timely and proper manner. The parties hereto agree and understand that such personnel shall in no event be deemed to be and are not employees, agents, or representatives of the Owner, and the Owner shall have no responsibility or liability whatsoever to any of said persons or for the acts or omissions of any such persons.

SECTION 13. ASSIGNMENTS

Unless otherwise allowed by this Contract or in writing by Owner, any assignment by Contractor of its interest in any part of this Contract shall be void.

SECTION 14. CONFLICT OF INTEREST

The Contractor covenants, warrants and represents that the Contractor has no interest and shall not acquire any interest, direct or indirect which would conflict in any manner with the subject matter or the performance of this Contract. The Contractor further covenants, warrants and represents that in the performance of this Contract, no person having any such interest shall be employed.

SECTION 15. NONDISCRIMINATION

- A. Contractor may not discriminate against any employee or applicant for employment because of race, religion, color, national origin, age, disability, sex, marital status, changes in marital status, pregnancy, or parenthood. The Contractor shall post in a conspicuous place, available to employees and applicants for employment, a notice setting out the provisions of this paragraph.
- B. Contractor shall state, in all solicitations or advertisements for employees to work on jobs relating to this Contract, that all qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, age, disability, sex, marital status, changes in marital status, pregnancy, or parenthood.
- C. Contractor shall include the provisions of Subsection A in every subcontract or purchase order under this Contract, so as to be binding upon every such subcontractor or vendor of Contractor under this Contract.
- D. Contractor shall comply with all applicable Federal, State and City laws concerning the prohibition of discrimination.

SECTION 16. COPYRIGHTS AND RIGHTS IN DATA

- A. All documents produced under this Contract are the property of Owner, including notes, drawings, reports and other technical information referred to as work products, except items which have pre-existing copyrights. Payments to Contractor for services include full compensation for all work products produced by Contractor and its subcontractors.
- B. All such subject data furnished by Contractor pursuant to this Contract are instruments of its services in respect to this particular project. It is understood that Contractor does not represent such subject data to be suitable for reuse on any other project or for any other purpose. If Owner reuses the subject data without Contractor's specific written verification of adaption, such reuse will be at the risk of Owner, without liability to Contractor. Any such verification of adaption requested in writing by Owner at Owner's sole option will entitle Contractor to further compensation at rates agreed upon by the Parties.

SECTION 17. NOTICES

- A. Regular Communications. For communications between the Parties on personnel issues or on matters of a confidential nature the Parties' respective points of contact shall exclusively be the Municipal Administrator of CBS and the President of Contractor, or their respective designees. For all other regular or routine communications with respect to this Contract the Parties designate the following persons as their respective primary points of contact:

OWNER Point of Contact:

Name: Community Affairs Director

Telephone: 1.907.747.1824

Email: maegan.bosak@cityofsitka.org

CONTRACTOR Point of Contact:

Name: Executive Director

Telephone: 1.907.747.8604

Email: director@sitkachamber.com

- B. Formal Notices. Any notice required under this Contract shall be in writing and either personally delivered or mailed by prepaid, first class, registered or certified mail, return receipt requested, to the following addresses:

OWNER:

City and Borough of Sitka
Attn: Community Affairs Director
100 Lincoln Street
Sitka, AK 99835

CONTRACTOR:

Greater Sitka Chamber of Commerce Inc.
Attn: Board President
104 Lake Street
Sitka, AK 99835

SECTION 18. CLAIMS AND DISPUTES

If Contractor becomes aware, or reasonably should have become aware, of any act or occurrence which may form the basis of a Claim outside of this contract by a third party or outside entity, Contractor shall immediately notify in writing Owner's authorized representative. If the matter cannot be resolved within seven (7) days, Contractor shall, within the next fourteen (14) days, submit a written notice of the Claim. Contractor shall, in presenting the Claim, include the facts and circumstances surrounding the claim, the specific relief requested including any additional compensation claimed and the basis upon which it was calculated, and the provisions of this Contract under which the Claim is made.

SECTION 19. SUCCESSORS AND ASSIGN

The Parties bind themselves, partners, successors, assigns and legal representatives to the other Party to this Contract and to partners, affiliates, successors, assigns and legal representatives of such other Party with respect to all covenants of this Contract.

SECTION 20. AMENDMENT

- A. This Contract shall only be amended, modified or changed by a written amendment, executed by authorized representatives of the Parties, and such amendment shall be attached to this Contract as an appendix.
- B. For the purposes of any amendment, modifications or change to the terms and conditions of this Contract, the only authorized representatives of the Parties are:
 - 1. President of the Board - For Contractor
 - 2. Municipal Administrator - For Owner
- C. Any attempt to amend, modify or change this Contract by either an unauthorized representative or unauthorized means, shall be void.

SECTION 21. INSURANCE

A. Contractor shall at all times during the term of this Contract, maintain in good standing the insurance described in Subsection B. Before rendering any services under this Contract, Contractor shall furnish Owner with proof of insurance in accordance with Subsection B in a form acceptable to the Risk Manager for Owner; such proof of insurance shall be incorporated into this Contract.

B. Type of coverage:

1. Comprehensive General Liability

Occurrence Limit	\$1,000,000
Products and Completed Operations Aggregate	\$2,000,000
General Aggregate	\$2,000,000

2. Workman's Compensation
Employers Liability

Alaska Statutory

3. Comprehensive Automobile Liability

\$1,000,000

Including all owned, hired and non-owned vehicles

C. Insurance Notes

1. Owner shall be named as an additional named insured on the required general liability and automobile insurance policies. The Owner shall also be granted a full waiver of any rights of subrogation by endorsement under all required policies with the exception of Professional Errors and Omissions. These requirements extend to all subcontractors.
2. Contractor is required to notify Owner if any policy is to be canceled, materially changed, or renewed, at least thirty days prior, by written notice sent by certified mail.

SECTION 22. CHANGES OR MODIFICATIONS

Any change in any regulations or requirements applicable to the work called for herein, made, caused or imposed by, or as a result of the action of any state, federal or other governmental agency that has or will provide all or any portion of any funds for payment for the work or project which is the subject of this agreement, shall automatically become a part of, and amendment to this agreement and the Contractor shall comply there with.

SECTION 23. NON-WAIVER

The failure of either Party at any time to enforce a provision of this Contract shall in no way constitute a waiver of the provision, nor in any way affect the validity of this Contract or any part, or the right of such Party to enforce each and every provision.

SECTION 24. SEVERABILITY

Any provision of this Contract decreed invalid by a court of competent jurisdiction shall not invalidate the remaining provisions of the Contract.

SECTION 25. JURISDICTION - CHOICE OF LAW

Any civil action rising from this Contract shall be brought in the Alaska Superior Court at Sitka. The laws of the State of Alaska shall govern the rights and obligations of the Parties under this Contract.

SECTION 26. INTEGRATION

This instrument and all appendices and amendments embody the entire Contract of the Parties. There are no promises, terms, conditions or obligations other than those contained in this Contract. This Contract shall supersede all previous communications, representations, or Contracts, either oral or written, between the Parties.

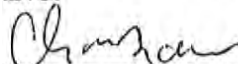
IN WITNESS, the parties execute this agreement through their duly authorized representatives, and represent that their duly authorized representatives are authorized to sign this agreement between Owner and Contractor to provide Convention and Visitor Bureau Services to the City and Borough of Sitka, on behalf of the party they represent.

CITY AND BOROUGH OF SITKA


Municipal Administrator

Date: 12/20/18

**GREATER SITKA CHAMBER OF COMMERCE.
INC.**


President of the Board

Date: 12-24-18

IRS TAX I.D. NO. 017-319

Exhibit A

Scope of Service – Sitka Convention and Visitors Bureau

The Greater Sitka Chamber of Commerce (SCVB) will be responsible for providing all Convention and Visitor Bureau services for the municipality. SCVB's work under this contract will market and sell Sitka as a premier business and leisure destination, enriching Sitka's hospitality industry and the community's overall quality of life. This work includes:

1) Marketing and Promotion:

- a) Develop and implement a 3-year strategic marketing plan to be presented annually to the Assembly during a work session. During this work session the contractor will include the marketing plan, budget, stats and plans for the next year. The goals should be to effectively increase the number of revenue generating functions, increase the number of independent travelers visiting, increase the number of convention center reservations and support the growth of tourism in Sitka. Emphasis should be placed on targeted marketing to maximize the return on investment, to sell destination strengths and reach specific high-growth visitor audiences. The marketing plan shall be consistent with the policy that the primary role of the Convention and Visitors Services Contract is to promote travel to Sitka through marketing and development, focusing on convention sales, tourism marketing and services, with an emphasis on shoulder and winter seasons. The plan will be continually evaluated for success and updated and revised as necessary, and work to have visitor industry stakeholder input into the marketing plan.
- b) Collaborate with State and local tourism related groups, committee's, and commissions.
- c) Design and publish annual visitors guide, place ads in a variety of media based on best ROI research available.
- 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 central business district Visitor Information Center and on weekends during high traffic hours determined by the contractor.
- c) Provide an accessible and visible Visitor Information Center in Sitka's central business district and supply Harrigan Centennial Hall Visitor's Desk with visitor information materials as requested by City and Borough of Sitka staff.
- d) Staff seasonal visitor information desks at port facilities during cruise days utilizing the facility. Staffing will be 30 minutes after port arrival to two

hours prior to last tender. No seasonal visitor desk staffing required for hospitality suites.

- e) Create and distribute printed information pieces for use by visitors while in Sitka. Provide information and/or brochures about lodging, restaurants, excursion's, tours, fishing charters, wildlife tours, trips and other attractions in the Sitka area
- f) 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.
- g) Annually, the Contractor will put out notice to Sitka businesses to take part in a directory of tourism related businesses and services. During the 30 day period, responding businesses will provide contact information and descriptions of their services. This information will be compiled and made available on the promotional website and for viewing at the visitor desks or kiosks. Notice will go out January 1st and responses will be due January 31st. The list will be updated by the Contractor and made available by February 28th.

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 a variety of media, based on best return on investment research available.
- 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) Meet with City and Borough staff quarterly, to provide a staff prepared summary describing activities from the quarter and financial reports including the statement of operations semi annually, and the profit and loss quarterly, prepared by an external bookkeeper. Reports should be submitted within 60 days of the quarter's completion. Meeting will also review operations as needed.
- 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 communicate through a variety of media including newsletter formats, email blasts, push notifications, text, etc. 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.

6) Metrics:

The performance of the contractor shall be based on its effectiveness to reach potential visitors, secure convention bookings, and increase tourism in Sitka. In measuring performance of marketing efforts, there is no single statistic that can be utilized to determine the effectiveness, however looking at the trends of a wide range of metrics on an annual basis can provide information regarding marketing efforts and the effectiveness of those efforts. The following metrics shall be tracked on an annual basis with FY17 being the baseline year.

- a) Convention Metrics – These metrics will track the contractor's effectiveness at generating interest for conventions in Sitka and its ability to sell organizations on Sitka as a convention destination.
 - 1. Convention RFP Requests
 - 2. Convention Bookings
 - 3. Total Number of Convention Attendees
 - 4. Number of Room Nights
 - 5. Estimated direct attendee spending (Economic Impact)
- b) Visitor Inquiries – The goal of visitor marketing is to generate interest in Sitka. Effective marketing campaigns should generate additional inquiries. In addition, by tracking the number of inquiries as a ratio to marketing costs, it will provide an indicator of performance vs. cost.
 - 1. Number of E-mail Inquiries
 - 2. Number of visitors to the Visitor Information Center
 - 3. Number of Unique Website Visits
 - 4. Ratio of total number of inquiries to direct and indirect visitor services marketing costs
- c) Economic Indicators – Increased tourism will benefit the economy of Sitka. The key economic indicators will show the financial impact of increased tourism. However, global factors not relating to marketing performance can also affect the visitor industry.
 - 1. Transient Lodging Tax Revenue
 - 2. Potential on Investment (POI)
 - 3. Net Promoter Score
 - 4. Total Visitors to Sitka
 - 5. Sales Tax Revenue

Exhibit B

**Compensation and Payment – Sitka Convention and Visitors Bureau
Services Contract**

In consideration of Contractor's responsibilities under this agreement, Owner agrees to pay Contractor according to the payment schedule provided below:

The annual contract amount shall be a minimum of \$300,000. Annual budget to be determined by the Sitka Assembly following an annual work session, with first payment in next fiscal year. If the contribution is increased by Assembly action, the annual contract amount will be adjusted accordingly. The Contractor is encouraged to request additional funding for specific projects above and beyond those included in this contract, pursuant to approval by the Assembly.

For all contract years, twenty five percent of the contract amount will be paid at the start of each quarter.

Payment schedule:

- January 1 – 25% of the annual contract amount
- April 1 – 25% of the annual contract amount
- July 1 – 25% of the annual contract amount
- October 1 – 25% of the annual contract amount

The Owner agrees to allow Contractor use of all physical and intellectual property related to providing convention and visitor services and marketing for the term of the contract period.

Payment includes cost share on Contractor's building lease, utilities and improvements. Annual budget funds may be used to pay up to 75% percent of the associated expenses.



CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

ADMINISTRATION

100 Lincoln Street | Sitka, Alaska 99835

www.cityofsitka.com

administrator@cityofsitka.org

907-747-1812

July 20, 2023

[VIA EMAIL ONLY]

Greater Sitka Chamber of Commerce, Inc.
Attn: Board President
104 Lake Street
Sitka, AK 99835
director@sitkachamber.com

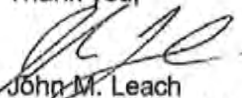
Re: Renewal Option for Contract to Provide Convention and Visitors Bureau Services

Dear Board President,

Pursuant to Section 5.A of the Contract (copy attached), the City and Borough of Sitka (CBS), as Owner under the Contract, hereby requests and agrees to a third one (1) year renewal option beginning January 1, 2024 and ending December 31, 2024. The second renewal option was enacted January 1, 2023 to December 31, 2023 (copy attached). As required by the Contract, within 10 days please indicate your mutual agreement to this third renewal option by signing below and returning the original of the signed letter to the CBS at the address stated in the header.

As this is the third renewal option, the Contract provides for two (2) additional one (1) year renewal options upon mutual consent and compliance with all terms and conditions of the Contract. If an additional renewal option is desired, CBS will request a fourth renewal prior to August 1, 2024.

Thank you,


John M. Leach
Municipal Administrator

Attachment

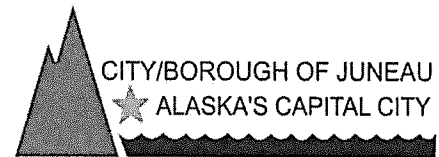
I agree to a one (1) year renewal of the Contract.

7/20/23
Date


Paul Kraft

Cc: Melissa Haley, Finance Director (via email only)
Tori Fleming, Compliance Officer (via email only)

MEMORANDUM OF AGREEMENT



This is a Memorandum of Agreement (“MOA”) between the City & Borough of Juneau (“CBJ”) and the Juneau Convention & Visitors Bureau (doing business as and hereafter referred to as “Travel Juneau”), a nonprofit corporation organized under the laws of the State of Alaska (with its principal place of business in Juneau, Alaska), and licensed to do business in the State of Alaska. CBJ will provide Travel Juneau with grant funding from Hotel Bed Tax and Marine Passenger Fees as partial funding for ongoing destination marketing, visitor services, and crossing guards during the period from July 1, 2023 through June 30, 2024.

Scope of Program

CBJ funding for this program was authorized by CBJ Ordinance No. 2023-14(b) enacted on June 12, 2023. Travel Juneau is a private nonprofit corporation with a mission to market Juneau to conventions, groups, and independent travelers. Travel Juneau shall perform all Scope of Program obligations in accordance with the terms and conditions of this agreement, including any specific grant program requirements and directives from CBJ and applicable law.

Section 1. TRAVEL JUNEAU DUTIES

Travel Juneau shall provide the following services for Juneau:

- 1) Develop and deliver destination marketing for CBJ, focusing on fully independent travelers (FITs), groups, and meeting planners. Campaigns will include in-state, domestic, and international travelers and will include digital, limited print, social, and video platforms. Destination marketing will incorporate appropriate Tlingit visual and language elements and will support cultural tourism;
- 2) In marketing Juneau as a meetings and convention destination, provide planner services including, but not limited to, full bids, hotel room bids and rates, catering bids and rates, service referrals, familiarization tours to qualified planners, and event promotion;
- 3) Market and sell Centennial Hall Convention Center to meeting planners; collaborate with facility staff to help ensure ease of booking and delivery of events and services;
- 4) Develop and deliver a comprehensive array of accurate visitor information via destination website, mobile application, phone, face-to-face, and online inquiry;
- 5) Provide additional marketing and promotional opportunities to local visitor industry businesses;
- 6) Engage with the Alaska Travel Industry Association to ensure Juneau is represented in their ongoing national and international marketing programs;
- 7) Work with a variety of local organizations to encourage entrepreneurship and small business development in the visitor industry;

- 8) Maintain working relationships with visitor industry transportation providers to maintain and improve access to Juneau and Southeast;
- 9) Collaborate with state and regional tourism-related groups, committees, and commissions;
- 10) Staff visitor information centers during the regular tour season; and
- 11) Provide crossing guard services during the regular tour season.

Section 2. PERFORMANCE METRICS

Travel Juneau will set goals toward and track/report the following metrics/analytics.

- A) Number of YTD of the following persons visiting Juneau:
 - i. Meeting planners participating in Travel Juneau-sponsored FAMs;
 - ii. Number of organizations who have sent one or more persons to scout and assess Juneau's suitability as a destination for their events or conventions;
 - iii. Tour and cruise operators participating in Travel Juneau-sponsored FAMs;
 - iv. Number of travel writers meeting with Travel Juneau staff while on visits to Juneau or participating in Travel Juneau-sponsored FAMs; and
 - v. Monthly hotel/overnight accommodation occupancy.
- B) Number YTD of trade shows attended by Travel Juneau's staff and number of resulting leads as follows:
 - i. International trade shows and number of resulting DM leads;
 - ii. Travel agent and tour operator appointments held; and
 - iii. Domestic trade shows and number of resulting leads for DM and CS.
- C) Travel Juneau's website statistics:
 - i. YTD unique users to traveljuneau.com;
 - ii. YTD average length of time on site; and
 - iii. YTD number of requests for Juneau visitor information.
- D) YTD social media engagement across all platforms (*e.g.*, Facebook, Instagram, Twitter, YouTube, TikTok).
- E) YTD media reach and Advertising Equivalency (earned media);
- F) Confirmed bookings and estimated economic impact (EEI) for all meetings, conventions, conferences, and similar events secured through Travel Juneau marketing efforts for FY23 and each of the next three fiscal years; and
- G) All pending and confirmed Travel Juneau-secured business in the pipeline and the total pending and confirmed EEI.

Section 3. FUNDING

A. CBJ will provide up to one million, six hundred fifty-nine thousand, four hundred dollars (\$1,659,400) in grant funding to Travel Juneau. The grant funding is to be used for actual program costs towards the scope of this agreement, allocated as follows:

- i. Destination Marketing – Hotel Bed Tax
one million, two hundred thousand dollars (\$1,200,000)
- ii. Visitor Services – Marine Passenger Fees
one hundred sixty-five thousand, two hundred dollars (\$165,200)
- iii. Crossing Guards – Marine Passenger Fees
two hundred ninety-four thousand, two hundred dollars (\$294,200)

B. Payment Schedule: Travel Juneau will be paid in four (4) equal quarterly payments for each quarter of the fiscal year. Travel Juneau shall submit a request for payment with its quarterly activity report as provided under this MOA.

C. Travel Juneau agrees to refund all CBJ advanced grant funds not utilized for the scope of work and may request to defer unspent funding to support the next fiscal year's budget.

D. Travel Juneau may earn additional income or receive outside grant funding to augment the three CBJ grants. Travel Juneau financials shall reflect all revenue sources.

Grantor/Grantee Communications & Contacts

The following addresses will be used for all written communications:

City & Borough of Juneau

Stevie Gawryluk, Budget Analyst, CBJ Grants
155 South Seward Street
Juneau, Alaska 99801
(907) 586-5215, ext. 4070
grants@juneau.gov

Juneau Convention & Visitors Bureau

Liz Perry, President & CEO
800 Glacier Highway, Suite 201
Juneau, Alaska 99801
(907) 586-1761
liz.perry@traveljuneau.com

Grant Fund Management & Controls

CBJ is contributing these funds to increase the visibility and desirability of Juneau as a visitor destination, to make Juneau more likely to be chosen as a venue for conventions and other meetings, and to improve the quality of visitors' experiences in coming to Juneau. It is important to CBJ that adequate controls exist to safeguard these funds. In providing these controls, Travel Juneau agrees to maintain accounting and management systems that provide reasonable safeguards and reporting reliability.

Compliance with Laws & Regulations

Travel Juneau shall, at Travel Juneau's sole cost and expense, comply with all applicable requirements of federal, state, and local laws, ordinances, and regulations now in force, including safety, environmental, immigration, and security enactments, or which may be subsequently enacted. Travel Juneau warrants that it has obtained and is in full compliance with all required licenses, permits, and registrations regulating the conduct of business within the State of Alaska and CBJ, and shall maintain such compliance during the effective term of this MOA.

Conflict of Interest

Travel Juneau warrants that no employee or officer of CBJ has violated the conflict of interest provisions of CBJ code regarding this MOA. Travel Juneau also warrants that it has not solicited or received any prohibited action, favor, or benefit from any employee or officer of CBJ, and that it will not do so as a condition of this MOA. If Travel Juneau learns of any such conflict of interest, Travel Juneau shall, without delay, inform the CBJ Municipal Attorney and CBJ's representative for this MOA.

Equal Employment Opportunity

As a condition of receiving funds under this MOA, Travel Juneau will not discriminate against any employee or applicant for employment because of race, religion, color, national origin, age, disability, sex, sexual orientation, gender identity, gender expression, and marital status, changes in marital status, pregnancy or parenthood. Travel Juneau shall include these provisions in any agreement relating to the work performed under this MOA with contractors or subcontractors.

Indemnification

Travel Juneau agrees to defend, indemnify, and hold harmless CBJ, its employees, volunteers, consultants, and insurers, with respect to any action, claim, or lawsuit arising out of or related to Travel Juneau's performance or activities pursuant to this MOA, without limitation as to the amount of fees, and without limitation as to any damages, cost or expense resulting from settlement, judgment, or verdict, and includes the award of any attorneys' fees even if in excess of Alaska Civil Rule 82. This indemnification agreement applies to the fullest extent permitted by law and is in full force and effect whenever and wherever any action, claim, or lawsuit is initiated, filed, or otherwise brought against CBJ relating to this MOA. The obligations of Travel Juneau arise immediately upon actual or constructive notice of any action, claim, or lawsuit. CBJ shall notify Travel Juneau in a timely manner of the need for indemnification, but such notice is not a condition precedent to Travel Juneau's obligations and is waived where Travel Juneau has actual notice.

Public Records

Travel Juneau's acknowledges and understands that CBJ is subject CBJ Code 01.70.010 (Public Records) and to the Alaska Public Records Act (AS 40.25.120) and that all documents received, owned, or controlled by CBJ in relation to this MOA must be made available for the public to inspect upon request, unless an exception applies. It is Travel Juneau's sole responsibility to clearly identify any documents Travel Juneau believes are exempt from disclosure under the Public Records Act by clearly marking such documents "Confidential." Should CBJ receive a request for records under CBJ Code or the Alaska Public Records Act applicable to any document marked "Confidential" by Travel Juneau, CBJ will notify Travel Juneau as soon as practicable prior to making any disclosure. Travel Juneau acknowledges it has five (5) calendar days after receipt of notice to notify CBJ of its objection to any disclosure, and to file any action in the Superior Court for the State of Alaska at Juneau as Travel Juneau deems necessary in order to protect its interests. Should Travel Juneau fail to notify CBJ of its objection or to file suit, Travel Juneau shall hold the CBJ harmless for any damages incurred by Travel Juneau as a result of the CBJ disclosing any of Travel Juneau's documents in CBJ's possession. Additionally, Travel Juneau may not promise confidentiality to any third party on behalf of CBJ, without first obtaining express written approval by CBJ.

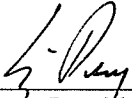
Safety

Travel Juneau will comply with applicable federal, state and local laws and regulations and will retain responsibility for its own compliance and that of its contractors or other designated third party agents, with all applicable federal, state, and local laws and regulations, including without

limitation applicable occupational health and safety laws. Travel Juneau shall be solely liable for, and shall independently undertake to defend any and all unfair labor practice charges, grievances, judicial action or other employee or union claims, as well as general liability and personal liability, related in any way to Travel Juneau's performance pursuant to this grant.

Term of Grants

The effective date of this agreement shall be the date it is signed by CBJ. This grant is limited to the funding amounts and terms stated herein, and does not constitute a promise or guarantee of any future grant funding by CBJ.



Liz Perry, President & CEO
Juneau Convention & Visitors Bureau ("Travel Juneau"),

8-1-23

Date



for _____
Duncan Rorie Watt, City Manager
City & Borough of Juneau, Alaska

08/09/2023

Date