



MISSION STATEMENT

THE GREATER SITKA CHAMBER OF COMMERCE IS A VOLUNTARY ORGANIZATION OF BUSINESS AND COMMUNITY LEADERS WHO PROMOTE, SUPPORT, AND FACILITATE COMMERCE AND ECONOMIC GROWTH IN THE COMMUNITY.

Financial Report: FY2019- Q1

The financials reflect income and expenses for the first three quarters of 2018. The Greater Sitka Chamber of Commerce utilized bookkeeping services from Balance Accounting Solutions. The Chamber operates on a calendar year with budgets and financials reviewed and approved by the Finance Committee and the Board of Directors.

Attachment: The Greater Sitka Chamber of Commerce, Inc.

Statement of Operations Visit Sitka, January 1, 2018 through September 30, 2018

Income: 7/1-9/30

In the Income section of the Statement of Operations, find receipts for contract, membership and advertising. The Contracted payment from CBS for September of 35,166.67 was not received until October 1st so it is not reflected in this financial statement. In addition to contract funds of \$206,946, the financial statement shows revenues for Visit Sitka Partnerships and sales for Visitor Guide advertisements totaling \$56,448. The remainder of ad sales will be reflected in the next quarters with the guide being printed for distribution in early 2019.

Expense Updates: 7/1-9/30

The expenses reflected in the statement show operations for the first three quarters of the calendar year. Previous calendar year contingency funds were utilized to cover the expense for this quarter and with the final quarter revenues, the budget will balance out. The areas that had increase investment included promotion of conventions, tourism and travel writers and media.

General Overview of Sitka Travel Industry – Outlook to 2019

The 2019 “Draft” Cruise Ship schedule has been released by Cruise Line Agencies of Alaska. Currently the draft shows appx. 193,000 berths into Sitka on ships serviced by CLAA. Estimates for the small ship overnight vessels originating departures in Alaska and Sitka should add between 5-7,000 additional berths. According to Cruise Lines International Association while cruise business looks to see 6% additional growth in Alaska 2019, world market share is down to 4%. Locally Sitka sees 9% of the cruise market in Alaska. Both air and road/ferry are flat to down with ferry travel. Affordable access to Sitka remains a challenge for all visitation and economic growth. Continued issues with seafood segment look to possibly impact destination guided fishing packages with 91% of our air visitors coming to Sitka for package tours (guided fishing).

Marketing & Promotion Updates: 7/1-9/30

Visit Sitka made **47 PR contacts** (7/1-9/30) via email and phone that ranged from providing content (written + photo) to providing editing of Sitka focused stories, blogs and guide book information. We hosted **6 travel media** locally with our hotel, restaurant, activity and visitor site partners. A wide breadth of mediums and platforms supported travel media interest in Sitka including: MSN Travel, Cruise Maven, AARP, USAToday, Fodor's Travel, AAA Via & Journey, Jeana Travels Instagram Influencer/Blog/Twitter.

Visit Sitka website had 20,299 visits with 17,000 unique visitors during the quarter. We had a bounce rate of 48.21% which is not unusual for a site that gets 49% of its traffic through mobile/tablet. DMO sites function as information gathering portals which also drive bounce rates. Visit Sitka Facebook page has 64.5K followers compared to Travel Juneau 44k and Travel Ketchikan 1600 – an increase for Visit Sitka FB of 285 followers from the previous quarter. We continue to build Visit Sitka's Instagram presence with #visitsitka and #mysitka. As of Sept. 30, @Visit Sitka had 2500 followers (vs. Travel Juneau 3k, Visit Ketchikan 1k).

Meeting & Convention Updates: 7/1-9/30

During this period Sitka hosted Sitka Fine Arts Camp Sessions, Paths X the Pacific, Alpine Adventure Run, Alaska Assoc. of Housing Authorities, Sitka Arts & Science Festival, National Business Economic Issues Council, Alaska Board of Fish, Sitka Seafood Festival, Mermaid Festival, Change Your Latitude – Open Water Swim, Mudball Classic Tourney, CHARR (Alaska Hotel, Restaurant & Retailers Assoc.) and Birth Doula Workshop.

Remaining meetings & conventions expected in 2018: Alaska Day Festival, Sitka Whale Festival, SE Alaska Subsistence Regional Advisory Council and Alaska Travel Industry Assoc. (ATIA) Fall Board Retreat.

Executive Dir., Rachel Roy and Dir. of Tourism, Sherry Aitken formally presented and confirmed Sitka as award bid winner for Southeast Conference 2019 Annual Meeting at the 2018 Annual Meeting in Ketchikan Sept. 12-14.

Visitor Services Updates

From 7/1-9/30: Appx. 6,000 in-person and phone contacts at Visit Sitka Information Center (104 Lake St.) plus 100 online inquiries through website. Seasonal Harrigan Visitor Info desk had appx. 5,900 inquiries. Roughly 15,000 downtown Sitka Walking Maps were distributed at a variety of locations and 2,800 Visitor Guides mailed out.

Industry Partner Updates

From 7/1-9/30: Sherry participated in 7 different boards and committees including ATIA (4 groups), Southeast Alaska Tourism Council, SE Conference and Juneau Economic Development Assoc. Cluster Project-Visitor Products Working Group. Convention and Visitor Services Contract Committee had meetings in July, Aug. and Sept. from retail, activity, lodging, cruise, sites and event groups travel segments in Sitka.

Please feel free to contact me if you have any questions or need additional information.

Thank you for your time.

Respectfully,

Rachel Roy, Executive Director
Greater Sitka Chamber of Commerce

Visit Sitka
Statement of Operations
September 30, 2018

	Actuals YTD	2018 Budget	% of Budget
REVENUE			
Income			
Membership Dues	\$ 38,630	\$ 32,000	120.72%
CBS contract revenue	\$ 277,279	\$ 425,690	65.14%
Cooperative Marketing		\$ 10,000	0.00%
Lease Income		\$ 4,000	0.00%
Planning Advertisement	\$ 17,818	\$ 45,000	39.60%
Fundraising	\$ -	\$ -	
Total Income	\$ 333,727	\$ 516,690	64.59%
Offset to Income			
Planner Printing	\$ 429	\$ 13,000	3.30%
Planner Graphic Design	\$ -	\$ 9,000	0.00%
Planner Photo Usage	\$ -	\$ 2,000	0.00%
Commission-Planner		\$ 5,000	0.00%
Fundraising Expense	\$ -	\$ -	
Total Offset to Income	\$ 429	\$ 29,000	1%
Gross Profit	\$ 333,298	\$ 487,690	68%
Operating Expenses			
Special events expense	\$ 65		
Salaries	\$ 165,718	\$ 208,000	79.67%
Advertising	\$ 49,732	\$ 50,000	99.46%
Alaska Co-op Marketing	\$ 6,000	\$ 6,000	100.00%
Website/Digital Media	\$ 14,992	\$ 19,000	78.90%
Webpage (2018 Brand Voice)	\$ 27,739	\$ 30,000	92.46%
Dues & subscriptions	\$ 1,289	\$ 2,500	51.56%
Insurance: Liability	\$ 710	\$ 2,930	24.22%
Insurance: worker's comp	\$ 237	\$ 300	78.87%
Accounting Services	\$ 2,294	\$ 5,700	40.25%
Professional Services	\$ 1,487	\$ 1,000	148.70%
Postage & freight (Planner)	\$ 8,422	\$ 10,000	84.22%
Office supplies	\$ 2,892	\$ 3,860	74.93%
Office Equipment	\$ 8		
Telephone & internet	\$ 5,205	\$ 3,500	148.71%
Office Technology	\$ 1,665	\$ 3,500	47.57%
Rent	\$ 19,160	\$ 24,570	77.98%
Utilities	\$ 4,410	\$ 4,600	95.87%
Leasehold improvements	\$ 4,787	\$ 5,000	95.74%
Payroll tax expense	\$ 14,558	\$ 18,000	81%
Professional Development/Training	\$ 1,634	\$ 5,000	32.67%
Promotion: Cruise	\$ 6,644	\$ 8,000	83.05%
Promotion: Conventions	\$ 22,596	\$ 18,000	125.54%
Promotion: Tourism	\$ 20,587	\$ 19,000	108.35%
Travel Writers & FAM Tours	\$ 9,511	\$ 5,000	190.22%
Travel/Training	\$ 10		
Membership/Volunteer Events	\$ 788	\$ 1,000	78.77%
Membership/Volunteer Training: CVS	\$ -	\$ 1,000	0.00%
Misc Expense	\$ -		
Total Visit Sitka Expenses	\$ 393,139	\$ 455,460	86.32%
TOTAL NET INCOME (LOSS)	\$ (59,841)	\$ 32,230	185.67%
	\$ (59,841)	\$ 32,230	-185.67%