



GREATER SITKA CHAMBER OF COMMERCE

BOARD OF DIRECTORS

RESOLUTION 2013-02

IN SUPPORT OF INCREASED SITKA CONVENTION AND VISITORS BUREAU VISITOR FUNDING

WHEREAS, the Board of Directors ("Board") of the Greater Sitka Chamber of Commerce has a responsibility to its members; and

WHEREAS, the Greater Sitka Chamber of Commerce's mission is to promote, support, and facilitate commerce and economic growth in the community; and

WHEREAS, the Greater Sitka Chamber of Commerce recognizes the substantial economic impact of conventions and visitors to local business and service providers; and

WHEREAS, the economic impacts of conventions and visitors are beneficial to the municipality's tax base and subsequent ability to provide invaluable services to its citizenry; and

WHEREAS, marketing is vital to attracting visitors and conventions to Sitka; and

WHEREAS, the Sitka Convention & Visitors Bureau ("SCVB") is responsible for all aspects of marketing Sitka as a visitors destination and meeting place; and

WHEREAS, the Sitka Convention and Visitors Bureau is funded by the City & Borough of Sitka through transient bed tax; and

WHEREAS, the SCVB had to move \$30,000 from reserves to supplement its budget last year; and

WHEREAS, the SCVB does not have adequate reserves to supplement its budget again this year; and

WHEREAS, the funds allocated to the Sitka Convention and Visitors Bureau have the potential for a large Return on Investment in the form of increased visitors and therefore, increased sales and bed tax dollars; and

WHEREAS, specific projects the SCVB would pursue with increased funding include hosting more media and travel writers, participate in more qualified partner events and advertising opportunities, participate in more cruise line meetings and attend Cruise Shipping Miami again, hire a professional to determine effectiveness of current market efforts, and create more commercials/tv ads in target markets during Alaska programming; and

WHEREAS, the City and Borough of Sitka has reserves that can be used for investments; and

WHEREAS, increased support of the SCVB and marking Sitka as a destination could have a significant Return on Investment not only to the City and Borough of Sitka in the form of tax dollars, but also to the local businesses in the form of revenue; and

NOW THEREFORE BE IT RESOLVED that the Greater Sitka Chamber of Commerce does hereby request the City and Borough of Sitka to provide the Sitka Convention & Visitors Bureau a minimum budget of \$350,000 for FY14 to encourage marketing Sitka as a visitors destination; and

BE IT FURTHER RESOLVED that the Greater Sitka Chamber of Commerce does hereby request all Sitka residents and businesses to stand behind the marketing efforts of the Sitka Convention & Visitors Bureau; and

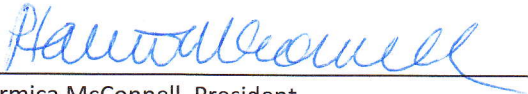
BE IT FURTHER RESOLVED that this resolution shall be effective immediately; and

BE IT FINALLY RESOLVED that the officers and agents of the Greater Sitka Chamber of Commerce be and are hereby authorized to take all action necessary to effect the foregoing resolution.

THE GREATER SITKA
chamber
OF COMMERCE

CERTIFICATION

I hereby certify that the foregoing resolution was adopted by the Sitka Chamber of Commerce in accordance with its organic documents at a Meeting of the Sitka Chamber of Commerce held on *May 9, 2013* and said resolution appears in the record of said Meeting as set forth above. Dated this *9th* day of *May, 2013*.



Ptarmica McConnell, President



Jennifer Robinson, Executive Director