



GREATER SITKA CHAMBER OF COMMERCE

BOARD OF DIRECTORS

RESOLUTION 2013-05

IN SUPPORT OF A COMPREHENSIVE BRANDING AND SIGNAGE PROJECT – ESTABLISHING A COMPETITIVE IDENTITY

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, for Sitka to be globally competitive, we need to embrace the concept of place branding for both tourism and economic development; and

WHEREAS, investing in branding and marketing efforts, at a time when many of our competitors are cutting back, will improve our market share and marketing performance; and

WHEREAS, in the face of local economic challenges, there should be an even greater urgency to unify and rally partners and to focus resources and decision-making around the competitive strengths that make our city distinctive, compelling and valued; and

WHEREAS, place branding provides a framework for differentiating, focusing and organizing an effective brand strategy that defines how Sitka will be communicated to various target audiences by public, private and non-profit organizations; and

WHEREAS, a formalized brand strategy can define and manage Sitka’s competitive identity and channel the energies and resources of partners to orchestrate the best results from combined investments, however limited; and

WHEREAS, the implementation of a branding strategy will immerse visitors in our destination promise while in Sitka, and through branded wayfinding and interpretive signage, will enhance their experience; and

WHEREAS, a place that has a healthy and respected reputation is more likely to be selected in any competitive setting and can work in our favor to help attract awards and grants, winning bids to host events, conferences and major events; and

WHEREAS, the Assembly previously voted in favor of using \$250,000 of CPET funds in response to signage estimates of the Sitka Passenger Fee Fund Implementation Plan created by MRV Architects in April of 2010; and

WHEREAS, hiring one company to do both the branding and signage, there will be significant cost savings while ensuring a streamlined process for signage design and fabrication; and

WHEREAS, appointing the SCVB to manage the project the project will streamline the process; 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 budget of \$100,000 for branding and signage design and specifications; and

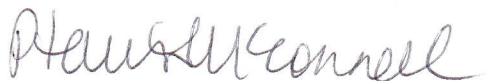
BE IT FURTHER RESOLVED that this resolution shall be effective immediately; and

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 June 24, 2013 and said resolution appears in the record of said Meeting as set forth above. Dated this 24 day of June, 2013.



Ptarmica McConnell, President



Jennifer Robinson, Executive Director