



BOARD OF DIRECTORS RESOLUTION 2015-03

IN SUPPORT OF THE CITY AND BOROUGH OF SITKA ISSUING A NEW RFP FOR CONVENTION AND VISITOR SERVICES IN SITKA

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 experienced in and is currently responsible for all aspects of marketing Sitka as a visitors destination and meeting place; and

WHEREAS, the City Administrator is recommending that the City & Borough of Sitka (“CBS”) absorb the SCVB functions into the Harrigan Centennial Hall management structure and outsource the marketing and advertising functions; and

WHEREAS, the direction of the CBS is determined by the Sitka Assembly, which changes from year to year; and

WHEREAS, the level of importance for marketing Sitka as a visitor destination should not change from year to year; and

WHEREAS, the convention and visitor services is not an essential service and would be better served outside of the City and Borough of Sitka; and

WHEREAS, convention and visitor services are not part of the City and Borough’s Comprehensive Plan; and

WHEREAS, the work done by the Sitka Convention and Visitors Bureau has the potential for a large Return on Investment in the form of increased visitors and therefore, increased sales and bed tax dollars; and

NOW THEREFORE BE IT RESOLVED that the Greater Sitka Chamber of Commerce does hereby request the City and Borough of Sitka issue a second RFP for conventions and visitor services in Sitka; and

BE IT FURTHER RESOLVED that the Greater Sitka Chamber of Commerce requests that the City and Borough of Sitka ensure that the second RFP include clear guidelines and a more generous timeline; and

BE IT FURTHER RESOLVED that the Greater Sitka Chamber of Commerce requests that the City and Borough of Sitka extend the SCVB’s current form until December 31, 2015; and

BE IT FURTHER RESOLVED that the Greater Sitka Chamber of Commerce DOES NOT support the City and Borough of Sitka absorbing the SCVB functions; and

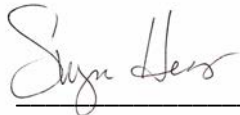
BE IT FURTHER RESOLVED that the Greater Sitka Chamber of Commerce does hereby request all Sitka residents and businesses to stand behind the marketing efforts of the Sitka Convention & Visitors Bureau; and

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

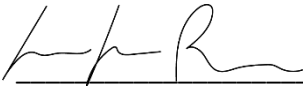
BE IT FINALLY RESOLVED that the officers and agents of the Greater Sitka Chamber of Commerce be and are hereby authorized to take all action necessary to effect the foregoing resolution.

CERTIFICATION

I hereby certify that the foregoing resolution was adopted by the Sitka Chamber of Commerce in accordance with its organic documents said resolution appears in the record as set forth above. Dated this 9th day of June, 2015.



Suzan Hess, President



Jennifer Robinson, Executive Director