

THE GREATER SITKA  
**chamber**  
OF COMMERCE

GREATER SITKA CHAMBER OF COMMERCE

BOARD OF DIRECTORS

RESOLUTION 2012-04

IN SUPPORT OF INCREASE FUNDING FOR THE SITKA CONVENTION AND VISITORS BUREAU

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 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, which has been based on 92% of projected bed tax revenue; and

WHEREAS, the City of Sitka is estimating bed tax for FY13 at \$307,000; and

WHEREAS, 92% of \$307,000 totals \$282,440; 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

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 \$282,440 for FY13 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

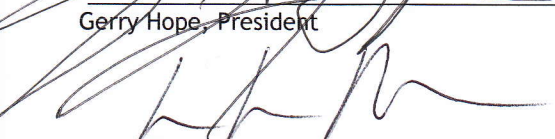
BE IT FURTHER RESOLVED that this resolution shall be effective immediately; and

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.

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 22, 2012 and said resolution appears in the record of said Meeting as set forth above. Dated this 22nd day of May, 2012.

  
Gerry Hope, President

  
Jennifer Robinson, Executive Director