



City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

Statement of Interest to Provide Convention and Visitor Services in Sitka

Introduction

Please provide a submission not to exceed five pages that responds to the categories listed below. The applicant which most successfully addresses these items will be selected to negotiate a contract to provide these services.

Applicant Status (not for profit, business, LLC, other):

Vision: Describe a successful convention and visitors organization for Sitka.

Experience: What is the applicant's experience in providing successful services to our community?

Governance: How will the applicant provide an inclusive governance structure (board or commission) that will represent elements of Sitka's convention and visitors industry?

Administration/Management: Describe how the applicant will manage and administer this contract.

Budget/Finance: Approximately \$300,000 is available annually for this contract. Provide broad budget categories on how these funds will be used and how the applicant will augment them from other activities such as advertising, fund raising and membership dues.

Transition (For non SCVB applicants): Explain how services will transition from the current Sitka Convention Visitors Bureau.

Community Engagement: Describe how the applicant will actively engage convention and visitor leaders and providers of service.

Visitor Accessibility: Describe how the applicant will make services accessible to visitors while in Sitka and to those wanting to learn about our community from outside of Sitka. Include a statement on how to collaborate with Harrigan Centennial Hall staff in supporting its visitor service efforts.

Marketing: Give a few examples of how to market Sitka and evaluate whether there is a good return on investment of these efforts.

Strategic Plan: Provide examples of strategic milestones that will be achieved within 18 months.

Other: Add any other thoughts or comments as to why the applicant will be successful in promoting visitor and convention services to our community.

Please submit your response to the Municipal Clerk's Office by 5:00pm on July, 30, 2015.