



	Approved	Denied
Date Action Taken:	1/14/08	
Other:		
Verified by:	<i>W. Miller</i>	

**WASILLA CITY COUNCIL ACTION MEMORANDUM**

**AM No. 08-01**

**TITLE: COUNCIL IS REQUESTED TO REVIEW THE ATTACHED TOURISM/VISITORS BUREAU FUNDING PROGRESS REPORT TO ENSURE IT MEETS THE REQUIREMENTS OF ACTION MEMORANDUM 07-21 AND CONTRACT 0643-0-2007. IF THE COUNCIL DETERMINES THAT IT MEETS THE REQUIREMENTS, COUNCIL IS REQUESTED TO AWARD PAYMENT AS STATED IN THE CONTRACT WITH THE WASILLA CHAMBER OF COMMERCE IN THE AMOUNT OF \$35,000 FOR THE DEVELOPMENT OF A WASILLA VISITOR AND TOURISM BUREAU.**

Agenda of: January 14, 2008

Date: December 12, 2007

Originator: William A. Miller, Purchasing Officer

Route to:	Department	Signature/Date
	Police Chief Youth Court, Dispatch, Code Compliance	
	Culture and Recreation Services Director Library, Museum, Sports Complex	
	Public Works & Recreation Facility Maintenance Director	
X	Finance, Risk Management & MIS Director Purchasing	<i>K. Welch 12/27/07</i>
X	Deputy Administrator Planning, Economic Development, Human Resources	<i>J. Kelly 01-02-08</i>
X	City Clerk	<i>W. Miller</i>

**REVIEWED BY MAYOR DIANNE M. KELLER:** *Dianne M. Keller 1/2/08*

**FISCAL IMPACT:**  yes \$35,000 or  no Funds Available  yes  no

Account name/number: Council Other Professional Services 001-4115-411.30-34

Attachments: GWCC Tourism/Visitors Bureau Funding Progress Report

Contract 0643-0-2007/MM

Action Memorandum 06-65 and 07-21

**SUMMARY STATEMENT:** In accordance with WMC 5.08.110 and AM 06-65, on January 9, 2007, the City of Wasilla issued Request for Proposal 0643-0-2007 for development of a Wasilla visitors and tourism bureau. The Wasilla City Council approved award of a contract to the Greater Wasilla Chamber of Commerce on May 14, 2007. In

accordance with the contract, the GWCC submitted a Tourism/Visitors Bureau Funding Progress Report on December 7, 2007 for Council review and approval.

**ACTION:** Council is requested to review the attached Tourism/Visitors Bureau Funding Progress Report to ensure it meets the requirements of AM 07-21 and Contract 0643-0-2007/MM. If the Council finds it meets the requirements, Council is requested to authorize a final disbursement of City funds to the Greater Wasilla Chamber of Commerce in the amount of \$35,000 for the development of a Wasilla visitor and tourism bureau per the contract. The contract is effective March 13, 2007 through June 30, 2009.

**ATTACHMENT A**



**CITY OF WASILLA  
Tourism/Visitors Bureau Funding Progress Report**


The information provided will be used by the City to monitor cash flow to ensure proper use of taxpayer funds. No further monies or benefits may be paid out unless this report is completed and filed as required.

<b>1. NAME AND ADDRESS</b> Greater Wasilla Chamber of Commerce 415 East Railroad Avenue Wasilla, AK 99654	<b>2. CONTRACT NUMBER</b> <b>0643-0-2007</b>	<b>3. REPORT NO.</b> 1
<b>4. REPORTING PERIOD (Dates)</b> FROM: 6/15/07 TO: 11/30/07		
<b>5. SHORT TITLE OF PROJECT:</b> Wasilla Tourism/Visitors Bureau	<b>6. YTD FUNDING AMOUNT</b> \$65,000	<b>7. TYPE OF REPORT</b> <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> FINAL REPORT
<b>8. NAME (EXECUTIVE DIRECTOR)</b> Cheryl Metiva	<b>9. DIRECTOR SIGNATURE</b>	<b>10. DATE OF REPORT</b> 12/5/07

**11. COMMENCE NARRATIVE REPORT HERE (Continue on plain paper)**

**12. COMMENCE ENPENDITURE REPORT HERE (Continue on plain paper)**

Vendor Name	Purpose	Date Paid	Check Amount
	See Attached		
Employee Name	Position	Total Hours Worked	Amount Paid
Cheryl Metiva	Executive Director		\$12,500.

<b>13. CERTIFICATION BY CHAMBER PRESIDENT (Official signature)</b> 	<b>14. DATE</b> 12/7/07
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City of Wasilla  
 Tourism/Visitor Progress Report

Greater Wasilla Chamber of Commerce  
 Contract # 0643-0-2007

**Line 12 of Attachment A**

<b>Vendor Name</b>	<b>Purpose</b>	<b>Date Paid</b>	<b>Amount</b>
Mat Su Convention	Membership/Dues	7/9/2007	\$525.00
Advanced Concepts	Web Development	7/17/2007	\$1,400.00
ITS Alaska	Web Development	7/17/2007	\$2,000.00
dotConn Productions	Promotional DVD	7/17/2007	\$7,716.67
Wesley	Display Area Remodel	7/17/2007	\$100.00
ATIA	Membership/Dues	7/18/2007	\$300.00
ATIA	Convention	8/3/2007	\$610.00
Iditarod Trail	Advertising	8/3/2007	\$500.00
MEA	Electric	8/3/2007	\$247.82
Enstar	Gas	8/3/2007	\$178.43
MTA	Phone	8/3/2007	\$215.15
Mikie's Acctg	1 year Bookkeeping	8/3/2007	\$800.00
GWCC	Advertising	8/6/2007	\$3,000.00
Check Order	Supplies	8/8/2007	\$23.60
Image Works	Brochures	8/8/2007	\$1,000.00
Fish Alaska Magazine	Advertising	8/14/2007	\$3,375.00
Ritz Camera	Misc	8/15/2007	\$297.22
Trailer Life	Advertising	8/21/2007	\$2,865.00
MATTI	Misc-Barn Donation	8/23/2007	\$500.00
Home Depot	Disply Area Remodel	8/23/2007	\$500.00
dotConn Productions	Promotional DVD	8/23/2007	\$7,000.00
Bank Fees		8/28/2007	\$40.00
Bells Travel Guide	Advertising	8/28/2007	\$795.00
Iditarod Trail	Membership/Dues	9/6/2007	\$500.00
Wells Fargo	PR Tax	9/8/2007	\$3,157.75
CVB Tourism	Brochures	9/28/2007	\$1,398.00
Image Works	Brochures Balance	10/1/2007	\$350.00
National Tour Assoc	Membership/Dues	10/1/2007	\$665.00
Cheryl Metiva	Convention	10/1/2007	\$100.00
Baranof Hotel	Convention	10/5/2007	\$864.00
ABA Assoc	Membership/Dues	11/19/2007	\$575.00
			\$41,598.64

## AGREEMENT FOR VISITOR/TOURISM BUREAU SERVICES

AGREEMENT made and entered into this 13<sup>th</sup> day of June 2007, by and between the CITY OF WASILLA ("City"), an Alaska municipal corporation, and the GREATER WASILLA CHAMBER OF COMMERCE ("Contractor"), an Alaska nonprofit corporation.

**WHEREAS**, WMC 5.08.120 authorizes the Mayor or the Mayor's designee to procure services by competitive sealed proposals; and

**WHEREAS**, the City requested competitive sealed proposals to operate a tourism bureau in the City under WMC 5.08.120, and Contractor submitted the only response to the request for proposals; and

**WHEREAS**, on May 14, 2007, the City Council adopted AM 07-21, authorizing the City to negotiate a contract to provide tourism bureau services with Contractor; and

**WHEREAS**, the services of Contractor are both necessary and in the best interest of the City of Wasilla;

**NOW, THEREFORE**, in consideration of the premises and the mutual covenants herein, the parties agree as follows:

Section 1. Period of Performance. This Contract shall be effective from June 15, 2007 thru June 30, 2009, unless sooner terminated by either party as specified in Section 10.

Section 2. Incorporated Documents.

A. This Agreement consists of the following documents:

1. This Agreement for Visitor/Tourism Bureau Services.
2. City Request for Proposal #0643-0-2007/WM (pages 1 through 16) dated 1/9/2007.
3. City Request for Proposal #0643-0-2007/WM Addendum #1.
4. City Proposal to Provide Visitor/Tourism Bureau (dated 2/21/2007).

B. If any document that is part of this Agreement conflicts or is inconsistent with any other, the conflicting term in the document first listed above shall prevail.

Section 3. Scope of Services. Contractor shall initiate development of a self-sustaining visitor and tourism bureau in order to encourage development of overnight accommodations and facilities in Wasilla to support and expand cultural, recreational, and tourism potential of the City of Wasilla. The scope of services for this Agreement shall be to promote the following three (3) functions of the Wasilla Tourism/Visitors Bureau: General Tourism Promotion, Convention/Meeting Development and Special Events Promotion.

A. Without limiting the generality of the foregoing, Contractor shall give priority to the following tasks as determined by budgetary requirements and resources:

1. Create, design, and produce a program of advertisements in media that include without limitation newspapers, magazines, internet sites, and radio/television

broadcasts to most effectively appeal to and target domestic and international tourists to visit Wasilla.

2. Produce and provide brochures and related sales materials to potential visitors.

3. Encourage bus tour groups to spend more time in Wasilla for meals and/or overnight lodging.

4. Target consumer groups to encourage their members to visit and lodge in Wasilla - especially American Automobile Association, Good Sam Club, American Association of Retired Persons, etc.

5. Work with the local business community to assist in sponsoring promotions that attract business travelers to stay in Wasilla rather than Anchorage.

6. Serve as a mentor in the development of a world-class convention and meeting facility in Wasilla, and the infrastructure (hotels, restaurants, etc) required to support it.

7. Promote various City special events to attract visitors to Wasilla (i.e., the Iditarod Sled Dog Race, the Iron Dog Snowmobile Race and the Alaska Avalanche Hockey games).

B. Contractor and the City shall agree on a reasonable set of benchmarks as determined by data readily available and costs or resources involved in obtaining such data.

#### Section 4. Compensation.

A. The City will pay Contractor \$100,000 for the services provided under this Agreement as specified in Section 3, Scope of Services. The payment shall as follows on or about the following dates:

1. June 15, 2007 - \$50,000
2. October 15, 2007 - \$15,000
3. March 15, 2008 - \$35,000

B. If, through any cause, Contractor shall fail to fulfill in a timely and proper manner the obligations under this Agreement, or if Contractor shall violate any of the covenants, agreements, or stipulation of this Agreement, the City may thereupon have the right to withhold payment of the budgeted amount until Contractor has fulfilled said obligation or corrected any specified violation.

C. Contractor shall reimburse the City within thirty (30) calendar days for any unreasonable disbursements or expenditures from funds provided by the City under this Agreement that the City determines are not within the scope of the Agreement.

D. At the City's discretion, the City may require Contractor to return all City funds that remain unexpended at the end of the period of performance under this Agreement within thirty (30) calendar days.

E. The obligation of the City to provide funding under this Agreement is subject to the availability of funds lawfully appropriated for that purpose.

F. The parties understand and agree that the payments from the City to Contractor under this Agreement may not be sufficient to fund the provision of the entire scope of services described in Section 3, and may require additional funding from other non-City sources.

Section 5. Funding Restrictions.

A. Funding from the City is eligible to cover no more than 25% (a maximum of \$25,000 for the term of the contract) of the cost of Contractor employee salaries and benefits.

B. Funding from the City is not eligible to cover the cost of improvements or renovations to the Wasilla Chamber of Commerce building (i.e., Alaska Railroad Depot structure, parking lot, etc.) as Contractor is responsible for upgrades and repairs per the building lease with the City, unless improvements are to be for areas dedicated solely to the Tourism/Visitor Bureau.

C. Funding from the City of Wasilla is eligible to cover no more than 10% (a maximum of \$10,000 for the term of the contract) of the cost of dues, memberships, personal expenses, food and/or beverages, travel expenses or trade show/convention fees.

D. Funding from the City is not eligible for capital purchases including computer hardware or software, furniture, lighting, or any expenses normally associated with the operation of Contractor unless used solely for the Tourism Bureau.

Section 6. Additional Work. No claim for additional funds not specifically herein furnished to Contractor shall be paid by the City, provided, however, that Contractor may at its own expense provide such other work as it may deem appropriate and consistent with the purposes and terms of this Agreement.

Section 7. Monitoring And Reporting Requirements. Contractor shall submit to the City Council via the Wasilla City Clerk a Progress Report (Attachment A) and a Tourism Scorecard (per Section 3.B.) which is due no later than the following dates:

1. December 15, 2007
2. June 15, 2008
3. December 15, 2008
4. June 15, 2009

Section 8. Inspection and Audit.

A. Contractor agrees to keep and maintain under general accepted accounting principals (GAAP) full, true and complete records, contracts, books, and documents as are necessary to fully disclose to the City all of its expenditures of monies made available to Contractor under this Agreement and of transactions related to those expenditures.

B. Contractor agrees that the relevant books, records (written, electronic, computer related or otherwise), including without limitation financial statements and supporting documents, and documentation related to the work product shall be subject, at any time with reasonable notice, to inspection, examination, review, audit, and copying at any office or location of Contractor where such records may be found by a City audit representative.

C. All books, records, reports, and statements relevant to this Contract must be retained a minimum of three years. The retention period runs from the date of payment for the relevant goods or services by the City, or from the date of termination of this Agreement, whichever is later. Retention time shall be extended when an audit is scheduled or in progress for a period reasonably necessary to complete an audit and/or to complete any administrative and judicial litigation which may ensue.

Section 9. Indemnification. Contractor shall indemnify, defend and hold and save the City, and its elected and appointed officers, agents and employees, harmless from any and all claims, demands, suits or liability of any nature, kind or character, including costs, expenses and attorney's fees, resulting from injuries, death, economic loss, damages, violation of statutes, ordinances, constitutions or other laws, rules, or regulations, contractual claims, or any other kind of loss, tangible or intangible, sustained by any person or property arising from Contractor, its officers, agents, employees, partners, attorneys, suppliers and subcontractors' performance or failure to perform this Agreement in any way whatsoever. However, Contractor shall not be responsible to the extent of any damage or claim arising from the negligence or willful misconduct of the City, its agents, or employees.

Section 10. Termination. This Agreement may be terminated as follows:

A. By either party for any reason upon thirty (30) days written notice prior to the date such termination is effective.

B. By either party for a material breach of this Agreement by the other party, which remains uncured 10 days after written notice is delivered to the breaching party.

C. Upon termination of this Agreement, Contractor shall immediately cease performance under this Agreement, return any unexpended funds to the City, and provide City with all documents, information and other work product relating to its performance under this Agreement.

D. Contractor will be liable to the City for any damages incurred by the City as a result of Contractor's default, and for reimbursing the City for any City funds not expended in accordance with the terms of this Agreement.

Section 11. City Ownership of Proprietary Information. Any reports, histories, studies, tests, manuals, instructions, photographs, negatives, blue prints, plans, maps, data, system designs, computer code (which is intended to be consideration under the Contract), or any other documents or drawings, prepared or in the course of preparation by Contractor in performance of its obligations under this Contract shall be the exclusive property of the City and all such materials shall be delivered into City possession by Contractor upon completion, termination, or cancellation of this Contract. Contractor shall not use, willingly allow, or cause to have such materials used for any purpose other than performance of Contractor's obligations under this Contract without the prior written consent of the City. Notwithstanding the foregoing, the City shall have no proprietary interest in any materials licensed for use by the City that are subject to patent, trademark or copyright protection.

Section 12. Permits, Laws, and Taxes. Contractor or its consultants shall acquire and maintain in good standing all permits, licenses, and other entitlements necessary to its performance under this Agreement. All actions taken by Contractor under this Agreement shall comply with all applicable statutes, ordinances, rules and regulations. Contractor shall pay all taxes pertaining to its performance under this Agreement.

Section 13. Non-Discrimination. Contractor shall not, in the course of performing its duties under this Agreement, discriminate against any person on the basis of race, religion, color, national origin, sex, marital status or physical handicap.



Section 14. Non-Waiver. The failure of the City at any time to enforce a provision of this Agreement shall in no way constitute a waiver of the provision, nor in any way affect the validity of this Agreement or any part thereof, or the right of the City thereafter to enforce each and every provision hereof.

Section 15. No Assignment or Delegation. Contractor may not assign or delegate this Agreement, or any part of it, or any right to any of the money to be paid under it, except with the written consent of the City.

Section 16. Binding Effect. This Agreement shall inure to the benefit of and shall be binding upon the parties and their respective successors and assigns, subject however, to the limitations contained in Section 15.

Section 17. Relationship of the Parties. Contractor shall perform its obligations hereunder as an independent contractor of the City, and shall not be the agent, partner or joint venture of the City in the performance of this Agreement. The City may administer this agreement and monitor Contractor's performance within this agreement but shall not supervise or otherwise direct Contractor except as provided herein.

Section 18. Parties Interested Herein. Nothing in this Agreement, express or implied, is intended or shall be construed to give to any person, other than the City and Contractor any right, remedy or claim under or by reason of this Agreement. The covenants, stipulations and agreements contained in this Agreement are and shall be for the sole and exclusive benefit of the City and Contractor, and their permitted successors and assigns.

Section 19. Notices. All notices required or authorized to be given by a party under this Agreement shall be in writing and shall be delivered personally, or sent by messenger service or certified mail, return receipt requested, as follows:

To the City: Mayor Dianne M. Keller  
City of Wasilla  
290 E. Herning Avenue  
Wasilla, Alaska 99654

To Contractor: Cheryl Metiva, Executive Director  
Greater Wasilla Chamber of Commerce  
415 E. Railroad Avenue  
Wasilla, Alaska 99654

Each of the above addressees may, by written notice given hereunder to the other, designate any further or different addresses to which subsequent notices shall be sent. In addition, the parties hereto may agree to any other means by which subsequent notices may be sent

Section 20. Jurisdiction; Choice of Law. Any civil action arising from this Agreement shall be brought in the trial courts for the State of Alaska in the Third Judicial District at Palmer. The law of the State of Alaska shall govern the rights and obligations of the parties under this Agreement.

Section 21. Severability. If a court of competent jurisdiction finds any provision of this Agreement to be invalid or unenforceable as to any person or circumstance, such finding shall not render that provision invalid or unenforceable as to any other persons or circumstances. If feasible, any such offending provision shall be deemed to be modified to be within the limits of enforceability or validity; however, if the offending provision cannot be so modified, it shall be stricken and all other provisions of this Agreement in all other respects shall remain valid and enforceable.

Section 22. Execution in Counterparts. This Agreement may be simultaneously executed in several counterparts, each of which shall be an original and all of which shall constitute but one and the same instrument.

Section 23. Captions. The captions or headings in this Agreement are for convenience only and in no way define, limit or describe the scope or intent of any provisions of the Sections of this Agreement.

Section 24. Agreement Changes. Oral statements of any person shall not modify or otherwise affect the scope of work, or other terms and conditions as herein stated. This Agreement may be modified only by a writing signed by Contractor and the City.

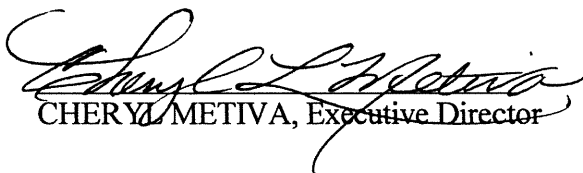
Section 25. Integration. This Agreement and any exhibits and amendments hereto embody the entire agreement of the parties. There are no promises, terms, conditions, or obligations other than those contained herein; and this Agreement shall supersede all previous communications, representations or agreements, either oral or written, between the parties hereto.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed as of the date first set forth above.

**CITY OF WASILLA**

**GREATER WASILLA CHAMBER OF  
COMMERCE**

  
DIANNE M. KELLER, Mayor

  
CHERYL METIVA, Executive Director



	Approved	Denied
Date Action Taken:	12/11/06	
Other:		
Verified by:	<i>Amity</i>	

**WASILLA CITY COUNCIL ACTION MEMORANDUM**

**AM No. 06-65**

**TITLE: ESTABLISHING A VISITORS/TOURISM BUREAU TO MARKET THE CITY OF WASILLA AS A TOURISM DESTINATION.**

Agenda of: December 11, 2006

Date: November 30, 2006

Originator: Deputy Clerk for Council Member Metiva

Route to:	Department	Signature/Date
X	Finance, Risk Management & MIS Director Purchasing	<i>[Signature]</i>
X	Deputy Administrator Planning, Economic Development, Human Resources	<i>S. Sauls 11-30-06</i>
X	City Clerk	<i>Amity</i>

**REVIEWED BY MAYOR DIANNE M. KELLER:**

*Dianne M. Keller*

**FISCAL IMPACT:**  yes \$ \_\_\_\_\_ or  no Funds Available  yes  no

Account name/number: *Council Other Professional Svcs. 001-4115-411-3034*

Attachments: *F407-08 Core Svc. Increment Request Form*

**SUMMARY STATEMENT:** Council Member Metiva is proposing that the City partner with an agency to create a Visitors/Tourism Bureau in the City of Wasilla to position Wasilla as the "Gateway to the Real Alaskan Adventure".

The agency selected to create a Visitors/Tourism Bureau would be responsible for the following tasks under our agreement:

1. Develop, recommend, and implement an annual marketing plan for the most effective advertising promotional program, with strategies especially directed toward domestic and international consumers, travel agents, and tour operators.
2. Create, design, and produce a program of advertisements to most effectively appeal to and target tourists to visit and revisit Wasilla.
3. Analyze, develop and purchase the most efficient and productive media including, but not limited to, newspapers, magazines, billboards, and broadcast.

4. Provide and produce the necessary materials for placing advertisements, and the production of brochures and related sales materials.
5. Conduct research to determine the appropriate markets to focus upon utilizing the most cost effective approach to research such markets. Establish a benchmark for measurement and to refine the advertising message.
6. Explore and propose website and advertising programs that will direct consumer and travel trade to the tourism site and maximize the City of Wasilla's visibility through the World Wide Web.
7. Create an organization of tourism related businesses to sustain a Wasilla Tourism Bureau through membership dues providing information on the structure of the proposed organization including, as appropriate, articles of incorporation, bylaws, and certification of non-profit status from the Internal Revenue Service.
8. Document formation of partnerships with current event organizers such as the Alaska Railroad, the Alaska Avalanche and the Iditarod to increase marketing activities.

**Background:**

In the FY-07 budget the council allocated \$50,000 for the research and implementation of a tourism bureau in partnership with the private sector in order to encourage development of overnight accommodations and facilities in Wasilla to support and expand cultural, recreational, and tourism potential of the City of Wasilla.

**Overview:**

The Mat-Su Borough has experienced significant growth in the year round visitor activities and tourism. Resident Alaskans visit the Borough an estimated 3,000,000 times each year for recreational purposes, In addition another 170,000 out of state visitors pass through the Valley, most in transit going north to Denali National Park. Mat-Su Convention and Visitor Bureau has seen a 95% increase in Bed Tax collected from 2000-2006 with \$866,878 collected in 2006.

**Attractions:**

Wasilla is ideally located for quick and easy access to numerous local. Regional and State attractions and activities such as; World Class Sport Fishing, Camping, Gold Panning, Glaciers, Ice Climbing, Fly Seeing, Hatcher Pass & Independence Mine. In addition, Wasilla is the Home of the Iditarod Trail Sled Dog Race, Iron Dog Snow Machine Race, Alaska Museum of Transportation and Industry, Dorothy Page Museum, Multi-use Sports Complex.

**Challenge:**

Since Wasilla is lacking "Branding/Identity" as a true destination nearly one half of potential visitors "drive" through Wasilla on their way to points north. Most visitors carefully plan their trip to Alaska and have a set agenda prior to arriving in Alaska. The time has come to sell them on the benefits of Wasilla as a destination is before they leave home.

**ACTION:** To direct the purchasing officer to solicit for request for proposals for this project.

## FY07 and FY08 Core Service Increment Request Form

Department Council\Clerk Priority 1 Division : Council Final: Priority 7

**Reason for Request:** Please "X" the appropriate box and describe where necessary.

- |  |  |
|--|--|
| <input type="checkbox"/> Workload Increase<br><input type="checkbox"/> Special Project/Request<br><input type="checkbox"/> Increase in Revenues<br><input type="checkbox"/> Improved Service | <input type="checkbox"/> Grant<br><input type="checkbox"/> Compliance Requirements (ADA, OSHA, etc.)<br><input type="checkbox"/> Other -<br><input checked="" type="checkbox"/> New Core Service -<br>New Core Service Measure - |
|--|--|

**Which Year(s) Affected:**

- |   |               |
|---|---------------|
|   | FY07          |
|   | FY08          |
| X | FY07 and FY08 |

**Which Core Service(s) and Measure(s) are Affected:**

Core Service: Economic Development

Measure: Increase tourism in the City of Wasilla and increase sales tax revenue associated with tourism.

**Specific Request:** Please describe activities and objectives affected and expected outcomes which will result from this request. Describe the source and evidence of increase demand for services. Describe outcomes using whatever objective data is available. (Attach additional sheets if necessary.)

FY 07 - Research and Implement a tourism bureau in partnership with the private sector in order to encourage development of overnight accommodations and facilities in Wasilla to support and expand cultural, recreational and tourism potential of the City of Wasilla.

FY 08 - Continue to fund operating costs associated with tourism bureau that was implemented in FY 07 in order to promote the city as a tourism destination and in order to encourage new business to locate and invest in the City by actively marketing Wasilla as an attractive business location.

**Alternatives:** Describe possible alternatives and operational innovations including the feasibility of private sector contracting.

**Staffing Detail:** If this request involves additions to staff, include the detail here. Please transfer the staffing detail costs to the expenditure lines in the Budget Requested section above.

Rate	Hours	Range	Step	Rate	Gross Pay	Benefit Rate %	Benefit Amount	Health	Total

**Budget Requested:**

<u>Account Number</u>	<u>Description</u>		<u>FY07</u>	<u>FY08</u>
<b>Revenues</b>				
<b>Total Revenues</b>				
<b>Expenditures</b>				
	Legislative - Economic Development		50,000	50,000
<b>Total Expenditures</b>			50,000	50,000
<b>Total Budget Impact (Revenues – Expenditures)</b>			(50,000)	(50,000)

Approved

Denied

Signature \_\_\_\_\_

Date May 5, 2006



	Approved	Denied
Date Action Taken:	5/14/07	
Other:	Motion passed, Cox, Ewing, Haller, Koskela + Menard in favor	
Verified by:	Koskela Metwa abstain due to conflict of interest.	

**WASILLA CITY COUNCIL ACTION MEMORANDUM**

**AM No. 07-21**

**TITLE: COUNCIL REQUESTS THE PURCHASING OFFICER TO RENEGOTIATE A CONTRACT, BASED UPON THE PROPOSAL TO ESTABLISH A WASILLA VISITOR AND TOURISM BUREAU RECEIVED IN RESPONSE TO RFP 0643-0-2007/WM, NOT TO EXCEED \$50,000 FOR FY2007 WITH THE WASILLA CHAMBER OF COMMERCE.**

Agenda of: May 14, 2007

Date: May 1, 2007

Originator: Council Member Greg Koskela *(Signature)*

Route to:	Department	Signature/Date
X	Police Chief Youth Court, Dispatch, Code Compliance	
X	Finance, Risk Management & MIS Director Purchasing	
X	Deputy Administrator Planning, Economic Development, Human Resources	
X	City Clerk	<i>(Signature)</i>

**REVIEWED BY MAYOR DIANNE M. KELLER:** \_\_\_\_\_

**FISCAL IMPACT:**  yes \$50,000 or  no      Funds Available  yes  no

Account name/number: Council Other Professional Services 001-4115-411.30-34

Attachments: None

**SUMMARY STATEMENT:** In accordance with WMC 5.08.170, on March 12, 2007, the Wasilla City Council rejected a sole source contract with the Greater Wasilla Chamber of Commerce (Chamber) for development of a Wasilla visitors and tourism bureau. Whereas the City recognizes the value of such an organization to enhance and grow the visitor and tourism revenue stream, the Council requests the Purchasing/Contracting Officer (PCO) to enter into negotiations with the Chamber for the development of a Wasilla visitor and tourism bureau.

Upon conclusion of negotiations, the PCO shall per WMC 5.08.070.B submit the contract resulting from said negotiations to the Wasilla City Council for recommendation.

## **SCOPE OF SERVICES**

The firm/organization selected to create a Visitors/Tourism Bureau would be responsible for the following tasks:

1. The Chamber shall create a self-sustaining Wasilla Visitor and Tourism Bureau consisting of tourism and related businesses through membership dues providing information on the structure of the propose organization including, as appropriate, articles of incorporation, bylaws, and certification of non-profit status form the Internal Revenue Service.
2. The Chamber shall document formation of partnerships with current event organizers such as the Alaska Railroad, the Alaska Avalanche and the Iditarod Sled Dog Race to increase marketing activities.
3. The Chamber shall develop, recommend, and implement an annual marketing plan for the most effective advertising promotional program, with strategies especially directed toward domestic and international consumers, travel agents, and tour operators.
4. The Chamber shall create, design, and produce a program of advertisements to most effectively appeal to and target tourists to visit the City of Wasilla.
5. The Chamber will analyze, develop and purchase the most efficient and productive media including, but not limited to, newspapers, magazines, internet sites, and radio/television broadcast.
6. In addition, the Chamber shall provide and produce the necessary materials for placing advertisements, and the production of brochures and related sales materials.
7. The Chamber will also be responsible for conducting research to determine the appropriate markets to focus upon utilizing the most cost effective approach to research such markets.
8. The Chamber shall establish a benchmark for measurement and refine the advertising message. Measurement shall include actual visitors drawn to the City of Wasilla and not based entirely upon mailings, distribution of pamphlets at random or some other form that does not measure actual results.
9. The Chamber may explore and propose a website and advertising programs that will direct consumer and travel trade to the City of Wasilla website and maximize the City's visibility on the Web but shall not utilize this as its primary means of advertising.

**ACTION:** Council requests the Purchasing/Contracting Officer to renegotiate a contract, based upon the RFP and resulting proposal with the Greater Wasilla Chamber of Commerce for development of a Wasilla visitor and tourism bureau.