



	Approved	Denied
Date Action Taken:	12/11/06	
Other:		
Verified by:	<i>[Signature]</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>[Signature]</i> 11-30-06
X	City Clerk	<i>[Signature]</i>

REVIEWED BY MAYOR DIANNE M. KELLER:

[Signature: Dianne M. Keller]

FISCAL IMPACT: yes \$ _____ or no Funds Available yes no

Account name/number: *Council Other Professional Svcs. 001.4115.411.30.34*

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

SUMMARY STATEMENT: Council Member Metiva is purposing 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 | <input type="checkbox"/> Grant |
| <input type="checkbox"/> Special Project/Request | <input type="checkbox"/> Compliance Requirements (ADA, OSHA, etc.) |
| <input type="checkbox"/> Increase in Revenues | <input type="checkbox"/> Other - |
| <input type="checkbox"/> Improved Service | <input checked="" type="checkbox"/> New Core Service - |
| | <input type="checkbox"/> New Core Service Measure - |

Which Year(s) Affected:

- | |
|---|
| <input type="checkbox"/> FY07 |
| <input type="checkbox"/> FY08 |
| <input checked="" type="checkbox"/> 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.

FTE	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>
Revenues			
	Total Revenues		
Expenditures			
	Legislative - Economic Development	50,000	50,000
	Total Expenditures	50,000	50,000
	Total Budget Impact (Revenues – Expenditures)	<u>(50,000)</u>	<u>(50,000)</u>

Approved

Denied

Signature _____

Date May 5, 2006