



	Approved	Denied
Date Action Taken: 3/12/2007		✓
Other:		
Verified by: <i>[Signature]</i> 3/12/2007		

WASILLA CITY COUNCIL ACTION MEMORANDUM

AM No. 07-12

TITLE: COUNCIL IS REQUESTED TO REVIEW THE ATTACHED PROPOSAL TO ENSURE IT MEETS THE REQUIREMENTS OF RFP 0643-0-2007/WM AND AM 06-65. IF THE COUNCIL DETERMINES THAT IT MEETS THE REQUIREMENTS, COUNCIL IS REQUESTED TO AWARD A CONTRACT TO THE WASILLA CHAMBER OF COMMERCE IN THE AMOUNT OF \$50,000 FOR THE DEVELOPMENT OF A WASILLA VISITOR AND TOURISM BUREAU.

Agenda of: March 12, 2007

Date: February 28, 2007

Originator: William A. Miller, Purchasing Officer *[Signature]*

Route to:	Department	Signature/Date
X	Public Works & Recreation Facility Maintenance Director	
X	Finance, Risk Management & MIS Director Purchasing	<i>[Signature]</i> 3-1-07
X	Deputy Administrator Planning, Economic Development, Human Resources	<i>[Signature]</i> 03-01-07
X	City Clerk	<i>[Signature]</i>

REVIEWED BY MAYOR DIANNE M. KELLER: *[Signature]*

FISCAL IMPACT: yes \$50,000 or no Funds Available yes no
 Account name/number: Council Other Professional Services 001-4115-411.30-34
 Attachments: RFP 0643-0-2007/WM and addendums
 Wasilla Chamber of Commerce Proposal
 Reference Questionnaire's
 City of Wasilla/Greater Wasilla Chamber of Commerce Lease

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 only firm or organization to submit a proposal was the Wasilla Chamber of Commerce. Following a thorough review of the proposal by the Purchasing/Contracting Officer, he concluded it was responsive and responsible, and conformed in all material respects to the solicitation thus it is eligible for final review by the Wasilla City Council.

Council is requested to review the attached proposal to ensure it meets the requirements of AM 06-65 and RFP 0643-0-2007/WM. If the Council finds it meets the requirements, Council is requested to authorize a contract with the Wasilla Chamber of Commerce in the amount of \$50,000 for the development of a Wasilla visitor and tourism bureau per the Funding and Term Information and Scope of Services as outlined in RFP 0643-0-2007 as follows:

FUNDING AND TERM INFORMATION

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.

The conditions of the funding are as follows:

1. Funding from the City of Wasilla is not eligible to cover the cost of employee salaries.
2. The selected firm/organization will expend the funds only for the purposes defined in the Scope of Services (below).
3. The selected firm/organization will agree to keep and maintain under general accepted accounting principles (GAAP) full, true and complete records, contracts, books, and documents as are necessary to fully disclose to the City or their authorized representatives, upon audits or reviews, sufficient information to determine compliance with all state and federal regulations and statutes.
4. The selected firm/organization will agree that the relevant books, records (written, electronic, computer related or otherwise), including, without limitation, relevant accounting procedures and practices of Contractor or its subcontractors, financial statements and supporting documentation, and documentation related to the work product shall be subject, at any reasonable time, to inspection, examination, review, audit, and copying at any office or location of Contractor where such records may be found, with or without notice by a City audit representative or any of their authorized representatives.
5. The selected firm/organization will ensure, to the extent consistent with the purpose of the appropriation, the facilities and services provided with this partnership shall be available for use of the general public.
6. The selected firm/organization will comply with Wasilla Municipal Code.
7. The term of any agreement resulting from this RFP or a subsequent selection process is for the Wasilla 2007 Fiscal Year which ends on June 30, 2007.

SCOPE OF SERVICES

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

1. Create an organization of tourism and related businesses to sustain a Wasilla Tourism Bureau 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. 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. 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. Create, design, and produce a program of advertisements to most effectively appeal to and target tourists to visit the City of Wasilla.
5. Analyze, develop and purchase the most efficient and productive media including, but not limited to, newspapers, magazines, internet sites, and radio/television broadcast.
6. Provide and produce the necessary materials for placing advertisements, and the production of brochures and related sales materials.
7. Conduct research to determine the appropriate markets to focus upon utilizing the most cost effective approach to research such markets.
8. Establish a benchmark for measurement and to refine the advertising message.
9. Explore and propose 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.

ACTION: Council is requested to review the attached proposal to ensure it meets the requirements of AM 06-65 and 0643-0-2007/WM. If the Council finds it meets the requirements, Council is requested to authorize a contract with the Wasilla Chamber of Commerce in the amount of \$50,000 for development of a Wasilla visitor and tourism bureau. The contract will be effective March 13, 2007 through June 30, 2007.



	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]*

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

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

Approved

Denied

Signature _____

Date May 5, 2006

CITY OF WASILLA

• Purchasing •

290 East Herning Avenue • Wasilla • Alaska • 99654-7091

• Telephone 907-373-9047 • Fax 907-373-9011 •



REQUEST FOR PROPOSALS

No. 0643-0-2007/WM

Development of a Wasilla Visitor & Tourism Bureau

ABSTRACT

The City of Wasilla is requesting proposals from qualified firms or organizations to create a visitors/tourism bureau that will market the City of Wasilla as a tourism destination.

RELEASE DATE

January 9, 2007

SUBMISSION DEADLINE

February 21, 2007 @ 5:00 p.m.

A firm/organization that submits a proposal MUST be on the official City of Wasilla planholder list which is maintained at:

http://www.demandstar.com/supplier/bids/agency_inc/bid_list.asp?f=search&mi=712050.

Failure of a firm/organization to be on the list will be cause for their proposal to be deemed non-responsive.

In addition, any copies of this proposal, attachments or addendums obtained from any source other than

www.cityofwasilla.com/purchasing or the City of Wasilla Purchasing Officer are not valid.

For additional information please contact:

William Miller, Purchasing Officer

(907) 373-9047

RFP No. 0643-0-2007/WM

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1. OVERVIEW OF SERVICES

The City of Wasilla invites qualified firms/organizations to submit a Proposal to create a visitors/tourism bureau that will promote the City of Wasilla as a preferred visitor destination. Promotion should be accomplished through the use of print and/or electronic media such as ad placements in major visitor-related or business publications, internet advertising, and commercial design and development. All promotional efforts and activities will be done on a regional, national, and international level.

2. BACKGROUND INFORMATION

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 and Independence Mine. In addition, Wasilla is the home of the Iditarod Trail Sled Dog Race, the Iron Dog Snow Machine Race, the Alaska Museum of Transportation and Industry, the Dorothy Page Museum and the multi-use Sports Complex.

The Matanuska Susitna 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. The Matanuska Susitna Convention and Visitors Bureau has seen a 95% increase in Bed Tax collected from 2000-2006 with \$866,878 collected in 2006.

3. FUNDING AND TERM INFORMATION

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.

The conditions of the funding are as follows:

1. Funding from the City of Wasilla is not eligible to cover the cost of employee salaries.
2. The selected firm/organization will expend the funds only for the purposes defined in Section 5 (Scope of Services) of this RFP.
3. The selected firm/organization will agree to keep and maintain under general accepted accounting principles (GAAP) full, true and complete records, contracts, books, and documents as are necessary to fully disclose to the City or their authorized representatives, upon audits or reviews, sufficient information to determine compliance with all state and federal regulations and statutes.
4. The selected firm/organization will agree that the relevant books, records (written, electronic, computer related or otherwise), including, without limitation, relevant accounting procedures and practices of Contractor or its subcontractors, financial statements and supporting documentation, and documentation related to the work product shall be subject, at any reasonable time, to inspection, examination, review, audit, and copying at any office or location of Contractor where such records may be found, with or without notice by a City audit representative or any of their authorized representatives.
5. The selected firm/organization will ensure, to the extent consistent with the purpose of the appropriation, the facilities and services provided with this partnership shall be available for use of the general public.
6. The selected firm/organization will comply with Wasilla Municipal Code.
7. The term of any agreement resulting from this RFP or a subsequent selection process is for the Wasilla 2007 Fiscal Year which ends on June 30, 2007.

4. MINIMUM QUALIFICATIONS REQUIRED TO SUBMIT A PROPOSAL

The firm/organization must be able to demonstrate experience and capabilities in providing these services to the City of Wasilla.

5. SCOPE OF SERVICES

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

- 5.1. Create an organization of tourism and related businesses to sustain a Wasilla Tourism Bureau 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.
- 5.2. 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.
- 5.3. 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.
- 5.4. Create, design, and produce a program of advertisements to most effectively appeal to and target tourists to visit the City of Wasilla.
- 5.5. Analyze, develop and purchase the most efficient and productive media including, but not limited to, newspapers, magazines, internet sites, and radio/television broadcast.
- 5.6. Provide and produce the necessary materials for placing advertisements, and the production of brochures and related sales materials.
- 5.7. Conduct research to determine the appropriate markets to focus upon utilizing the most cost effective approach to research such markets.
- 5.8. Establish a benchmark for measurement and to refine the advertising message.
- 5.9. Explore and propose 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.

6. STATEMENT OF INTEREST AND QUALIFICATIONS (SOQ) REQUIREMENTS

To achieve a uniform review process, and obtain the maximum degree of comparability, the SOQ submitted in response to this RFP must be no more than ten (10) pages in length (excluding the letter of transmittal, resumes, title page(s), index/table of contents, attachments, dividers or other forms, if required). Please provide the name, address, phone number, fax number, website URL for your firm/organization and any other entities that you would team with on this matter, together with the name, address, phone, fax and email for the person whom the Purchasing/Contracting Officer should contact in regard to the RFP. If you propose to team with another entity, please provide the same information requested in this RFP for that entity. Please detail each of the following points in your submission:

- 6.1. TABLE OF CONTENTS - Clearly identify the materials by section and page number.
- 6.2. LETTER OF TRANSMITTAL - Limited to five (5) pages.
 - 6.2.1. State your firm/organization's understanding of the services to be performed by:
 - 6.2.1.1. Clearly explaining what services will be provided by the proposer's firm/organization.
 - 6.2.1.2. Clearly explaining how the proposer's firm/organization will provide these services.
 - 6.2.1.3. Providing a timeline of the proposed services.
 - 6.2.1.4. Detailing what, if any, recurring costs may be associated with sustaining the program in future years.
 - 6.2.2. Give the name(s) of the person(s) who are authorized to make representations for your firm/organization, their titles, address, and telephone numbers.
 - 6.2.3. The letter must be signed by a corporate officer or other individual who has the authority to bind the firm/organization.
- 6.3. STATEMENT OF INTEREST AND QUALIFICATIONS - Clearly address the following:
 - 6.3.1. BACKGROUND OF THE FIRM/ORGANIZATION - The Proposal shall state the size of the proposer's firm/organization, staff size, the location of the office from which the work on this engagement is to be performed, and the number and nature of the professional staff to be employed in this engagement on a full-time basis and the number and nature of the staff to be so employed on a part-time basis. Included in this section shall be the firm or organizations background/history and why it is qualified to provide the services described in this RFP. In addition, the length of time the firm or organization has been providing services described in this RFP to the **public and/or private sector** shall be provided. Please provide a brief description.
 - 6.3.2. EXPERIENCE OF THE FIRM/ORGANIZATION EXPERIENCE – State the firm/organization's demonstrated experience, abilities, and past performance in promoting tourism – be specific. Explain how you created, conducted and evaluated the success of the marketing plan(s). Please list any other information that relates directly to the proposer's ability to perform the requested services. In particular, the City is interested in similar engagements with other municipalities. Indicate the scope of work, date, engagement partners, total hours and the name and telephone number of the principal client contact.
 - 6.3.2.1. Number of employees both locally and nationally.
 - 6.3.2.2. Location(s) of the firm/organization offices and location of the office servicing any City of Wasilla account(s).

- 6.3.3. COMPANY OWNERSHIP - If incorporated, the state in which the firm/organization is incorporated and the date of incorporation. *An out-of-state or out-of-City firm/organization must become duly qualified to do business in the City of Wasilla by acquiring a City of Wasilla business license.*
- 6.3.4. CONTRACT FAILURES - Disclosure of any alleged significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation or investigation pending which involves the firm/organization or in which the firm/organization has been judged guilty or liable. **This is a mandatory disclosure.**
- 6.3.5. FIRM/ORGANIZATION PERSONNEL - The Proposal shall identify the lead person assigned to this project and their experience, and any other management staff, including other supervisors and specialists, who would be assigned to this project. The education and experience of all of the personnel referenced in this section must be included in resume format.
- 6.4. GOVERNMENT CONTRACTS - State whether the firm/organization has been engaged under contract by any State or Municipal agency located within the State of Alaska during the past two (2) years. If "Yes," specify when, for what duties and for which agency. Identify any accounts which may be perceived to be in competition with the City of Wasilla.
- 6.5. CONFLICTS – Proposal shall state whether the firm/organization or any of the firm/organization's employees or employees' immediate family members are compensated by the City of Wasilla, any of its political subdivisions or by any other government or civic organization affiliated with the City of Wasilla? If a City of Wasilla employee, commission member or Council member will be employed by the firm/organization in the execution of this project, specify if that employee is planning to render services while on annual leave, compensatory time, sick leave, or on his/her own time?
- 6.6. REFERENCES – Firm or organizations shall provide a minimum of three (3) references from similar clients performed for private, state and/or large local government clients within the last three years. See ATTACHMENT B.
- 6.7. SUBCONTRACTING - The City anticipates that the duties of this project will not be subcontracted. Any intention to subcontract, and the name of the proposed subcontracting firm/organization, must be clearly identified in the submission. The reasons for subcontracting must be stated.

7. SUBMITTAL INSTRUCTIONS

- 7.1. Written questions concerning this RFP and the RFP process may be submitted *in writing* to the City of Wasilla Purchasing/Contracting Officer at wmler@ci.wasilla.ak.us. Questions will be accepted until February 14, 2007 and will be distributed via addendum to all firm/organizations listed on the official plans holder list at the City of Wasilla website.
- 7.2. SUBMITTALS – Firms/organizations shall submit one (1) original Proposal marked "MASTER" and five (5) identical copies to:

City of Wasilla,
Attn: Purchasing Officer
290 E. Herning Avenue
Wasilla, AK 99654-7091

Proposals shall be clearly labeled in a sealed envelope or box as follows:

REQUEST FOR QUALIFICATIONS NO.: 0643-0-2007/WM

PROPOSAL SUBMISSION DEADLINE: 2/21/2007

FOR: Development of a Wasilla Visitor & Tourism Bureau

- 7.3. RECEIPT - **Proposals must be received at the above-referenced address no later than 5:00 p.m., Alaska Time, February 21, 2007.** Proposals that do not arrive by deadline WILL NOT BE ACCEPTED. Firms may submit their Proposal any time prior to the above stated deadline.
- 7.4. ERRORS - The City will not be held responsible for submissions mishandled as a result of the envelope not being properly prepared. Facsimile, e-mail or telephone submissions will **NOT** be considered. Proposals may be modified by written notice only, provided such notice is received prior to the submission deadline.
- 7.5. DISCREPANCIES - If discrepancies are found between two or more copies of the Proposal, the master copy will provide the basis for resolving such discrepancies. If one copy of the Proposal is not clearly marked "MASTER," the City may reject the Proposal. However, the City may at its sole option, select one copy to be used as the master.
- 7.6. FORMAT - For ease of evaluation, **the Proposal should be presented in a format that corresponds to and references sections outlined within this RFP, and should be presented in the same order.** Responses to each section and subsection should be labeled so as to indicate which item is being addressed. Exceptions to this will be considered during the evaluation process. Expensive bindings, colored displays, promotional materials, etc., are not necessary or desired. Emphasis should be concentrated on conformance to the RFP instructions and on completeness and clarity of content.
- 7.7. DOCUMENTATION - If complete responses cannot be provided without referencing supporting documentation, such documentation must be provided with the Proposal and specific references made to the tab, page, section and/or paragraph where the supplemental information can be found.
- 7.8. DETAILS - Descriptions on how any and all equipment and/or services will be used to meet the requirements of this RFP shall be given, in detail, along with any additional information documents that are appropriately marked.
- 7.9. SIGNATURE - The Letter of Transmittal must be signed by the individual(s) legally authorized to bind the firm/organization.
- 7.10. CITY CONTACT - ***For purposes of addressing questions concerning this RFP, the sole contact will be the Purchasing/Contracting Officer. Upon issuance of this RFP, other***

employees and representatives of the agencies identified in the RFP will not answer questions or otherwise discuss the contents of this RFP with any prospective firms/organizations or their representatives. This restriction does not preclude discussions between affected parties for the purpose of conducting business unrelated to this procurement.

8. PROPOSAL EVALUATION AND AWARD PROCESS

8.1. Submittals will be reviewed and evaluated by the Wasilla City Council.

8.2. Evaluation Criteria Weight

8.2.1. Methodology and Approach = 35 points

8.2.1.1. Based upon information provided in Section 6.2.1

8.2.2. Background, History, Experience of the Firm/Organization = 25 points maximum

8.2.2.1. Based upon information provided in Section 6.3.1., 6.3.2., and 6.3.3.

8.2.3. Education and Experience of Personnel = 25 points maximum

8.2.3.1. Based upon information provided in Section 6.3.5

8.2.4. References = 15 points maximum

8.2.4.1. Based upon information obtained from references provided in Section 6.6.

8.2.5. Total Points per Scorer = 100 points maximum

8.3. The Council may select the three highest scoring submittals based upon qualifications, experience, and proposals for providing the services as outlined in section 8.2. These three firms/organizations may be required to make a formal presentation to the Wasilla City Council for final evaluation and selection.

8.4. Once the Council has selected and rated those firms/organizations adequately qualified for this project, the Purchasing/Contracting Officer shall negotiate a contract with the highest rated firm/organization at compensation which he determines to be fair and reasonable to the City. In making this decision, he shall take into account the estimated value of the services to be rendered, the scope, complexity and professional nature thereof. Should the Purchasing/Contracting Officer be unable to negotiate a satisfactory contract with the firm/organization considered to be the highest rated at a fee which he determines to be fair and reasonable, he will undertake negotiations with the second rated firm/organization. Failing accord with the second firm, he will undertake negotiations with the third rated firm/organization. Should the Purchasing/Contracting Officer be unable to negotiate a satisfactory contract with any of the rated firms/organizations, he shall select and rate additional firms/organizations, and shall continue negotiations until an agreement is reached.

9. TERMS, CONDITIONS AND EXCEPTIONS

- 9.1. Performance of the proposer may be rated semi-annually following contract award and then annually for the term of the contract by the using City department in six categories: customer service; timeliness; quality; technology; flexibility; and pricing. The proposer will be notified in writing of its rating.
- 9.2. This procurement is being conducted in accordance with WMC Title 5.08.
- 9.3. The City reserves the right to alter, amend, or modify any provisions of this RFP, or to withdraw this RFP, at any time prior to the award of a contract pursuant hereto, if it is in the best interest of the City to do so.
- 9.4. The City reserves the right to waive informalities and minor irregularities in proposals received.
- 9.5. The City reserves the right to reject any or all Proposals received prior to contract award (WMC 5.08.170).
- 9.6. Any irregularities or lack of clarity in the RFP should be brought to the Purchasing Officer's attention as soon as possible so that corrective addenda may be furnished to prospective proposers.
- 9.7. Proposals which appear unrealistic in the terms of technical commitments, lack of technical competence, or are indicative of failure to comprehend the complexity and risk of this contract, may be rejected.
- 9.8. Proposals may be withdrawn by written or facsimile notice received prior to the submission deadline. Withdrawals received after the deadline will not be considered per WMC 5.08.120(D). Proposers transmit proposal withdrawals by facsimile at their own risk. The City will not be responsible for any error or failure in facsimile transmission or receipt.
- 9.9. No attempt may be made at any time to induce any company or person to refrain from submitting a Proposal. All Proposals must be made in good faith and without collusion.
- 9.10. The City is not liable for any costs incurred by firms or agencies prior to entering into a formal contract. Costs of developing the proposal or any other such expenses incurred by the company in responding to the RFP, are entirely the responsibility of the company, and shall not be reimbursed in any manner by the City.
- 9.11. All proposals submitted become the property of the City and will be returned only at the City's option and at the company's request and expense. The master copy of each proposal shall be retained for official files and will become public record after the award of a contract.
- 9.12. A proposal submitted in response to this RFP must identify any utilization of independent contractors, and outline the contractual relationship between the awarded company and each independent contractor. An official of each proposed independent contractor must sign, and include as part of the proposal submitted in response to this RFP, a statement to the effect that the independent contractor has read and will agree to abide by the awarded company's obligations.

- 9.13. The awarded company will be the sole point of contract responsibility. The City will look solely to the awarded company for the performance of all contractual obligations which may result from an award based on this RFP, and the awarded company shall not be relieved for the non-performance of any or all independent contractor.
- 9.14. The awarded company must maintain, for the duration of its contract, insurance coverage including \$100,000 Employers Liability and Workers Compensation, Commercial Automobile Liability (\$1,000,000 per occurrence and aggregate), and Professional Liability (\$1,000,000 per claim). Work on the contract shall not begin until after the awarded company has submitted acceptable evidence of the required insurance coverages. Failure to maintain any required insurance coverage or acceptable alternative method of insurance will be deemed a breach of contract.
- 9.15. Notwithstanding any other requirement of this section, the City reserves the right to consider reasonable alternative methods of insuring the contract in lieu of the insurance policies required by the above-stated Insurance Schedule. It will be the awarded company's responsibility to recommend to the City alternative methods of insuring the contract. Any alternatives proposed by a company should be accompanied by a detailed explanation regarding the company's inability to obtain insurance coverage as described above. The City shall be the sole and final judge as to the adequacy of any substitute form of insurance coverage.
- 9.16. Each company must disclose any existing or potential conflict of interest relative to the performance of the contractual services resulting from this RFP. Any such relationship that might be perceived or represented as a conflict should be disclosed. By submitting a proposal in response to this RFP, proposers affirm that they have not given, nor intend to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant or any employee or representative of same, in connection with this procurement. Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest will automatically result in the disqualification of a firm or firm's proposal. An award will not be made where a conflict of interest exists. The City will determine whether a conflict of interest exists and whether it may reflect negatively on the City's selection of a company. The City reserves the right to disqualify any company on the grounds of actual or apparent conflict of interest.
- 9.17. The City will not be liable for Federal, State, or Local excise taxes.
- 9.18. The City reserves the right to negotiate final contract terms with any company selected WMC 5.08.120(E). The contract between the parties will consist of the RFP and/or subsequent RFP together with any modifications thereto, and the awarded company's proposal, together with any modifications and clarifications thereto that are submitted at the request of the City during the evaluation and negotiation process. In the event of any conflict or contradiction between or among these documents, the documents shall control in the following order of precedence: the final executed contract, the RFP and/or subsequent RFP, any modifications and clarifications to the awarded company's proposal, and the awarded company's proposal. Specific exceptions to this general rule may be noted in the final executed contract.

- 9.19. Company understands and acknowledges that the representations above are material and important, and will be relied on by the City in evaluation of the proposal. Any company misrepresentation shall be treated as fraudulent concealment from the City of the true facts relating to the proposal.
- 9.20. No announcement concerning the award of a contract as a result of this RFP and/or subsequent RFP can be made without the prior written approval of the City.
- 9.21. The City Attorney will not render any type of legal opinion regarding this transaction.
- 9.22. Any person who requests or receives a Federal contract, grant, loan or cooperative agreement shall file with the using agency a certification that the person making the declaration has not made, and will not make, any payment prohibited by subsection (a) of 31 U.S.C. §1352.
- 9.23. Supplies, services or equipment will not be purchased from companies that are known to be in violation of the Wasilla Municipal code without prior written approval from the Mayor per Administrative Policy No. 02-04.
- 9.24. The City reserves the right to conduct a background inquiry of each company and their employee that may include collection of appropriate criminal history information, contractual and business associations and practices, employment histories and reputation in the business community. By submitting a proposal to the City, the company consents to such an inquiry and agrees to make available to the City such books and records the City deems necessary to conduct the inquiry.

Attachment B

REFERENCE QUESTIONNAIRE

The City of Wasilla, as a part of the RFP process, requires proposing companies to submit two (2) business references as required within this document. The purpose of these references is to document the experience relevant to the scope of work and provide assistance in the evaluation process.

The proposing company is required to send the following reference form to each business reference listed. The business reference, in turn, is requested to submit the Reference Form directly to the City of Wasilla, Purchasing Officer by the RFP submission deadline for inclusion in the evaluation process. The form and information provided will become a part of the submitted proposal. The business reference may be contacted for validation of the response.



CITY OF WASILLA

• Purchasing •

290 East Herning Avenue • Wasilla • Alaska • 99654-7091

• Telephone 907-373-9047 • Fax 907-373-9011 •

RFP # 0643-0-2007/WM REFERENCE QUESTIONNAIRE FOR:

(Name of proposer requesting reference)

This form is being submitted to you for completion as a business reference for the proposer listed above. This form is to be returned to the City of Wasilla, Purchasing Officer, via facsimile at (907) 373-9011 or e-mail at wmiller@ci.wasilla.ak.us, no later than 2/21/2007 at 5:00 p.m., and **must not** be returned to the company requesting the reference.

For questions or concerns regarding this form, please contact the City of Wasilla Purchasing Officer by telephone (907) 373-9047 or by e-mail wmiller@ci.wasilla.ak.us. When contacting us, please be sure to include the RFP number listed at the top of this page.

CONFIDENTIAL INFORMATION WHEN COMPLETED

Company providing reference:	
Contact name and title/position	
Contact telephone number	
Contact e-mail address	

QUESTIONS:

1. In what capacity have you worked with this proposer in the past?

COMMENTS:

2. How would you rate this proposers knowledge and expertise?

____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

COMMENTS:

3. How would you rate the proposer's flexibility relative to changes in the project scope and timelines?

____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

COMMENTS:

4. What is your level of satisfaction with hard-copy materials produced by the company?
_____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:

5. How would you rate the dynamics/interaction between the company and your staff?
_____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:

6. Who were the company's principal representatives involved in your project and how would you rate them individually? Would you comment on the skills, knowledge, behaviors or other factors on which you based the rating?
(3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

Name: _____ Rating: _____

Name: _____ Rating: _____

Name: _____ Rating: _____

Name: _____ Rating: _____

COMMENTS:

7. How satisfied are you with the services and products developed by the proposer?
_____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:

8. With which aspect(s) of this proposer's services are you most satisfied?
COMMENTS:

9. With which aspect(s) of this proposer's services are you least satisfied?
COMMENTS:

10. Would you recommend this proposer's services to your organization again?
COMMENTS:

Attachment C

PROPOSAL CERTIFICATION

(This **MUST** be the first page of the proposal or proposal shall be deemed non-responsive.)

Contractors shall use the attached PROPOSAL TO THE CITY OF WASILLA to prepare their proposals.

The proposal shall be completed, all required information provided, and the firm name and the signature of an authorized person shall be in the spaces provided. All proposals must be signed and notarized. Telephonic facsimile proposals or signatures will not be accepted.

CAUTION:

Failure to include this section as the first section of your Proposal will cause it to be deemed non-responsive!

PROPOSAL CERTIFICATION

Request for Proposal

No. 0643-0-2007/WM

**Development of a
Wasilla Visitor & Tourism Bureau**

CAUTION:

Failure to include this section as the first section of your Proposal will cause it to be deemed non-responsive

The undersigned, as Contractor, declares that s/he has carefully examined the entire RFP document, including all specifications, provisions, proposed instructions and all other conditions of the RFP and all addenda, and that Contractor proposes and agrees, if the proposal is accepted, that Contractor will contract with CITY to furnish the item(s) in the manner and time herein prescribed and according to all the requirements set forth.

A Contractor may withdraw the proposal at any time prior to the day of the proposal opening. However, all proposals shall be irrevocable for a period of one hundred and eighty (180) days from the day of the proposal opening.

By initialing this space _____, Contractor hereby certifies that s/he has not discriminated against minority, women, or emerging small business enterprises in obtaining any required subcontracts.

By initialing this space _____, Contractor hereby certifies that it accepts, in substantial conformity, all contract terms and conditions in *SECTION 9.14*.

By initialing this space _____, Contractor agree that in case of any discrepancies between the hard copy or the electronic copy of the RFP document and Addenda, supplied as a part of the Contractor's proposal, the secured electronic copy of these documents maintained by the City shall control and take precedence.

By initialing this space _____, Contractor specifically acknowledges receipt of and agrees to be bound by Addenda numbered _____ through _____, inclusive.

By initialing this space _____, Contractor represents that it has not modified or changed terms of the RFP document or Addenda, in either the hard copy or electronic version of its supplied proposal, except to provide proposal responses.

By initialing this space _____, Contractor acknowledges and agrees that in the event there is any discrepancy in the proposal between the notarized hard copy and electronic versions, the hard copy controls and supersedes.

The Contractor represents that the proposal is made without connection to any person, firm, or corporation making a proposal for the same materials, and is in all respects fair and without collusion.

The undersigned attests that he/she has the authority to represent the firm in executing this proposal, that the information provided is true and accurate to the best of his/her knowledge, and understands that any false or substantially incorrect statement may disqualify this proposal or be cause for termination of any resulting contract.

Firm's Name (Print or type name)

Signature

Address

Print or type name

City, State, Zip Code

Title

Telephone: _____

Federal Tax I.D. No _____

Fax Number: _____

Subscribed and sworn to before me this _____ day of _____, 20__.

Notary Public for the State of _____

My commission expires _____

**Request for Proposal
Development of a Wasilla Visitor & Tourism Bureau
RFP -0643-0-2007/WM**

Addendum #1

**Item 6.6. REFERENCES Request for a minimum of 3 references.
However, Attachment B requests 2 references. Which is correct?**

Attachment B contains an error concerning the required number of references.
Attachment B has been amended as follows:

**Attachment B
REFERENCE QUESTIONNAIRE**

The City of Wasilla, as a part of the RFP process, requires proposing companies to submit three (3) business references as required within this document. The purpose of these references is to document the experience relevant to the scope of work and provide assistance in the evaluation process.

The proposing company is required to send the following reference form to each business reference listed. The business reference, in turn, is requested to submit the Reference Form directly to the City of Wasilla, Purchasing Officer by the RFP submission deadline for inclusion in the evaluation process. The form and information provided will become a part of the submitted proposal. The business reference may be contacted for validation of the response.

**Item 7.8 DETAILS How equipment and/or services will be used.....
What do you mean? Item 5.3 already addresses the same questions &
details.**

Section 5.3 is under the Scope of Services expected by the City. Section 7.8 is very different in that it is part of the Submittal Instructions. In other words, Section 5 and it's sub-sections indicate the services required by the City, and Section 7.8 asks the proposer to detail how these services will be accomplished.

All other terms and conditions remain the same.

END OF ADDENDUM

We appreciate your participation in this solicitation.

Attachment C

PROPOSAL CERTIFICATION

(This **MUST** be the first page of the proposal or proposal shall be deemed non-responsive.)

Contractors shall use the attached PROPOSAL TO THE CITY OF WASILLA to prepare their proposals.

The proposal shall be completed, all required information provided, and the firm name and the signature of an authorized person shall be in the spaces provided. All proposals must be signed and notarized. Telephonic facsimile proposals or signatures will not be accepted.

COPY

CAUTION:

Failure to include this section as the first section of your Proposal will cause it to be deemed non-responsive!

PROPOSAL CERTIFICATION

Request for Proposal

No. 0643-0-2007/WM

**Development of a
Wasilla Visitor & Tourism Bureau**

CAUTION:

Failure to include this section as the first section of your Proposal will cause it to be deemed non-responsive

The undersigned, as Contractor, declares that s/he has carefully examined the entire RFP document, including all specifications, provisions, proposed instructions and all other conditions of the RFP and all addenda, and that Contractor proposes and agrees, if the proposal is accepted, that Contractor will contract with CITY to furnish the item(s) in the manner and time herein prescribed and according to all the requirements set forth.

A Contractor may withdraw the proposal at any time prior to the day of the proposal opening. However, all proposals shall be irrevocable for a period of one hundred and eighty (180) days from the day of the proposal opening.

By initialing this space AM, Contractor hereby certifies that s/he has not discriminated against minority, women, or emerging small business enterprises in obtaining any required subcontracts.

By initialing this space AM, Contractor hereby certifies that it accepts, in substantial conformity, all contract terms and conditions in *SECTION 9.14*.

By initialing this space AM, Contractor agree that in case of any discrepancies between the hard copy or the electronic copy of the RFP document and Addenda, supplied as a part of the Contractor's proposal, the secured electronic copy of these documents maintained by the City shall control and take precedence.

By initialing this space AM, Contractor specifically acknowledges receipt of and agrees to be bound by Addenda numbered 1 through 0.6, inclusive.

By initialing this space AM, Contractor represents that it has not modified or changed terms of the RFP document or Addenda, in either the hard copy or electronic version of its supplied proposal, except to provide proposal responses.

By initialing this space AM, Contractor acknowledges and agrees that in the event there is any discrepancy in the proposal between the notarized hard copy and electronic versions, the hard copy controls and supersedes.

The Contractor represents that the proposal is made without connection to any person, firm, or corporation making a proposal for the same materials, and is in all respects fair and without collusion.

The undersigned attests that he/she has the authority to represent the firm in executing this proposal, that the information provided is true and accurate to the best of his/her knowledge, and understands that any false or substantially incorrect statement may disqualify this proposal or be cause for termination of any resulting contract.

Greater Wasilla Chamber of Commerce Cheryl Metiva
Firm's Name (Print or type name) Signature

415 E. Railroad Ave
Address

Cheryl Metiva
Print or type name

Wasilla, AK 99654
City, State, Zip Code

Executive Director
Title

Telephone: 376-1299

Federal Tax I.D. No 920097124

Fax Number: 373-2560

Subscribed and sworn to before me this 21st day of February, 2007

Quentin Algood

Notary Public for the State of AK

My commission expires 05/03/07

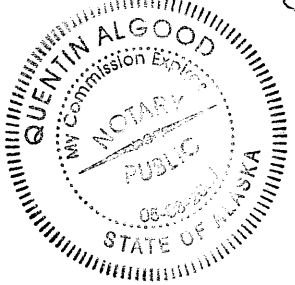


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7.3 Staff Resumes

4. MINIMUM QUALIFICATIONS REQUIRED TO SUBMIT A PROPOSAL

GWCC has almost 30 years of experience working with the City of Wasilla and is capable of providing these services to the City of Wasilla. Please see 6.3.1 and 6.3.2 and 6.3.5 for further qualifications.

5. SCOPE OF SERVICES

5.1

The Greater Wasilla Chamber of Commerce (GWCC) will create the Wasilla Tourism Bureau to market the City of Wasilla as a tourism destination. GWCC is not creating a new, separate agency; they are extending and expanding services currently being offered. By doing so, the membership of the GWCC and TB would merge so as to not compete for the same membership dollars. The articles of incorporation, bylaws, and certification of non-profit status from the IRS would remain the same. **(Please see attachment for these specific items.)** The end result of this effort will produce more visitors with an extended overnight stay thus creating greater overall economic impact for the City i.e. sales tax revenue.

5.2

The GWCC currently works closely with the Alaska Railroad, the Alaska Avalanche, the Iditarod Sled Dog Race, the Iron Dog Sled Race, and the Mat-Su Convention Visitors Bureau through mutual memberships and event promotions. These organizations have written letters of support for this RFP. Please see attachment

Collaborative efforts with the Alaska Railroad include letting 1,000 tourists use the Historic Train Depot (existing Chamber offices) as a staging area for passengers arriving and departing aboard the railroad daily. These passengers are tourists and locals alike and Chamber staff answers questions about local tourist activities, accommodations, and eating establishments. The Chamber staff allows these visitors' use of the restroom facilities and use of not only the lobby area, but also the conference room as a waiting area in inclement weather.

5.3

GWCC will develop, recommend, and implement an annual marketing plan with an effective advertising promotional program targeting domestic and international tourists and include travel agents and tour operators. GWCC marketing plan will utilize membership with Alaska Travel Industry Association (ATIA), National Tourist Association (NTA), and the Mat-Su Convention and Visitors Bureau (MSCVB). These

agencies cater to national and international travels. The GWCC will have direct links from their websites linking them to GWCC website. GWCC will build partnerships with these agencies through cooperative marketing efforts using their publications and membership opportunities. On an immediate basis GWCC will work with local travel agencies such ABC Travel Time and Hawaiian Vacations. Hawaiian Vacations is working on a marketing plan with “reverse travel” where they fly Hawaiians to Alaska in there off season so they can experience and enjoy Alaskan culture. It is necessary to nurture the relationships between travel agents and tour operators in the annual marketing plan. GWCC will attend trade shows in Alaska, in the Lower 48, and provide information for partner agencies who attend trade shows in Europe and Asia. GWCC will create a marketing DVD highlighting specific events and attractions in the City of Wasilla. During production of the marketing DVD, the production team will create different DVD’s that appeal to various audiences. The DVD will be used at conventions, trade shows, office of the bureau and will have a link off the website.

5.4

In order to effectively appeal to and target tourists to visit the City of Wasilla, GWCC will create a two-fold advertising campaign: target tourism within the State of Alaska, and an out-of-State marketing piece. Each campaign will use a collaboration of radio, television, website, and print publications. For the Alaskan tourist market GWCC will highlight the easily accessible and weekend getaway events in the City of Wasilla. These events include Murder on the Alaska Railroad, Iditarod Days Festival, Iron Dog Sled Competition, 4th of July Parade, Governors’ Picnic, and the Mat-Su King Derby all appeal to in State Alaskans.

The out of State and international tourist market piece with highlight these events and also work on partnerships with the Iditarod, Alaskan Railroad, and Iron Dog to really boost the number of tourists who attend these events. This campaign will also include residual opportunities for the traveling tourists such as Hatcher Pass, Dorothy Page Museum, and the Museum of Transportation and Industry.

5.5

The industry standard proves the most effective marketing tool is an internet site presence. GWCC will launch a website within the first six months of receipt of this grant to be implemented by September 2007. Additionally, GWCC will have the marketing strategies in place with affiliated organizations ATIA, MSCVB, and NTA to be included in their print publications and attend their conferences. GWCC will attend trade shows; have a trade show booth presence, a DVD presence, and a collaborative print material piece to be handed out physically as well.

5.6

GWCC will produce stand alone printed marketing materials and brochures using local and instate services to keep those dollars within our region. These printed brochures would be direct mail solicitation and through collaborative partnerships GWCC will have the opportunity for direct mail for lower 48 and international consumers. Advertisements will be placed in the Alaska Mile Post, Bells Travel Guide, and other various publications.

5.7

GWCC will utilize strategies already in place. The tourist industry has conducted research spending millions of dollars. GWCC does not see further research as dollars well spent nor does this grant budget allow for additional research. GWCC does not need to “reinvent the wheel”, as research has been conducted and paid for by other entities.

5.8

GWCC's goal is to increase the level of tourism within the City of Wasilla by 5% in 2007, an 8% percent tourism increase by 2008 with a goal of 10 – 15% tourism increase by 2010. To realize that benchmark, GWCC will measure the printed materials direct mailed and given out at trade shows. Further benchmarks will be obtained through analyzing regularly the website presence, monitoring the number of hits on the website and the length of stay on the website to watch for anticipated growth. Other benchmarks would include measurements through sales tax produce through lodging properties within Wasilla City Limits to include Best Western Lake Lucille Inn, Grand View Inn and Suites, and B&B facilities. A future measurement would be in 3 – 4 years to implement a

1% bed tax increase within the City of Wasilla. This would in turn provide a future measurement and benchmark in marketing efforts and the increase in those sales.

5.9

Again, GWCC will provide a stand alone website to be developed with links directly users to the City of Wasilla website, and GWCC website. This website would be driving people between these three venues immediately. Additionally, a website presence will be created with links from ATIA and NTA organizations. There are multiple opportunities for website to website links and collaborative advertisement opportunities. Direct consumer trade to Wasilla is going to come through a long term commitment of development. The year 2007 is the time to begin the approach to utilize, see and maximize as we enter 2008. We must start with a realistic benchmark with such a low budget and know that the budget will have to grow.

6.STATEMENT OF INTEREST AND QUALIFICATIONS (SQO) REQUIREMENTS

6.1 TABLE OF CONTENTS- Please note, the table of contents is included in the beginning of this document.

6.2 LETTER OF TRANSMITTAL

City of Wasilla
Attn: Purchasing Officer
290 E. Herning Avenue
Wasilla, AK 99654-7091

February 21, 2007

Subject: LETTER OF TRANSMITTAL: No: 0643-0-2007/WM

Dear City of Wasilla:

The Greater Wasilla Chamber of Commerce (GWCC) will expand our services, goals, and objectives to include marketing of the City of Wasilla as a cultural, recreational tourist destination. The GWCC will become the Wasilla Chamber of Commerce, Convention & Visitors Bureau (WCCCVB). GWCC is not creating a new, separate agency; they are extending and expanding services currently being offered. By doing so, the membership of the current GWCC and newly formed CVB would merge so as to not compete for the same membership dollars. The end result of this effort will produce more visitors with an extended overnight stay thus creating greater overall economic impact for the City i.e. sales tax revenue. For the WCCCVB, the articles of incorporation, bylaws, and certification of non-profit status from the IRS would remain the same.

The City of Seward and City of Soldotna have joint Chambers and Convention & Visitors Bureaus. Both cities have seen greater economic impact as a direct result of the merging agencies. These organizations also receive a portion of bed taxes or grants annually. For example, The Seward Chamber of Commerce and Conference & Visitors Bureau received \$147,000 in 2006 from the City of Seward's 3% bed tax (50% of collected bed tax). They have four full time staff members with the Executive Director managing staff and representing them at trade shows and associated conventions. The Kenai Chamber of Commerce and CVB is annually funded from a Kenai Borough Tourism and Marketing Grant. In 2004, they obtained a \$137,500 grant; in 2005 they received a \$172,500 grant; in 2006 they received a \$217,500 grant. They have five full time staff members with the Executive Director and Tourism Manager working in concert. Both Seward and Soldotna have encouraged GWCC to form joint agencies and fully support this RFP.

The newly formed WCCCVB will establish a stand alone website with direct links through the Chamber and the City websites. This website will be maintained by Chamber staff and specifically the current Executive Director. Chamber staff will also continue to provide printed materials to tourists and look at expanding our area to promote tourist activity by renovating current office space to better cater to the needs of tourist entering our building. GWCC will buy an on-site television which plays a marketing DVD that promotes activities in Wasilla. WCCCVB would like to provide a computer onsite where a visiting tourist could check their emails and look for availability for local vendor activities for a one stop shopping experience. This computer would have no other capabilities and would have security measures in place.

In 2007 WCCCVB will have available the wireless internet and computer for the visiting tourist, the stand alone website will be online by May 2007, and a limited but collaborative brochure to print for distribution by the November 2007. WCCCVB need to immediately belong to ATIA, NTA, and MSCVB in order to fully utilize successful, existing marketing efforts and promote the City of Wasilla by May 1, 2007.

PROPOSED 2007 TIMELINE

APRIL	<ul style="list-style-type: none"> • Purchase/pay Trade Show vendor fees for the 2007/2008 Season to include airfare, room & board, transportation, & all associated fees • Purchase Complete Trade Show Display • Establish Membership in Alaska Travel Industry Association • Establish Membership in National Tour Association • Establish Membership in the Mat-Su Convention & Visitors Bureau
MAY	<ul style="list-style-type: none"> • Establish Membership with the Iditarod Trail Committee & Iron Dog Sled Race • Establish Wireless connection and email service for visitors • Purchase Two Computers for email service for visitors • Purchase Desk and Chair for computer station for visitors • Purchase chairs, self service coffee station, floor mats (ALSCO) and reception desk with privacy fixtures for lobby • Become OSHA compliant for level of tourist foot traffic • Electrical: proper electrical outlets and covered electrical parts in tourist area • Lighting: safe lighting fixtures for high traffic tourist areas • Heating infrastructure upgrades • Flooring upgrade for tourist areas • Paint interior of the lobby and tourist areas • Purchase shelving units and brochure display units for tourist information from local City of Wasilla vendors for the tourist area • Purchase shelving units for tourist information surplus to be stored in Historic Train Depot basement • Sign Contract for Marketing DVD for City of Wasilla tourist activities and events • Complete website for the WCCCVB with direct links to the City of Wasilla • Paint exterior of the Historic Train Depot
NOVEMBER	<ul style="list-style-type: none"> • Collaborative brochure to print for distribution

Reoccurring costs would be memberships to the above organization, continued website presence constantly updated and monitored; advertising cost for memberships, trade organization vendor fees and trade show participations, printed brochures and updated brochures by 2009 there will be an increase of 20% in each of these areas.

Cheryl Metiva, current GWCC Executive Director/CEO and Jill Bruley, GWCC Executive Assistant, and GWCC Board Members are authorized to make representations for the Wasilla Chamber of Commerce, Convention & Visitors Bureau. These individuals can be reached at: 415 E Railroad Avenue, Wasilla, AK 99654, (907) 376-1299

I look forward to a beneficial, long term partnership with the City of Wasilla that will encourage development and expand cultural, recreational, and tourism potential.

Sincerely,



Cheryl Metiva

GWCC Executive Director/CEO

SECTION 6.3 STATEMENT OF INTEREST AND QUALIFICATIONS

6.3.1 BACKGROUND OF FIRM/ORGANIZATION

GWCC is located in the Historical Train Depot on Railroad Avenue in the heart of the City of Wasilla. GWCC has 2 fulltime employees: Cheryl Metiva, Executive Director/CEO, Jill Bruley, Executive Assistant, 1 part-time employee, Kallen Newcomb, Administrative Assistant, and 1 Contract Employee, Teresa Blume.

The mission of the Greater Wasilla Chamber of Commerce is to create a positive economic and civic climate in the Greater Wasilla area, thereby making possible for members and the community to grow and prosper. Additionally, to provide education and information for our members and the community through our weekly meetings, monthly newsletter, and seminars. Through membership, our Chamber exists to facilitate group action on the part of the business community.

The GWCC, formed in 1978, is a voluntary, private, non-profit organization of business and professional men and women who have joined together for the purpose of promoting the civic and commercial progress of our community. The area's economic well being is related directly to the caliber of work that is done by the Chamber. That is why the GWCC has a major impact on business, income and future growth of the area.

There are two primary functions of a chamber of commerce:

- (1) Acts as spokesperson for the business and professional community and translates into action the consensus of its members.
- (2) Renders specific services which can be most effectively accomplished by a community organization both for its members and the community.

GWCC activities are overseen by a 8-member Board of Directors comprised of dedicated community and business leaders who support the efforts of the Chamber. Board elections are held each year, with directors serving a two year term (maximum of two consecutive terms). Working together these 10 individuals develop policies for the operations of GWCC and assist with accomplishing the goals of the organization's strategic plan.

GWCC offers unified representation of businesses, nonprofit groups, professional people, and interested citizens committed to enhancing Wasilla's quality of life by ensuring continued growth of economic well-being.

GWCC is affiliated and networks with local and State and Chambers of Commerce, local and State Visitors Bureaus, agencies and elected officials of local and State, and government. Each member has the distinction of being recognized throughout the Valley as an investor in Wasilla and the Mat-Su Valley economies.

6.3.2 EXPERIENCE OF THE FIRM/ORGANIZATION EXPERIENCE

GWCC has annually supported the City of Wasilla by organizing, fundraising, and executive functions such as, Iditarod Days, King Salmon Derby, the Musher's Ball, Murder on the Alaska Railroad to name a few. Many of our activities and experience are reported in the monthly Agency Report to the Wasilla City Council.

On a daily basis, the GWCC grows local businesses, supports community members in many endeavors, creates a positive networking facility, ribbon cuttings, organizes and hosts local business open houses. We provide a weekly luncheon with relevant keynote speakers and topics that impact the community, Mat-Su Borough and economic growth.

GWCC employees are well connected in the community. Their involvement creates a common bond between members and the GWCC office. Outside of the Chamber, employees advocate via volunteer effort and act as board members of local Boys and Girls Club, local Senior Centers, Valley Performing Arts, Mat-Su Economic Enterprise, Junior Achievement, Mat-Su Bed & Breakfast Association marketing chair and board member, United Way, Rotary, CCS Early Learning and many other organizations. The dedication to the City of Wasilla is unparalleled to any other agency in the City of Wasilla.

6.3.3 COMPANY OWNERSHIP

The GWCC was incorporated on June 19, 1978.

6.3.4 CONTRACT FAILURES

GWCC has no alleged significant prior or ongoing contract failures, contract breaches, or any civil or criminal litigation or investigation pending which involves the firm/organization or in which the firm/organization has been judged guilty or liable.

6.3.5 FIRM/ORGANIZATION PERSONELL

Please see 6.3.1 and 6.3.2 as well as attached resumes in Attachment C.

6.4 GOVERNMENT CONTRACTS

NOT APPLICABLE.

6.5 CONFLICTS

In Section 3 item 1 of this RFP, "Funding from the City of Wasilla is not eligible to cover the cost of employee salaries" regardless of any relationship to the City of Wasilla, there will be no conflicts as authored by the City of Wasilla in this RFP. Furthermore, no City of Wasilla employee works for the GWCC. It is a fact that the Executive Director of GWCC is married to a City of Wasilla Council Member.

6.6 REFERENCES

References were mailed directly to the City of Wasilla as stated in Attachment B of this RFP.

6.7 SUBCONTRACTING

GWCC currently subcontracts to Teresa Blume at Blue Star Consulting for event planning. This relationship will continue under this RFP.

Attachment A. SUPPORT LETTERS



Iditarod Trail Committee, Inc.

Post Office Box 870800 • Wasilla, Alaska 99687-0800
907.376.5155 (voice) • 907.373.6998 (facsimile)
www.iditarod.com

February 21, 2007

Cheryl Metiva
Executive Director
Greater Wasilla Chamber of Commerce
415 East Railroad Avenue
Wasilla, Alaska 99654

RE: Letter of Support for a Wasilla Visitor and Tourism Bureau for The Greater Wasilla Chamber of Commerce

Dear Cheryl:

It is with sincere pleasure that I write this letter of support for the Greater Wasilla Chamber of Commerce's ongoing efforts to develop a Wasilla Visitor and Tourism Bureau. Having a Wasilla Visitor and Tourism Bureau will allow for organizations like the Iditarod Trail Committee to better connect with the countless visitors who currently, for the most part, pass through Wasilla on their way to other destinations. Tourism is a renewable resource that has the potential to have an even more significant impact on our local economy. The Iditarod Trail Committee applauds your efforts in spearheading this project.

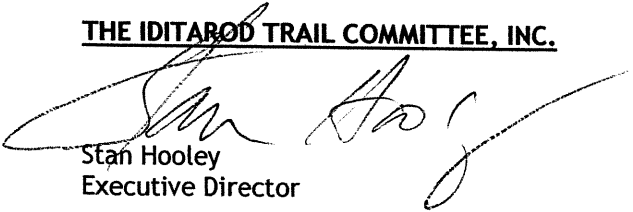
The Greater Wasilla Chamber of Commerce's initiatives are critical to the growth of year round tourism related activities. These efforts serve as the foundation for growing this industry as well as promoting outdoor recreational opportunities that significantly benefits our community's quality of life. There is another big plus in having this grant opportunity in the hands of the Greater Wasilla Chamber of Commerce; your membership will ensure that the job gets done. Your track record speaks for itself.

On behalf of the Iditarod Trail Committee (ITC) I hope the City of Wasilla recognizes the value of your efforts and approves funding for the development of a Visitor and Tourism Bureau.

Please let me know if there is anything I can do to further assist in your efforts.

Sincerely yours for,

THE IDITAROD TRAIL COMMITTEE, INC.


Stan Hooley
Executive Director



2-16-07

Greater Wasilla Chamber of Commerce
Historic Depot, 415 E. Railroad Ave.,
Wasilla, Alaska 99654

1001 SO MACK DRIVE

WASILLA, AK 99654

[office]
907.357.8257

[fax]
907.357.8218

[website]
AKAVALANCHE.COM

Dear Cheryl,

I am writing this letter to you to formally, as a member of the Greater Wasilla Chamber of Commerce, to thank you for all the support you have given to our team "The Alaska Avalanche" during this our first year of operation. Your willingness to help us succeed, I truly feel that you are an extension of our company, a partner if you will, in your efforts to assist us in getting the word out about the fact that there is a Junior A Hockey program in Wasilla. We have enjoyed our membership with the Greater Wasilla Chamber of Commerce, and look forward to a continued cooperation between our organizations next year. If there is anything that you may need from us, just ask.

Thanks

Mark B. Lee

Managing Member
Alaska Avalanche Hockey Club, LLC



Executive Offices
Tele: 907/265-2403
FAX: 907/265-2312

February 19, 2007

Cheryl Metiva
Executive Director
Greater Wasilla Chamber of Commerce
415 E. Railroad Avenue
Wasilla, AK. 99654

Dear Cheryl:

The Alaska Railroad supports your efforts to develop a Convention and Visitor's Center for the City of Wasilla.

There are many collaborative partnerships which we have been engaged in the last few years that have added to both entities to increase tourist related activities. Your efforts to improve the relationship between the Wasilla Chamber and the Alaska Railroad have resulted in positive outcomes.

The Railroad traverses the City of Wasilla and is part of its rich history. The Chamber office is located in the Historic Railroad Depot in downtown Wasilla. The Chamber has continued to welcome both tourists and railroad passengers that embark and disembark our regularly scheduled trains that stop at the Wasilla Historic Depot.

Please let me know if there is anything additional I could provide to support your efforts to create a Wasilla Convention and Visitor's Center.

Best regards,

James B. Blasingame
Executive Vice President, Corporate Affairs



February 16, 2007

Dear City of Wasilla,

The Tesoro Iron Dog supports the organizing efforts and objectives by the Greater Wasilla Chamber of Commerce in the development of a combined Visitors Center and Wasilla Chamber of Commerce.

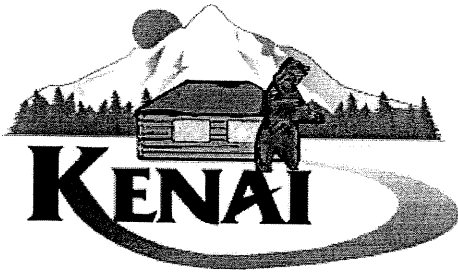
The Tesoro Iron Dog has worked closely with the Greater Wasilla Chamber of Commerce supporting attractions and events in the Mat-Su Valley for many years. It is important that our organizations work closely in order to build tourism.

Please consider supporting the Greater Wasilla Chamber of Commerce in their efforts in this important request.

Sincerely,

Laura Bedard
Executive Director
Tesoro Iron Dog





Chamber of Commerce

2006 President

Jason Carroll,
1st National Bank

Past President

Dr. Dennis Swarner,
Kenai Vision Center

Vice President

Steve Hansen,
Tesoro

Secretary Treasurer

Amanda Feagin,
Dunkin & Bush

2006 Directors

Milt Allen,
Udelhoven

Penny Furnish,
Stewart Title

Scott Griffith,
XTO Energy

Durainey Rawls,
Durainey Cranes

Gene Rabung,
Spenard Builders Supply

•

Janie Odgers,
Executive Director

Karen Craig,
Assistant



907-283-7989
Fax: 907-283-7183



email: info@kenaichamber.org
www.kenaichamber.org



402 Overland
Kenai, Alaska 99611

February 16, 2007

Cheryl Metiva, Executive Director
Greater Wasilla Chamber of Commerce
415 East Railroad Avenue
Wasilla, Alaska 99654

Dear Cheryl:

In Kenai, the Chamber of Commerce and the Visitors Center are separate entities, each supports a separate building, separate membership, separate board of directors, and separate staff. As a result, both agencies are competing for the same members, the same dollars and the same sponsors.

To add to the confusion, prospective members become perplexed trying to decide which organization they should join, Chamber or Visitors Center, and why. Add a little more skepticism, 10 miles away is the Soldotna Chamber/Visitor Center (a combined organization) and it takes one membership, one fee, to belong to both agencies.

Sincerely,

Janie Odgers
Executive Director

Mat-Su!

MATANUSKA-SUSITNA CONVENTION & VISITORS BUREAU

February 16, 2007

Letter of Support for Wasilla Chamber:

The Greater Wasilla Chamber of Commerce has significantly increased awareness of the tourism industry in our Valley. They have enhanced and added event functions to draw and extend visitors stay. As a member of the Mat-Su Convention & Visitors Bureau they have been able to co-op with the bureau to promote these events. An excellent example is the Mat-Su King Salmon Derby. For the past three years the Mat-Su CVB has utilized scheduled print and radio advertising for the bureau and used the Derby as a call to action. Our organization benefits from the Chamber events and we highlight these events in our marketing programs.

Executive Director, Cheryl Metiva has been on the Mat-Su CVB board of directors since November 2004. She has been active on several committees and currently serves as Vice President and a member of the Executive Committee. Cheryl has an extensive amount of knowledge and experience in the visitor industry and has contributed greatly to the board. She understands the economic value of the visitor industry to our community and the quality of life it brings to residents.

The Mat-Su CVB supports the efforts of Cheryl and the Greater Wasilla Chamber of Commerce in developing a visitor information center and bureau for the City of Wasilla. Many Chambers throughout Alaska and the U.S. undertake the role of tourism marketing and the Wasilla Chamber has already been engaged.

Sincerely,

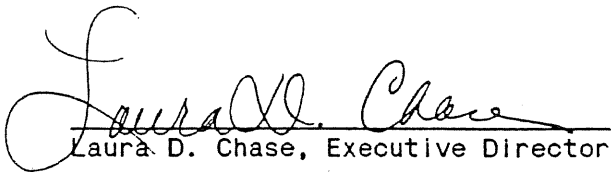


Bonnie Quill
Executive Director
Mat-Su Convention & Visitors Bureau

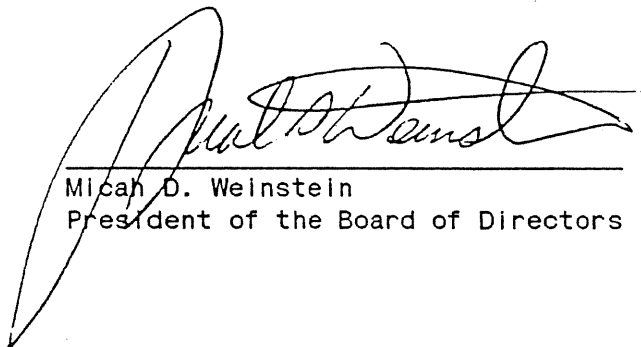
ATTACHMENT B. BYLAWS, IRS STATUS, Articles of incorporation

ARTICLE XI
CERTIFICATION OF BYLAWS

The foregoing ByLaws of the Greater Wasilla Chamber of Commerce, Inc. were duly adopted at a meeting of the Board of Directors in 1976 and amended as indicated below.


Laura D. Chase, Executive Director

Approved:


Micah D. Weinstein
President of the Board of Directors

Summary of Amendments to ByLaws:

Adopted: May 18, 1976
Amended: March 19, 1986
Amended: October 28, 1986
Amended: February 23, 1987
Amended: March 17, 1990
Amended: June 28, 1994



**Department of the Treasury
Internal Revenue Service**

**TAX EXEMPT AND
GOVERNMENT ENTITIES
DIVISION**

DATE OF THIS NOTICE: December 14, 2004
EMPLOYER IDENTIFICATION NUMBER: 92-0097124
TAX PERIOD: 200312

**GREATER WASILLA CHAMBER OF
COMMERCE
415 E RAILROAD AVE
WASILLA AK 99654**

Dear Sir or Madam:

We are sending you this letter to explain the requirements for notifying your members that a portion of their membership dues are not deductible because they relate to your organizations lobbying and political expenditures, per Internal Revenue Code (IRC) section 6033(e). Your organization was selected to receive this educational letter because it is exempt from federal income tax under IRC section 501(c)(6) and you reported membership dues and assessments on line 3 of Form 990, *Return of Organization Exempt From Income Tax*.

Enclosed is Notice 1333, which contains educational information about the reporting and notice requirements of IRC section 6033(e). After reviewing this information, you should evaluate whether you are following these requirements and correct any discrepancies on your next Form 990. If applicable, you should file Form 990-T, *Exempt Organization Business Income Tax Return, (proxy tax under section 6033(e))*, for the last year that you filed Form 990 and for any subsequent years. You can obtain Form 990-T and the instructions on the IRS website at www.irs.gov.

This is an educational letter and does not require a direct response. As part of our ongoing compliance efforts, we will be reviewing your next Form 990 and, if applicable, Form 990-T to evaluate our educational efforts. If, at that time, we have any questions, we will contact you.

If you need additional information, call our TE/GE Customer Account Services at (877) 829-5500. Hours of operation are Monday through Friday 8:00 a.m. - 6:30 p.m. Eastern Time.

Sincerely,

Betty McClerman

Betty A. McClerman
Acting Director, EO Examinations

Enclosures:
Notice 1333

State of Alaska
Department of Community and Economic Development
Division of Banking, Securities and Corporations

CERTIFICATE
OF
INCORPORATION
Nonprofit Corporation

The undersigned, as Commissioner of Community and Economic Development of the State of Alaska, hereby certifies that Articles of Incorporation of

GREATER WASILLA CHAMBER OF COMMERCE

have been received in this office and have been found to conform to law.

ACCORDINGLY, the undersigned, as Commissioner of Community and Economic Development, and by virtue of the authority vested in me by law, hereby issues this Certificate of Incorporation and attaches hereto the original copy of the Articles of Incorporation.

IN TESTIMONY WHEREOF, I execute this certificate and
affix the Great Seal of the State of Alaska on
AUGUST 13, 2001

Deborah B. Sedwick

Deborah B. Sedwick
Commissioner of Community
and Economic Development

ATTACHMENT C. STAFF RESUMES

Cheryl Metiva is the Executive Director of the Greater Wasilla Chamber of Commerce. Her leadership has grown membership and community relationships during this exciting stage in Wasilla's development.

Metiva has a strong background in the tourism industry, management, retail sales and community service and boards.

She managed the family owned retail store, Tun-Dra Outfitters & Tours for 15 years before changing hats into other management venues within the hospitality industry. The Mackinaw area hosts over 1.3 million visitors annually which provide tremendous challenge to a small town with one industry...tourism! Cheryl was a strong partner in the infrastructure development of the community. Metiva also hosted a radio talk show, "Michigan Travel Talk" which was featured on nearly 30 stations state wide along with commentary on the Iditarod for WJR in Detroit & WOOD radio in Grand Rapids.

In addition to being Executive Director of the GWCC, Metiva also serves as Vice President of the Mat-Su Convention & Visitor Bureau and on the community board of Mat-Su Resource, Conservation & Development, Inc.

"I enjoy working with our membership in exciting, creative ways that encourage proactive growth. We live in an incredible area that requires responsible planning and vision for the future. I love Wasilla and the place we call home."

Past

- Mackinaw City Council Trustee
- Board Member, Mackinaw City Chamber of Commerce
- Chair, Mackinaw Downtown Development Authority
- Co-Chair, Mackinaw City Economic Development Corporation
- Founder & Chair, Mackinaw City Westside Association
- Group Sales Director, Center Stage Theater, Mackinaw City
- Manager & Tourist Group Sales, The Depot Restaurant
- Manager & Event Coordinator, Bay View Inn, Mackinac Island, Michigan
- Northern Experience Promotions & Event Planning (including Walk-On tour guide services)
- Board Member & founding member, Great Lakes Lighthouse Museum
- Member, Mackinaw Area Historical Society
- Host, Michigan Travel Talk, Michigan Talk Radio Network
- Board Member, Alaska Family Services
- Emergency Board Member, Kids are People (now merged with AFS)
- Chair, Mat-Su Inaugural Committee, Gov. Palin

Present

- Board Member & Vice President, Mat-Su Convention & Visitors Bureau
- Board Member, Mat-Su Resource, Conservation & Development
- Steering Committee, Mat-Su Economic Enterprise
- United Way Task Force for Drug Abuse in the Mat-Su
- Official "Voice of the Iditarod" for KMBQ & KBYR as "on trail" commentator

Jill M.Bruley

- Education** 1999- 2001 **Northwest University** Kirkland, Washington
Music Industry Major
- Completed two years- No degree or certificate
- Professional experience** 1998-1999 **Old Navy Gap, Inc** Portland, OR
Cashier & Sales
- Assisted customers on sales floor.
 - Cashier at sales desk.
 - Assisted in weekly shipment and inventory.
- 2000-2003 **Emerald City Smoothies** Seattle/ Kirkland, WA
Cashier& Sales
- Sales Representative for vitamin and nutrition center
 - Smoothie Barista
- 2000-2005 **Red Robin Inc.** Bellevue/ Issaquah, WA
- Served tables for one year.
 - CDT- In house trainer for all new employees.
 - Bartended and cocktailled for three years as well as placing all liquor and beer orders.
 - Managed for one year.
 - NRO Trainer- As a New Restaurant Opening Trainer I traveled around the United States and trained all bartenders and bar team members at new franchise and corporate restaurants.
 - Support Manager- Traveled around the United States to different currently operating restaurants and managed as well as corrected any existing problems.
- 2005-2006 **First National Bank Alaska** Wasilla, AK
Personal Banker
- Began as a teller assisting customers with cash deposits, withdrawals, loan payments and payoffs, escrow payments and payoffs and many other services.
 - Personal Banker- Upholding existing business relationships as well as establishing new relationships. The position of personal banker also included providing merchant services, escrow services, opening and servicing all deposit accounts, managing medium to high dollar funds and providing excellence in customer service within our business community.

2006- 2007

KMBQ 99.7 Valley Radio

Wasilla, AK

Account Executive

- As an Account Executive I upheld and gained many valuable relationships for KMBQ. Not only was I a Certified Radio Marketing Consultant through the Radio Advertising Bureau (RAB), I was also well versed in the advertising market in the Mat- Su Valley.

My job at KMBQ entailed performing needs analysis for my clients to fully understand their business and roll in the community, drawing up proposals including statistics on our station and demographic market specified to the client, selling on air time, closing contracts and doing all of my own copy writing and copy editing. I also did a considerable amount of voice and talent work.

Professional memberships

Greater Wasilla Chamber of Commerce

Before employment with the GWCC I was an active member as an employee of First National Bank Alaska and KMBQ 99.7 Valley Radio.

Ambassadors Committee

Before employment with the GWCC I served as an ambassador. In this position I have the opportunity to support our local businesses by holding Business After Hours so that other community members may get to know the local businesses. Also included are Ribbon Cuttings, Planning and support for many of the GWCC events, and growing professional networking for the GWCC. This is a great resource to support not only the community but also my previous two employers.

Mat- Su CVB

As employed for First National Bank Alaska I was an active member in the local Mat- Su Convention and Visitors Bureau. Our community is greatly supported by the tourism industry, there for the CVB is a cornerstone to our city.

Community activities

Mat- SU Miners

The Mat- Su Miners are the local Minor League baseball team. The baseball games and events create a sense of family and spirit with in our community. I greatly enjoy being involved in planning events and hosting games for my past employers. I also have the wonderful opportunity to sing the National Anthem at many of the games.

Objective

Business and Communications

Teresa Blume

P O Box 651
Willow, Alaska 99688

907-495-7036
teresa@blustarconsulting.com

QUALIFICATIONS

- Experience in hospitality and tourism markets.
- Experienced at presenting information to a variety of audiences, including senior-level executives.
- Able to identify and resolve critical issues to expedite closing and ensure customer retention.
- Proficiency in business software applications.
- Excellent organizational skills.

PROFESSIONAL EXPERIENCE

Owner, Blu Star Consulting, events, sales, marketing, business plan development June 2006 - Present

Owner, Alaska Mountain Vista Bed & Breakfast, Wasilla, AK October 2003 - January 2006

- Lovely accommodations along the road less traveled, three bedroom B&B
- Marketing chair, membership chair, board member, Alaska's Mat-Su Bed & Breakfast Association

Journal Communications, Brentwood, TN

February 2000 - January 2001

Advertising Sales Project Manager for custom publisher specializing in **chamber of commerce** magazines.

- Coordinated marketing efforts with chamber executives and board members for annual publication.
- Maintained outstanding sales record; exceeded sales projections by 10% on initial publishing project.
- Received Quarterly Sales Award for number of sales presentations and ad pages sold.
- Awarded top publishing project; exceeded sales goal.

Private Business, Inc., Brentwood, TN

February 1999 - January 2000

Regional Account Retention Specialist, Product: *Business Manager*-accounts receivable financing software for banks.

- Coordinated account management efforts with 15 Business Development Managers within a six-state territory.
- Contributed to key account relationship management with portfolio analysis presentations to senior bank officers.
- Conducted account analysis for over 330 commercial bank customers; top performer in field visits.
- Recognized as *Overachiever of the Month* in July and September 1999.

First National Bank Alaska, Anchorage, AK

July 1996 - November 1998

Commercial Loan Officer

- Responsible for credit analysis, risk assessment and loan underwriting.

Operations Director and Marketing Coordinator: Accounts Receivable Financing Program

- Trained and supervised staff processors; established standard operating procedures for processing customer accounts.
- Assisted Program Director with product launch and ongoing strategic planning.
- Achieved 1998 goal of \$5 million; funded a total of \$20 million within 18 months, with a portfolio profit above 10%.

General Manager, Whalebone Surf Shop, Nags Head, NC

January 1985 - May 1990

- Supervised 30+ employees in 2 retail locations; buyer, directed sales, inventory management and merchandising.

CAMPAIGN COORDINATION EXPERIENCE

Volunteer Coordinator, Cindy Bettine for Borough Assembly, Winning 59% of votes August - October 2005

Get Out the Vote Director, Schools Yes Campaign, Record Turnout, 59% of votes January - May 2006

Campaign Coordinator, Menard for Borough Mayor May 2006 - October 2006

EDUCATION

Bachelor of Science in Business Administration, University of North Carolina at Chapel Hill, 1996
University of Washington, Executive MBA, attending 2006-2008

PROFESSIONAL / NONPROFIT AFFILIATIONS

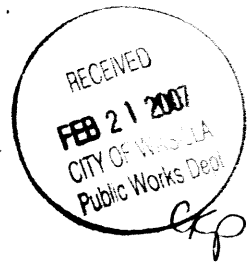
Wasilla Rotary



CITY OF WASILLA

• Purchasing •

290 East Herning Avenue • Wasilla • Alaska • 99654-7091
• Telephone 907-373-9047 • Fax 907-373-9011 •



RFP # 0643-0-2007/WM REFERENCE QUESTIONNAIRE

FOR:

Greater Wasilla Chamber of Commerce
(Name of proposer requesting reference)

This form is being submitted to you for completion as a business reference for the proposer listed above. This form is to be returned to the City of Wasilla, Purchasing Officer, via facsimile at (907) 373-9011 or e-mail at wmiller@ci.wasilla.ak.us, no later than 2/21/2007 at 5:00 p.m., and **must not** be returned to the company requesting the reference.

For questions or concerns regarding this form, please contact the City of Wasilla Purchasing Officer by telephone (907) 373-9047 or by e-mail wmiller@ci.wasilla.ak.us. When contacting us, please be sure to include the RFP number listed at the top of this page.

CONFIDENTIAL INFORMATION WHEN COMPLETED

Company providing reference:	ITS Alaska, LLC
Contact name and title/position	Quentin Algood, Owner
Contact telephone number	907-373-4640
Contact e-mail address	web@itsak.com

QUESTIONS:

1. In what capacity have you worked with this proposer in the past?

COMMENTS:

As a Chamber Member, and
As a Chamber Vendor.

2. How would you rate this proposers knowledge and expertise?

3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

COMMENTS:

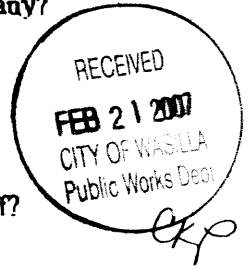
3. How would you rate the proposer's flexibility relative to changes in the project scope and timelines?

4 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

COMMENTS:

4. What is your level of satisfaction with hard-copy materials produced by the company?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

COMMENTS:



5. How would you rate the dynamics/interaction between the company and your staff?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

COMMENTS:

6. Who were the company's principal representatives involved in your project and how would you rate them individually? Would you comment on the skills, knowledge, behaviors or other factors on which you based the rating?
(3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

Name: Cheryl Metiva Rating: 3

Name: Kalten Newcoln Rating: 3

Name: _____ Rating: _____

Name: _____ Rating: _____

COMMENTS:

7. How satisfied are you with the services and products developed by the proposer?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

COMMENTS:

8. With which aspect(s) of this proposer's services are you most satisfied?

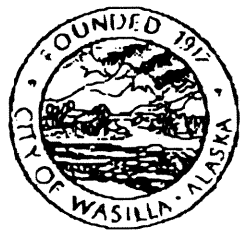
COMMENTS: Commitment; Attention to Detail, Professional & always Courteous Attitudes.

9. With which aspect(s) of this proposer's services are you least satisfied?

COMMENTS: None.

10. Would you recommend this proposer's services to your organization again?

COMMENTS: Absolutely.



CITY OF WASILLA

• Purchasing •

290 East Herning Avenue • Wasilla • Alaska • 99654-7091
• Telephone 907-373-9047 • Fax 907-373-9011 •



RFP # 0643-0-2007/WM REFERENCE QUESTIONNAIRE

FOR:

Greater Wasilla Chamber of Commerce
(Name of proposer requesting reference)

This form is being submitted to you for completion as a business reference for the proposer listed above. This form is to be returned to the City of Wasilla, Purchasing Officer, via facsimile at (907) 373-9011 or e-mail at wmiller@ci.wasilla.ak.us, no later than 2/21/2007 at 5:00 p.m., and must not be returned to the company requesting the reference.

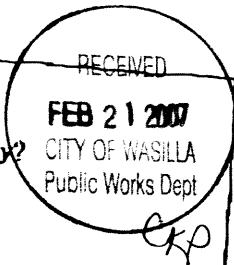
For questions or concerns regarding this form, please contact the City of Wasilla Purchasing Officer by telephone (907) 373-9047 or by e-mail wmiller@ci.wasilla.ak.us. When contacting us, please be sure to include the RFP number listed at the top of this page.

CONFIDENTIAL INFORMATION WHEN COMPLETED

Company providing reference:	
Contact name and title/position	Susan Crowder / Network Acct Executive
Contact telephone number	907-761-2615
Contact e-mail address	scrowder@mta-telco.com

QUESTIONS:

- In what capacity have you worked with this proposer in the past?
COMMENTS: Wasilla Chamber as their Network Acct Executive
- How would you rate this proposers knowledge and expertise?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:
- How would you rate the proposer's flexibility relative to changes in the project scope and timelines?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:



4. What is your level of satisfaction with hard-copy materials produced by the company?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:

5. How would you rate the dynamics/interaction between the company and your staff?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:

6. Who were the company's principal representatives involved in your project and how would you rate them individually? Would you comment on the skills, knowledge, behaviors or other factors on which you based the rating?
(3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

Name: Cheryl Meliva Rating: 3
Name: _____ Rating: _____
Name: _____ Rating: _____
Name: _____ Rating: _____

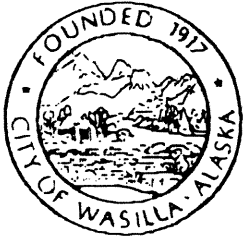
COMMENTS:

7. How satisfied are you with the services and products developed by the proposer?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:

8. With which aspect(s) of this proposer's services are you most satisfied?
COMMENTS: Communication is always open and supportive

9. With which aspect(s) of this proposer's services are you least satisfied?
COMMENTS: none

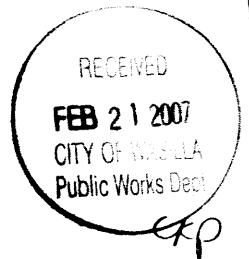
10. Would you recommend this proposer's services to your organization again?
COMMENTS: Yes - Cheryl is wonderful to work with



CITY OF WASILLA

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290 East Herning Avenue • Wasilla • Alaska • 99654-7091
• Telephone 907-373-9047 • Fax 907-373-9011 •



RFP # 0643-0-2007/WM REFERENCE QUESTIONNAIRE

FOR:

Chas St. George, Iditarod Trail Committee
(Name of proposer requesting reference)

This form is being submitted to you for completion as a business reference for the proposer listed above. This form is to be returned to the City of Wasilla, Purchasing Officer, via facsimile at (907) 373-9011 or e-mail at wmiller@ci.wasilla.ak.us, no later than 2/21/2007 at 5:00 p.m., and **must not** be returned to the company requesting the reference.

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CONFIDENTIAL INFORMATION WHEN COMPLETED

Company providing reference:	<i>Iditarod Trail Committee</i>
Contact name and title/position	<i>Chas St. George Director Public Affairs</i>
Contact telephone number	<i>(907) 352-2215</i>
Contact e-mail address	<i>cstgeorge@iditarod.com</i>

QUESTIONS:

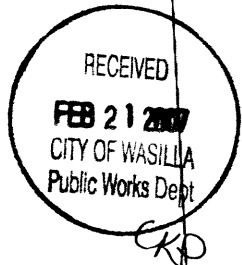
- In what capacity have you worked with this proposer in the past?
COMMENTS: *The Iditarod Trail Committee has a contractual agreement with the Greater Wasilla Chamber of Commerce for Iditarod Day festival*
- How would you rate this proposer's knowledge and expertise?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS: *outstanding collaboration. The staff worked closely with members of our organization to produce a number of outstanding events including last year's Iditarod Day "Mushers Fall."*
- How would you rate the proposer's flexibility relative to changes in the project scope and timelines?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS: *The staff has great project management skills.*

4. What is your level of satisfaction with hard-copy materials produced by the company?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

COMMENTS: *Brochures, handouts, pamphlets, marketing material
all very professional!*

5. How would you rate the dynamics/interaction between the company and your staff?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

COMMENTS: *They care, they listen, they act.*



6. Who were the company's principal representatives involved in your project and how would you rate them individually? Would you comment on the skills, knowledge, behaviors or other factors on which you based the rating?
(3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

Name: *Cheryl Metcalf* Rating: *3*

Name: *Diana Steinhilber* Rating: *3*

Name: *Teresa Blum* Rating: *3*

Name: *Regin Barry* Rating: *3*

COMMENTS:

7. How satisfied are you with the services and products developed by the proposer?
3 (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

COMMENTS:

8. With which aspect(s) of this proposer's services are you most satisfied?

COMMENTS: *commitment to get the job done. Direct access to
media, and a great ability to bring about an
spirit of collaboration*

9. With which aspect(s) of this proposer's services are you least satisfied?

COMMENTS:

None

10. Would you recommend this proposer's services to your organization again?

COMMENTS:

In a heart beat!

LEASE BETWEEN THE CITY OF WASILLA
AND THE GREATER WASILLA CHAMBER OF COMMERCE, INC.

This Sub-Lease (hereinafter "Lease" or "Agreement") is made and executed on the date entered below, by and between the City of Wasilla, a Municipal corporation organized and existing under the laws of the State of Alaska, whose address is 290 E. Herning- Avenue, Wasilla, Alaska, 99654, herein referred to as Lessor, and the Greater Wasilla Chamber of Commerce, Inc., an Alaska non-profit corporation, whose address is 1830 E. Parks Highway, Suite A-116, Wasilla, AK 99654. Hereinafter referred to as Lessee. The parties to this Sub-Lease mutually acknowledge that this Sub-Lease is subordinate to and subject to the lease dated October 1, 1982 in existence between the property owner, the Alaska Railroad Corporation, as Lessor of the October 1, 1982 lease, and the City of Wasilla, as Lessee of the October 1, 1982 lease.

1. Representation of Authority to Sign. Lessor- represents that the City of Wasilla is authorized to execute this Agreement pursuant to the terms of Ordinance Serial No. 97-32 adopted by the Council of the City of Wasilla on May 28, 1997. Lessee hereby represents its authorization to enter into this Agreement by reason of a resolution of the Board of Directors of Lessee, duly presented and adopted in conformance with the By-Laws and Articles of Incorporation of Lessee.

2. Property Description-Lessee Takes Possession "As Is".

2(A). Property Description. The real property and its appurtenant improvements (hereinafter "subject property") which are the subject matter of this Lease are more fully described as follows:

The Alaska Railroad Wasilla Depot Building ARR Bldg. No. 160-01 and appurtenances thereto i.e., fuel oil systems, septic systems along with the land described below all of which is located within the Railroad mainline track right-of-way at Wasilla, Alaska, described as follows:

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The north 45 feet of the southerly 85 feet of the Railroad's mainline track right-of-way from the east right-of-way line of the State of Alaska crossing at track Survey Station 5662+12.60, Milepost 159.87 (Main Street extended) east to a point 150 feet east of the east side of said Wasilla Depot Building. Section 10, Township 17 N, Range 1W, Seward Meridian, Palmer Recording District.

2(B) Acceptance of Property "As-Is." Lessee acknowledges that Lessee has had a full opportunity to inspect the subject property and accepts occupancy of the same with knowledge and agreement that Lessor makes no representation or warranty, express or implied, as to the nature, condition, or usability of the subject property for the uses and purposes set forth in this Lease, all such representations being expressly disclaimed by Lessor.

2(C) No Known Hazardous Wastes. However, Lessor does represent that Lessor is not now aware of nor does Lessor have any reason to be aware of the presence of any hazardous wastes on or in the soil or existing improvements of the subject property. In the event that any unforeseen hazardous wastes are later found to be present in the soil or in the improvements on the property, at the initiation of this lease, then Lessor may either correct or clean up such hazardous wastes or, alternatively, Lessee may be allowed to terminate this lease with the rights set forth in Paragraph 6(C)(7), below relative to ownership of improvements constructed by the Lessee. Upon discovery of any such unforeseen hazardous wastes, the only remedy available to Lessee, relative to the Lessor, shall be to request termination of the lease in the event that Lessor does not undertake prompt clean up of such hazardous waste.

2(D) Potential Subdivision Requirements. Both parties acknowledge that the lease property may arguably be subject to subdivision requirements in view of the length of the lease term set forth in this Agreement. However, neither of the parties anticipate that such subdivision requirements will be imposed for various reasons such as the fact that the subject lease is included as part of a Railroad right-of-way, not platted land. There may be additional reasons that the subject lease

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land is not required to be subdivided. In the event that it is later determined that subdivision of the lease land is necessary or desirable, the parties agree to negotiate in good faith the allocation of the costs of such subdivision with the understanding that the parties shall equally bear the costs of such subdivision process by cash or by in-kind contribution.

3. **Term.** The term of this Lease shall begin upon execution of this Agreement, as set forth below. The Lease term shall then continue for a period of ten (10) years from the effective date of this Lease and may be further subject to the potential of renewal as set forth below.

4. **Negotiation of Option(s) to Renew.** Lessor may grant to Lessee, subject to the conditions set forth below, the option to renew this Lease for one additional ten (10) year term following the date of expiration of the original ten (10) year term of this Lease, provided above. If negotiations for renewal terms are initiated, as set forth below, the method, conditions and agreements applicable to such Lease renewal negotiations may include, but are not necessarily limited to, the following:

If the renewal is approved the Lease term shall be subject to the same terms and conditions herein contained and operative for the initial ten (10) year term.

It is expressly agreed and understood that the option to renew may be refused by the Lessor only if the Lessor makes the determination that 1) the ~~Lessor's~~^{SP} City Council finds that the renewal of the Lease will be inconsistent with another use of the property that clearly and convincingly will serve the public interest more than continued use, through renewal, by the Lessee or 2) if Lessee has not complied, in a material way, with the terms of the initial ten (10) year term.

The negotiations to renew must be initiated, if at all, by the Lessee giving to Lessor on or before 360 days prior to the expiration of the initial Lease term, a written notice of the exercise of the desire to renew. If such notice is received by the Lessor on or before such date, the Lease will be deemed to be subject to

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negotiation of a potential renewal term. If notice of non-agreement to the requested renewal (specifying the reasons for such decision) is mailed within or otherwise presented by Lessor to the Lessee any time prior to 180 days preceding the expiration of the then-effective initial ten (10) year term, the renewal request shall be deemed and understood to have been denied and, therefore, of no force or effect.

Lessee shall in no event be entitled to negotiate for renewal of the term of the Lease, even though notice may have been timely given, unless Lessee has, at the time of such renewal notice and throughout the time following such renewal notice through to the expiration of the initial ten (10) year term, timely performed all of its obligations hereunder and is not in default in the performance of any of its obligations.

5. Nominal Rent Required - Consideration For Lease Based On Other Obligations Of the Lessee. Nominal rent in the amount of One Hundred Dollars (\$100.00) per year and annual City membership in Chamber, shall be due and payable for the first year upon the execution of this Lease and shall be due and payable for each successive year on the anniversary date of the execution of this Agreement through the entire term of this Agreement and any renewal thereafter. In light of the nominal amount of rent set forth herein, the Lessee recognizes and agrees that the other obligations and duties of the Lessee, as provided herein, constitute the consideration under which this Lease is awarded to the Lessee and the Lessee further confirms an awareness and understanding of the need to materially comply with all terms and conditions as set forth below and that a material failure to perform and follow the terms and conditions herein set forth will be deemed and understood to be a breach of the Lease Agreement

6. Tenant Obligations.

6(A). City/ARRC Lease/Permitted Uses.

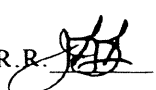
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6(A)(1). Obligations in City/ARRC Lease. The following obligations and responsibilities are expressly assumed and undertaken by the Lessee. Lessee is required to comply with all applicable provisions of the City's October 1, 1982 lease with the ARRC as set forth in the Contract No. 69-25-0003-5480 (Exhibit A) and Supplements 1 (December 29, 1982) and 2 (April 20, 1993) to Contract No. 69-25-003-5480 (Exhibit B).

Without limitation, attention is specifically drawn to the terms of the City/ARRC lease stating that :


- ◇ The lease may be subject to termination upon 90 days written notice;
- ◇ The lease may require the occupant to permit and provide for use by the Railroad and/or by passengers of the Railroad;
- ◇ The Railroad must be permitted to approve plans for modifications of the existing improvements;
- ◇ That the occupant must indemnify the Railroad as stated in Paragraph 20 of the City/ARRC lease (Ex. A);
- ◇ That all contracts for the performance of work must contain the disclosures and representations noted in Paragraph 27 of the City/ARRC lease (Ex. A).

6(A)(2). Permitted Uses. Only those uses specifically listed in this subparagraph will be permitted and allowed by the Lessee. Lessee shall only use the subject property for the purpose of Chamber business offices, historical display of authentic railroad equipment, memorabilia, photos, etc., a community conference room available to non-profits, civic groups and organizations (during regular business hours of operation) and/or a small gift shop featuring merchandise/items made in the Mat-Su Valley. The Chamber may generally use the Depot for other such uses that are of the types enumerated herein and that are

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consistent with the Mission of the Chamber as set forth in the Mission Statement (Exhibit C) attached.

Any fees charged by the Lessee from non-profits and/or civic groups/organizations are limited to amounts that reflect a reasonable amount to reimburse the Lessee for the building operation and maintenance costs attributable to the use by such non-profits and/or civic groups/organizations. Further, such use by other groups or entities will require Lessee to undertake the responsibility of determining that such other persons or entities are engaged in activities directly related to the public service purposes and activities of Lessee. Activities, organizations, or persons engaging in profit activities shall not be allowed or permitted any use or occupancy of the subject property by Lessee unless such profit activities are clearly incidental to the purpose of the non-profit organization and character of Lessee.

In the event of a request by Lessor for use of the property, Lessee agrees that Lessor shall be permitted by Lessee to make use of the property for Lessor's activities, or Lessor's sponsored activities, so long as such activities do not unduly conflict with the normal and general operations of the Lessee on the subject property.

In addition to the uses described herein, Lessee is also authorized to enter into its own sub-lease of a portion of the property with a sub-tenant of the Chamber. The sub-tenant of the Chamber must be organized as a non-profit entity but may be charged an appropriate rental amount for occupancy and use of the portion of the property occupied by such sub-tenant. Any such rent paid shall be used to pay for building operation and maintenance costs. The sub-lease between the Chamber and its non-profit sub-tenant must be approved by the Mayor of the City of Wasilla and shall include a) observance of the terms of the lease with the Railroad, b) indemnification/insurance to deal with potential liability claims, and c)

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recognition and observance of the terms of the agreement between the City and the Chamber.

Lessee acknowledges that activities and uses by Lessee are also expressly subject to the requirements and obligations imposed by or due the Railroad by reason of the City/ARRC lease dated October 1, 1982.

6(A)(3). Cancellation of Lease In the Event of Substantial Failure to Make Use of the Lease for Purposes Intended. Lessee Acknowledges that Lessor is entering into this Lease on the expectation that Lessee will actively pursue and promote the use of the subject property for the purposes described above. In the event that Lessee is unable or unwilling (e.g., lack of funding for Lessee or lack of interest in Lessee's organization by members of Lessee or the public) to substantially make use of the subject property for the purposes described above, and such failure continues for a time frame of six months or more, then, and in such event, Lessor may declare this Lease in default and take appropriate remedies as may be available by law or by the further terms of this Lease.

6(B). Written Renovation Plan.

6(B)(1). Duty to Perform Improvements to Create Useable and Habitable Premises. Both parties acknowledge and agree that the current condition of the improvement on the lease property (Old R.R. Depot) is in need of repair to create a useable and habitable structure for the uses intended, such uses described above. As one of the primary considerations for the execution of this lease, Lessee agrees to timely present a written plan and to timely undertake improvements including :

- 1) Repair and installation of plumbing fixtures and interior piping;
Replacement of bathroom floor;
- 2) Exterior painting;

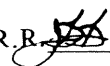
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- 3) Interior painting; Interior door/trim replacement; Interior trim replacement; Interior cabinets and counter tops; Interior floor repair; Interior light fixtures;
- 4) Parking area paving; Loading dock construction;
- 5) Replacement or repair of exterior doors; Exterior handicap ramps and railings;
- 6) Replacement and installation of adequate insulation for a full-time occupant;
- 7) Electric re-wiring and improvements as needed or desirable;
- 8) Related construction to make the premises useable and habitable for the uses intended with quality of materials and workmanship consistent with long term use of the improvements.

The improvements listed above are represented by the Lessee to include materials and labor equaling at least \$56,000 in value.

The Lessor agrees that the existing sewer service line, extending from the existing on-site tank to the building, shall be repaired by the City of Wasilla. More specifically, the parties believe this service line is presently slanted in the wrong direction to properly facilitate the gravity feed. The Lessor and Lessee agree to coordinate the timing of this repair with improvements by the Lessee.

Lessee agrees, in compliance with the City/ARRC October 1, 1982 lease, not to initiate such modifications or alter the Wasilla Depot Building or erect any new building or structure on said premises without first submitting a plan or sketch thereof to the Alaska Railroad Corporation (ARRC) for approval (with a copy to the Lessor of the plan and correspondence to or from the Railroad). When approved by the ARRC, the building or structure shall be placed or erected in strict compliance with such plan or sketch. All modifications to the Wasilla Depot Building or new construction on said premises shall be reviewed also by the Municipal Building Official or City Planner, as appropriate under the City's

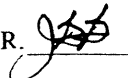
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development code, and shall, in addition, comply with all applicable codes, including, but not limited to, the Wasilla Development Code, UBC, UFC, NEC, UMC, OSHA and the Secretary of the Interior's Standards for Historical Properties.

6(B)(2). Review by Lessor Not To Be Construed as Acceptance of Responsibility. However, Lessee's approval of renovation/remodeling plans shall not constitute the assumption of any liability by Lessor for the compliance of such plans with any applicable building codes, land use regulations, state laws or regulations or federal laws or regulations. Lessee agrees to accept sole responsibility for conformance of such plans with applicable laws, ordinances, or regulations.

6(B)(3). Lessee to Obtain All Construction Permits/Licenses.

Lessee shall obtain all necessary licenses and permits to accomplish any of the work described in the plan of renovation/remodeling and any capital repair or improvement undertaken pursuant to this sub-paragraph or other portions of this Lease.

6(B)(4). Lessee To Obtain Express Acknowledgment of No Liens to Be Placed on the Property. The rights of the City of Wasilla as Lessor in the lease of the subject property and depot, are owned by the City in its capacity as a municipality organized under the laws of the State of Alaska. Therefore, state law provides that no lien may be placed on the property interests of the City of Wasilla, a public entity. Consequently, any contract, subcontract, or agreement for labor, services, materials, or supplies to be furnished in connection with construction or alteration of any improvement to the subject property shall provide that no lien, claim or other encumbrance shall thereby be created, or arise, or be filed by anyone thereunder upon or against the subject property or the property's improvements. Before the commencement of any such work, Lessee shall deliver to the Lessor an executed duplicate original of the contract of construction/capital

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repair/capital remodeling including a written understanding by the architect, engineer, contractor, materialman, mechanic, person, or corporation named in such contract that the right or lien which he/she or it might otherwise have upon or against the subject property or the improvements to be constructed or altered and/or the interest of Lessor therein is not allowed by law. If any lien or notice of lien by any party engaged by Lessee or Lessee's contractor shall be filed against the subject property or improvements, Lessee shall cause the same to be discharged of record by payment, deposit, bond, order of a court, or otherwise.

6(B)(5). Ownership of Capital Improvements. Any alteration, addition, or improvement made by the Lessee shall remain as part of the lease property. Upon termination of the Lease any such improvements shall become the property of the Lessor.

6(C). Representation of Cooperation to Secure Grants.

Subject to the full and complete and unqualified discretion of the Wasilla City Council to seek or appropriate funds for such purpose, the Lessee will agree to offer cooperation with the Lessor in the event that the Lessor decides to attempt to secure grants to upgrade and renovate the existing improvements. However, it is the discretion of the Lessor to decide whether to initiate the process of identifying and seeking such grants. The Lessee's duty is limited to a duty of cooperation so as to support and not interfere with or impede the reasonable actions undertaken by the Lessor to secure restoration/renovation/remodeling grants.

6(D). Lessee To Comply With All The Laws and Ordinances. During the term of this Lease, Lessee shall comply with all applicable laws affecting the subject property, including regulations and/or ordinances which may be applicable to the property. Lessee further agrees not to commit any waste upon the leased property and Lessee further agrees not to commit or allow any nuisance use of the subject property.

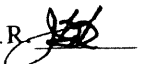
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6(E). Right of Inspection. Lessor retains the right, at any reasonable time so as to not unduly interfere with the normal and ordinary operations of the Lessee, to enter into and upon the subject property for the purposes of inspecting the same, or for purposes related to the terms and conditions of this Agreement.

6(F). Encumbrance of Lessee's Interest Not Allowed. The Lessee is not permitted to and may not encumber, by mortgage, deed of trust, assignment or other instrument, its lease interest and estate in the leased premises whether as security for indebtedness of the Lessee or otherwise, without the express written permission of Lessor. The execution of any encumbrance by the Lessee shall be held to be a material violation of the terms and conditions of this agreement and shall, by the fact of such encumbrance, constitute default subject to the provisions of Paragraph 8 of this lease.

6(G). Prohibition of Assignment. Although, as set forth above, Lessee may permit and allow selected entities, persons, or organizations, to use the subject property as a permitted co-user of the property, it is specifically understood and agreed that Lessee may not sub-let the premises, whether in whole or in part, so as to assign any of the rights or obligations of this Agreement, without the prior written permission and consent of the Lessor.

6(H). Normal Maintenance And Capital Repairs The Obligation Of the Lessee. This Lease is entered into upon the representation of the Lessee that the Lessee intends to inspect, attend to routine maintenance, accomplish capital maintenance (e.g. painting, roof repair or replacement if necessary or desirable, plumbing repair, etc.) and further intends to maintain the existing improvements so as to preserve or enhance the value of the subject property.

Lessee shall, throughout the term of this Lease, at its own cost, and without any expense to the Lessor, keep and maintain the premises, including all normal and ordinary maintenance activities for the lease premises and all appurtenances thereto. Normal maintenance activities shall be understood to include (a) cleaning

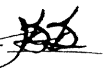
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and removal of trash and waste, (b) sweeping and waxing of the floors and cleaning of the carpets on an as-needed basis, (c) snow removal and such similar activities in cold weather, and (d) performance of minor repairs, all in addition to the capital maintenance responsibilities placed on the Lessee as provided above. The Lessee also specifically agrees to maintain, in good working order and repair, all plumbing, toilet facilities, and other fixtures and equipment installed for the general supply of hot and cold water, heat, and electricity, and shall not allow the plumbing, toilet facilities, and other fixtures and equipment installed for the general supply of hot and cold water to freeze.

6(I). Utilities. The Lessee shall pay all charges for utilities such as garbage removal service, sewer, water, gas, electricity, light, heat, telephone, cable TV, or other such similar and related utility charges and services. Lessee expressly agrees to indemnify the Lessor against any liability or damages for failure to pay such utility accounts incurred for the benefit of the Lessee.

6(J). Indemnification of Lessor / Insurance Required.

6(J)(1). Fire Insurance by Lessor/But Risk of Loss of Use or Contents on Lessee. The Lessor covenants during the term of the Lease to maintain a fire and extended coverage insurance policy on the building improvements in an amount adequate to comply with the City/ARRC lease dated October 1, 1982. However, providing insurance for the contents, loss of use, and/or non-capital losses suffered by the Lessee shall be a loss to be insured by the Lessee if the Lessee so desires with all such risk of loss borne by the Lessee.

Lessee is to be responsible for any decision to obtain insurance to cover such commercial property or personal property. By way of illustration, this paragraph is intended to include loss of building improvements, personal property, and loss of use, as Lessee's interests may appear under this lease.

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6(J)(2). Indemnification. To the fullest extent permitted by Alaska law, Lessor shall be defended by Lessee and shall be saved, held harmless and indemnified from and against any and all claims, damages, losses or expenses or alleged claims, including, but not limited to, attorney fees, arising out of or resulting from the performance of this lease, provided that any such claim, damage, loss or expense (1) is attributable to bodily injury, sickness, disease, or death, or to injury to or destruction of tangible property including the loss of use resulting therefrom, and (2) is caused in whole or in part by any negligent act or omission of the Lessee, or anyone employed or contracted by the Lessee, or permissive users allowed on the premises by the Lessee, or anyone for whose acts any of them may be liable, and (3) is not the result of the sole negligence or willful misconduct of the Lessor.

6(J)(3). Insurance. Lessee shall, at all times, during the term of this Lease, and at Lessee's sole expense, maintain and keep insurance coverage, as provided below. The Lessor shall retain the right of objection, if based on reasonable grounds, to approve the insurance companies providing the insurance coverage required below.

6(J)(3)(A). Commercial General Liability Insurance. Lessee shall maintain, in effect throughout the term of this Lease, commercial general liability insurance covering the activities, functions, and operational activities of the Lessee including Premises/Operations, Products/Completed Operations, and Personal Injury/Advertising liability coverage with minimum limits as follows: Such insurance shall be in a coverage amount not less than ONE MILLION DOLLARS (\$1,000,000.00) combined single limit of liability per occurrence/ONE MILLION DOLLARS (\$1,000,000.00) annual general aggregate/ONE MILLION DOLLARS (\$1,000,000) annual products/completed operations aggregate. The policy shall be endorsed to include the Lessor as an additional insured, with a minimum 30 days notice of cancellation to the Lessor.

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6(J)(3)(B). Worker's Compensation Coverage. Lessee represents that Lessee currently has no employees. In the event that Lessee hires an employee or employees, Lessee shall purchase and maintain statutorily required worker's compensation insurance in an amount equal to or more than the mandatory minimum required for any and all employees of the Lessee, if any, pursuant to Alaska's Worker's Compensation Act. All corporate officers are deemed to have submitted a copy of their current Corporate Officer Waiver filed with the State of Alaska, unless included for coverage.

6(J)(3)(C). Commercial Automobile Liability Insurance. Lessee represents that Lessee currently has no automobiles. In the event Lessee purchases a motorized vehicle, Lessee agrees to obtain liability insurance as follows: Scheduled, hired, and non-owned liability, with minimum limits, including bodily injury and property damage and underinsured/uninsured coverage, to be agreed to by Lessor and Lessee at the time that Lessee purchases or enters into a long term lease of a motorized vehicle. Lessee agrees to provide advance notice to Lessor of an intent by Lessee to purchase or enter into a long term vehicle lease.

6(J)(3)(D). Miscellaneous Insurance Provisions. Certificates of insurance showing the applicable coverage as required pursuant to the terms of this Agreement shall be required and is a precondition to initiation of the Lease term. The cost of any and all insurance required of Lessee by the terms of this Agreement shall be carried and paid for by the Lessee. Any insurance proceeds recovered by reason of damage to or destruction of the improvements on the leased premises shall be used to repair, restore, or replace improvements so damaged or destroyed.

6(J)(3)(E). Waiver of Rights Of Recovery. As described below, Lessor shall obtain its own commercial capital property loss (fire) insurance coverage for the subject premises. Lessor, as the Landlord, and Lessee, as Tenant, do hereby agree to mutually waive the potential right of recovery against one another based on a claim within the coverage of their respective commercial property loss (generally

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referred to as 'fire') insurance. More particularly, the parties mutually represent that the parties believe the contract conditions of their respective anticipated commercial property insurance permits, or will permit, waiver of rights against one another if done so in writing. This paragraph is intended to fulfill the requirement of such a writing and is intended to preclude a subrogated claim by either the Lessor's or Lessee's insurer against the other party to this lease. This paragraph shall not be binding and shall be inoperative if (now or in the future) the contract conditions of the respective commercial property insurance do not permit or allow the waiver provided for by the waiver provided for by this paragraph.

7. **Taxes and Assessments.** No real property taxes are anticipated or expected in relation to the subject premises as the Lessor is a municipality organized and existing under the laws of the State of Alaska and currently exempt, pursuant to State law, from imposition of real property taxes. Similarly, Lessee is understood to be a non-profit corporation under both State and Federal law and therefore exempt from local real property taxes. In the event that real property tax liabilities not foreseen by this Agreement become imposed by law or in the event that the parties realize there is a tax consideration that had not been contemplated by the scope of this Lease Agreement, then the parties agree that good faith negotiations shall proceed on the subject matter of liability and responsibility of such taxes for the purpose of equitably allocating the payment thereof as the respective interests of the parties appear under this Lease. However, property taxes imposed on the leasehold interest of Lessee, if any, are acknowledged to be the responsibility of the Lessee.

No real property improvement assessments are anticipated or expected in relation to the subject premises. In the event that real property improvement assessments not foreseen by this Agreement become imposed by law or in the event that the parties realize there is an improvement assessment consideration that had not been contemplated by the scope of this Lease Agreement, then the parties agree

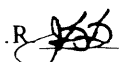
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that good faith negotiations shall proceed on the subject matter of liability and responsibility for such assessment payments for the purpose of equitably allocating the payment thereof as the respective interests of the parties appear under this Lease.

8. Default. If the Lessee is in material default under any of the obligations or responsibilities of the Lessee pursuant to this Agreement, Lessor shall give to the Lessee thirty (30) days' written notice of such material default, and should Lessee fail to cure such material default within the thirty (30) days the leasehold interest of the Lessee shall be deemed to have expired. Lessor may obtain any remedy provided by law or equity.

9. Rights of Lessor Cumulative. All remedies referred to above or in this Agreement shall be deemed cumulative and not exclusive to other legal, equitable, or contractual remedies available to the Lessor.

10. Waiver. The Waiver by Lessor of, or the failure of Lessor to take action with respect to any breach of any term, covenant, or condition herein contained, shall not be deemed to be a continuing or future waiver of such term, covenant, or condition.

11. Time of the Essence. Time is of the essence for this Lease and each and every covenant, term, and condition hereof.

12. Section Captions. The captions appearing under the section number designations of the Lease are for convenience only and are not a part of this Lease and do not in any way limit or amplify the terms and provisions of this Lease.

13. Amendment or Modification Only In Writing-Full Opportunity to Consult Acknowledged. This Agreement constitutes the full and complete agreement entered into between the parties, integrating all prior discussions and understandings and discussions between them. Any amendment or modification hereof must be in writing, executed by both parties to this Agreement in order for such an amendment to be effective. Each party represents that they have had the

Initial by City of Wasilla



Initial by Chamber of Commerce



Initial by Ak. R.R.



acknowledges that the sub-lease is consistent with the requirement that the sub-lease further the goal of public service.


Dated this 13th day of August, 1997.

Alaska Railroad Corporation

By: James B. Blasingame
Its: V.P. Corporate Affairs

STATE OF Alaska)
) ss.
THIRD JUDICIAL DISTRICT)

THIS IS TO CERTIFY that on the 13th day of August, 1997, the undersigned Notary Public for the State of Alaska, duly commissioned and sworn, personally appeared James B. Blasingame known to me to be the individual described herein and who executed the within and foregoing Lease as VP Corporate Affairs of the Alaska Railroad Corporation, in the of and for and on behalf of said Corporation for the uses and purposes therein mentioned. Given under my hand and official seal the day and year last above written.

 Marie E. Neuman
Notary Public in and for Alaska
My commission Expires 3/7/2001

After recordation return to:

015215

69 CC

1997 SP 11 PK 12: 21

City of Wasilla
290 E. Herning Ave.
Wasilla, AK 99654

PALMER
RECORDING DISTRICT

REQUESTED BY
City Wasilla

Initial by City of Wasilla gf

Initial by Chamber of Commerce ←

Initial by Ak. R.R. jt