



	Approved	Denied
Date Action Taken:	3/14/07	
Other:	Motion passed, Cox, Ewing, Keller, Koskela + Menard in favor	
Verified by:	Koskela Metwa abstain due to conflict of interest.	

WASILLA CITY COUNCIL ACTION MEMORANDUM

AM No. 07-21

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

Agenda of: May 14, 2007

Date: May 1, 2007

Originator: Council Member Greg Koskela *[Signature]*

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

REVIEWED BY MAYOR DIANNE M. KELLER: _____

FISCAL IMPACT: yes \$50,000 or no Funds Available yes no
 Account name/number: Council Other Professional Services 001-4115-411.30-34
 Attachments: None

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

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

SCOPE OF SERVICES

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

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

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