

ORGANIZATION NAME

The following are a few Destination Marketing Organization names around Alaska and the US:

Alaska Travel Industry Association
Destination Cleveland
Discover Kodiak
Experience Columbus
Explore Fairbanks
Go Lake Havasu
Louisiana Office of Tourism
Tourism Calgary
Travel Juneau
Travel Oregon
US Travel Association
Visit Anchorage
Visit California
Visit Sitka
Visit USA

ORGANIZATION MISSION

The following is a draft mission for the next DMO in Valdez. This was drafted based on the mission of a few other Alaska based DMO's. Following this draft is the missions used to create it.

Valdez DMO Mission:

The Valdez DMO will promote sustainable travel to Valdez and encourage tourism as an economic driver for the local economy that benefits residents, businesses and visitors.

Fairbanks: The mission of Explore Fairbanks is to be an economic driver in the Fairbanks region by marketing to potential visitors, optimizing the visitors experience, and advocating for a thriving year-round visitor industry.

Anchorage: Visit Anchorage's mission: driving economic and social value for Anchorage residents, businesses, and visitors through tourism.

Mat-Su: The Mat-Su Convention & Visitors Bureau's (Mat-Su CVB) mission is to promote the development of tourism in the Mat-Su Valley and to market this area to potential visitors from around the state, country and world.

Kodiak: We are tasked with promoting the sustainable development of the tourism industry throughout the Kodiak Island Borough. We staff and run the local visitor center which is filled with useful information for both locals and visitors.

Sitka: Visit Sitka is the official Destination Marketing Organization (DMO) for the City and Borough of Sitka, focused on promoting Sitka to independent travelers and supporting a strong visitor experience for the community.

Juneau: Travel Juneau's primary goal is to increase the overnight stays of business and leisure travelers, who in turn support local businesses through their spending. The City and Borough of Juneau and a partnership of more than 225 local businesses financially support Travel Juneau. A Board of Directors oversees the organization, which has a staff of six full-time and two part-time employees. Travel Juneau serves both CBJ and our partners by marketing Juneau as a destination and helping locally owned businesses market their services to visitors and potential visitors. Overall, Travel Juneau seeks to ensure that Juneau enjoys a more stable, sustainable economy year-round.

ORGANIZATION MEMBERSHIP

The following is a suggestion for membership of Valdez's new DMO. Please note that this is a more robust description than would be needed for the Articles of Incorporation, however this allows the task force to look at big picture. Many of the notes below would fall into Bylaws or Policy.

The Valdez DMO would have three levels of membership:

Level One: Valdez Business

- Qualifications: Current Valdez Business Registration. Completed annual DMO membership form.
- Fees: No Fees
- Benefits:
 - Voting
 - Base level marketing as defined in association policies. (such as a brochure listing, online listing)
 - Access to purchase other marketing.

Level Two: Alaska Neighbors

- Qualifications: Alaskan based businesses that completed an annual DMO membership form.
- Fees: Yes, to be defined in annual association policies.
- Benefits
 - Base level marketing as defined in association policies. (such as a brochure listing, online listing)
 - Access to purchase other marketing.

Level Three: Destinations

- Qualifications: DMO's across Alaska and the Yukon
- Fees: No Fees, based on reciprocal trade.
- Benefits
 - Defined a reciprocal agreement with each DMO.