



April 2nd, 2016

The City of Valdez,
Director of Economic Development & Community Services,
PO Box 37,
Valdez. AK. 99686

2016 Board of Directors:

Ryan McCune
President

Laurine Regan
Vice President

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Director

Dear Miss Von Bargen,

Thank you for considering the opportunity, presented to the City of Valdez in becoming a partner of the WESSC, Inc. World Extreme Skiing & Snowboarding Championships Event (herein noted as (WESSC)).

WESSC, Inc. is requesting the support of \$125,000 in cash and \$25,000 in contra for Year 1 of the event.

We are requesting the partnership term be for a total of 3 years. The second and third years' investment in WESSC will be contingent on WESSC delivering the benefits outlined below. Upon WESSC meeting these deliverables, the agreement will be triggered to continue between WESSC, Inc. and the City of Valdez for years 2 and 3.

Top line benefits WESSC will deliver are as follows:

1. A professionally run event with safety the overriding priority. WESSC will engage a proven, reputable mountain safety company specializing in helicopter accessed back country events, TV production, logistics, mountain safety and medical services.
2. WESSC will guarantee a minimum expenditure of \$150,000 into the local economy via the events' athletes, crew, VIPs and event partners accommodation, meals and entertainment in the City.
3. As part of the WESSC festivities there will be opening and closing events held downtown, a ski/snowboard in-town event and a closing ceremony awards night and film festival held at the Valdez Civic Centre. The objectives of these events are to attract outside visitors to the region, provide opportunities for local businesses to leverage the event and provide entertainment for the local community. A further expenditure of \$21,000 will be injected into the local economy via these events.



4. WESSC has engaged Jackson Hole Mountain Resort and Squaw Valley Resort as event partners. It is WESSC's vision to engage the marketing departments, senior execs and business persons from these resorts and the greater snow sports industry to share valuable knowledge and education to the VCVB and City of Valdez on the best way forward in identifying products and services that Valdez could create in order to increase short, medium and long term economic growth and benefits.
5. The goal of WESSC is to grow the event sponsors, their investment, create complementary events that will have the opportunity to grow into their own entities. We will do this initially by working with the likes of Levitation 49 and other motivated persons to create activities around WESSC.
6. WESSC will produce a survey and report based on the feedback from the business operators and local community, the athletes, sponsors and media. The results will report spending in town, the strengths and weaknesses that visitors experienced and collated feedback on what could be accomplished, created and improved for WESSC and the City of Valdez.

The City of Valdez, VCVB and Valdez Economic Group will be invited to develop questions for inclusion in the survey. WESSC has final approval on the final survey structure.

7. The City of Valdez and the region will feature prominently in the major of media outputs from the event and will be referred to as "the Host City" where appropriate.



8. WESSC will invest \$25,000 into worldwide distribution of the championships footage, taken and edited by the WESSC TV Production Team. Example: Quattro Europe will stream WESSC Event throughout Europe for a total of 1,100 hours. Value of exposure is immeasurable.
9. The City of Valdez, and VCVB will be provided with the following content assets within 24 hours of the events completion:
 - a) A minimum of 50 images shot to brief of Valdez representing the destination, ski, snowboard and other adventure/lifestyle related activities.
 - b) A minimum of 5 minutes' highlight package of footage shot to brief of Valdez representing the destination, ski, snowboard and other adventure/lifestyle related activity. This footage will be supplied edited and ready for immediate use.
 - c) A 5 minute "mini-documentary" produced by the WESSC TV production team. This is edited and ready for immediate use.
 - d) Should the "WESSC Shootout" proceed, a further 25 images showcasing the region taken by 5 professional photographers and another 5 x 5 minute mini-documentaries created by the 5 film makers in the WESSC Shootout.

****Shot to brief** – WESSC will consult with the City of Valdez and the VCVB in order to obtain what specific images/footage will be desired. Examples: VCVB may want all images of Heli skier action shots in their brief, and City of Valdez may want all footage of snowboarder action shots and visitors eating in restaurants **** All film footage will be supplied edited and for immediate use.**

We now trust this meets with the requirements you requested during April 13th meeting, and we look forward to attending the Council Session on April 19th.

Yours sincerely,

Ryan McCune
President

Laurine Regan
Vice President

Enclosed: Direct Economic Impact Summary.

World Extreme Skiing & Snowboard Championships, Inc.

Direct Economic Impact Summary

Event Title	World Extreme Skiing & Snowboarding Championships				
Venue and Date	Valdez Alaska March 25 th – April 8 th		2017		
Host Economy	Valdez Alaska				
Economic Impact Summary					
	Visitors	Sponsors	Media	Athletes	Totals
Total Number	100	50	50	50	400
Commercial Room-Nights	100	50	50	50	400
Accommodation	\$99,000	\$24,500	\$24,500		\$148,000
Food & Drink	\$80,000	\$48,000	\$48,000		\$176,000
Entertainment	\$21,000				\$21,000
Shopping/Souvenirs	\$12,500			5,000	\$17,500
Other (Gas/Taxi)	\$ 2,000				\$2,000
DIRECT ECONOMIC IMPACT	\$214,500	\$72,500	\$72,500	\$5,000	\$364,500

Room Nights = Visitors = 10 Nights; Sponsors + Media + Athletes = 14 Nights.

Accommodation = Visitor Average \$99 per room per night; Sponsors + Media = \$35; Athletes Nil.

Food & Drink Average \$80 per day

Shopping/Souvenirs = Gift Shops

**City of Valdez Invests \$150,000 year one, obtains a direct economic impact of \$364,500
= 41% Return on Investment.**

41% translates to \$214,500 which goes into the Valdez Economy as a net return.