

GRANT FUNDING REQUEST FOR COMMUNITY SERVICE ORGANIZATIONS

2019 FUNDING REQUEST/CERTIFICATION FORM

ORGANIZATION NAME: VALDEZ CONVENTION & VISITORS BUREAU PHONE: 835-2984

ADDRESS: 309 FAIRBANKS DRIVE VALDEZ ALASKA ZIP: 99686

CONTACT PERSON: Caeli Buys PHONE: 835-2984

CONTACT PERSON E-MAIL: Membership@valdezalaska.org

PROGRAM TITLE: Tourism Marketing & Advertising for the City of Valdez

FUNDING REQUEST FOR 2019: \$ 446,245.11 (no change from 2018)

Non-Profit Corporation? Yes X No

Date of incorporation: 1983 Federal Tax ID #: 92-0090495

Organization's estimated TOTAL 2019 operating budget: \$ 534,418.94

Historical Funding and Membership Information

	Total CSO Budget	City Funding	City % of Total	# of Members
2016	532,695	446,245	83.77	120
2017	534,418	446,245	83.77	122
2018	534,418	446,245	83.77	129
2019	534,418	446,245	83.77	119

What was previous grant funding used for? Be specific.

Previous grant funding was used to market Valdez as a business and leisure destination. This has been completed through various projects such as:

- Attending consumer and travel trade shows,
- Working with key international markets to promote Valdez,
- Placing advertising in strategic visitor guides and publications,
- Producing the Valdez Vacation Guide and circulating it to perspective and committed travelers to Valdez, and
- Managing and maintaining the Information Center in Valdez on a year-round basis.
- Utilizing a Website, and social media to promote Valdez throughout the year.

ATTACHMENTS: (label as indicated)

Copy of your organization's most recent fiscal year end financial statements including balance sheet and profit and loss, and sources and uses of revenues. These statements must also show all accumulated fund balances for all of the organization's **assets**. (label page 2)

Copy of balance sheets from three prior fiscal years. (label page 3)

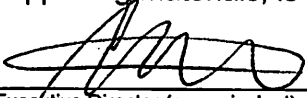
Copy of your organization's estimated current operating budget, including revenues and **expenditures**. (label page 4)

Copy of proposed 2019 budget, including revenues and expenditures. (label page 5)

Copy of your organization's balance sheet and profit and loss as of 6/30/2017

CERTIFICATION: (must be signed by both individuals)

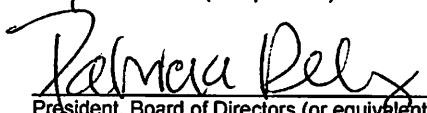
I certify that the information contained in this application, including all attachments and supporting materials, is true and correct to the best of my knowledge.



Executive Director (or equivalent)

8/20/18

Date



Patricia Del
President, Board of Directors (or equivalent)

8/20/18

Date



MOST RECENT FISCAL YEAR END FINANCIAL STATEMENT

**INCLUDING:
STATEMENT OF FINANCIAL POSITION
STATEMENT OF REVENUES, EXPENSES AND CHANGES IN
NET POSITION
STATEMENT OF CASH FLOWS**

VALDEZ CONVENTION & VISITORS BUREAU
Valdez, Alaska

Statements of Financial Position

December 31, 2017 and 2016

	<u>2017</u>	<u>2016</u>
Assets		
Current assets:		
Cash and equivalents	\$ 201	-
Inventory	34,337	31,290
Accounts receivables	4,041	6,525
Prepays and deposits	<u>-</u>	<u>35,958</u>
<i>Total current assets</i>	38,579	73,773
Property and Equipment, net	<u>4,182</u>	<u>5,662</u>
<i>Total assets</i>	\$ 42,761	79,435
Liabilities and Net Assets		
Current liabilities:		
Overdrawn cash	\$ 6,788	3,938
Accounts payable	18,277	55,148
Accrued payroll and related liabilities	21,042	21,800
Unearned revenue	<u>35,740</u>	<u>30,742</u>
<i>Total current liabilities</i>	<u>81,847</u>	<u>111,628</u>
<i>Total liabilities</i>	<u>81,847</u>	<u>111,628</u>
Net assets:		
Unrestricted – undesignated	<u>(39,086)</u>	<u>(32,193)</u>
	\$ 42,761	79,435

VALDEZ CONVENTION & VISITORS BUREAU

Valdez, Alaska

*Statements of Activities**Year ended December 31, 2017 and 2016*

	2017	2016
Revenues and Gains:		
Retail sales	-	
Less cost of goods sold	-	
	314	
Members' dues	21,770	
Local government contributions	449,245	
Grants		
Advertising revenue from members	37,005	
	8	
Miscellaneous	8,568	
	<u>Total</u>	
Expenses:		
Program services	440,894	506,062
Support services Management		93,134
and general Fundraising	15,432	33,301
	<u>Total</u>	
	547,914	632,497
Change in unrestricted net assets	(6,893)	(95,914)
Net assets at beginning of year	51,244	
Prior period adjustment	12,477	
	(32,193)	63
Net assets at end of year	<u>\$ (39,086)</u>	<u>(32,193)</u>

VALDEZ CONVENTION & VISITORS BUREAUValdez, Alaska *Statement of Functional Expenses* Year Ended

December 31, 2017

Description	Services	Support Services			Total
		and General	Fundraising	Services	
Salaries and wages	\$ 129,684	64,348	595	64,943	194,627
Travel and per diem	37,849	-	-	-	37,849
Utilities	18,988	-	-	-	18,988
Rent	36,000	-	-	-	36,000
Insurance	3,010	-	-	-	3,010
Postage and freight	8,416	-	-	-	8,416
Supplies	-	8,019	-	8,019	8,019
Licenses and permits	8,331	398	-	398	8,729
Professional services	25,305	16,000	-	16,000	41,305
Trade shows and promotions	30,172	-	-	-	30,172
Special events	-	-	14,837	14,837	14,837
Advertising	44,089	-	-	-	44,089
Printing and production	76,111	-	-	-	76,111
Equipment	11,114	-	-	-	11,114
Depreciation	-	2,823	-	2,823	2,823
Other	11,825	-	-	-	11,825
Total expenses	\$ 440,894	91,588	15,432	107,020	547,914

VALDEZ CONVENTION & VISITORS BUREAUValdez, Alaska *Statement of Functional Expenses* Year Ended

December 31, 2016

Description	Services	Support Services			Total
		and General	Fundraising	Services	
Salaries and wages	\$ 125,535	62,145	16,656	78,801	204,336
Travel and per diem	35,875	-	-	-	35,875
Utilities	18,134	-	-	-	18,134
Rent	39,000	-	-	-	39,000
Insurance	6,325	-	-	-	6,325
Postage and freight	14,718	-	-	-	14,718
Supplies	-	7,193	-	7,193	7,193
Licenses and permits	4,663	439	-	439	5,102
Professional services	31,822	18,455	-	18,455	50,277
Trade shows and promotions	57,039	-	-	-	57,039
Special events	-	-	16,645	16,645	16,645
Advertising	56,622	-	-	-	56,622
Printing and production	116,329	-	-	-	116,329
Equipment	-	-	-	-	-
Depreciation	-	2,555	-	2,555	2,555
Other	-	2,347	-	2,347	2,347
Total expenses	\$ 506,062	93,134	33,301	126,435	632,497

VALDEZ CONVENTION & VISITORS BUREAU

Valdez, Alaska

*Statements of Cash Flows**Year ended December 31, 2017 and 2016*

	2017	2016
Cash flows from operating activities:		
Change in net assets	\$ (6,893)	(95,914)
Adjustments to reconcile change in net assets to cash flows from operating activities:		
Depreciation	2,823	2,555
(Increase) decrease in assets:		
Accounts receivable	385	
Prepays and deposits	(5,162)	
	(34,337)	
Increase (decrease) in liabilities: Bank overdraft	2,850	
Accounts payable	34,620	
	(758)	1,
Unearned revenue	<u>1,568</u>	
	(29,746)	(60,
Cash flows from investing activities: Bank overdraft	3,938	
Purchase of equipment	<u>-</u>	
	(1,343)	<u>3</u>
<i>Net change in cash and cash equivalents</i>	(31,089)	(56,312)
Cash at beginning of year	<u>-</u>	<u>56,312</u>
Cash at end of year	\$ (31,089)	-



BALANCE SHEETS FROM THREE PRIOR FISCAL YEARS (2017, 2016, 2015)

VALDEZ CONVENTION & VISITORS BUREAU

BALANCE SHEET

As of December 31, 2017

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
12520006016505745	-3,697.74
Front Desk Cash Register	80.00
VCVB Gaming - FNBA	0.00
VCVB Savings - FNBA	0.00
Total Bank Accounts	\$ -3,617.74
Accounts Receivable	
1200 Accounts Receivable	3,641.24
Allowance for Bad Debt	0.00
Total Accounts Receivable	\$3,641.24
Other Current Assets	
12100 Inventory Asset	6,702.25
1300 Prepaids	-325.23
1499 Undeposited Funds	2.00
Petty Cash	119.34
Security Deposit	0.00
Total Other Current Assets	\$6,498.36
Total Current Assets	\$6,521.86
Fixed Assets	
1610 Accum.Deprec.Office Equipment	4,182.20
Total Fixed Assets	\$4,182.20
TOTAL ASSETS	\$10,704.06
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	26,295.94
Total Accounts Payable	\$26,295.94
Credit Cards	
2050 Credit Card - VISA ACCOUNT 3534	1,268.02
Total Credit Cards	\$1,268.02
Other Current Liabilities	
2100 Payroll Liabilities	7,242.42
2200 Deferred Revenue	35,739.96
Employee Health Insurance/401K	4,270.20
Total Other Current Liabilities	\$47,252.58
Total Current Liabilities	\$74,816.54
Total Liabilities	\$74,816.54
Equity	
1110 Retained Earnings	-63,484.56

	TOTAL
3000 Opening Bal Equity	0.00
Net Income	-627.92
Total Equity	\$ -64,112.48
TOTAL LIABILITIES AND EQUITY	\$10,704.06

VALDEZ CONVENTION & VISITORS BUREAU

BALANCE SHEET

As of December 31, 2016

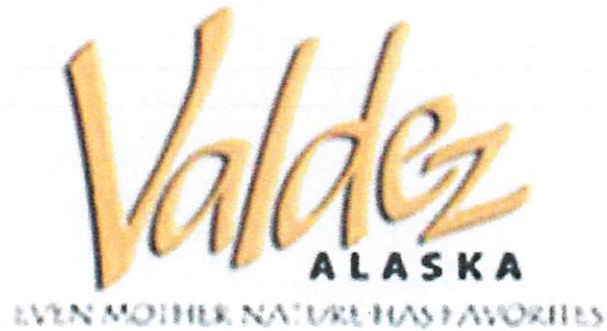
	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
12520006016505745	-13,801.26
VCVB Gaming - FNBA	0.00
VCVB Savings - FNBA	1,954.98
Total Bank Accounts	\$ -11,846.28
Accounts Receivable	
1200 Accounts Receivable	5,632.14
Allowance for Bad Debt	0.00
Total Accounts Receivable	\$5,632.14
Other Current Assets	
12100 Inventory Asset	-1.30
1300 Prepaids	34,968.70
1499 Undeposited Funds	0.00
Petty Cash	245.00
Security Deposit	0.00
Total Other Current Assets	\$35,212.40
Total Current Assets	\$28,998.26
Fixed Assets	
1610 Accum.Deprec.Office Equipment	6,362.12
Total Fixed Assets	\$6,362.12
TOTALASSETS	\$35,360.38
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	38,449.93
Total Accounts Payable	\$38,449.93
Other Current Liabilities	
2100 Payroll Liabilities	9,930.06
2200 Deferred Revenue	30,742.14
Employee Health Insurance/401K	2,416.26
Total Other Current Liabilities	\$43,088.46
Total Current Liabilities	\$81,538.39
Total Liabilities	\$81,538.39
Equity	
1110 Retained Earnings	50,656.89
3000 Opening Bal Equity	0.00
Net Income	-96,834.90
Total Equity	\$ -46,178.01
TOTAL LIABILITIES AND EQUITY	\$35,360.38

VALDEZ CONVENTION & VISITORS BUREAU

BALANCE SHEET

As of December 31, 2015

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
12520006016505745	37,219.85
VCVB Gaming - FNBA	0.00
VCVB Savings - FNBA	20,972.03
Total Bank Accounts	\$58,191.88
Accounts Receivable	
1200 Accounts Receivable	6,217.33
Allowance for Bad Debt	0.00
Total Accounts Receivable	\$6,217.33
Other Current Assets	
1300 Prepays	30,796.00
1499 Undeposited Funds	0.00
Petty Cash	116.82
Security Deposit	0.00
Total Other Current Assets	\$30,912.82
Total Current Assets	\$95,322.03
Fixed Assets	
1610 Accum.Deprec.Office Equipment	8,216.73
Total Fixed Assets	\$8,216.73
TOTAL ASSETS	\$103,538.76
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	13,426.09
Total Accounts Payable	\$13,426.09
Other Current Liabilities	
2100 Payroll Liabilities	9,926.88
2200 Deferred Revenue	29,174.36
Employee Health Insurance/401K	1,788.54
Total Other Current Liabilities	\$40,889.78
Total Current Liabilities	\$54,315.87
Total Liabilities	\$54,315.87
Equity	
1110 Retained Earnings	32,673.99
3000 Opening Bal Equity	0.00
Net Income	16,548.90
Total Equity	\$49,222.89
TOTAL LIABILITIES AND EQUITY	\$103,538.76



CURRENT OPERATING BUDGET 2018 REVENUES OVER EXPENSES

VALDEZ CONVENTION & VISITORS BUREAU

BUDGET OVERVIEW: FY 2018 - FY18 P&L

January - December 2018

	TOTAL	
Income		
3500 City of Valdez		
3501 City of Valdez Grant Funding	446,245.00	
Total 3500 City of Valdez	446,245.00	
3510 Membership		
3511 Pink Membership	4,400.00	
3512 Silver Membership	1,650.00	
3513 King Membership	3,900.00	
3514 Adventure Corridor Membership	2,000.00	
3516A 3516A New Members		50.00
Total 3510 Membership	12,000.00	
3520 Cooperative Advertising		
3520A Print Package	12,200.00	
3520C Print & Digital Package	8,000.00	
3521 VIC Television Ads	400.00	
3522 VCVB Wall Advertising Space	1,550.00	
3522A 50 Fun Things FlipBook	1,500.00	
3524 Vacation Guide Add. Listings	1,200.00	
3525A Show Banner Panel AD	1,500.00	
3526 Vacation Guide Color Ad	27,760.00	
3527 VIC Display Cases	920.00	
3527A Sandwich Board Location	500.00	
3529C Discover Valdez Feature Webpage	500.00	
Total 3520 Cooperative Advertising	56,030.00	
3530 Membership Functions		
3536 Vendor Booths July 4th COV	740.00	
Total 3530 Membership Functions	740.00	
3540 Economic Development Programs		
3542 Oktoberfest and Home Brew	21,756.00	
3900 Retail Income	7,100.00	
Total 3540 Economic Development Programs	28,856.00	
3560 Donations		50.00
3570 Interest Income		10.00
Total Income	\$543,931.00	
Cost of Goods Sold		
50000 Cost of Goods Sold	2,800.00	
Total Cost of Goods Sold	\$2,800.00	
GROSS PROFIT	\$541,131.00	
Expenses		
4000 Payroll Expenses		
4010 Directory Salary	66,445.30	
4011 Services Manager Salary	40,000.00	
4013 Membership Manager Salary	40,000.00	

4020 Seasonal Staff Wages	21,200.00
4030 Employee Health Insurance/401K	31,044.00
4040 Employer Payroll Taxes	18,228.00
4041 Staff Reimbursements	350.00
Total 4000 Payroll Expenses	217,267.30
4050 Insurance	
4051 Liability Insurance	1,710.00
4053 Work Comp	861.00
4055 Board Insurance	1,225.00
Total 4050 Insurance	3,796.00
4100 Operating	
4105 City Garbage/Water/Sewer Fee	600.00
4106 Electric	7,000.00
4107 Heating Fuel	6,000.00
4110 Rent	36,000.00
4111 Building Maintenance	200.00
4130 Communications	
4131 Telephone	2,100.00
4134 Internet	2,800.00
4135 Cell Phone	1,200.00
Total 4130 Communications	6,100.00
4140 Guide Postage; Shipping & Gen. Post	14,000.00
4143 Distribution Services	16,000.00
Total 4140 Guide Postage; Shipping & Gen. Post	30,000.00
4150 Office Supplies	3,000.00
4151 Center Cleaning Fees	1,000.00
4155 Printing/office	1,500.00
Total 4150 Office Supplies	5,500.00
4160 Fees	
4161 Bank Service Charge	250.00
4162 Licenses & Permits	120.00
4163 Subscriptions	1,400.00
4164 Gaming Fees	20.00
4166 Retail Credit Card Fees	1,500.00
Total 4160 Fees	3,290.00
4180 Professional Fees	
4185 Legal Fees	1,000.00
4186 Financial Audit	21,000.00
Total 4180 Professional Fees	22,000.00
Total 4100 Operating	116,690.00
5000 Program of Work	
5100 Advertising	
5129 Social Media Advertising	2,000.00
5130 Internet/Web Sites	3,500.00
5131 Branding	2,000.00
5143 Still and Video Production	12,000.00
5150 Radio & TV	6,000.00
5170 Guides & Magazines	20,000.00

Total 5100 Advertising	45,500.00
5200 Marketing & Promotion	
5230 Public Relations	5,000.00
5231 AK State Planner Lead Purchase	3,500.00
5240 Printing & Production	2,500.00
5244 Fun Thing FlipBook	5,370.00
5246 Valdez Vacation Guide - Annual	65,000.00
5247 Web Site Design/Maintenance	5,000.00
Total 5240 Printing & Production	77,870.00
5250 Trade & Consumer Promotions	
5251 Exhibits	6,000.00
5252 Familiarization Trips	2,000.00
5254 Memberships	900.00
5255 Registration	15,000.00
5256 Sponsorships	1,100.00
Total 5250 Trade & Consumer Promotions	25,000.00
Total 5200 Marketing & Promotion	111,370.00
Total 5000 Program of Work	156,870.00
6000 Travel & Ent	
6100 Lodging	6,500.00
6300 Meals	3,500.00
6400 Transportation	5,000.00
Total 6000 Travel & Ent	15,000.00
7000 Fundraising/Special events	
7200 Annual/Board/Member Mtgs	1,000.00
7300 Oktoberfest and Home Brew	15,745.90
7300N Brewers Guild of Alaska	500.00
Total 7300 Oktoberfest and Home Brew	16,245.90
Total 7000 Fundraising/Special events	17,245.90
7700 Resale	1,000.00
9999A FY end expenses	13,261.80
Total Expenses	\$541,131.00
NET OPERATING INCOME	\$0.00
NET INCOME	\$0.00



PROPOSED 2019 BUDGET INCLUDING REVENUES OVER EXPENSES

VALDEZ CONVENTION & VISITORS BUREAU

BUDGET OVERVIEW: FY 19 VCVB OPERATING BUDGET - FY19 P&L

January - December 2019

	TOTAL
Income	
3500 City of Valdez	
3501 City of Valdez Grant Funding	446,245.11
Total 3500 City of Valdez	446,245.11
3510 Membership	
3511 Pink Membership	4,400.00
3512 Silver Membership	1,650.00
3513 King Membership	3,900.00
3514 Adventure Corridor Membership	2,000.00
3516A 3516A New Members	50.00
Total 3510 Membership	12,000.00
3520 Cooperative Advertising	
3520A Print Package	12,200.00
3520C Print & Digital Package	8,000.00
3521 VIC Television Ads	400.00
3522 VCVB Wall Advertising Space	1,550.00
3522A 50 Fun Things FlipBook	1,500.00
3524 Vacation Guide Add. Listings	1,200.00
3525A Show Banner Panel AD	1,500.00
3526 Vacation Guide Color Ad	27,760.00
3527 VIC Display Cases	920.00
3527A Sandwich Board Location	500.00
3529C Discover Valdez Feature Webpage	500.00
Total 3520 Cooperative Advertising	56,030.00
3530 Membership Functions	
3536 Vendor Booths July 4th COV	740.00
Total 3530 Membership Functions	740.00
3540 Economic Development Programs	
3542 Oktoberfest and Home Brew	
\$5 Raffle Ticket (book)	480.00
2017 Shirts - Long Sleeve White	673.95
AK Air Raffle Tickets	1,460.00
Bar Cash for Tills	1,200.00
Bar Sales	1,602.00
Beer Stein Hoist Comp Fee	185.00
Beer Ticket 16Pack	799.40
Home Brew Entry Registrations	430.00
Post Event Glass Sales	20.00
Post Event TShirt Sales	20.00
Single \$5 Raffle Tickets	110.00
Sponsor - City of Valdez	500.00
Sponsor- Beer Glass	3,000.00
Sponsor- BrewMaster	500.00

Tickets Gen.Adm. - Online	942.86
Tickets Gen.Adm. - ARG	630.00
Tickets Gen.Adm. - Event Night	1,440.00
Tickets Gen.Adm. - VCVB	180.00
Tickets TR Combo - ARG	2,145.00
Tickets TR Combo - Event Night	3,575.00
Tickets TR Combo - Online	878.68
Tickets TR Combo - VCVB	715.00
Tickets TRoom Only Single Tkt	270.00
Total 3542 Oktoberfest and Home Brew	21,756.89
3900 Retail Income	
Coins - Bear	40.00
Event - Fish Derby T Shirt	10.00
Event - Fly In - Baseball Caps	50.00
Event - Fly In - Magnet	20.00
Event - Fly In - T-Shirts	50.00
Gift Bag	60.00
HeliArt - Fridge Magnet	20.00
HeliArt - Iron On Patch	20.00
HeliArt - Sticker	20.00
Magnet - LRG - Valdez Graphic Wrap	20.00
Magnet - Sm - Valdez Graphic Wrap	20.00
Postcards	300.00
Promotional Use - Staff Shirts	-325.00
Promotional Use Only	-442.00
Salmon - Original	410.00
Salmon - Pepper	615.00
Salmon - Terriyaki	1,839.00
Staff Discount	-31.00
TShirts	1,100.00
V Logo Thumb drives 256mb	33.00
Valdez Coffee Mug 10oz	100.00
Valdez Gold Pins	300.00
Vintage Map	100.00
Total 3900 Retail Income	4,329.00
Total 3540 Economic Development Programs	26,085.89
3560 Donations	20.00
3570 Interest Income	10.00
Total Income	\$541,131.00
Cost of Goods Sold	
50000 Cost of Goods Sold	2,778.21
Inventory Shrinkage	10.00
Total Cost of Goods Sold	\$2,788.21
GROSS PROFIT	\$538,342.79
Expenses	
4000 Payroll Expenses	
4010 Directory Salary	66,445.30
4011 Services Manager Salary	40,000.00
4013 Membership Manager Salary	40,000.00

4020 Seasonal Staff Wages	21,015.90
4030 Employee Health Insurance/401K	33,000.00
4040 Employer Payroll Taxes	18,228.00
4041 Staff Reimbursements	350.00
Total 4000 Payroll Expenses	219,039.20
4050 Insurance	
4051 Liability Insurance	1,660.00
4053 Work Comp	799.00
4055 Board Insurance	1,542.00
Total 4050 Insurance	4,001.00
4100 Operating	
4105 City Garbage/Water/Sewer Fee	595.60
4106 Electric	6,390.15
4107 Heating Fuel	5,697.25
4110 Rent	36,000.00
4113 Wall Ad Panels - VCVB Only	25.00
4130 Communications	
4131 Telephone	2,192.02
4134 Internet	3,036.45
4135 Cell Phone	1,344.69
Total 4130 Communications	6,573.16
4140 Guide Postage; Shipping & Gen. Post	10,000.00
4143 Distribution Services	13,000.00
Total 4140 Guide Postage; Shipping & Gen. Post	23,000.00
4150 Office Supplies	3,000.00
4151 Center Cleaning Fees	942.58
4155 Printing/office	2,192.24
Total 4150 Office Supplies	6,134.82
4160 Fees	
4161 Bank Service Charge	500.00
4162 Licenses & Permits	120.00
4163 Subscriptions	1,800.00
4166 Retail Credit Card Fees	1,100.00
Total 4160 Fees	3,520.00
4180 Professional Fees	
4183 Accounting & Contractor Fees	8,065.21
4186 Financial Audit	16,000.00
Total 4180 Professional Fees	24,065.21
Total 4100 Operating	112,001.19
5000 Program of Work	
5100 Advertising	
5110 Advertising	15.00
5129 Social Media Advertising	6,000.00
5130 Internet/Web Sites	8,166.81
5131 Branding	3,000.00
5150 Radio & TV	6,000.00
5170 Guides & Magazines	15,880.00
Total 5100 Advertising	39,061.81

5200 Marketing & Promotion	
5231 AK State Planner Lead Purchase	3,500.00
5240 Printing & Production	1,500.00
5244 Fun Thing FlipBook	5,370.00
5246 Valdez Vacation Guide - Annual	65,000.00
5247 Web Site Design/Maintenance	5,000.00
Total 5240 Printing & Production	76,870.00
5250 Trade & Consumer Promotions	
5251 Exhibits	5,580.00
5252 Familiarization Trips	2,000.00
5254 Memberships	900.00
5255 Registration	4,500.00
5256 Sponsorships	1,000.00
Total 5250 Trade & Consumer Promotions	13,980.00
Total 5200 Marketing & Promotion	94,350.00
Total 5000 Program of Work	133,411.81
6000 Travel & Ent	
6100 Lodging	4,000.00
6300 Meals	3,500.00
6400 Transportation	6,500.00
Total 6000 Travel & Ent	14,000.00
66900 Reconciliation Discrepancies	1.00
7000 Fundraising/Special events	
7200 Annual/Board/Member Mtgs	1,000.00
7300 Oktoberfest and Home Brew	
7300A Event Entertainment	1,250.00
7300B Event Ticketing/Printing	385.40
7300C Event Catering	4,500.00
7300D Insurance & Event Permit	50.00
7300E Event - Tasting Room supplies	200.00
7300F Event - Annual Beer Glass	1,500.00
7300G Event - Decor/Miscellaneous	1,000.00
7300I Event Prize Money	3,000.00
7300J Event Advertising	790.00
7300K Event Room Rental	355.24
7300M Cash Float - Bar & Entry Regist	1,200.00
7300N Brewers Guild of Alaska	500.00
Brewery Misc.	157.95
Total 7300 Oktoberfest and Home Brew	14,888.59
Total 7000 Fundraising/Special events	15,888.59
9999A FY end expenses	40,000.00
Total Expenses	\$538,342.79
NET OPERATING INCOME	\$0.00
NET INCOME	\$0.00

PROGRAM INFORMATION

ORGANIZATION NAME: VALDEZ CONVENTION & VISITORS BUREAU

Program Title: TOURISM MARKETING & ADVERTISING OF THE CITY OF VALDEZ

Complete section below. Limit comments to this page.

1. Summarize the program you are proposing. (You will provide the details in the scope of services form.)

Design and implementation of destination marketing program to encourage travel to Valdez as a year-round destination.

2. Briefly, but specifically, describe why the program to be funded under this proposal is needed and how it will benefit the Valdez community. Is this a new or existing program? How have you determined the need for your program?

This is not a new program. The marketing of Valdez as a destination is essential to maintain and grow the tourism industry in our community. In 2018 we will continue these efforts by not only retaining successful programs, but by developing new programs that will allow the origination to reach more targets. Our continued mission will preserve Valdez on the itineraries of groups and independent travelers and draw others to Valdez benefiting our local economy. The benefits of a healthy tourism industry provides jobs throughout the community, increases revenues for local businesses, and allows an assortment of activities for local residents to enjoy

3. Is this program year-round, seasonal, or a one-time event? YEAR-ROUND
Schedule: Beginning date: 01/01/2019 Ending date: 12/31/2019

4. Estimated number of people to be served by this program?
Provide formula for estimate:

All residents and connected businesses benefit from a strong tourism industry in Valdez. The spending of visitor's dollars and then those dollars in turn being spent in the community.

5. Target population served: (ie: youth, adult, Senior Citizens, disadvantaged, etc.)

The potential travelers to Valdez are multi-generational. The effects of the program serve all the business and residents of Valdez.

6. Is membership in your organization required for participation: Yes X No

7. Fee to participant: Member \$ 200-4000 Non-Member \$ n/a

8. Number of paid program staff: Full-time 3 Part-time Temporary 5

ORGANIZATION NAME: VALDEZ CONVENTION & VISITORS BUREAU
Program Information (continued)

9. Volunteer Services Information:

Number of volunteers:	Actual 2016	<u>10</u>
	Actual 2017	<u>15</u>
	Anticipated 2018	<u>15</u>
	Estimated 2019	<u>15</u>

Source of volunteers (parents, members, professionals, others):

Members, Businesses, Residents of Valdez

Types of services provided by volunteers:

Assisting with events, program development serving on the Board of Directors and associated committees

10. Where will you operate this program? What facilities?

The business office and Visitors Information Center is located on Fairbanks Drive. Sales activities take place in Alaska and across the US.

11. What is the specific impact on your program if City funding is available at the following percentages of your request?

75% REDUCTION IN STAFFING, NO SEASONAL/TEMPORARY EMPLOYMENT
CANCELLATION OF ALL PROGRAMS LIMITED HOURS OF OPERATION

50% NO MARKETING & ADVERTISING, 1 STAFF MEMBER TO MANAGE THE GUIDE
RELOCATE DUE TO OPERATIONAL COSTS WON'T BE COVERED

25% ONLY THE VACATION GUIDE PRODUCTION NO CENTER OPENED AT ALL

0% CLOSE BUSINESS

12. The City is prohibited from contracting with businesses or persons that violate the Americans with Disabilities Act (ADA). What methods does your organization employ to comply with the requirements of ADA?

Our Visitors Information Center has ramp access for guests and an accessible rest room facility.
The VCVB building is spacious and open allowing guests with disabilities plenty of room to move around freely.

ORGANIZATION NAME: VALDEZ CONVENTION & VISITORS BUREAU
Program Information (continued)

13. Any other comments you would like to make about your program?

"Tourism is an essential piece of the Valdez economy and ideally will grow to be a larger part of our communities economic base.

In order to have our businesses stabilize and grow we need to ensure that Valdez is active and competitive in the marketplace as travelers' research and think about Alaska.

Simply stated:- It is the State of Alaska's task to plant the seed of Alaska as a destination and convert perspective travelers to committed travelers.- It is the community of Valdez's job, via VCVB, to take those committed Alaskan travelers and ensure that they include Valdez in their Alaska itinerary.- It is the businesses of Valdez's job to take those travelers that VCVB has reached out to and convert/book that business.

Without the second step, ensuring that Valdez is included in a traveler's journey, our community will easily be overlooked and oversold by other destinations in Alaska. Generic marketing for Valdez is essential for our tourism industry. The VCVB will work with the State of Alaska and other regions in Alaska to leverage marketing dollars. By doing this we will use funds as efficiently as possible to attract new and returning visitors.

In the past we have been asked to write a plan and budget that is necessary to market the community of Valdez, not a budget that is based on the available Accommodations Tax. For 2019 we have taken the approach of continuing with successful programs, whilst spending the next 12 months researching and developing niche markets to separate Valdez from the rest of Alaska, creating value to the community. In addition, the VCVB will be working more closely with Ports & Harbor Dept, and the Economic Development Dept, creating diversity within our areas that adds further value to the community of Valdez.

Therefore, no additional funding will be required as in the past.

The 2019 programs being implemented by the VCVB can be found in the Scope of Services within this application.

ORGANIZATION NAME: VALDEZ CONVENTION & VISITORS BUREAU

OPERATING EXPENSES OF PROPOSED PROGRAM

(Budget Form #1)

<u>Program Expenses:</u>	<u>Budget</u>	<u>Breakdown</u>
PERSONAL SERVICES:	\$ <u>219,039.20</u>	
Salaries/wages		\$ 167,461.20
Employee benefits		\$ 51,578.00
Other: _____		\$ _____
CONTRACTUAL SERVICES:	\$ <u>29,803.45</u>	
Reproduction/copying		\$ 2,192.24
Equipment rental		\$ 0.00
Data processing		\$ 0.00
Dues/subscriptions		\$ 1,800.00
Contractual services		\$ _____
Professional fees & services		\$ 24,065.21
Other: <u>Cred/DebitFees/BankFees/Misc Fees</u>		\$ <u>1,746.00</u>
OTHER SERVICES:	\$ <u>187,167.37</u>	
Volunteer services		\$ 1,000.00
Communications/postage		\$ 29,573.16
Printing		\$ 76,870.00
Advertising/promotion		\$ 53,041.81
Electricity		\$ 6,390.15
Heating		\$ <u>5,697.25</u>
Travel/transportation		\$ 14,000.00
Other: Garbage, Water Sewer		\$ <u>595.60</u>
COMMODITIES:	\$ <u>6,443.17</u>	
Clothing		\$ 0.00
Office supplies		\$ 6,134.82
Building maintenance		\$ 308.35
Operating supplies		\$ _____
Parts & supplies - equipment		\$ _____
OTHER CHARGES/EXPENSES:	\$ <u>95,889.60</u>	
Insurance		\$ 4,001.00
Contingencies		\$ 40,000.00
Training		\$ 0.00
Rent		\$ <u>36,000.00</u>
Capital equipment		\$ _____
Office equipment		\$ 0.00
Other expenses: <u>Fundraising Expenses</u>		\$ <u>15,888.59</u>
TOTAL COST FOR OPERATION OF THIS PROGRAM:	\$ <u>538,342.79</u>	

ORGANIZATION NAME: VALDEZ CONVENTION & VISITORS BUREAU

FUNDING SOURCES FOR PROPOSED PROGRAM (Budget Form #2)

This program budget covers the period of January 1, 2019 **to** December 31, 2019

<u>SOURCES OF PROGRAM FUNDING</u>	<u>GOAL AMOUNT</u>	<u>%</u>	<u>COMMITTED (Y/N)</u>
Parent Organization	\$ 0.00		N/A
Gifts and Contributions	\$ 0.00	0%	N
Membership Dues	\$ 12,000.00	2%	Y (Prepaid FY18)
Fees & charges to participants	\$ 56,030.00	10%	Y (Prepaid FY18)
Private sector grants (specify source and date of award)			
_____	\$ _____	0%	N
-	\$ _____	0%	N
_____	\$ _____	0%	N
Fundraisers (specify major fundraising events/programs)			
<u>Oktoberfest</u>	\$ <u>21,756.89</u>	4%	N
<u>Retail Sales & Misc Income</u>	\$ <u>2,310.79</u>	1%	N
_____	\$ _____	%	N
Subtotal of Financial Support for this program:	\$ <u>92,097.68</u>	<u>17%</u>	N
Supplemental Funding Requested from City of Valdez:	\$ <u>446,245.11</u>	<u>83%</u>	N
<u>TOTAL FUNDING FOR OPERATION OF THIS PROGRAM:</u>	\$ <u>538,342.79</u>	100%	N

NOTE: Projected program financial support should meet or exceed projected program expenditures. If not, you must provide an explanation. If the financial support is projected to exceed the expenditures by a substantial amount, please provide an explanation as to why grant funds are being requested for this program.

ORGANIZATION NAME: VALDEZ CONVENTION & VISITORS BUREAU

SCOPE OF SERVICES

Timeline OUTCOMES for 2019 (What do you plan to accomplish in 2018 - be specific)

PLEASE REFER TO ATTACHED DOCUMENTATION.

Attach additional pages if necessary

Definition: Outcome - End product or result accomplished.

2019

Valdez

ALASKA

EVEN MOTHER NATURE HAS FAVORITES!

2019 Scope of Services

Caeli Buys

Interim

Executive Director

Valdez Convention & Visitors Bureau

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i. MISSION STATEMENT

The Valdez Convention & Visitors Bureau (VCVB) is a highly entrepreneurial organization that collaborates and partners with municipal, community and business organizations to promote Valdez as the preferred travel destination within Alaska.

Valdez's location, picturesque setting, outstanding fishing, world class snow sports, spectacular glacier and flightseeing tours, excellent hotels and meeting space, cultural attractions and variety of retailing and restaurant experiences offer value driven experiences.

Capitalizing on the resources that Valdez has to offer is at the core of the Valdez Convention & Visitors Bureau mission. What sets the organization apart is its innovative and entrepreneurial approach to driving economic impact in our region.

ii. 2019 OBJECTIVES

- Increase interest in Valdez as a travel destination and inspire a desire to visit.
- Strengthen brand identity and top-of-mind awareness.
- Conduct a multi-pronged marketing campaigns aimed at the highest potential visitors.
- Generate marketing leads and requests for trip-planning information.
- Select cost-effective media that supports the overall goal of attracting a diverse mix of visitors and travel types.
- Encourage residents, and their visiting friends and relatives, to experience Valdez business offering by providing travel-planning information.
- Continue Adventure Corridor marketing efforts that increase revenue dollars as well as pursue partnerships with other business along the highways (Richardson & Glenn).
- Provide tools and information to Valdez businesses to enhance individual marketing efforts.
- Drive traffic to the main Tourism website valdezalaska.org.
- Drive traffic to the new marketing website: DiscoverValdezAlaska.org

iii. MARKET POSITIONING

Position:

Highest potential visitors:

1. Disposable income – age 21 & over.
2. Be a high-income earner
3. Retiree with disposable income.

Demographic Target Market

45 – 65-year old's

Affluent

Married

College Educated

Frequent Travelers

Maintain Current Target Markets :

Adventure Travelers & Highway Travelers.

iv. ADVERTISING

Print, Internet & Social Media

a. Print:

Fish Alaska; Travel Guide; State of Alaska Travel Planner; Alaska Coast Magazine & the Valdez Vacation Guide.

b. Internet:

ValdezAlaska.org; DiscoverValdezAlaska.org; Valdez Mobile APP.

c. Social Media:

Facebook; Twitter; Pinterest; Instagram; You Tube
Increase Member & Community Live Feed Campaigns.

Continue with Hashtag and Campaigns:

#WeCantWaitToMeetYou
#ValdezHeliSkiBoardRepeat
#ScubaDivingValdezAK

Add more common hashtags like:

#Fishing #Skiing etc.

v. MARKETING

Media; Lead Programs; Shows; Distribution

a. Media:

Update Journalist Media Kit 2019

b. Lead Programs:

Direct business lead generator from website (valdezalaska.org); continue with the State Planner (ATIA lead program) and the Anchorage Bingo Lead Program.

c. 2019 Shows (Consumer):

Quartzite RV Outdoor Show - Arizona

Great Alaskan Sportsman Show (Anchorage)

Outdoor Sportsman Show (Fairbanks)

d. Distribution:

Anchorage Distribution Company – (Guide) West & South Region; all consumer shows.

Gold City Distribution – (Guide) Interior and East.

PR Distribution Services – Yukon & Canada

Northern Distribution Services – (50 Fun Book) – all regions within Alaska

Valdez Information Center

Distribute to consumers/buyers at all Consumer and Trade Shows - all Guides & Fun Book.

Bellingham WA – Guide Distribution at Ferry Terminal.

AAA- Chattanooga, TN

AAA Hoosier Motor Club- Indianapolis, IN

Houston Chamber of Commerce- BC, CANADA

vi. PRODUCT DEVELOPMENT

Vacation Guide; Fun Book

2020 Valdez Vacation Guide:

- a. Decrease Guide print down to 80,000 copies, due to Digital Guide increasing
- b. Keep the thicker stock cover with gloss overlay.
- c. Logo will stay the same until City of Valdez updates their Logo.
- d. Print 15,000 Area Guide Maps in house for local business distribution.

Update to 2019 Valdez Vacation Guide creative development:

- a. The 2019 Guide has increased page numbers from 48 to 52 pages.
- b. The 2019 Guide now includes a double page feature for City Events and where able to fit into design CSO Festivals – which that includes imagery.
- c. The 2019 Guide now includes a single page (due to limited space) Titled “Relocating to Valdez”
- d. The 2019 Guide has changed out the Civic Center Advertisement (as cancelled by the Civic Center), and replaced with an Advertisement for the City of Valdez Ports & Harbor Department with a lead sheet. This page is perforated.

50 Fun Things to do in Valdez to be changed:

- a. Continue to sell advertising space to generate another source of income.
- b. Change the layout of the flipbook – 25 fun things to do in the front half of the book, and the balance to contain festivals/events with content and imagery.
- c. Distribute at Consumer and Trade Shows; local; and throughout Alaska.

vii. TRADE

National; International; FAM Tours

National:

IPW – International POW WOW

ATIA – Alaska Travel Industry Association Annual Conference

IPW – A trade industry buyer meeting opportunity for Valdez to sell to International buyers. Face to face meetings are conducted over 3 days. The largest industry opportunity each year.

International:

IPW (same as above)

FAM TOURS:

Buyer and Media FAM (Familiarization) Tours to Valdez is ongoing. All buyers and media are qualified before participation. The VCVB engages the business community to provide opportunities for their services/product exposure.

- a) Current 2019 Schedule: in review with Thompson PR.
- b) VCVB is available to assist the City of Valdez on all Cruise Ship arrivals. In addition, to providing assistance in education FAMS for Cruise Ship companies.

viii. COMMUNITY

- All non-profit community partner events are promoted as per the VCVB mission, at the center both verbal by staff and the notice board within the center; including social media.
- Event schedules are available now on the Mobile APP, and still maintained in the guide and the main website.
- The VCVB will continue to assist in the July 4th Vendor Street Block Party. The VCVB manages the registration paperwork, including referring food vendors to the DEC to obtain permits, and marks out the Vendors booth positions the evening before.
- The VCVB will continue the responsibility of coordinating the Most Patriotic Business Award during July 4th celebrations. This responsibility was taken on in 2018.
- Cruise Ship Preparedness: The VCVB will continue to provide assistance to the City of Valdez Ports & Harbor Team during Cruise Ship preparedness.

viii. REVENUE DEVELOPMENT

- Continue to research income retail souvenir product streams for cost effectiveness in sell through to Visitors.
- Maintain labelling "Created & Designed in Valdez, Alaska USA)
- Continue to provide Members with marketing and advertising programs that support their business.



BALANCE SHEET AND PROFIT & LOSS AS OF 06/30/2018

VALDEZ CONVENTION & VISITORS BUREAU

BALANCE SHEET

As of June 30, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
12520006016505745	140,483.99
Front Desk Cash Register	80.00
VCVB Gaming - FNBA	20.00
VCVB Savings - FNBA	0.00
Total Bank Accounts	\$140,583.99
Accounts Receivable	
1200 Accounts Receivable	17,380.79
Allowance for Bad Debt	0.00
Total Accounts Receivable	\$17,380.79
Other Current Assets	
12100 Inventory Asset	9,137.23
1300 Prepaids	-325.23
1499 Undeposited Funds	3,493.00
Petty Cash	119.34
Security Deposit	0.00
Total Other Current Assets	\$12,424.34
Total Current Assets	\$170,389.12
Fixed Assets	
1610 Accum.Deprec.Office Equipment	4,182.20
Total Fixed Assets	\$4,182.20
TOTAL ASSETS	\$174,571.32
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	-31,779.14
Total Accounts Payable	\$ -31,779.14
Credit Cards	
2050 Credit Card - VISA ACCOUNT 3534	33,506.63
Total Credit Cards	\$33,506.63
Other Current Liabilities	
2100 Payroll Liabilities	10,263.89
2200 Deferred Revenue	35,739.96
Direct Deposit Payable	0.00
Employee Health Insurance/401K	4,270.20
Total Other Current Liabilities	\$50,274.05
Total Current Liabilities	\$52,001.54
Total Liabilities	\$52,001.54
Equity	

	TOTAL
1110 Retained Earnings	-64,112.48
3000 Opening Bal Equity	399.48
Net Income	186,282.78
Total Equity	\$122,569.78
TOTAL LIABILITIES AND EQUITY	\$174,571.32

VALDEZ CONVENTION & VISITORS BUREAU

PROFIT AND LOSS

January - June, 2018

	TOTAL
Income	
3500 City of Valdez	366,245.10
3510 Membership	9,250.00
3520 Cooperative Advertising	40,870.00
3530 Membership Functions	-677.38
3540 Economic Development Programs	1,487.17
3560 Donations	1.67
3570 Interest Income	13.47
3580 Refunds & Reimbursements	4,112.00
Sales	-1,850.72
Square Sales All products	30,161.32
Uncategorized Revenue	4.00
Total Income	\$449,616.63
Cost of Goods Sold	
50000 Cost of Goods Sold	349.52
Inventory Shrinkage	-5.02
Total Cost of Goods Sold	\$344.50
GROSS PROFIT	\$449,272.13
Expenses	
4000 Payroll Expenses	104,068.09
4050 Insurance	3,333.00
4100 Operating	66,844.89
5000 Program of Work	76,560.59
6000 Travel & Ent	7,092.44
7000 Fundraising/Special events	1,097.19
7700 Resale	650.17
9998 Refunds/Reimbursement Expenses	348.52
9999 Void Checks (Error in Printing)	0.00
Reimbursements	2,986.26
Square Fees	8.54
Total Expenses	\$262,989.69
NET OPERATING INCOME	\$186,282.44
Other Expenses	
Reconciliation Discrepancies-1	-0.34
Total Other Expenses	\$ -0.34
NET OTHER INCOME	\$0.34
NET INCOME	\$186,282.78