



# 2017 Annual Meeting State of the Chamber Address



The mission of the  
Seward Chamber of Commerce, CVB  
is to promote and support our members in  
maintaining a diversified economy and  
positive business and living environment in  
the Greater Seward area.



# 2017 Board – Looking Forward

- Susan Urbach, President
- Carole Tallman, Vice President
- Melissa Schutter, Treasurer
- Nici Murawsky
- Von Terry
- Shelly Shank
- James Mitchell
- Ron Wille
- Brenda Ballou

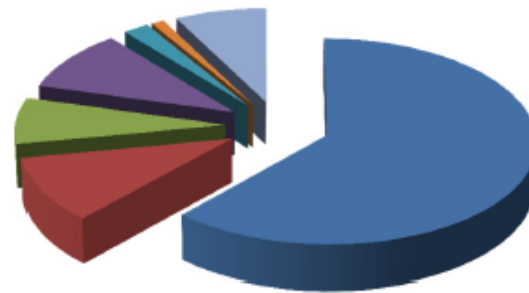






# Who Are We?

Member Level	#
1-4 employees	227
5-9 employees	38
Chamber/CVB	27
Corporate	36
EcDev Partners	8
Individuals	4
Non-Profit	28



- 1-4 employees
- 5-9 employees
- Chamber/CVB
- Corporate
- EcDev Partners
- Individuals
- Non-Profit

# Partners (Sponsors)

Additional revenue assists Chamber in

- Representing the Seward business community
  - At City Council & Borough Assembly meetings
  - Regional Board - KPTMC
- Maintaining Visitor Center
- Growing membership services
- Attracting media coverage

# Seward.com

*Alaska Starts Here.®*



**WELLS  
FARGO**



*Major,*  
**MARINE TOURS**





## Creating A Strong Economy

- Meetings with Seattle Partners
  - Marine Transportation
  - Cruise Industry
- 2017 Seward Economic Growth Plan (SEGP)
  - Alternative & Energy Efficiency Group
  - SMIC (Seward Marine Industrial Center)



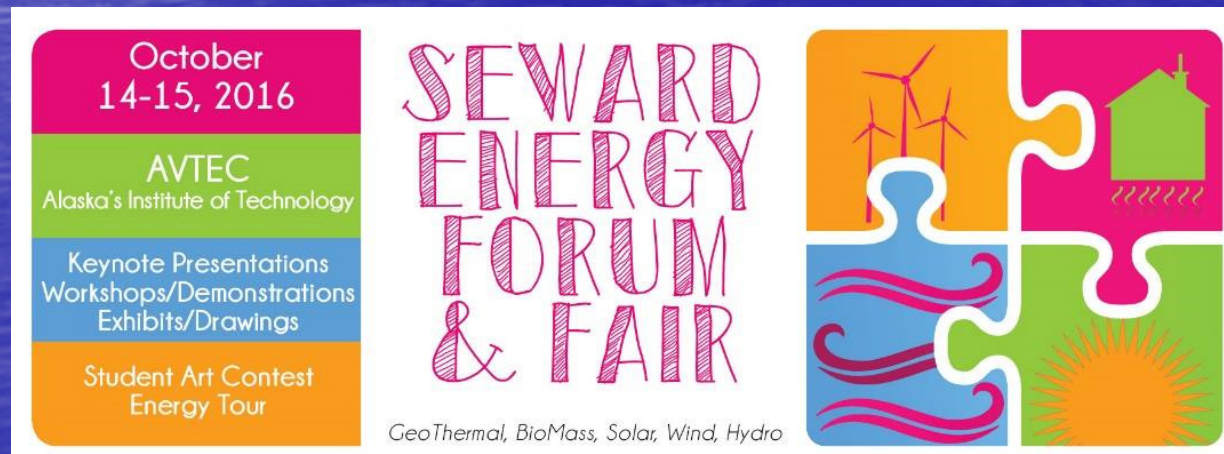
# Creating A Strong Economy

- Industry Shows
  - Pacific Marine Expo
- Partnerships
  - Alaska State Chamber
  - Kenai Peninsula Tourism Marketing Council
  - Alaska Travel Industry Association
- Scholarship Program



# Advocating for Business

- Legislative Advocacy
  - Inform Members & Encourage Testimony
- Testimony at Local, State, Federal levels
- Meet the Candidates Forum





## Inform & Educate



# Membership Services

- ▶ Membership Luncheons
  - Business Tools
  - Industry Forecasts
  - Partnership Opportunities
  - Project Updates
  - Interact w/Elected Officials
- ▶ E-News
  - Marketing & Training Opportunities
  - Chamber Program Updates



# Membership Services

- ▶ After Five Events
- ▶ Luncheon Sponsorship
- ▶ Marketing Opportunities
  - Co-Op Advertising
  - Trade Show Buy-in
  - Web Display Ads
- ▶ Business Referrals
- ▶ Educational Workshops



Kris Harris, Member Agent

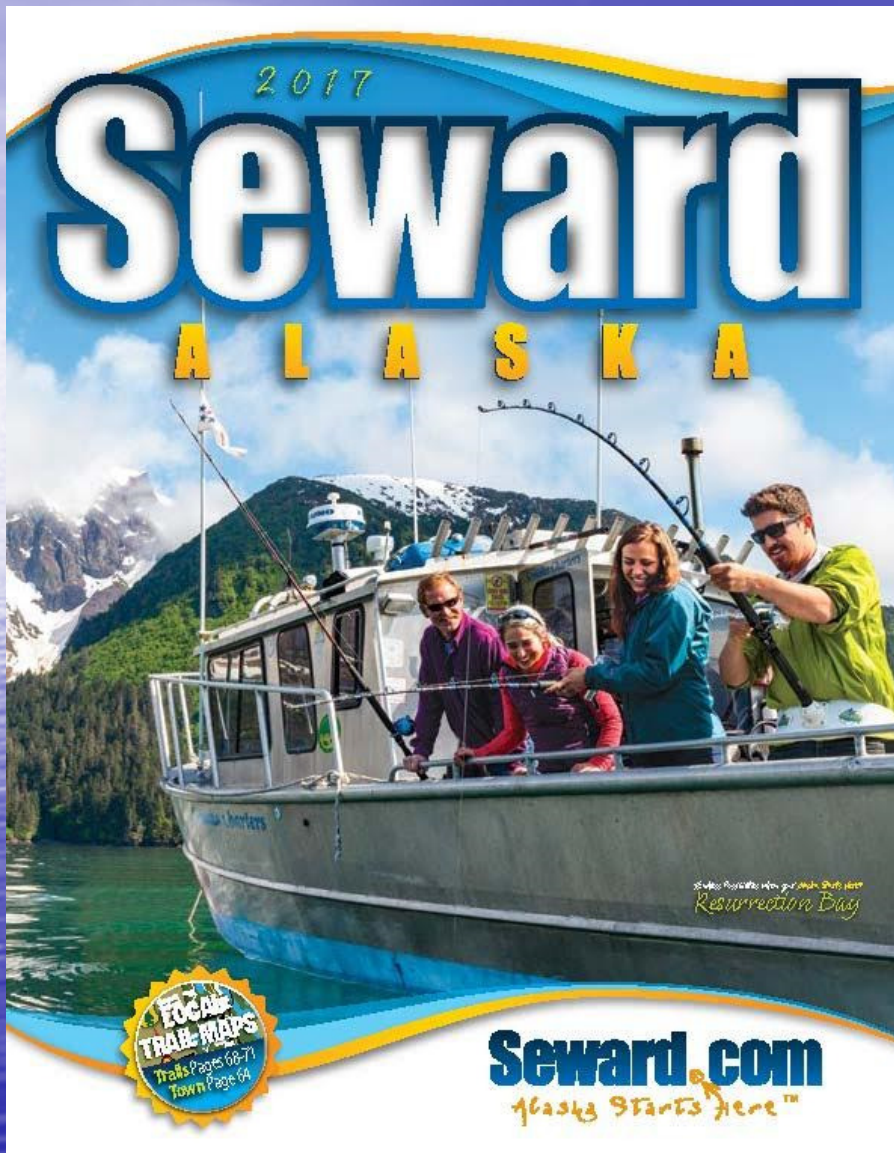
# Promoting the Community

\$ 83K in web & print ad sales ^

150K electronic viewers

90,000 printed & distributed

- AK Visitor Centers
- Anchorage Visitor Sites
- Cruise Lines
- INFOX - Travel Agents



# Promoting the Community

## Our Website



- ▶ Updated in 2016
- ▶ 100% Mobile Compatible & Responsive
- ▶ 80 % are New Visitors
- ▶ Maintains a High Search Engine Ranking
- ▶ New, Larger Server for 2017



# Promoting the Community

## Signature Events

- ▶ Military Appreciation
- ▶ Halibut Tournament
- ▶ July 4<sup>th</sup> Fireworks
- ▶ Mount Marathon Race
- ▶ Silver Salmon Derby

# Military Appreciation Picnic



# Halibut Tourney



# Mt. Marathon Race® 4<sup>th</sup> Festival

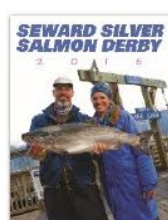


# Silver Salmon Derby®



Mike Hanson 16.22 lb Coho 1<sup>st</sup> Place

# Seward Chamber of Commerce Event Guide Advertising Special



Yvette Galbraith, Alaska Marketing Consultants, is now our official Ad Agent. Not only updating and strategically placing our print and online ads, but by keeping our Signature Event Guides “in house” we are in control of the content and distribution.

*Jackie Marshall*

# Seward.com

Alaska Starts Here.

**World-class Fishing**

**Hiking**

**Dog Sledding**

**Kayaking**

**Sailing**

**Camping**

**Wildlife**

**Glacier Viewing**



Visit Seward@  
Seward.com

**Seward Chamber of Commerce & CVB**  
**PO Box 749 Seward, AK 99664 907-224-8051**

# Promoting the Community



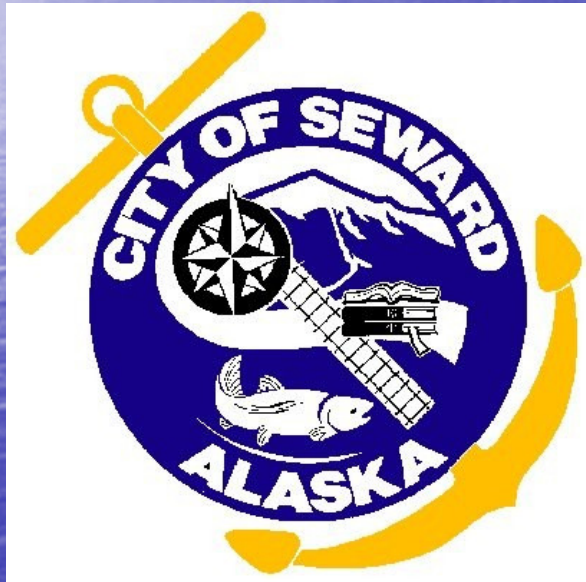
- ▶ Anchorage
- ▶ Fairbanks
- ▶ Mat-Su
- ▶ Partner with KPTMC
- ▶ Seattle
- ▶ Denver

GeNeil Flaherty, Events Coordinator



# Promoting the Community

## Contract Marketing



### ► City of Seward

Annual Contract:

The Chamber is the  
Marketing Arm  
of the City



KENAI PENINSULA TOURISM MARKETING COUNCIL

## **Primary Tourism Taxable Sales**

- Sightseeing Tours By Water  
and Fishing Charters
- Land Tours
- Car Rentals
- Travel Agencies
- Tour Operators
- Restaurants
- Accommodations
  - Hotels
  - Bed and Breakfasts
  - RV Parks





KENAI PENINSULA TOURISM MARKETING COUNCIL

**KPB 2<sup>nd</sup> and 3<sup>rd</sup> Primary Tourism Sales 2016**

**\$175 Million**

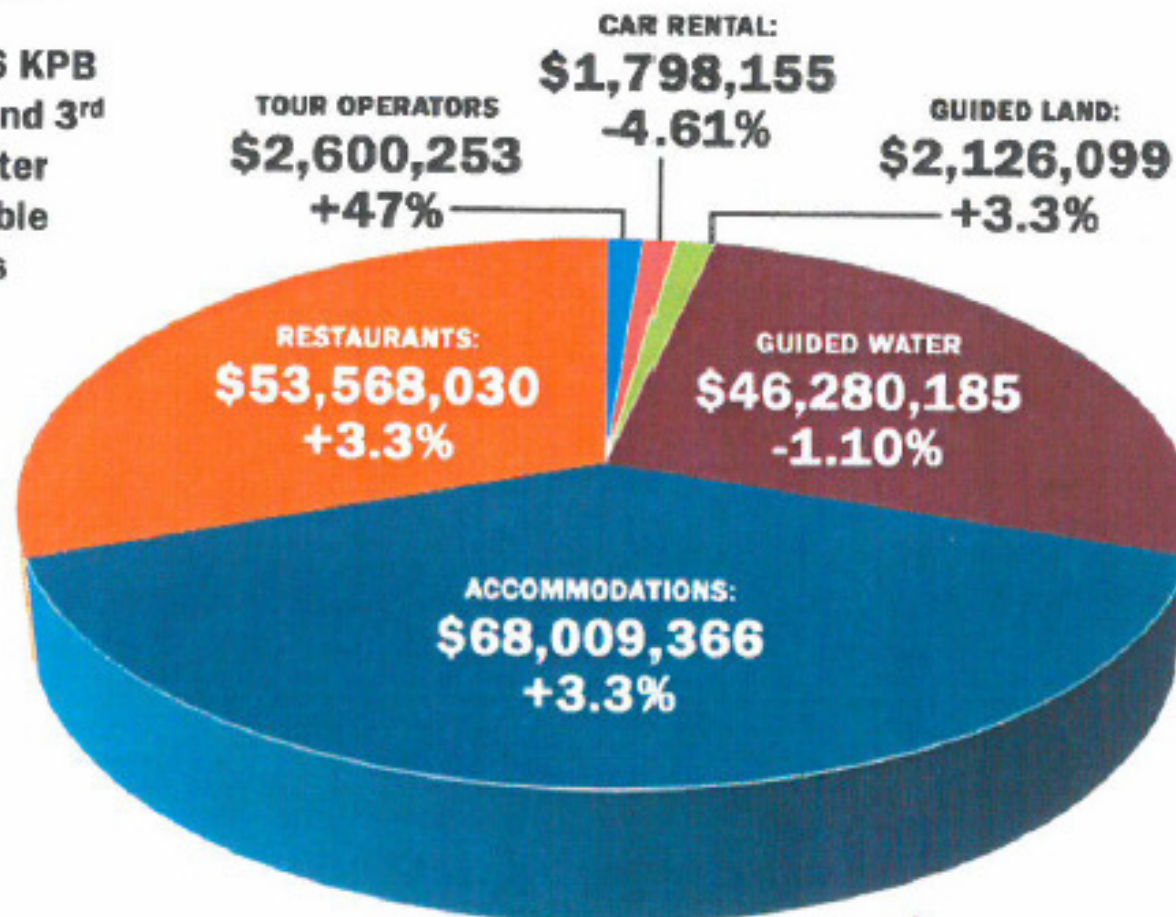
**1.7% Increase over 2015**





## KENAI PENINSULA TOURISM MARKETING COUNCIL

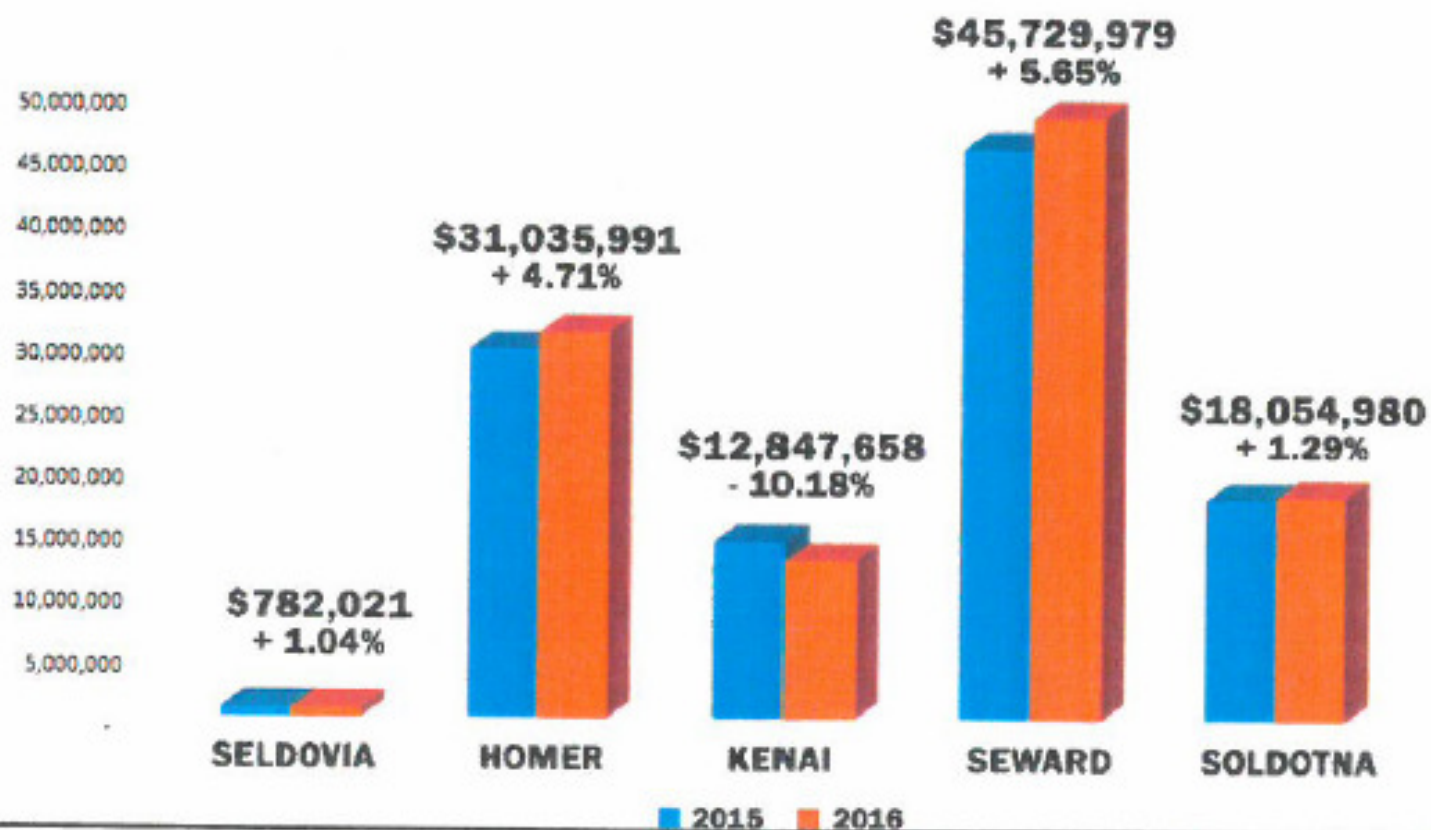
**2016 KPBC  
2<sup>nd</sup> and 3<sup>rd</sup>  
Quarter  
Taxable  
Sales**





## KENAI PENINSULA TOURISM MARKETING COUNCIL

### KPB 2<sup>nd</sup> and 3<sup>rd</sup> Primary Tourism Sales 2016



# Alaska Outlook

- Alaska is a long-haul destination requiring more time and money to visit than the average U.S. destination.
- Budget for state marketing has declined to lowest of any state.
- Cruisers account for about 48% of visitors, air 47% and highway/ferry 4%.
- Growth is projected in 2017 due to increase in air service and cruise ship berths.

# Travel Trends

## Changing distribution system



# Travel Trends

Desire for experiential travel



All photos State of Alaska/Michael DeYoung except as noted

# Travel Trends

Explosion of peer-to-peer travel



# Travel Trends

Rising interest in adventure travel



**“The Kenai Peninsula  
offers the most  
accessible wilderness  
adventures in Alaska.”**





# Visitor Services

## Visitor Center



- ▶ Open Year-Round
- ▶ Phone/E-Mail Inquiries
- ▶ 16,340 walk-in visitors

▶ Cruise Ship Dock:  
Welcome Table

66 Dockings (100,200K Pax)

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*Alaska Starts Here.®*

What a  
GREAT  
Team!





# Visitor Services

- ▶ Support Event Planner
  - Find Resources
  - Connect to Providers
  - Site Tours
  - Conference Packet
- ▶ Communicate to Members
  - Planner's Needs
  - Presence in Seward





# 2017 and Beyond

Seward Chamber of Commerce, CVB

Strategic Plan 2017 – 2020

Purpose

Economic Health

Principles

Cooperative \* Open to Diverse Opinions \* Friendly \* Proud

**Envisioned Future 2030** Reasonable economic growth through friendly (organically structured government) business development climate and through affordable clean energy, adequate technology infrastructure, affordable housing, a vibrant core business district, and with educational and recreational opportunities that result in a great quality of life for all generations.

**Strategic Directions ~ 2017 Goals** (updated Jan 17, 2017)

1. **Work in partnership with the City** on the issues of Climate Change, Housing, Education, Community Interaction, Increasing in-State Tourism, Growing the Shoulder Season.
2. **Organizational Effectiveness** concentrating on issues like HR and better data reporting for detailed indicators of success.

# Community Awards



- Person of the Year – Dave Paperman
- Biz Person – Kerry Romig
- Business – Samson Tug & Barge
- Biz Site Improvement – Retreat Day Spa
- Outstanding Community Service – American Legion Auxiliary, Seward Unit 5

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Thank you for joining us today!