



2018 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.



2018 Board Looking Forward

Carole Tallman, President

Ron Wille, Vice President

Melissa Schutter, Treasurer

Susie Urbach, Past Pres

Nicola Murawsky

Von Terry

Shelly Shank

Brenda Ballou

Bixler McClure

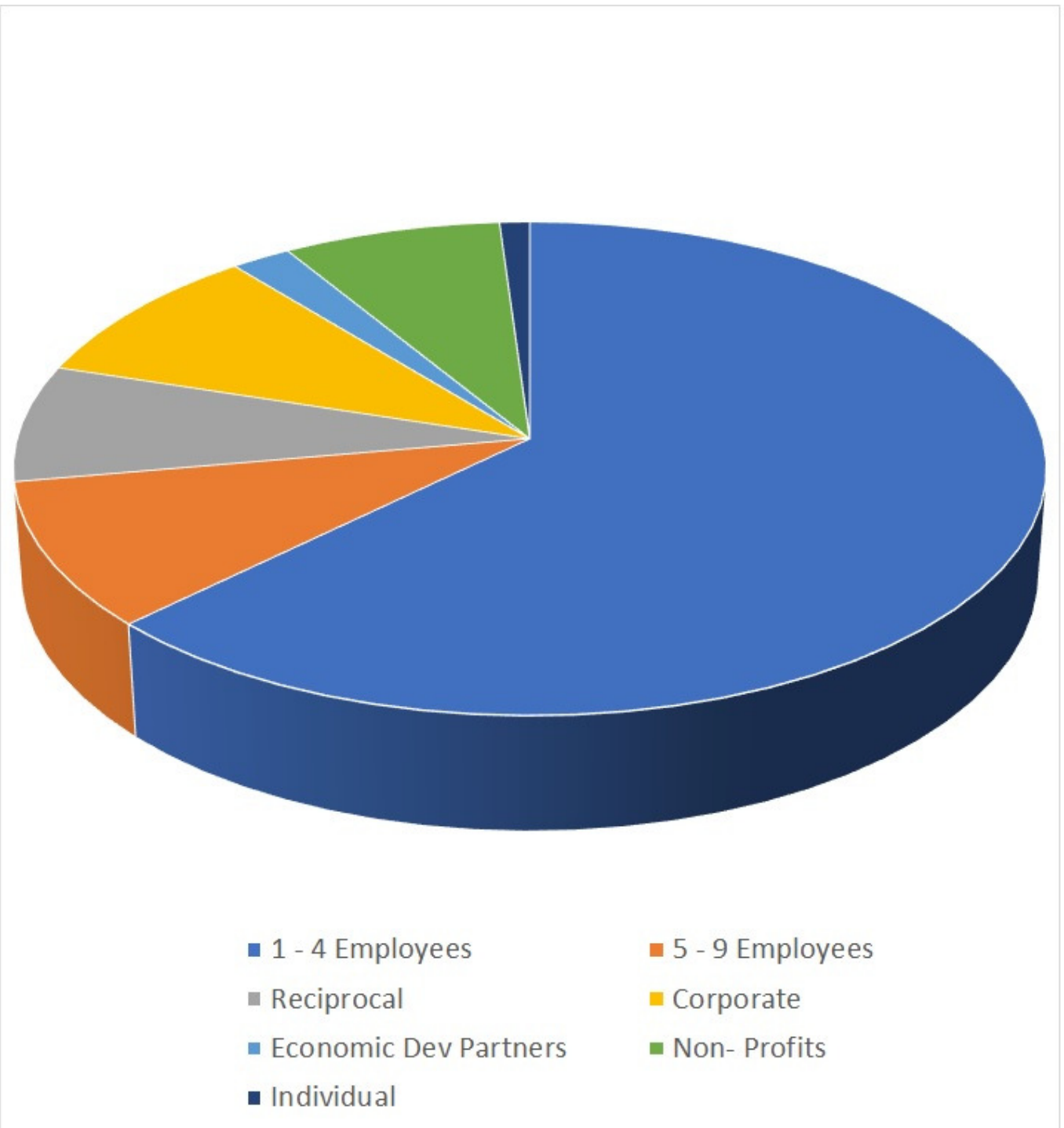






Who
Are
We?

69%
Small
Biz





Seward City Tours
Jonah & Yen Swiderski

Alaska Surf Guides
Scott Reiersen

The Painted Whale
Justine Pechuzal

Alaska Bag Lady
Heather Bardarson



Seward.com
Alaska Starts Here.®



Alaska SeaLife Center
w i n d o w s t o t h e s e a



First National Bank
ALASKA
MEMBER FDIC

Major
MARINE TOURS

360°

HARBOR
360 HOTEL

**WELLS
FARGO**

Economic Development Partners

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

2016 REVENUE

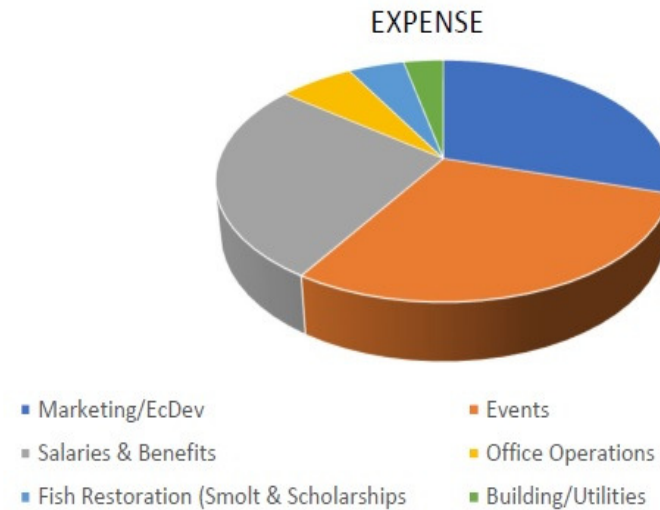
Signature Events	273,118.00	37%
City Marketing Contract	210,991.00	29%
Advertising Sales	104,000.00	14%
Chamber Partners (Sponsors)	79,200.00	11%
Membership	71,445.00	10%
	738,754.00	



*City Marketing Contract is also used for
Event Promotion and Visitor Center Operations*

2016 EXPENSE

Marketing/EcDev	201,600.00	30%
Events	200,000.00	29%
Salaries & Benefits	181,000.00	27%
Office Operations	43,100.00	6%
Fish Restoration (Smolt & Scholarships)	32,300.00	5%
Building/Utilities	23,000.00	3%
	681,000.00	

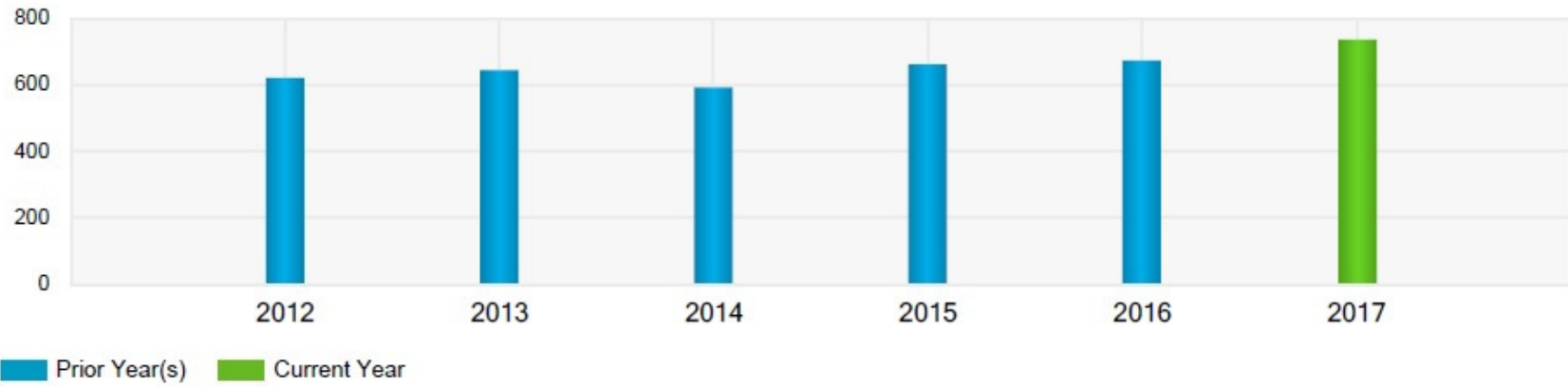


Prev Year Income Comparison

All

Yearly

\$ in 1000s

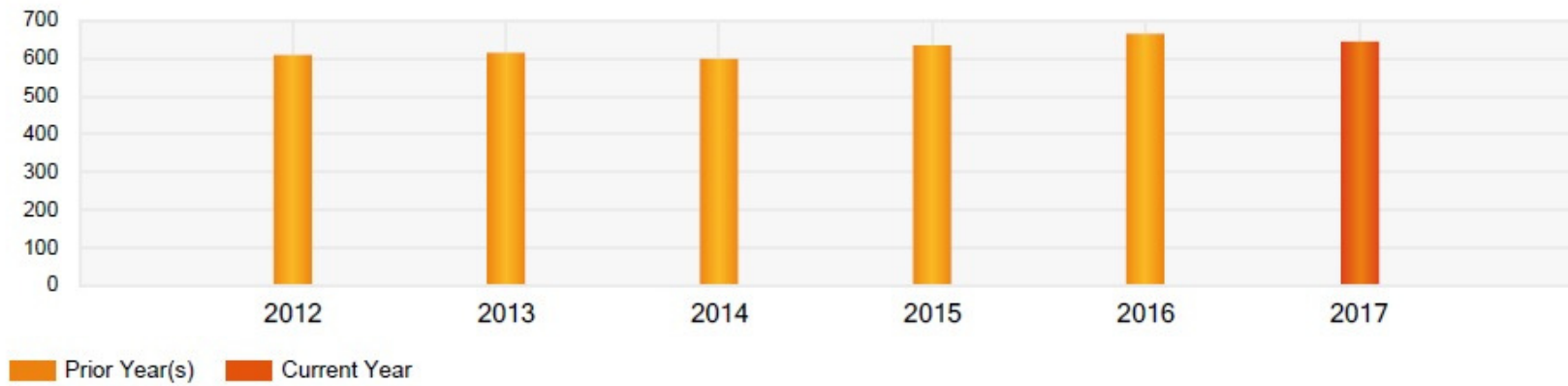


Prev Year Expense Comparison

All

Yearly

\$ in 1000s





Creating A Strong Economy

- ▶ Meetings with Seattle Partners
 - Marine Transportation
 - Cruise Industry
- ▶ 2018 Seward Economic Growth Plan (SEGP)
 - Alternative & Energy Efficiency Group
 - SMIC (Seward Marine Industrial Center)
 - Seward Business Network, Rise & Shine!
 - S.M.A.R.T Alaska (UAS ~ Drones)



Creating A Strong Economy

- ▶ Industry Shows
 - ▶ Pacific Marine Expo
- ▶ Partnerships
 - ▶ Alaska State Chamber
 - ▶ Alaska Travel Industry Association
 - ▶ Foraker
 - ▶ Kenai Peninsula Tourism Marketing Council
 - ▶ Kenai Peninsula Economic Development District
- ▶ Scholarship Program



Advocating for Business

- ▶ Testimony at Local, State, Federal levels
- ▶ Meet the Candidates Forum





Membership Services



► Membership Luncheons

- Business Tools
- Industry Forecasts
- Partnership Opportunities
- Project Updates
- Interact w/Elected Officials

► E-News

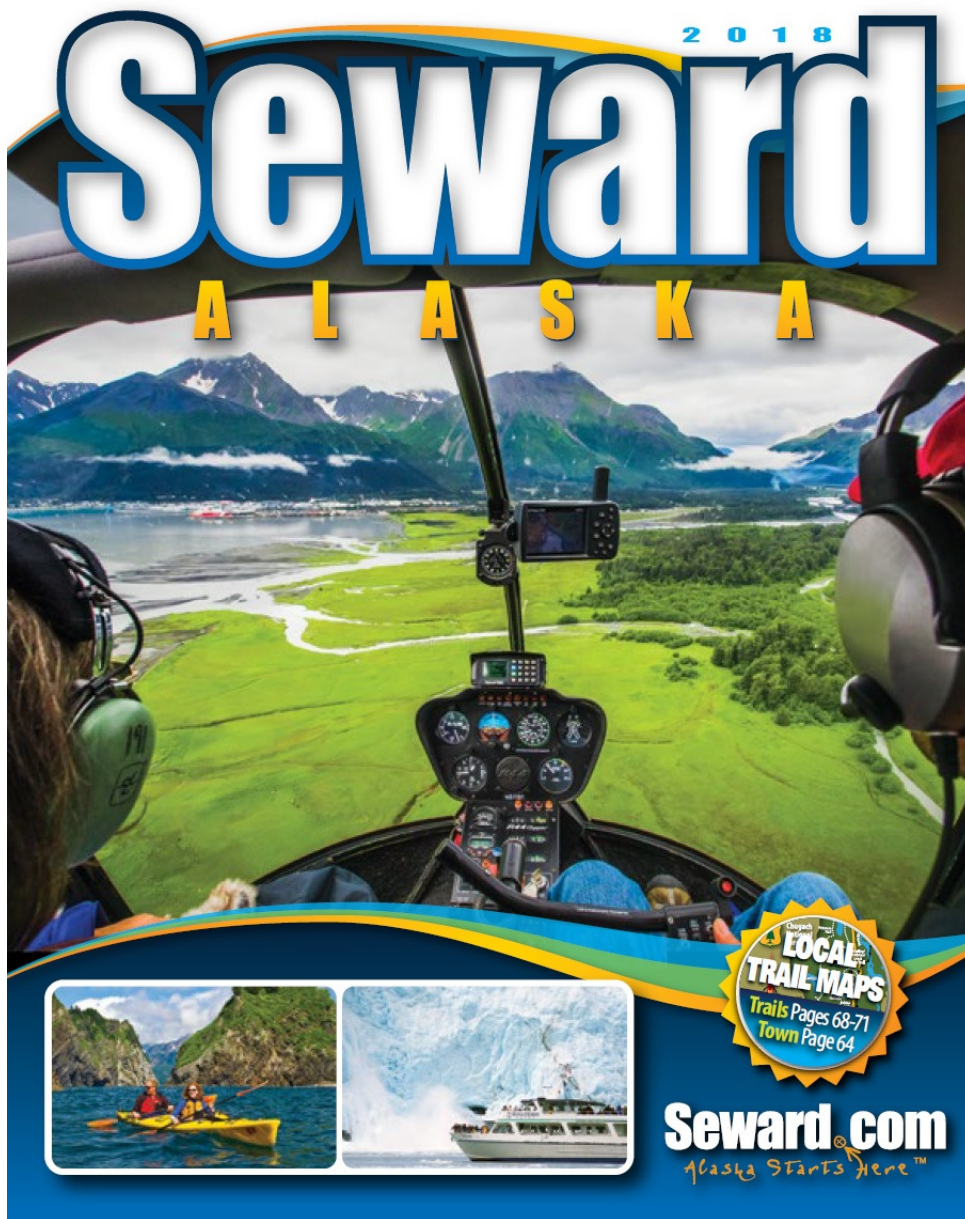
- Marketing & Training Opportunities
- Chamber Program Updates



Membership Services



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



Promoting the Community

\$104K in web & print
ad sales (all guides)

90,000 SDG

printed & distributed

- AK Visitor Centers
- Anchorage Visitor Sites
- Cruise Lines
- Individual Requests

Seward.com
Alaska Starts Here.®

Communications Manager



SEWARD

YOU'LL ♥ OUR
LOCAL SMALL BUSINESSES

SMALL BUSINESS SATURDAY | NOV 25





Facebook reach and engagement continues to grow

@AlaskaStartsHere

Page likes: 8,890 (increase of 17%)

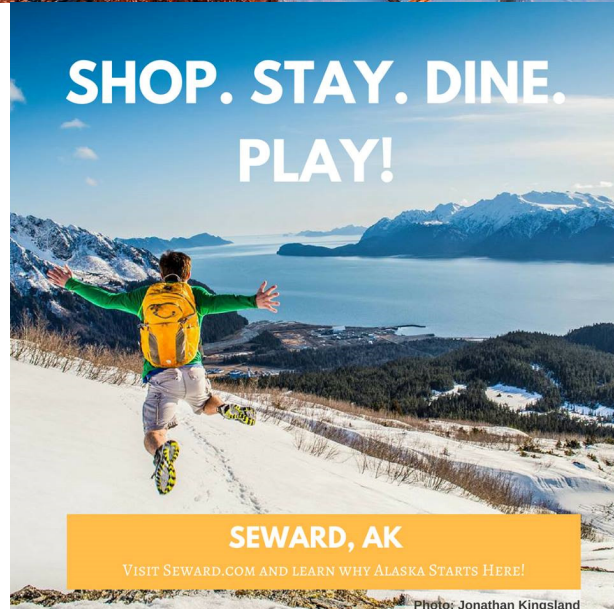
Joined Instagram in October 2017

@visitseward

Followers: 392

Seward.com

Promoting the Community



- ▶ Individual Event Pages
- ▶ 100% Mobile Compatible & Responsive
- ▶ 80% are New Visitors
- ▶ Maintains a High Search Engine Ranking
- ▶ New, Larger Server in 2017
- ▶ Current Events & News Blog

Promoting the Community



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



Promoting
the Community

Signature Events

Military Appreciation Picnic

Halibut Tournament®

July 4th Festival

Mount Marathon Race®

Silver Salmon Derby®

Military Appreciation Picnic



Halibut Tournney



Ermajean Aalund, Capt Jon Lester
and Kim Hughes of Aurora Charters
with the First Place 232 lb. Halibut

Seward.com

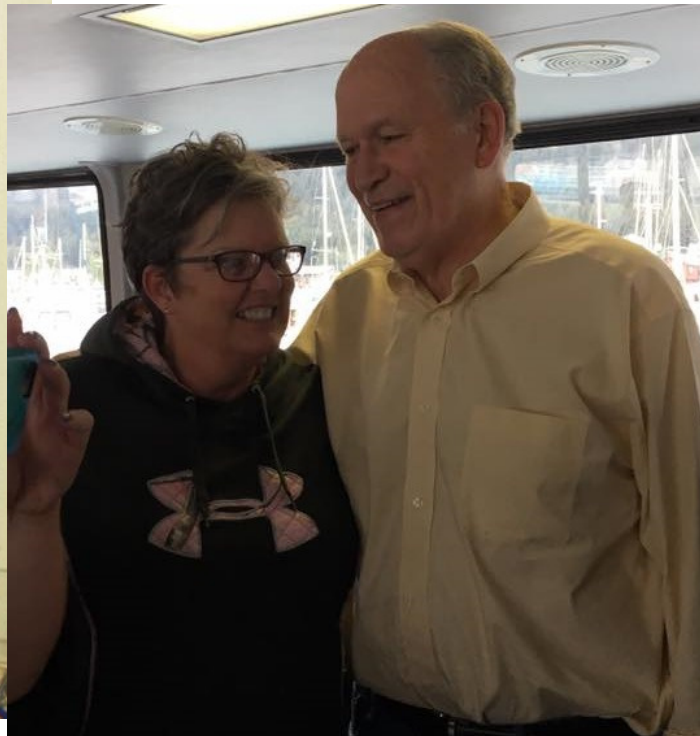
Alaska Starts Here.®



Mt. Marathon Race® 4th Festival

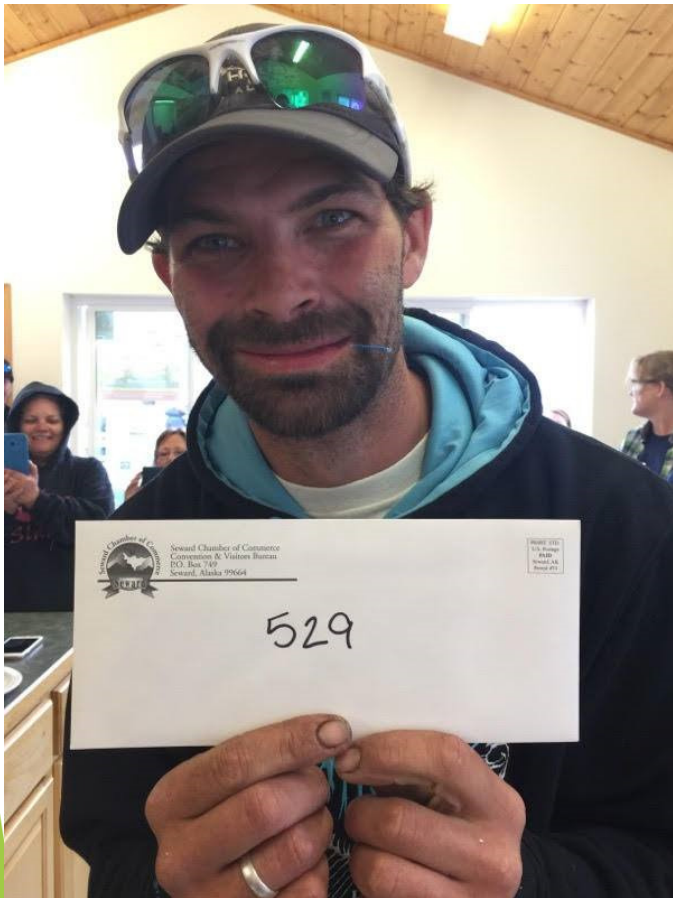


Silver Salmon Derby®



Seward.com

Alaska Starts Here.®







Promoting the Community

Contract Marketing



► City of Seward

Annual Contract:

The Chamber is the
Marketing Arm of the City

Travel Trends

Changing distribution system



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





Length of Stay

- Kenai Peninsula visitors reported spending an average 11 nights in Alaska and 5 nights in the KP during their trip
- Highway/ferry travelers report staying significantly longer, at 21 nights in Alaska and 9 nights in the KP
- Business travelers also report longer stays in the Kenai: 9 nights, compared to 6 nights among VFRs and 4 nights among vacation/pleasure visitors



Destinations

- The most common destination among KP visitors was Seward at 78%. The most common non-KP destinations were Anchorage 92%, Denali 45%, Juneau 40%, and Ketchikan 39%
- Nearly all (95%) KP air travelers report spending a day or overnight in Anchorage



Activities

- Wildlife Viewing (36%) Day Cruises (26%) and fishing (22%) were the most popular activities among visitors to the KP
- Activity participation differed somewhat by trip purpose. For example, VFRs and business visitors were more likely to participate in wildlife viewing (51 and 45% respectively) compared to vacation/pleasure visitors (32%) VFRs were particularly likely to go fishing (41%) compared to 17% of vacation/pleasure and 22 % business



Satisfaction with Overall Experience

- Nearly all KP visitors were satisfied with their experience in Alaska, with only 2% being either neutral or dissatisfied. Similar high satisfaction (Think Rolling Stones song now) levels were reported by all transportation and trip purpose groups
- Very Satisfied 77% Satisfied 21%
- Neither/Neutral 2%



Trip Planning

- The average traveler decided to visit Alaska 8 months in advance of their trip and booked travel arrangements 5.3 months in advance
- Despite highway/ferry travelers deciding to visit Alaska more than a year before their trip on average, cruise passengers booked their travel the farthest in advance



Demographics

- Nearly 9 out of 10 KP visitors (87%) were US residents, with 34% of visitors coming from the Western states. An additional 22% of visitors came from Southern states
- Of international visitors, the highest amount (5%) were European residents



Total Economic Impacts ~ Summer 2016

- Total employment (both direct & indirect): 3,100
- Total Labor Income: \$95 million



Visitor Services



2018 Cruise Ship dockings: 70
Expect more dockings in 2019

- ▶ Open Year-Round
- ▶ Phone/E-Mail Inquiries
- ▶ 17,540 walk-in visitors
- ▶ Cruise Ship Dock:
Welcome Table
65 Dockings (100K Pax)



Visitor Services



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



2018 and Beyond

Work in partnership with the City

Climate Change: Advocate for Sustainable, Renewable Energy

Housing: Support Residential Development

Education: Workforce Development & Education

Community Interaction

Increase in-State Tourism

Increase Shoulder Season Visitation

Improve/Increase Organizational Effectiveness

Continue to work closely with Shared HR Firm to build and retain a solid chamber team

Improved Data Reporting to Track Success

Community Awards Nominations



Person of the Year -

Jason Bickling, Sue McClure and Jean Bardarson

Biz Person - Mike Ritz - Alaska Marine Coatings

Steve Fink - SCN, Seward Data Services

Shelly Shank - UKANUZIT

Stephanie Millane - Millane's Serenity By The Sea Cabins

Biz Site Improvement - Sea Salt Grill, Elliot Jackson (Deck)

The Smoke Shack, Juno & Keenan Prochazka

Seward Helicopter Tours, Sarah Stokey

Resurrect Art Coffee House, Micheley Kowalski

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What a
GREAT
Team!



Thank you for joining us today!