

CITY OF UNALASKA
UNALASKA, ALASKA

RESOLUTION 2017-64

A RESOLUTION OF THE UNALASKA CITY COUNCIL AUTHORIZING AN EXPENDITURE IN THE AMOUNT OF \$2500 FROM COUNCIL SPONSORSHIP CONTINGENCY TO SPONSOR THE ALASKA FISHERIES DEVELOPMENT FOUNDATION'S ANNUAL ALASKA SYMPHONY OF SEAFOOD CONTEST

WHEREAS, Alaska Fisheries Development Foundation (AFDF) is working on behalf of the fishing industry in Alaska; and

WHEREAS, AFDF collaborates with individuals, organizations, public officials, and government agencies at all levels to stimulate and encourage new developments that help make Alaska's seafood industry more environmentally, economically, and technologically sound; and

WHEREAS, for the past 25 years, AFDF, in partnership with other industry supporters, has annually sponsored the Alaska Symphony of Seafood contest to encourage new product development from seafood harvested in Alaska; and

WHEREAS, the City of Unalaska has been an annual sponsor of the Alaska Symphony of Seafood contest; and

WHEREAS, the City of Unalaska has been asked to be a sponsor of the 2018 Alaska Symphony of Seafood contest;

NOW THEREFORE BE IT RESOLVED that the Unalaska City Council authorizes expenditure from the Council Sponsorship Contingency fund in the amount of \$2500 to be provided to the Alaska Fisheries Development Foundation in sponsorship of the 25th Anniversary of the Alaska Symphony of Seafood.

PASSED AND ADOPTED BY A DULY CONSTITUTED QUORUM OF THE UNALASKA CITY COUNCIL THIS 28TH DAY OF NOVEMBER 2017.


MAYOR

ATTEST:


CITY CLERK



MEMORANDUM TO COUNCIL

TO: MAYOR AND CITY COUNCIL MEMBERS
FROM: NANCY PETERSON, INTERIM CITY MANAGER
DATE: NOVEMBER 28, 2017
RE: RESOLUTION 2017-64: A RESOLUTION OF THE UNALASKA CITY COUNCIL AUTHORIZING AN EXPENDITURE IN THE AMOUNT OF \$_____ FROM COUNCIL SPONSORSHIP CONTINGENCY TO SPONSOR THE ALASKA FISHERIES DEVELOPMENT FOUNDATION'S ANNUAL ALASKA SYMPHONY OF SEAFOOD CONTEST

SUMMARY: The City has received the annual request from the Alaska Fisheries Development Foundation to join in sponsorship of the Alaska Symphony of Seafood Contest.

PREVIOUS COUNCIL ACTION: The City council has contributed the following annual sponsorship amounts for the last 5 years:

2017: \$1,000
2016: \$1,500
2015: \$2,500
2014: \$2,500
2013: \$5,000

BACKGROUND: This is an annual sponsorship request. This request is for the 2018 event.

DISCUSSION: The Council has determined the level of sponsorship on an annual basis.

ALTERNATIVES: The Council may choose to sponsor at any level or not sponsor at all.

FINANCIAL IMPLICATIONS: The Council has \$14,192 available in the Council Sponsorship Contingency account.

LEGAL: NA

STAFF RECOMMENDATION:

PROPOSED MOTION: I move to approve Resolution 2017-64 in the amount of \$xxxxx (*fill in the recommended amount of sponsorship*).

CITY MANAGER'S COMMENTS:

Marjorie Veeder

From: Marjorie Veeder
Sent: Friday, October 20, 2017 1:40 PM
To: Mayor Kelty
Subject: FW: Alaska Symphony of Seafood - sponsorships now available

Marjie Veeder

CITY CLERK

City of Unalaska

Direct line (907) 581-1251, ext. 2104

From: Cat Hazen
Sent: Friday, October 20, 2017 10:45 AM
To: Marjorie Veeder
Subject: FW: Alaska Symphony of Seafood - sponsorships now available

Cat Hazen

Controller

City of Unalaska

PO Box 610

Unalaska, AK 99685

chazen@ci.unalaska.ak.us

Ph (907) 581-1251

Fax (907) 581-1417

From: Julie Decker [<mailto:juliedecker@gci.net>]
Sent: Friday, October 20, 2017 10:14 AM
To: Cat Hazen
Subject: Alaska Symphony of Seafood - sponsorships now available



Dear Mayor,

First, I would like to thank you for City of Unalaska's previous sponsorship of the Alaska Symphony of Seafood in the amount of \$1000. As you know, the Symphony is a competition for new products made from Alaska seafood. The goal of the **Symphony** is to increase the value of Alaska's seafood by promoting new products which diversify markets, utilize more of the resource, and reduce fish waste. AFDF is excited to continue to offer the following categories **Retail, Foodservice, Beyond the Plate, and Beyond the Egg**. More information is available [here](#).

Product development is a risky investment, however, it is critically important for the entire industry to remain competitive and relevant to consumers. ***The Symphony allows Alaska seafood products to be recognized above the competition.*** The sponsors of this event and the companies that enter new products deserve special recognition; these forward-thinkers understand that ***“a rising tide floats all boats”***.

This year is the 25th anniversary of the Symphony, and in the pursuit of continuous improvement, AFDF has made a few changes that we expect to greatly increase the value for entrants and sponsors. This year, the judging will be held on November 15th. Moving this event to earlier in the cycle will allow AFDF to enter the winners into the Seafood Expo North America’s competition as well, therefore, giving winners even more exposure in front of national and international buyers. AFDF will also be facilitating a panel of speakers on Nov. 17th during the Pacific Marine Expo (PME) to discuss the importance of product development to the seafood industry. The winners of the Symphony will be announced during this event. We are also working with Diversified Communications to have a special promotion during PME: ***The Alaska Seafood Hall of Fame – 25 Years of Winners.***

Second, I would like to invite you to attend the 25th annual Symphony in 2017-18 with the following events listed below:

- Nov. 15th, at 5pm, in Seattle, Open House, co-hosted with Northwest Fisheries Association, Bell Harbor Conference Center
- Feb. 27th at 5:30pm, in Juneau, Legislative Reception & Award Ceremony, co-hosted with United Fishermen of Alaska, Centennial Hall

Finally, I would like to invite City of Unalaska to be a sponsor of the Symphony again this year. Whether a company is large or small, targets a global market or a niche market, the seafood industry is highly competitive. ***Sponsorship entitles supporters to networking and promotional opportunities in Alaska, Seattle, Boston and across the nation to an industry with an economic output of over \$5 billion in Alaska and sales of \$52 billion nationally.*** For the past several years, the *Symphony* has received tremendous support from the entire seafood supply chain, which demonstrates that this event is important to the entire industry.

In order to meet our fundraising goal this year, we still need your help! AFDF has several sponsorship levels available which range from \$250 to over \$10,000. More information is included below about sponsorship levels and their respective benefits. If you are interested in sponsoring the Symphony, ***please email me with your desired level of sponsorship and company logo,*** and I will have an invoice emailed to you with payment instructions. Hope to see you at one of the ***Alaska Symphony of Seafood*** events in 2017-2018!

Sincerely,



Julie Decker, Executive Director





Sponsorship Opportunities Available

The **Alaska Symphony of Seafood** is an annual competition for new products made from Alaska seafood. This year is the 25th anniversary of the **Symphony** which is organized by the **Alaska Fisheries Development Foundation** (AFDF) to encourage and promote the development of value-added products. In 2017-18, the **Symphony** is hosting events in Seattle, Juneau and Boston, and offering awards in numerous product categories: **RETAIL, FOOD SERVICE, BEYOND THE PLATE, BEYOND THE EGG, & PEOPLE'S CHOICE.**

The **Symphony** could not be possible without the vision and impetus of its sponsors. The **Symphony** receives generous support from the seafood industry, but that is not the only source of sponsors. These successful events attract organizations, large and small, that support Alaska's seafood industry and benefit by being associated with the seafood industry and promoted by the **Symphony**. The Juneau event in particular showcases the work of the entire seafood supply chain, from harvester, processor, packing supplier, shipper, all the way to the retailer. **Your support through a sponsorship will help continue this important event and help create more value for all from Alaska seafood.**

SPONSORSHIP LEVELS:

Benefactor - \$10,000 and up

- ❖ Same benefits as the Maestro Level below, plus these additional benefits:
- ❖ Advertising banner & company description on AFDF's Symphony web page with a year-round presence.
- ❖ Six complementary tickets to each of the Seattle & Juneau events.
- ❖ Company advertising banner displayed at each event in Seattle, Juneau and Boston.

Maestro — \$5,000 - \$9,999

- ❖ Same benefits as the Concertmaster Level below, plus these additional benefits:
- ❖ Five complementary tickets to each of the Seattle & Juneau events.
- ❖ Company logo appears in color in Symphony booth at Seafood Expo North America in Boston.

Concertmaster — \$2,500 - \$4,999

- ❖ Same benefits as the Soloist Level below, plus these additional benefits:
- ❖ Four complementary tickets to each of the Seattle & Juneau events.
- ❖ Sponsorship announced in public relations efforts for Symphony including press releases, press conferences, and all events.

Soloist — \$500 - \$2,499

- ❖ Same benefits as the Aficionado Level below, plus these additional benefits:
- ❖ Two complementary tickets to each of the Seattle & Juneau events.
- ❖ Company name appears in local and national industry print advertising and Symphony promotional materials.
- ❖ Company logo appears on sponsor poster at all media and public happenings in Seattle, Juneau and Boston.

Aficionado – Up to \$499

- ❖ Web site link and company logo on AFDF's Symphony web page with a year-round presence.
- ❖ Two complimentary tickets to either the Seattle or Juneau event.