

FY24 City of Unalaska Community Support Grant Application Review Summary Sheet

Organization Name: Unalaska Visitors Bureau (UVB)

UVB is requesting the same amount as FY23.

FY23 Award	Amounts	FY24 Request	Amounts
Salary - Executive Director FT	\$ 63,000.00	Salary - Executive Director FT	\$ 63,000.00
Salary - Operations Assistant PT	\$ 30,000.00	Salary - Visitor Services Assistant - PT	\$ 30,000.00
Salary - Student Intern/Seasonal Employees PT	\$ 3,000.00	Salary - Student Intern/Seasonal Employees PT	\$ 3,000.00
Executive Director - Benefits	\$ 4,000.00	Executive Director - Benefits	\$ 4,000.00
Payroll Taxes	\$ 10,000.00	Payroll Taxes	\$ 10,000.00
Rent	\$ 15,000.00	Rent	\$ 15,000.00
Communications	\$ 2,000.00	Postage/Freight	\$ 2,000.00
Utilities/Telephone/Internet	\$ 5,500.00	Utilities/Telephone/Internet	\$ 5,500.00
Insurance	\$ 5,000.00	Insurance	\$ 7,500.00
Program Promotion Materials	\$ 2,500.00	Program Promotion Materials	\$ 2,500.00
Printing & Media	\$ 5,000.00	Printing & Media	\$ 5,000.00
Community Outreach	\$ 3,000.00	Community Outreach	\$ 1,500.00
Advertising & Destination Marketing	\$ 12,000.00	Advertising & Destination Marketing	\$ 15,000.00
Dues/Fees/Subscriptions/ Conference Registration	\$ 2,000.00	Dues/Fees/Subscriptions/ Conference Registration	\$ 2,000.00
Equipment purchase/Maintenance	\$ 2,500.00	Equipment Purchase/Lease	\$ 1,500.00
Office Supplies	\$ 1,500.00	Equipment Maintenance	\$ 1,000.00
Travel	\$ 4,500.00	Office Supplies	\$ 1,500.00
Training	\$ 4,000.00	Travel – Staff & Board	\$ 7,000.00
Audit	\$ 7,000.00	Travel – Hosting	\$ 1,700.00
Bookkeeper	\$ 11,000.00	Training – Staff & Board & Education	\$ 3,000.00
Brochures 2023-2024 Visitors Guide	\$ 10,000.00	Training – Other	\$ 1,000.00
Website	\$ 2,000.00	Audit	\$ 7,000.00
Fundraising Overhead	\$ 4,000.00	Bookkeeper	\$ 17,000.00
		Website	\$ 2,000.00
		Fundraising Overhead	\$ 1,300.00
Total FY23 Award	\$ 210,000.00	Total FY24 Request	\$ 210,000.00

Application Highlights

- The Unalaska/Port of Dutch Harbor Convention & Visitors Bureau (Unalaska Visitors Bureau) is established to promote and encourage tourism and to support the development and sustainability of tourism infrastructure in the Unalaska/Port of Dutch Harbor region.
- The UVB is the sole entity that promotes and encourages travel to Unalaska. UVB works closely with multiple businesses, as well as the City of Unalaska, to successfully draw attention to our island for future visitors as well as potential community members.
- A new Executive Director has taken over since the start of FY23.
- Staff is trained through on-the-job training, and also attend conventions or conferences when able. The E.D. continues to mentor staff on policy, procedures and providing excellent customer service. The UVB Board and staff have yearly board training in addition to access for online training through The Foraker Group.

- We predominantly gauge our success through our ability to attain our goals: financial, partnerships (number of memberships, strength of business and industry relationships), event turnout, and variety of what we can offer visitors to the island. We further measure our success through community, business, partner, and visitor feedback or critique.
- UVB's main mission is to encourage tourism in Unalaska through promotion of our region. There is no other organization that works to market Unalaska nor provides the services that UVB provides for the community. UVB serves the residents of Unalaska, 5,000+ transient workers, business travelers, visiting friends and families, cruise ship and ferry passengers, scientific researchers, and other travelers who choose Unalaska as their destination.
- A majority of our marketing targets travelers, but the entire community is able to benefit from our various efforts to promote travel to Unalaska.

Goals and Objectives

- **GOAL 1:** Develop a network of current successful Alaskan tourism organizations that specialize in specific travel markets and cultural tourism.
 - **Objective 1.1:** Contact Native Cultural Tourism entities for information on their successful programs. Connect with Alaska Native Heritage Center, ATIA/Travel Alaska, Hawaii Tourism Authority, and attend the Alaska Heritage & Cultural Tourism Conference.
 - **Objective 1.2:** Identify and compile pertinent information collected to educate local entities; Qawalangin Tribe of Unalaska, Ounalashka Corporation, Museum of the Aleutians, APIA, Ch.8 to focus on Cultural Tourism and the benefits.
 - **Objective 1.3:** Cooperatively work and meet with Qawalangin Tribe of Unalaska, Ounalashka Corporation, Museum of the Aleutians, APIA to sign an MOU to advertise/market Unalaska as a Cultural Tourism Destination.
 - **Objective 1.4:** Develop three new ways to help promote Unalaska as a Cultural destination. Consider membership with American Indian Native Tourism Association.
 - **Anticipated Impact:** Through networking and understanding Cultural Tourism UVB and local entities can attract and influence tourists to make Unalaska as their Cultural travel destination.
- **GOAL 2:** Expand Cultural Tourism within UVB and the Aleutian Region
 - **Objective 2.1:** Research and network with other Cultural Tourism entities for ideas for our community, to research and apply for Cultural Tourism Grants.
 - **Objective 2.2:** Work with Qawalangin Tribe, Ounalashka Corporation, APIA, APICDA for possible stipends for payment of knowledge holders/mentors for their work provided.
 - **Objective 2.3:** Work to include Unangam Tunuu online and print destination marketing media. Seek assistance from elders/mentors/knowledge holders for the appropriate application of the language (such as APIA, Moses Dirks, & local elders).
 - **Objective 2.4:** Promote Aleutian Region Cultural Tourism to encourage a Cultural & Indigenous Tourism program within the UVB, community, and region. Print on media, add content to social media.
 - **Anticipated Impact:** Unalaska will become a culturally rich travel destination where individual Unangax and organizations will have programs that share their stories and visions for sustainable, regenerative tourism in the Aleutians. Visitors will become (more) aware of the significant cultural history of the Unalaska region and the Unangan peoples. The most significant change is our office location. Program changes will reflect in our move towards proving virtual and online events.

Application Findings/Other Information:

- Application submitted on time;
- Accounting Review Included, Not Audited. Accounts as of FY22 End (June 30, 2022)
- All application requirements were met. Letters of Support are optional.
- **FY23 Reporting on time and complete**