

**CITY OF UNALASKA FY24 COMMUNITY
SUPPORT
APPLICATION TITLE
PAGE**

ORGANIZATION: Unalaska Visitors Bureau FORMED: 2000

MAILING ADDRESS: P.O. Box 545 CITY Unalaska STATE AK ZIP 99685

CHIEF EXECUTIVE'S NAME & TITLE: Katherine McGlashan, Executive Director

CONTACT'S NAME & TITLE (if _____)

different): TELEPHONE NUMBER: (907)359-2613 FAX NUMBER: _____

EMAIL: Director@unalaska.org AMOUNT OF FY24 AWARD: \$ 210,000

IF REQUESTING MORE FOR FY23 THAN AWARDED IN FY24 BRIEFLY EXPLAIN WHY:

Organization's Fiscal Year: From July 1 to June 30

FY24 REQUEST: \$ 210,000 LOCAL PROGRAM BUDGET TOTAL: \$ 318,650

SUMMARY OF FY24 SOURCES OF INCOME:

Grants	City	<u>65.9</u> %	Fees/Earned Income	<u>20.4</u> %
	State	____ %	Fundraising	<u>5.49</u> %
	Federal	____ %	In Kind	<u>5.62</u> %
	Other Grants	____ %	Other Income	<u>2.59</u> %

Please list the primary budget categories the City will be funding (do not include sub items):

Did applicant attend a Grant Help Workshop in the last 3 years? Yes X No ____

*IRS Non-Profit Status: Is the organization's IRS filing current? Yes X No ____

*Alaska Incorporation Status: Is the organization's State filing current? Yes X No ____

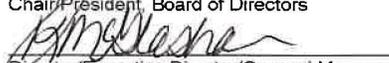
By signing below, the chair/president of the Board of Directors and the Director/Executive acknowledge all contents of this application have been reviewed and approved by the Board of Directors. The signatures further indicate that all contents of the City of Unalaska Community Support FY24 Application packet and the Community Support Guidelines, both approved by the Unalaska City Council, have also been reviewed and will be followed by the organization.



Chair/President, Board of Directors

1/31/2023

Date



Director/Executive Director/General Manager

1/31/2023

Date

I. EXECUTIVE SUMMARY

- A. **Executive Summary: UVB Mission Statement:** *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 Unalaska Visitors Bureau (UVB) seeks to promote the community and region of Unalaska as a visitor destination. Through marketing Unalaska as a travel destination, UVB encourages economic growth and diversity through destination development and bringing new money into the community by way of visitor spending. UVB creates and distributes the Unalaska/Port of Dutch Harbor Visitor & Relocation Guide statewide, nationally, and internationally. Information requests come in from a variety of people including those interested in the region of Unalaska, visitors planning their trips, and individuals who are relocating to our community. In addition, Unalaska City School District and the City of Unalaska often utilize our informative printed media when recruiting and welcoming new employees. UVB also facilitates and organizes the visits of cruise ships, as well as welcomes the Alaska Marine Highway System (AMHS) ferry during its chain sailings.

UVB provides information to all who inquire about services and activities in our region, whether those inquiries come from out-of-state or local community members. Maintaining relationships and memberships with various industries ranging from local Unalaska businesses to major statewide or regional tourism associations is vital to UVB. Through engaging with other organizations relevant to UVB's purpose, we can create stronger industry ties throughout the state. These relationships help us gain more support and visibility as an organization, which in turn strengthens our programs. UVB plans to continue reaching out to local, statewide, and nationwide organizations that will assist us with bettering our programs and services.

For FY24, UVB is applying for \$210,000 from the City of Unalaska, which is the same as what we asked for and received for FY23. It is through the Community Support Grant that UVB is able to market Unalaska to potential visitors, produce the Unalaska/Port of Dutch Harbor Visitor & Relocation Guide, to have the funds to distribute the guide, to be able to participate in important associations and travel to conferences, to operate a facility that is available for community members and visitors to easily obtain important information about Unalaska and organize the complex facilitation of cruise ship visits. In awarding this grant to UVB, the City of Unalaska will allow continued services of programs offered through UVB.

Although our FY23 programs have been diminished due to ongoing COVID-19 related impacts on the tourism industry, we have accomplished our goal of relocating to a new office space and look forward to welcoming visitors. Without the essential funding from the City of Unalaska, this move would not be possible. After 20 years of occupying the Burma Road Chapel, we are now located in the Safeway Plaza. This new, more accessible location will be beneficial to UVB, visitors, and community members. UVB added an artist spotlight in the office hanging professional photography to promote Unalaska. While we support this artist, he/she is supporting us by selling her work of photography of Unalaska in our office. In the meantime, while the COVID-19 pandemic has made travel less desirable, we have been working on marketing and print media projects. In addition, another FY23 project is a complete redesign and update of our visitor map. While we enter into a third cruise ship season during the pandemic, we are uncertain how many ships will come. Currently, as of January 2023, we have 20 cruise ship visits on the calendar. It is too early to say if they will all make their sailings, but we are confident we will see some cruise ships in Unalaska this summer. The financial support we receive from the City of

Unalaska is instrumental in keeping the UVB operational, especially during time where our main source of earned revenue has been nonexistent.

II. ORGANIZATION INFORMATION

B. **Organizational Description:**

Below is an overview of programs and services provided by UVB:

- Communicate with cruise lines to organize and facilitate cruise ship visits
- Welcome and offer assistance to AMHS ferry passengers upon arrival
- Place advertisements promoting Unalaska on social media, print media, and websites
- Design and print local information such as maps and trail information
- Recruit, support, and train volunteers for the Unalaska Ambassadors Program to serve cruise passengers
- Attend conferences to track travel trends and network with other travel professionals
- Maintain positive working relationships with travel businesses and organizations such as: air carrier services, AMHS, SWAMC, Alaska Travel Industry Association, etc.
- Engage with local businesses, tour operators, and non-profits to maintain positive community interaction as well as local partnership(s)
- Respond to visitor inquiries via email and phone calls all year round
- Solicit for appropriate media and travel writers to visit Unalaska, encourage written articles that promote the destination, assist with hosting expenses
- Encourage exploration and travel throughout our region including Atka, Nikolski, and The Pribilofs
- Provide high quality and informative welcome folders to high profile visitors, UCSD teacher recruits, potential City employees, and new community members (when requested)
- Utilize social media, fax, and email to keep the community informed of local events, arriving cruise and ferry dates, and other pertinent information
- Fundraise to help support our organizational programs
- Provide local businesses opportunities to promote their businesses by participating in UVB gift shop merchandise items, Wine Tasting Extravaganza, Monthly Photo Contests, and Aleutian Autumn Harvest
- Facilitate destination development by offering local training and education opportunities
- Advocate for developing and enhancing visitor related facilities
- Participation in community events to enhance community awareness of UVB
- Welcome “walk-in” visitors and provide them with any needed information
- Assist local businesses with advertising and marketing opportunities
- Produce and distribute 10,000 Unalaska Visitor & Relocation Guides in the US and internationally, as well as providing an online, downloadable version

C. Organization History and Experience: The Unalaska Visitors Bureau was incorporated in 2000, after the dissolving of the former CVB and Unalaska Chamber of Commerce. UVB has been operating for over 22 years, developing informative media about Unalaska and offering guidance to those interested in visiting the region. Throughout those year, UVB has proved essential services to a quickly growing cruise ship marketing call to the Port of Dutch Harbor.

In response to tourism growth, UVB has been the forefront in welcoming cruise ship passengers and facilitating their activities including: arranging transportation, providing passengers with visitor information, coordinating visitor attraction tours based on what hours the cruise ships will be in port, informing the community of details regarding cruise ship arrivals, and planning of activities for cruise ship passengers. Many administrative hours go in to organizing each visit, especially for the larger cruise ships. It can take months to finalize plans for cruise ship visits, as communication is often via conference calls to cruise line headquarters and email communication with a variety of ship personnel. UVB educates these cruise lines on the realities of visiting our island by letting cruise lines know what we can and cannot accommodate for ships without drastically interrupting our busy working community. Outside of UVB staff and board hours, the volunteers who assist with cruise ship visits are who make it possible to have successful outcomes with happy visitors. It is due to the in-kind donations of City staff hours along with the Community Support Grant that truly makes UVB's cruise ship program possible. Over years of providing these services, we have been able to standardize protocols for organizing cruise ship visits. This helps UVB be able to better plan for future seasons that will bring more cruise ships and a higher passenger volume. With Transpacific and Northwest Passage sailings becoming more popular, Unalaska will most likely be seeing a steady increase in cruise ship calls to the Port of Dutch Harbor. 2021 was the second year of no cruise ships due to the COVID-19 pandemic. There were 18 cruise ships scheduled and none of these sailings successfully called to Dutch Harbor. As of January 2023, there are 20 cruise ships tentatively to come into port. The fulfillment of these sailings is uncertain at this time, as COVID related issues continue to impact the cruise industry quite heavily, and tensions with Russia is unknown.

- D. Community Relevance:** The UVB is the sole entity that promotes and encourages travel to Unalaska. UVB works closely with multiple businesses, as well as the city, to positively portray Unalaska/Dutch Harbor for future visitors as well as potential new community members. UVB's mission and services actively support economic development within the community by supporting the growth of local tourism industry businesses and marketing Unalaska to potential travelers. UVB provides advertising opportunities that give local businesses access to the visitor market through marketing programs.

UVB coordinates cruise ship passenger tours to local attractions such as the Russian Orthodox Church, the Museum of the Aleutians, and the WWII Visitor Center. We also notify these entities of changes in the Alaska Marine Highway System Ferry schedule so they can adjust their hours of operation. The UVB provides packets filled with information on local resources to Unalaska City School District to be taken to conferences when recruiting teacher candidates. Welcome packets are available for new City employees as well. During the beginning of fishing seasons, visitor guides and maps are taken to processing plant offices to be distributed to newly arrived workers. UVB utilizes KUCB to inform the public of cruise ship visits and has partnered with Unalaska Community Broadcasting to create promotional footage of Unalaska.

- E. Program/Service Delivery:** UVB staff is currently made up of three positions: Executive Director, Visitor Services Assistant, and Cruise Ship Coordinator. As opposed to interns and contract employees, we have multiple positions under "Seasonal/Temporary Employees" to hire help as needed for various programs. The only full-time, exempt position is the Executive Director. The Visitor Services Assistant position serves as essential support for the Executive Director during the busy season, fulfilling daily errands, office tasks, and is often the first point of contact for visitors. These positions are important to the functionality and success of UVB. UVB's board of directors is very involved in assisting our staff when needed, particularly during fundraising and assisting with cruise ship visits. It would be nearly impossible to guide

hundreds or thousands of extra people during cruise ship visits if we were to only utilize UVB staff. Participants of the Unalaska Ambassador Program act as UVB representatives when cruise ships are in town, welcoming passengers with visitor information and guidance throughout town.

The Executive Director oversees all of the functions and goals of the organization while adhering to the Board-approved budget. The Visitor Services Assistant facilitates community outreach, responds to information requests, and carries out general office procedures. The Cruise Ship Coordinator communicates with cruise lines to organize cruise ship visits, records data to create reports about the cruise industry in Unalaska, keeps the community informed on cruise ship visits, oversees the Ambassador program and continues to develop UVB's cruise ship program. When the Cruise Ship Coordinator position is not filled, the Executive Director and Visitor Services Assistant share the duties.

- F. Director/Staff/Volunteer training:** The director attends the Alaska Travel Industry Association (ATIA) Conference and other relevant conferences or conventions when travel funds are available (i.e. Alaska Heritage & Cultural Tourism Conference) for networking purposes and continued education through training sessions. Online training for nonprofit operations is also utilized through our membership with The Foraker Group. Many conferences are now also available online.

Staff is trained through on-the-job training, online classes, and attends conventions or conferences when able. The director mentors staff on UVB policies, services, and how to provide excellent customer service. The UVB board and staff have yearly board training in addition to access for online training through The Foraker Group. Our Unalaska Ambassadors receive a packet with information, have meetings on how to appropriately represent UVB, and are directed to work closely with the UVB staff and board at events or cruise ship visits. UVB also communicates with other local non-profits on arranging for continuing education and training options to be brought to Unalaska.

- G. Director and Staff Evaluation:** The UVB Executive Director is formally evaluated annually by the board, and the director performs evaluations of the staff members throughout the year.

- H. Governing Body/Board:** The UVB Board of Directors consists of five seats which are filled by community members and who serve at-large. The UVB board is a self-selecting body. Board candidates are selected from interested community members. The Executive Committee is comprised of the Chairman and Secretary. The board has oversight on and approves the budget, works with the director to set attainable goals, and regularly meets to oversee the operations of the UVB. Bylaws, policy, and procedures are in place to be followed by the board of directors. The board meets quarterly at minimum and performs a self-evaluation yearly. The board also has an annual strategic planning session to ensure strong communication is occurring between board members and the Executive Director.

Current Chart of Board of Directors as of January 31st, 2023

Seat A: Johanna Tellman

Appointed February 2020, 3 years of service on UVB Board

Affiliations: Northern Alaska Contractors

Board Training: Qawalangin Tribe Council Member, Former IFHS Clinic Board, Foraker training 2022

Seat B: Nick Tutiakoff

Appointed: January 30, 2023

Affiliations: City of Unalaska, Fish on Charters

Board Training: Qawalangin Tribe Council Member, Unalaska Native Fisherman's Association Board, Aleutian Pribilof Islands Community Development Association Board

Seat C: Joni Scott

Appointed March 9, 2022, close to 1 year of service on UVB Board

Affiliations: Optimera & Unalaska City Schools

Board Training: UVB Board Retreat 2022

Seat D: Nichel Kernin

Appointed February 2021, 2 years of service on UVB Board

Affiliations: City of Unalaska-Parks, Culture & Recreation

Board Training: Foraker training 2022

Seat E: Alexa Lloyd

Appointed November 2018, 4 years & 3 months of service on UVB Board

Affiliations: Aleutian Expeditors LLC

Board Training: September 2019 & 2022 Foraker Training

I. Program Evaluation: Direct service success is evaluated by returning cruise ships, passenger response, expanding cruise line numbers, and growing cruise ships calls to the Port of Dutch Harbor. Outreach effectiveness is measured by the number of requests for information on the Unalaska region and where these requests are coming from. Locally, we can assess our effectiveness by event attendance and how aware the community is based on their preparedness for cruise ship visits and ferry sailings. We interact with local businesses to provide current up-to-date information about large groups visiting the island, and how they can best advertise to these groups. We hope to form an advisory board in the near future that includes a wide range of individuals throughout the community to offer feedback on UVB programs and brainstorm what destination development should look like in Unalaska.

We also track visitor guide requests, social media interaction, gift shop inventory/sales, and activity on Alaska travel websites to get an ongoing sense of our status in relation to previously set goals.

III. PROPOSAL

- J. Need:** UVB's main mission is to encourage tourism in Unalaska through marketing our region as a travel destination. 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. Without UVB, visitors and new community members would have very limited resources to readily access information about Unalaska.

UVB works with the cruise lines to encourage successful sailings to Unalaska and coordinate their guest excursions while they are in port. The cruise passengers bring additional revenue to the local businesses while gaining a positive experience of Unalaska that they then share with other potential visitors. Cruise passengers are some of our best word-of-mouth promoters of Unalaska/Dutch Harbor. UVB seeks to amplify the welcoming nature of the community by facilitating well-prepared activities and organized transportation for cruise ship passengers. Without UVB, it would be unlikely that any other current, local organization could arrange facilitation of these visits. It is due to our Community Support Grant funding and the dedication of individual community members who volunteer that we are able to fulfill the expectations of these cruise ship passengers.

Aside from the needs of visiting cruise ships, UVB promotes the City of Unalaska and Port of Dutch Harbor by participating in statewide ATIA marketing programs, creating and distributing a visitor guide, developing visitor maps, and creating easy access to local information relevant to the region. In order to best represent Unalaska, UVB continuously updates these items to reflect any changes and growth in the community. These informational programs also allow our citizens to be more aware of UVB's presence in the community.

UVB creates opportunities for local community members to access trainings needed for tourism-based businesses and offers local businesses access to the travel market through many advertising outlets. Through various marketing platforms, we are able to promote Unalaska as a unique location rich in history, diverse in population, where adventure abounds. UVB's mission supports economic growth and diversity in the region, and advocates statewide for the travel and tourism industry in Southwest Alaska.

- K. Target Population:** UVB's efforts are aimed towards providing information about Unalaska to individual travelers, cruise ship and ferry passengers, visiting friends and family, and new community members. While the UVB's marketing program is geared towards potential travelers, the entire community is able to benefit from UVB's various efforts to promote travel to Unalaska. Broadening the outreach efforts to potential visitors via online and printed media makes it so community businesses are able to access advertising opportunities through UVB.

UVB is consistently working to improve and develop the media produced through the organization's programs. Our visitor guide, maps, community information, and various other published information is regularly updated and refined to accurately represent our growing

community to potential visitors or new residents. This information is utilized not only by the business and leisure travelers to Unalaska, but also by our residents and community based businesses.

Community members who generously donate photos and footage of Unalaska help UVB to better showcase Unalaska through high quality media development. Having a diverse collection of photos allows UVB to show people outside of Unalaska what the region has to offer and what to expect upon their arrival, whether visiting or relocating.

Unalaska has historically been promoted as a fishing and transportation hub, and not as a visitor destination. With marketing promoting Unalaska/Dutch Harbor as a visitor destination, adventurous travelers are able to see that there is more to Unalaska outside of the fishing and shipping industries.

- L. Proposal Description/Proposed Project:** UVB hopes to continue widening and improving the organization's networks with the statewide travel industry to better keep up with travel trends. When we are aware of travel trends, we can better adjust how to reach our target population based on what they are interested in. Effective destination development will rely on quality data and feedback from various sectors of the tourism industry. Strengthening Unalaska's tourism and travel industry will provide better accommodations for visitors, increasing their time spent in the community, more spending at local businesses, and give them a better overall experience while visiting Unalaska/Dutch Harbor.

M. Goals & Objectives:

GOAL FY23 – 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.

Timeline: Beginning of FY24

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.

Timeline: Year round

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.

Timeline: Year round

Objective 1.4: Develop three new ways to help promote Unalaska as a Cultural destination. Consider membership with American Indian Native Tourism Association.

Timeline: Year round

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 FY23 – 2: Expand Cultural Tourism within UVB and the Aleutian Region

Timeline: Year round

Objective 2.1: Research and network with other Cultural Tourism entities for ideas for our community, to research and apply for Cultural Tourism Grants.

Timeline: Year round

Objective 2.2.: Work with Qawalangin Tribe, Ounalashka Corporation, APIA, APICDA for possible stipends for payment of knowledge holders/mentors for their work provided.

Timeline: Year round

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).

Timeline: Year round

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.

Timeline: Year round

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.

N. Other Resources: UVB is privileged to apart of a giving community. We receive in-kind support mostly through our dedicated volunteers; City staff hours spent volunteering for cruise ships, UCSD students who volunteer for cruise ships during the school time as well as during their free time in the summer, and community members who assist with event set-up. UVB benefits from cooperative relationships with other local non-profits: We trade with local businesses like KUCB for advertising space, attend monthly interagency meetings, and do our part to promote the abundant resources we have in our community for residents and visitors.

FY24 GRANT PROGRAM ESTIMATED EXPENDITURES - Unalaska Visitors Bureau

Use this to complete letter O, in Section III of application

FY24 COMMUNITY SUPPORT ESTIMATED EXPENDITURES SUMMARY	City Request	%	Cash	%	In Kind	%	Total	%
	\$ 210,000.00	65.90%	\$90,750	28.48%	\$17,900	5.62%	\$ 318,650.00	100%

BUDGET LINE ITEMS			CITY REQUEST			OTHER						
			City Request	%	Cash	%	In Kind	%	Total	%		
Personnel - Salaries			City Request	%	Cash	%	In Kind	%	Total	%		
Executive Director - Salary FT	\$	63,000.00	97%	\$	2,000.00	3%	\$	-	0%	\$	65,000.00	100%
Visitor Services Assistant - Hourly PT	\$	30,000.00	100%	\$	-	0%	\$	-	0%	\$	30,000.00	100%
Cruise Ship Coordinator - Salary PT	\$	-	0%	\$	20,000.00	100%	\$	-	0%	\$	20,000.00	100%
Student Intern/Seasonal Employees - Hourly PT	\$	3,000.00	38%	\$	5,000.00	63%	\$	-	0%	\$	8,000.00	100%
	\$	-	#DIV/0!	\$	-		\$	-	#DIV/0!	\$	-	#DIV/0!
Personnel - Salaries Subtotal			\$ 96,000.00	78%	\$ 27,000.00	22%	\$ -	0%	\$ 123,000.00	#VALUE!		
Personnel - Benefits			City Request	%	Cash	%	In Kind	%	Total	%		
Executive Director - Benefits	\$	4,000.00	50%	\$	4,000.00	50%	\$	-	0%	\$	8,000.00	100%
etc.	\$	-	#DIV/0!	\$	-	#DIV/0!	\$	-	#DIV/0!	\$	-	#DIV/0!
Personnel - Benefits Subtotal			\$ 4,000.00	50%	\$ 4,000.00	50%	\$ -	0%	\$ 8,000.00	100%		
Personnel - Payroll Expenses			City Request	%	Cash	%	In Kind	%	Total	%		
Payroll Taxes	\$	10,000.00	77%	\$	3,000.00	FALSE	\$	-	0%	\$	13,000.00	77%
	\$	-	#DIV/0!	\$	-	#DIV/0!	\$	-	#DIV/0!	\$	-	#DIV/0!
Personnel - Payroll Expenses Subtotal			\$ 10,000.00	77%	\$ 3,000.00	23%	\$ -	0%	\$ 13,000.00	100%		
Personnel - Salary & Benefits Total			\$ 110,000.00	76%	\$ 34,000.00	24%	\$ -	0%	\$ 144,000.00	100%		

Facilities			City Request	%	Cash	%	In Kind	%	Total	%		
Rent/Leases	\$	15,000.00	79%	\$	4,000.00	21%	\$	-	0%	\$	19,000.00	100%
Special Event & Meeting Space/Locations			0%	\$	-	0%	\$	3,000.00	100%	\$	3,000.00	100%
Postage/Freight	\$	2,000.00	50%	\$	2,000.00	50%	\$	-	0%	\$	4,000.00	100%
Utilities/Telephone/Internet	\$	5,500.00	85%	\$	1,000.00	15%	\$	-	0%	\$	6,500.00	100%
Insurance	\$	7,500.00	94%	\$	500.00	6%	\$	-	0%	\$	8,000.00	100%
Facilities Total			\$ 30,000.00	74%	\$ 7,500.00	19%	\$ 3,000.00	7%	\$ 40,500.00	100%		

Program Costs/Supplies			City Request	%	Cash	%	In Kind	%	Total	%		
Program Promotion Materials	\$	2,500.00	23%	\$	8,000.00	75%	\$	150.00	1%	\$	10,650.00	100%
Printing & Media Production	\$	5,000.00	59%	\$	3,000.00	35%	\$	500.00	6%	\$	8,500.00	100%
Community Outreach Costs	\$	1,500.00	60%	\$	500.00	20%	\$	500.00	20%	\$	2,500.00	100%
Advertising & Destination Marketing	\$	15,000.00	81%	\$	1,500.00	8%	\$	2,000.00	11%	\$	18,500.00	100%
Dues/Fees/Subscriptions/Conference Registration	\$	2,000.00	53%	\$	1,500.00	40%	\$	250.00	7%	\$	3,750.00	100%
Program Costs Total			\$ 26,000.00	59%	\$ 14,500.00	33%	\$ 3,400.00	8%	\$ 43,900.00	100%		

Equipment			City Request	%	Cash	%	In Kind	%	Total	%		
Equipment Purchase/Lease	\$	1,500.00	47%	\$	1,500.00	47%	\$	200.00	6%	\$	3,200.00	100%

O. Program Budget & Narrative

Equipment Maintenance	\$ 1,000.00	44%	\$ 1,000.00	44%	\$ 250.00	11%	\$ 2,250.00	100%
Equipment Total	\$ 2,500.00	46%	\$ 2,500.00	46%	\$ 450.00	8%	\$ 5,450.00	100%

Commodities (food, cleaning products)	City Request	%	Cash	%	In Kind	%	Total	%
Office Supplies	\$ 1,500.00	49%	\$ 1,500.00	49%	\$ 50.00	2%	\$ 3,050.00	100%
Commodities Total	\$ 1,500.00	49%	\$ 1,500.00	49%	\$ 50.00	2%	\$ 3,050.00	100%

City of Unalaska FY24 Community Support Program Budget

Travel	City Request	%	Cash	%	In Kind	%	Total	%
Travel - Staff & Board	\$ 7,000.00	52%	\$ 5,000.00	37%	\$ 1,500.00	11%	\$ 13,500.00	100%
Travel - Hosting	\$ 1,700.00	46%	\$ 2,000.00	54%	\$ -	0%	\$ 3,700.00	100%
Travel Total	\$ 8,700.00	51%	\$ 7,000.00	41%	\$ 1,500.00	9%	\$ 17,200.00	100%

Training	City Request	%	Cash	%	In Kind	%	Total	%
Training - Staff & Board Training & Education	\$ 3,000.00	60%	\$ 2,000.00	40%	\$ -	0%	\$ 5,000.00	100%
Training - Other	\$ 1,000.00	67%	\$ 500.00	33%	\$ -	0%	\$ 1,500.00	100%
Training Total	\$ 4,000.00	62%	\$ 2,500.00	38%	\$ -	0%	\$ 6,500.00	100%

Professional Services	City Request	%	Cash	%	In Kind	%	Total	%
Audit	\$ 7,000.00	70%	\$ 3,000.00	30%	\$ -	0%	\$ 10,000.00	100%
Bookkeeping	\$ 17,000.00	54%	\$ 13,000.00	41%	\$ 1,500.00	5%	\$ 31,500.00	100%
Website Maintenance/Domain/Tech upgrades	\$ 2,000.00	62%	\$ 250.00	8%	\$ 1,000.00	31%	\$ 3,250.00	100%
Professional Services Total	\$ 26,000.00	58%	\$ 16,250.00	36%	\$ 2,500.00	6%	\$ 44,750.00	100%

Other/Misc.	City Request	%	Cash	%	In Kind	%	Total	%
Fundraising Overhead	\$ 1,300.00	13%	\$ 5,000.00	51%	\$ 3,500.00	36%	\$ 9,800.00	100%
Miscellaneous	\$ -	0%	\$ -	0%	\$ 3,500.00	100%	\$ 3,500.00	100%
Other/Misc. Total	\$ 1,300.00	10%	\$ 5,000.00	38%	\$ 7,000.00	53%	\$ 13,300.00	100%

Project Totals	City Request	%	Cash	%	In Kind	%	Total	%
	\$ 210,000.00	65.90%	\$ 90,750.00	28.48%	\$ 17,900.00	5.62%	\$ 318,650.00	100%

City of Unalaska FY24 Community Support Program Budget

Expenditures:

Personnel - Salaries:

Executive Director: This position leads the staff of the organization and oversees all operations of UVB. The Executive Director takes direction from the UVB Board of Directors in order to facilitate the program. Salary is \$65,000, full time.

Visitor Services Assistant: This position is responsible for the management and administration of daily office operations and main point of contact for visitors. Visitor Services Assistant also assists with event coordination and community outreach. Additionally, this position is responsible for managing and administering daily information requests for the UVB. Data collection and facilitation of mass distribution of Unalaska Visitor & Relocation Guides is also fulfilled by this position. This position is filled seasonally at \$30,000/year budgeted for FY24.

Cruise Ship Coordinator: This position oversees coordinating cruise ship visits, organizing events surrounding cruise ship arrivals, collecting data and creating reports relating to the cruise industry in Unalaska, keeping the community informed of cruise ships visits, and strengthening the cruise ship program within UVB. This position is seasonal, part time with some remote work in the off season. The position averages 600 hours annually, with 500 of those hours being worked during the cruise ship season (May – October). Salary for FY24 is \$20,000 with zero funding for this position coming from the City of Unalaska Community Grant. At this point, the position is vacant and will only be filled in the event a busy cruise season presents itself.

Student Intern/Seasonal Employees: There has been \$8,000 budgeted for “Seasonal Employees” in FY23. A “Student Intern” from UCSD may be employed at UVB occasionally. “Seasonal Employees” will include a student intern during the school year, a cruise ship intern during the summer, and extra summertime employees to assist with cruise ship visit facilitation.

Personnel - Benefits: Executive Director benefits are budgeted at \$8,000 for FY24. \$5,000 of this line will be a moving expense reimbursement paid upon the one-year hire anniversary of the ED. \$4,000 of this is being asked from the City Grant. A travel benefit of two round-trip plane tickets per year is budgeted at \$3,000 in the benefits line.

Personnel – Payroll Expenses: Expenses for payroll to go towards payroll taxes.

Facilities – Rent/Leases: Budget item for office lease. The UVB signed a 3-year lease and moved into the Safeway building in July 2020. The UVB intends to renew another 3-year lease with Safeway. Preliminary quote will include a 3% to 4% increase from current year rent. FY24 rent is estimated at \$1,512.55 (3% increase) to \$1,527.24 (4% increase), equaling roughly \$18,326.88 for the year’s rent.

Facilities – Postage/Freight: Postage for Visitor Guide shipment worldwide, first class mail through USPS and Stamps.com.

Facilities – Utilities/Telephone/Internet: This line includes our phone, long distance, toll-free number, fax line, mobile phone for UVB, and internet.

Facilities – Insurance: This covers general liability, property, and worker’s compensation. We also have an Umbrella Insurance policy that covers our activities with the cruise ships during their visits.

Program – Promotion Materials: Inventory items to sell in UVB’s gift shop. Includes items to better our image during promotion of Unalaska (specific paper to print media on, business cards to network

with, any items that would be showcased at tradeshows). Minimally includes some special supplies for events (Wine Tasting Extravaganza, UVB Board Retreat).

Program – Printing & Media Production: Printing includes maps, brochures, welcome folders, visitor guides, rack cards, and other UVB advertising/outreach material.

Program – Community Outreach Costs: Costs associated with participating in community events, hosting educational and travel industry engagement opportunities, coordination of local educational courses that support the development of local tourism infrastructure.

Program – Advertising & Destination Marketing: UVB budget for placing ads on websites, in magazines, and on ‘apps’ through organizations like Alaska Magazine, Alaska App, Go-Alaska, TravelAlaska.com, ATIA, etc. Booths and vendor presence at tradeshows. Marketing media creation for potential visitors and visitors on site.

Program – Dues/Fees/Subscription/Conference Registration: These expenditures include membership renewals for ATIA, Anchorage Distribution Center, membership dues for various CVBs/Chambers in Alaska, Foraker Group annual fees, Visit Anchorage membership fees, Destination Marketing Association West fees, USA Travel Association fees,, and other annual beneficial fees and memberships that UVB wishes to continue. Will also include Bank Fees for accepting credit card payments and sending or receiving direct deposits. This also includes an annual fee of \$140 for our USPS Post Office box. Registration fees for conventions and conferences may also be covered by this line item.

Equipment – Purchase/Lease: We do not have any significant purchase plans for the UVB for FY23 outside of general updates needed for office machines.

Equipment – Maintenance: Costs to maintain office technology and other UVB assists

Commodities – Office Supplies: Expenditure line for cleaning supplies as well as basic office items such as writing utensils, paper, staples, checks, envelopes, printer toner/ink, folders, etc.

Travel – Staff & Board: Budget to cover travel fees to conferences such as ATIA Conference, Cultural Tourism Conference, travel tradeshows and expos relevant to UVB’s program and mission, and we are hopeful to begin participation in statewide Chamber of Commerce and/or Visitors Bureau gatherings.

Travel – Hosting: Budget to cover costs for VIP travel & tourism industry visitors such as travel influencers, educators, consultants, etc.

Training – Staff & Board Training & Education: Budget for staff and board training through the Foraker Group, or another credited organization for non-profit management and development consulting.

Training – Other: Budget to include coordination of educational opportunities related to the growth of the travel and tourism industry in the Unalaska region.

Professional Services – Audit: Includes all audit/financial review fees and 990 tax prep fees incurred over a fiscal year.

Professional Services – Bookkeeping: This includes the fees for our Bookkeeper, Rhonda Wayner of Arctic Tern Professional Services.

Professional Services – Website/Technical: Fees for technology support for UVB website, computers, printers, etc.

Other/Misc. – Fundraising Overhead: Cost to put on the Wine Tasting Extravaganza, our fundraising event held annually at the Grand Aleutian Hotel- includes food, room rental, wine glasses, decorations, etc.

**CITY OF UNALASKA FY24 COMMUNITY GRANT PROGRAM ESTIMATED
REVENUES - Unalaska Visitors Bureau**

****Use this to complete letter O, in Section III of application****

Estimated Revenue Total	\$ 318,650.00	100%
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Fees for Services (cash)	Amounts	% of Total Revenue
Cruise Ship Coordination Income	\$ 65,000.00	20.40%
	\$ -	0.00%
Fees for Services Total	\$ 65,000.00	20.40%

Grants	Amounts	% of Total Revenue
Local - City	\$ 210,000.00	65.90%
State -	\$ -	0.00%
Federal -	\$ -	0.00%
Other -	\$ -	0.00%
Grants Total	\$ 210,000.00	65.90%

Fundraising (cash)	Amounts	% of Total Revenue
Auction & Special Events	\$ 12,500.00	3.92%
UVB Store Sales	\$ 5,000.00	1.57%
	\$ -	0.00%
Fundraising Total	\$ 17,500.00	5.49%

In Kind Donations	Amounts	% of Total Revenue
Rent for Special Events & Meeting Locations	\$ 3,000.00	0.94%
Program Costs/Supplies Donated	\$ 3,400.00	1.07%
Donated/Discounted Travel	\$ 1,500.00	0.47%
Professional Services Donated	\$ 3,000.00	0.94%
Fundraising/Other/Misc. Donated Services & Time	\$ 7,000.00	2.20%
	\$ -	0.00%
	\$ -	0.00%
In Kind Donation Total	\$ 17,900.00	5.62%

Other Sources of Revenue	Amounts	% of Total Revenue
Misc. Cash & Other Contributions	\$ 1,075.00	0.34%
UVB Reserve Funds from Savings Account/Cash On Hand	\$ 7,175	2.25%
	\$ -	0.00%
Other Sources of Revenue Total	\$ 8,250.00	2.59%

Estimated Revenue Total	\$ 318,650.00	100%
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City of Unalaska FY23 Community Support Program Budget

Revenues:

Fees for Services - Cruise Ship Coordination: The administrative planning and facilitation of cruise ship visits to our community generates considerable revenue for UVB. We are hopeful to get some cruise visits in FY24.

Grants – Local, City of Unalaska: The City of Unalaska Community Support Grant is our only grant and main source of funding for essential programs and services.

Fundraising – Auction & Special Events: The UVB’s main annual fundraising event is the Wine Tasting Extravaganza. Income is generated from ticket sales, business sponsorship tables, and a silent auction.

In-Kind – Event & Meeting Locations: Estimated in-kind expenses for special events and various meetings throughout the year.

In-Kind – Program Costs/Supplies Donated: Items not used by other businesses that are donated or gifted to UVB, extra supplies from community events given to UVB, discounts from businesses around town. Parks, Culture & Recreation often allows UVB to use items for fundraisers or cruise ship activity as zero cost.

In-Kind – Travel Donated (Miles/Discounted Rates): Air-miles bought or gifted at a discounted rate to put towards travel. Also, hotel coupons and food vouchers given during conferences.

In-Kind – Professional Services Donated: Extra services for discounted rates, non-profit discounts, or donated services.

In-Kind – Fundraising/Other/Misc. Donated Services, Time, Items: This includes any unsolicited donations and refunds that may occur. Our largest item in miscellaneous fundraising is the time donated to UVB by volunteers throughout the cruise ship season and event set-up.

Other Sources of Revenue – Misc. Cash & Other Contributions: This is a low number generated from our general banking account through KeyBank and various, infrequent cash donations.

Other Sources of Revenue – Reserve Funds from Saving Acct/Cash On Hand: Due to the ongoing uncertainty of revenue generated by cruise ship visits, the UVB plans to buffer the FY24 budget with including funds from the UVB savings account in estimated amount of \$7,175.

P. Financial Management: UVB's board of directors is comprised of five community members and is the governing body of the corporation. The board approves the budget and creates the guidelines surrounding the budget. The Executive Director oversees the daily financials by keeping track of expenses and income, then recording the financials in UVB's QuickBooks program. Our bookkeeper has remote access to our QuickBooks program and can check in on financials at any time. UVB creates a system of accountability by regularly reporting keeps the board up to date on organization spending. The bookkeeper reconciles the accounts monthly and reports to the board the status of account balances, profit & loss, accounts receivable, and accounts payable. Either two board members or a board member and director sign all checks. Invoices and payment information is always presented during check signings and Board members are encouraged to ask questions about organization spending when necessary. Our bookkeeper arranges for an annual, third-party financial review that provides UVB with test work and inquires to make sure all financial transactions are accounted for during the fiscal year being audited.

IV. GOALS ANALYSIS/CHANGES FROM PREVIOUS YEAR'S PROGRAM

Q. Goals & Objectives: Our main goals submitted in our FY24 City Grant is to educate & promote UVB and local native entities on Cultural Tourism. The board attended the Alaska Travel Industry Association Conference in Sitka last year and they saw firsthand on how Cultural Tourism can work. This inspired UVB to have more of hands-on approach to slowly integrate Unangan indigenous cultural into UVB's program.

R. Significant Changes from Previous Year: As of mid-year FY23, UVB is now operating under a new Executive Director and staff. With a new vision and direction of the UVB is looking forward to a successful tourism season, cruise ship visits are resuming after 2.5-year hiatus due to Covid and tensions in Russia (most visiting cruise ships to Dutch Harbor sail near Russian waters at some point during their itineraries).

S. Summary Report of actual income and expenses for FY22:

FY22 CITY OF UNALASKA EXPENDITURES REPORT Mid-Year Final X

Organization Name: Unalaska Convention & Visitors Bureau

Original Revised

Expenditures

Personnel	City of Unalaska Approved Budget	City Funds Expended - Mid Year Report	City Funds Expended - Final Report	Expended YTD	% Expended
Salaries (Itemize by position)				\$ -	
Executive Director - Salary FT	\$ 60,000.00	\$ 32,499.96	\$ 28,191.63	\$ 60,691.59	101.15%
Operations Assistant - Hourly PT	\$ 28,000.00	\$ 23,499.96	\$ 4,341.66	\$ 27,841.62	99.43%
Cruise Ship Coordinator - Salary FT Seasonal	\$ -	\$ -	\$ -	\$ -	0.00%
Seasonal Employees - Hourly FT	\$ 3,500.00	\$ 826.00	\$ 3,993.00	\$ 4,821.00	137.74%
	\$ -	\$ -	\$ -	\$ -	
Benefits (Itemize by position)				\$ -	
Executive Director - Benefits	\$ 4,000.00	\$ 2,400.00	\$ 1,600.00	\$ 4,000.00	100.00%
Payroll Taxes	\$ 10,000.00	\$ 5,615.55	\$ 4,309.60	\$ 9,925.15	99.25%
	\$ -	\$ -	\$ -	\$ -	0.00%
	\$ -	\$ -	\$ -	\$ -	0.00%
Subtotal	\$ 105,500.00	\$ 64,843.47	\$ 42,436.89	\$ 107,279.36	101.69%

Facilities	City of Unalaska Approved Budget	City Funds Expended - Mid Year Report	City Funds Expended - Final Report	Expended YTD	% Expended
Rent/Leases	\$ 15,000.00	\$ 11,392.00	\$ 4,272.00	\$ 15,664.00	104.43%
Special Event & Meeting Space/Locations	\$ -	\$ -	\$ -	\$ -	0.00%
Postage/Freight	\$ 2,000.00	\$ 1,222.55	\$ 384.99	\$ 1,607.54	80.38%
Utilities/Telephone/Internet	\$ 8,500.00	\$ 3,510.00	\$ 4,734.91	\$ 8,244.91	97.00%
Insurance	\$ 2,500.00	\$ 2,367.00	\$ -	\$ 2,367.00	94.68%
Subtotal	\$ 28,000.00	\$ 18,491.55	\$ 9,391.90	\$ 27,663.45	98.58%

Program Costs	City of Unalaska Approved Budget	City Funds Expended - Mid Year Report	City Funds Expended - Final Report	Expended YTD	% Expended
Program Supplies	\$ 4,500.00	\$ 1,432.46	\$ 324.78	\$ 4,677.24	103.94%
Printing & Media Production	\$ 5,000.00	\$ 571.5	\$ 4425.98	\$ 4,997.48	99.95%
Community Outreach Costs	\$ 3,200.00	\$ 1592.17	\$ 1431.71	\$ 3,023.88	94.50%
Advertising	\$ 11,000.00	\$ 5252.93	\$ 5915.08	\$ 11,168.01	101.53%
Dues/Fees/Subscriptions	\$ 4,000.00	\$ 1,553.88	\$ 2,473.12	\$ 4,027.00	100.68%
	\$ -	\$ -	\$ -	\$ -	0.00%
Subtotal	\$ 27,700.00	\$ 10,402.94	\$ 17,490.67	\$ 27,893.61	100.70%

Equipment	City of Unalaska Approved Budget	City Funds Expended - Mid Year Report	City Funds Expended - Final Report	Expended YTD	% Expended
Equipment Purchase/Lease	\$ 2,000.00	\$ -	\$ 1684.39	\$ 1,684.39	84.22%
Equipment Maintenance	\$ 50.00	\$ 50.00	\$ -	\$ 50.00	100.00%
Subtotal	\$ 2,050.00	\$ 50.00	\$ -	\$ 1,734.39	84.60%

Commodities	City of Unalaska Approved Budget	City Funds Expended - Mid Year Report	City Funds Expended - Final Report	Expended YTD	% Expended
Office Supplies	\$ 1,500.00	\$ 1,432.46	\$ -	\$ 1,432.46	95.50%
Subtotal	\$ 1,500.00	\$ 1,432.46	\$ -	\$ 1,432.46	95.50%

Travel	City of Unalaska Approved Budget	City Funds Expended - Mid Year Report	City Funds Expended - Final Report	Expended YTD	% Expended
Travel - Staff	\$ 5,000.00	\$ -	\$ 4,751.73	\$ 4,751.73	95.03%
Travel - Other	\$ 1,500.00	\$ -	\$ 1,500.00	\$ 1,500.00	100.00%
Subtotal	\$ 6,500.00	\$ -	\$ 1,500.00	\$ 6,251.73	96.18%

Training	City of Unalaska Approved Budget	City Funds Expended - Mid Year Report	City Funds Expended - Final Report	Expended YTD	% Expended
Travel - Staff	\$ 2,000.00	\$ 1,742.59	\$ 231.91	\$ 1,974.50	98.73%
Travel - Other	\$ -	\$ -	\$ -	\$ -	0.00%
Subtotal	\$ 2,000.00	\$ 1,742.59	\$ -	\$ 1,974.50	98.73%

Professional Services	City of Unalaska Approved Budget	City Funds Expended - Mid Year Report	City Funds Expended - Final Report	Expended YTD	% Expended
Audit	\$ 9,000.00	\$ 7,000.00	\$ 2,105.00	\$ 9,105.00	101.17%
Bookkeeping/Accounting Services	\$ 17,450.00	\$ 9,000.00	\$ 9,000.00	\$ 18,000.00	103.15%
Design Services/Banding/Marketing	\$ 8,000.00	\$ 7,544.99	\$ 321.76	\$ 7,866.75	98.33%
Website Maintenance/Domain/Tech upgrades	\$ 1,000.00	\$ 642.79	\$ 415.96	\$ 1,058.75	105.88%
Subtotal	\$ 35,450.00	\$ 24,187.78	\$ 415.96	\$ 36,030.50	101.64%

Other/Misc	City of Unalaska Approved Budget	City Funds Expended - Mid Year Report	City Funds Expended - Final Report	Expended YTD	% Expended
Fundraising Overhead	\$ 1,300.00	\$ 1,254.39	\$ -	\$ 1,254.39	96.49%
	\$ -	\$ -	\$ -	\$ -	0.00%
Subtotal	\$ 1,300.00	\$ 1,254.39	\$ -	\$ 1,254.39	96.49%

Total Expenditures	FY21 Total Budget	City Funds Expended - Mid Year Report	City Funds Expended - Final Report	Expended YTD	% Expended
	\$ 210,000.00	\$ 122,405.18	\$ 71,234.42	\$ 210,000.00	100.00%
				Budget Surplus \$ -	
				Due Back to City \$ -	

FY22 CITY OF UNALASKA REVENUE REPORT

Mid-Year

Final X

Organization Name: Unalaska Convention & Visitors Bureau

Original Revised

Revenue Sources

Fees for Services	Budgeted Revenue	Revenue - Mid Year Report	Revenue - Final Report	YTD Revenue	% Budget
Cruise Ship Coordination	\$ 70,000.00	\$ -	\$ -	\$ -	0.00%
	\$ -	\$ -	\$ -	\$ -	0.00%
	\$ -	\$ -	\$ -	\$ -	0.00%
	\$ -	\$ -	\$ -	\$ -	0.00%
Subtotal	\$ 70,000.00	\$ -	\$ -	\$ -	0.00%

Grants	Budgeted Revenue	Revenue - Mid Year Report	Revenue - Final Report	YTD Revenue	% Budget
Local - City	\$ 210,000.00	\$ 105,000.00	\$ 105,000.00	\$ 210,000.00	100.00%
ATIA	\$ -	\$ 15,000.00	\$ -	\$ 15,000.00	0.00%
	\$ -	\$ -	\$ -	\$ -	0.00%
	\$ -	\$ -	\$ -	\$ -	0.00%
Subtotal	\$ 210,000.00	\$ 120,000.00	\$ 105,000.00	\$ 225,000.00	107.14%

Fundraising	Budgeted Revenue	Revenue - Mid Year Report	Revenue - Final Report	YTD Revenue	% Budget
Auction/Wine Event/Outreach events	\$ 10,000.00	\$ 3,360.00	\$ 33,387.25	\$ 36,747.25	367.47%
Coupon Book Sales	\$ -	\$ -	\$ -	\$ -	0.00%
CVB Store Sales	\$ 8,500.00	\$ 4,795.52	\$ 1,088.51	\$ 5,884.03	69.22%
Membership Program	\$ 3,000.00	\$ -	\$ -	\$ -	0.00%
Subtotal	\$ 21,500.00	\$ 8,155.52	\$ 34,475.76	\$ 42,631.28	198.29%

In Kind Contributions	Budgeted Revenue	Revenue - Mid Year Report	Revenue - Final Report	YTD Revenue	% Budget
Rent of Office & Meeting locations	\$ 3,000.00	\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	100.00%
Program Costs/Supplies Donated	\$ 3,400.00	\$ 1,700.00	\$ 1,700.00	\$ 3,400.00	100.00%
Donated/Discounted Travel	\$ 1,500.00	\$ 750.00	\$ 750.00	\$ 1,500.00	100.00%
Professional Services Donated	\$ 3,000.00	\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	100.00%
Fundraising/Other/Misc. Donated time	\$ 8,000.00	\$ 2,000.00	\$ 2,000.00	\$ 4,000.00	50.00%
Subtotal	\$ 18,900.00	\$ 7,450.00	\$ 7,450.00	\$ 14,900.00	78.84%

Other Sources	Budgeted Revenue	Revenue - Mid Year Report	Revenue - Final Report	YTD Revenue	% Budget
Misc. Cash and other contributions	\$ 1,075.00	\$ 3,775.85	\$ 14,062.02	\$ 17,837.87	1659.34%
UVC Reserve Funds from Savings	\$ 36,975.00	\$ 18,487.50	\$ 32,859.57	\$ 51,347.07	138.87%
	\$ -	\$ -	\$ -	\$ -	0.00%
Subtotal	\$ 38,050.00	\$ 22,263.35	\$ 46,921.59	\$ 69,184.94	181.83%

	FY20 Total Budget	Revenue - Mid Year Report	Revenue - Final Report	Received YTD	% Received
Total Revenues	\$ 358,450.00	\$ 157,868.87	\$ 193,847.35	\$ 351,716.22	98.12%

T. Proof of Non-Profit Status:

File No. 68998-D

**State of Alaska
Department of Community and Economic Development
Division of Banking, Securities and Corporations**

**CERTIFICATE
OF
INCORPORATION
Nonprofit Corporation**

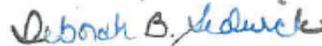
The undersigned, as Commissioner of Community and Economic Development of the State of Alaska, hereby certifies that Articles of Incorporation of

**UNALASKA PORT OF DUTCH HARBOR CONVENTION AND VISITORS
BUREAU**

have been received in this office and have been found to conform to law.

ACCORDINGLY, the undersigned, as Commissioner of Community and Economic Development, and by virtue of the authority vested in me by law, hereby issues this Certificate of Incorporation and attaches hereto the original copy of the Articles of Incorporation.

IN TESTIMONY WHEREOF, I execute this certificate and
affix the Great Seal of the State of Alaska on
FEBRUARY 18, 2000.



Deborah B. Sedwick
Commissioner of Community
and Economic Development

Alaska Business License # 1112175

Alaska Department of Commerce, Community, and Economic Development

Division of Corporations, Business, and Professional Licensing
PO Box 110806, Juneau, AK 99811-0806

This is to certify that

UNALASKA VISITORS BUREAU

PO BOX 545, UNALASKA, AK 99685

owned by

UNALASKA PORT OF DUTCH HARBOR CONVENTION AND VISITORS BUREAU

is licensed by the department to conduct business for the period

December 27, 2022 to December 31, 2023
for the following line(s) of business:

81 - Services



This license shall not be taken as permission to do business in the state without having complied with the other requirements of the laws of the State or of the United States.

This license must be posted in a conspicuous place at the business location.
It is not transferable or assignable.

Julie Sande
Commissioner

U. Most Recent Audited Financial Statement by Lisa Taylor CPA

**Unalaska / Port of Dutch Harbor
Convention and Visitors Bureau**

Compiled Financial Statements
For the Year Ended June 30, 2022

**Unalaska / Port of Dutch Harbor
Convention and Visitors Bureau**

Table of Contents

Accountant’s Compilation Report	1
Statement of Financial Position	2
Statement of Activities	3
Statement of Functional Expenses	4
Statement of Cash Flows	5
Notes to Financial Statements	6 - 10

ACCOUNTANT'S COMPILATION REPORT

To the Board of Directors of
Unalaska / Port of Dutch Harbor
Convention and Visitors Bureau
Unalaska, AK 99685

Management is responsible for the accompanying financial statements of Unalaska / Port of Dutch Harbor Convention and Visitors Bureau (a nonprofit corporation), which comprise the statement of financial position as of June 30, 2022, and the related statements of activities, functional expenses and cash flows for the year then ended, and the related notes to the financial statements in accordance with accounting principles generally accepted in the United States of America. I have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. I did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, I do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Lisa Taylor, CPA



Anchorage, AK 99517
January 17, 2023

**Unalaska / Port of Dutch Harbor Convention
and Visitors Bureau**

Statement of Financial Position

As of June 30, 2022

Assets

Current assets:	
Cash	\$ 238,990
Inventory	<u>22,821</u>
Total current assets	261,811
Noncurrent assets:	
Fixed assets:	
Property and equipment	46,887
Less: accumulated depreciation	<u>(46,847)</u>
Total fixed assets	<u>40</u>
Total noncurrent assets	<u>40</u>
Total assets	<u><u>261,851</u></u>

Liabilities and Net Assets

Liabilities	
Current liabilities:	
Accounts payable	16,318
Accrued payroll	4,464
Unearned revenue	<u>16,007</u>
Total current liabilities	36,789
Net Assets	
Without donor restrictions	<u>225,062</u>
Total liabilities and net assets	<u><u>\$ 261,851</u></u>

See accountant's compilation report and accompanying notes to financial statements.

2

**Unalaska / Port of Dutch Harbor Convention
and Visitors Bureau**

Statement of Activities

For the Year Ended June 30, 2022

		<u>Without Donor Restrictions</u>
Revenues and support		
Grants	\$	257,277
Program Revenue		
Event income		37,317
Public support/Coop Ads/Visitor Guide		19,625
Membership		15
CBV Store		<u>5,698</u>
	Total program revenue	62,655
Other Income		
Interest income		22
Contributed nonfinancial asset		21,021
Other income		<u>2,383</u>
	Total other income	<u>23,426</u>
	Total revenues and support	343,358
Expenses		
Program services		272,498
Supporting activities		
Management and general		8,114
Fundraising		<u>16,505</u>
	Total supporting activities	24,619
Nonfinancial contributions		<u>21,021</u>
	Total expenses	<u>318,138</u>
	Change in Net Assets	25,220
	Net assets, beginning of year	<u>199,842</u>
	Net assets, end of year	\$ <u><u>225,062</u></u>

See accountant's compilation report and accompanying notes to financial statements.

3

**Unalaska / Port of Dutch Harbor Convention
and Visitors Bureau**

Statement of Functional Expenses
For the Year Ended June 30, 2022

	Program Activities			Supporting Activities		Total
	City <u>Grant</u>	Visitor <u>Services</u>	Covid City of <u>Unalaska</u>	Fund- <u>raising</u>	General Operating/ <u>Admin</u>	
Expenses						
Advertising	\$ 9,168	-	-	-	-	9,168
Bank fees	936	42	86	1,133	-	2,197
Board & staff expenses	2,096	-	-	-	135	2,231
Community Outreach	191	-	13,283	-	-	13,474
Dues & subscriptions	2,473	490	-	-	130	3,093
Event expense	1,241	-	-	12,511	-	13,752
Equipment	1,684	-	-	50	-	1,734
Fundraising expense	628	-	-	-	-	628
Hosting expenses	3,232	-	-	-	339	3,571
Insurance	2,367	-	-	-	-	2,367
Personnel expenses	107,279	17,031	-	-	1,750	126,060
Postage & shipping	1,608	-	-	78	-	1,686
Product development	6,175	19,620	-	194	-	25,989
Professional fees	34,888	8,676	-	-	1,517	45,081
Rent	15,664	-	-	-	1,424	17,088
Supplies	4,677	395	-	2,539	(53)	7,558
Telephone & internet	8,245	962	-	-	2,279	11,486
Travel & tradeshows	7,448	1,913	-	-	593	9,954
Total	<u>210,000</u>	<u>49,129</u>	<u>13,369</u>	<u>16,505</u>	<u>8,114</u>	<u>297,117</u>
Nonfinancial contributions	-	-	-	-	21,021	21,021
Total expenses \$	<u>210,000</u>	<u>49,129</u>	<u>13,369</u>	<u>16,505</u>	<u>29,135</u>	<u>318,138</u>

See accountant's compilation report and accompanying notes to financial statements.

4

**Unalaska / Port of Dutch Harbor Convention
and Visitors Bureau
Statement of Cash Flows
For the Year Ended June 30, 2021**

Reconciliation of change in net income to net cash
flows from operating activities

Change in Net Assets	\$	25,220
Cash flows from operating activities:		
Adjustments to reconcile change in net income to net cash provided by operating activities:		
Other		3,758
Changes in operating assets and liabilities that provided (used) cash:		
Inventory		(8,837)
Unearned revenue		(32,277)
Accounts payable		4,293
Accrued payroll		<u>(543)</u>
Increase (decrease) in operating liabilities:		<u>(33,606)</u>
Net cash provided by operating activities	\$	<u>(8,386)</u>
Cash flows from investing activities:		
Capital asset addition		<u>(40)</u>
Net cash (used) by investing activities		<u>(40)</u>
Net increase (decrease) in cash		(8,426)
Cash, beginning of year		<u>247,416</u>
Cash, end of year	\$	<u><u>238,990</u></u>

See accountants' compilation report and accompanying notes to financial statements.

5

**Unalaska / Port of Dutch Harbor Convention
and Visitors Bureau**

Notes to Financial Statements
For the Year Ended June 30, 2022

Note 1 – Nature of Organization and Summary of Significant Accounting Policies

Unalaska/Port of Dutch Harbor Convention and Visitors Bureau (the Organization) is a nonprofit organization located in Unalaska, Alaska. The Organization was established exclusively to promote and encourage tourism and the visitor industry for the City of Unalaska and the Port of Dutch Harbor. The Organization focuses on supporting the development and sustainability of tourism infrastructure in the region. The financial statements and notes are the representations of the Organization’s management, which is responsible for their integrity and objectivity. These accounting principles conform to generally accepted accounting principles.

Basis of Accounting and Financial Statement Presentation

Basis of Accounting: The Organization’s accounting records are maintained on the accrual basis of accounting under which revenues are recognized when earned and expenses when incurred. Contributions and pledges are recorded in the period received in the appropriate class of net assets based upon any donor-imposed stipulations.

Financial Statement Presentation: The financial statements of the Organization have been prepared in accordance with U.S. generally accepted accounting principles (“US GAAP”), which require the Organization to report information regarding its financial position and activities according to the following net asset classifications:

Net Assets without donor restrictions: Net assets that are not subject to donor-imposed restrictions and may be expended for any purpose in performing the primary objectives of the organization. These net assets may be used at the discretion of the Organization and its management.

Net Assets with donor restrictions: Net assets subject to stipulations by donors. Some donor restrictions are temporary in nature; those restrictions will be met by actions of the Organization or by the passage of time. Other donor restrictions may be perpetual in nature, whereby the donor has stipulated the funds be maintained in perpetuity.

Donor restricted contributions are reported as increases in net assets with donor restrictions. When a restriction expires, net assets are reclassified from net assets with donor restrictions to net assets without donor restrictions in the statement of activities.

Measure of Operations: The statements of activities report all changes in net assets, including changes in net assets from operating and nonoperating activities. Operating activities consist of those items attributable to the Organization’s ongoing activities. Nonoperating activities are limited to resources that generate return from investments and other activities considered to be of a more unusual or nonrecurring nature.

**Unalaska / Port of Dutch Harbor Convention
and Visitors Bureau**

Notes to Financial Statements
For the Year Ended June 30, 2022

Income Tax Status

The Organization is exempt from income taxes as a nonprofit corporation organized under Section 501(c)(6) of the Internal Revenue Code, except on net income derived from unrelated business activities of which there is none for the year ended June 30, 2022, and has been classified as an organization that is not a private foundation under Section 509(a)(2) of the Internal Revenue Code. The Organization believes that it has appropriate support for any tax positions taken, and as such does not have any uncertain tax position that are material to the financial statements.

Cash and Cash Equivalents

For purposes of reporting cash flows, the Organization considers all highly liquid investments with an initial maturity of three months or less to be cash and cash equivalents. The Organization believes it is not exposed to any significant credit risk on cash and cash equivalents.

Inventories

Inventories are valued at the lower of cost (first in, first out) or market value and consists of retail merchandise. At June 30, 2022 inventories were \$22,821.

Advertising Expenses

The Organization uses advertising costs to promote its status and raise awareness for its purpose. Advertising costs are expensed as incurred. Total advertising expense for the year ended June 30, 2022 was \$9,168.

Property and Equipment

Property and equipment are carried at cost. Depreciation of property and equipment is provided using the straight-line method for financial reporting purposes over the estimated useful lives of 3 to 10 years on furniture, fixtures and equipment.

Functional Allocation of Expenses

The costs of providing the various programs and other activities have been summarized on a functional basis in the statements of activities and change in net assets. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

Income Taxes

The Organization files information return of organizations exempt from income tax in the U.S. federal jurisdiction. The Organization is a domestic entity electing to be classified as a non-profit organization and must file Form 990 annually under the Internal Revenue Code.

**Unalaska / Port of Dutch Harbor Convention
and Visitors Bureau**
Notes to Financial Statements, continued

Use of Estimates

Management uses estimates and assumptions in preparing these financial statements in accordance with generally accepted accounting principles. Those estimates and assumptions affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities, and the reported revenues and expenses. Actual results could vary from estimates that were used.

Restricted and Unrestricted Revenue Recognition

Unrestricted contributions are recognized as revenue when received. Contributions that are restricted by the donor are reported as increases in unrestricted net assets if the restrictions expire (that is, when the stipulated time restriction ends, or purpose restriction is accomplished) in the reporting period in which the revenue is recognized. All other donor-restricted contributions are reported as increases in either temporarily or permanently restricted net assets, depending upon the natures of the restrictions. When a restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the Statement of Activities as net assets released from restriction.

Note 2 – Availability and Liquidity

The Organization’s goal is generally to maintain financial assets to meet 60 days of operating expenses. As part of its liquidity plan, excess cash is invested in short-term investments, including money market accounts and certificates of deposit.

The following represents the Organization’s financial assets at:

	<u>June 30, 2022</u>
Cash & cash equivalents	\$ 238,990
Inventory	22,821
Financial assets available to meet general expenses over the next 12 months	\$ 261,811

See accountant’s compilation report.

**Unalaska / Port of Dutch Harbor
Convention**

Notes to Financial Statements, continued

Note 3 – Cash

For purposes of the financial statement presentation, cash includes bank accounts and cash on hand. Cash consisted of the following at June 30, 2022:

	<u>Book Balance</u>	<u>Bank Balance</u>
Checking	\$ 9,642	\$ 22,021
Savings	229,148	229,148
Cash on Hand	200	-
	<u>\$ 238,990</u>	<u>\$ 251,168</u>

At June 30, 2022 the Organization's cash accounts were insured through the FDIC for \$250,000. There was \$1,168 of uninsured cash held in financial institutions at June 30, 2022.

Note 4 – In-Kind Contributions

The Organization receives in-kind donations, including volunteers, rent and materials, from various entities, the value of which was \$21,021 for the year ended June 30, 2022, and has been included in the statement of activities and changes in net assets as in-kind rent revenue with its related expense included in the cost of support services.

Note 5 – Concentration of Revenue

The Organization received 80% of its revenue from the City of Unalaska in the form of grants and in-kind contributions for the year ended June 30, 2022.

Note 6 – Contingencies

The Organization has received grants for specific purposes that are subject to review and audit by the grantor agency. Entitlement to these resources is generally conditional upon compliance with the terms and conditions of grant agreements and applicable federal regulations, including the expenditure of resources for allowable purposes. Any disallowance resulting from review or audit by the grantor may become a liability of the Organization.

See accountant's compilation report.

9

**Unalaska / Port of Dutch Harbor Convention
and Visitors Bureau**
Notes to Financial Statements, continued

Note 7 – Subsequent Events

The Organization has evaluated subsequent events through January 17, 2023, the date on which the financial statements were available to be issued. In the opinion of management, no events occurred subsequent to June 30, 2022 through January 17, 2023 that require adjustment or disclosure in the accompanying financial statements

See accountant's compilation report.

10

**IRS e-file Signature Authorization
for a Tax Exempt Entity**

For calendar year 2021, or fiscal year beginning 7/01, 2021, and ending 6/30, 202022

2021

Department of the Treasury
Internal Revenue Service

► **Do not send to the IRS. Keep for your records.**
► **Go to www.irs.gov/Form8879TE for the latest information.**

Name of filer Unalaska Port of Dutch Harbor Convention EIN or SSN 92-0149050

Name and title of officer or person subject to tax

Rhonda Wayner Accountant

Part I Type of Return and Return Information

Check the box for the return for which you are using this Form 8879-TE and enter the applicable amount, if any, from the return. Form 8038-CP and Form 5330 filers may enter dollars and cents. For all other forms, enter whole dollars only. If you check the box on line 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a, 9a, or 10a below, and the amount on that line for the return being filed with this form was blank, then leave line 1b, 2b, 3b, 4b, 5b, 6b, 7b, 8b, 9b, or 10b, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. **Do not** complete more than one line in Part I.

1a Form 990 check here	<input checked="" type="checkbox"/>	b Total revenue, if any (Form 990, Part VIII, column (A), line 12)	1b	<u>343,358.</u>
2a Form 990-EZ check here	<input type="checkbox"/>	b Total revenue, if any (Form 990-EZ, line 9)	2b	
3a Form 1120-POL check here	<input type="checkbox"/>	b Total tax (Form 1120-POL, line 22)	3b	
4a Form 990-PF check here	<input type="checkbox"/>	b Tax based on investment income (Form 990-PF, Part V, line 5)	4b	
5a Form 8868 check here	<input type="checkbox"/>	b Balance due (Form 8868, line 3c)	5b	
6a Form 990-T check here	<input type="checkbox"/>	b Total tax (Form 990-T, Part III, line 4)	6b	
7a Form 4720 check here	<input type="checkbox"/>	b Total tax (Form 4720, Part III, line 1)	7b	
8a Form 5227 check here	<input type="checkbox"/>	b FMV of assets at end of tax year (Form 5227, Item D)	8b	
9a Form 5330 check here	<input type="checkbox"/>	b Tax due (Form 5330, Part II, line 19)	9b	
10a Form 8038-CP check here	<input type="checkbox"/>	b Amount of credit payment requested (Form 8038-CP, Part III, line 22)	10b	

Part II Declaration and Signature Authorization of Officer or Person Subject to Tax

Under penalties of perjury, I declare that I am an officer of the above entity or I am a person subject to tax with respect to (name of entity) _____, (EIN) _____ and that I have examined a copy of the 2021 electronic return and accompanying schedules and statements, and, to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the electronic return and, if applicable, the consent to electronic funds withdrawal.

PIN: check one box only

I authorize Melissa K Hartford to enter my PIN 14105 as my signature
ERO firm name Enter five numbers, but do not enter all zeros

on the tax year 2021 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

As an officer or person subject to tax with respect to the entity, I will enter my PIN as my signature on the tax year 2021 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Signature of officer or person subject to tax

Date

Part III Certification and Authentication

ERO's EFIN/PIN. Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

92111930310

Do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2021 electronically filed return indicated above. I confirm that I am submitting this return in accordance with the requirements of Pub. 4163, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature Melissa Hartford

Date

**ERO Must Retain This Form – See Instructions
Do Not Submit This Form to the IRS Unless Requested To Do So**

Return of Organization Exempt From Income Tax
 Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)
 ▶ Do not enter social security numbers on this form as it may be made public.
 ▶ Go to www.irs.gov/Form990 for instructions and the latest information.

2021

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

A For the **2021** calendar year, or tax year beginning **7/01**, **2021**, and ending **6/30**, **2022**

B Check if applicable:
 Address change
 Name change
 Initial return
 Final return/terminated
 Amended return
 Application pending

C **Unalaska Port of Dutch Harbor Convention**
 P.O. Box 545
 Unalaska, AK 99685

D Employer identification number
 92-0149050

E Telephone number
 907-581-2612

G Gross receipts \$ **343,358.**

F Name and address of principal officer:
 Same As C Above

H(a) Is this a group return for subsidiaries? Yes No
H(b) Are all subsidiaries included? Yes No
 If "No," attach a list. See instructions.

I Tax-exempt status: 501(c)(3) 501(c) (**6**) ▶ (insert no.) 4947(a)(1) or 527

J Website: ▶ **www.unalaska.org**

K Form of organization: Corporation Trust Association Other ▶ **L** Year of formation: **1994** **M** State of legal domicile: **AK**

H(c) Group exemption number ▶

Part I Summary

1 Briefly describe the organization's mission or most significant activities: <u>Promoting and encouraging tourism and supporting the development and sustainability of tourism infrastructure in the Unalaska/Dutch Harbor region.</u>	
2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.	
3 Number of voting members of the governing body (Part VI, line 1a)	3 5
4 Number of independent voting members of the governing body (Part VI, line 1b)	4 5
5 Total number of individuals employed in calendar year 2021 (Part V, line 2a)	5 7
6 Total number of volunteers (estimate if necessary)	6 5
7a Total unrelated business revenue from Part VIII, column (C), line 12	7a 0.
7b Net unrelated business taxable income from Form 990-T, Part I, line 11	7b 0.
8 Contributions and grants (Part VIII, line 1h)	Prior Year: 306,409. Current Year: 257,277.
9 Program service revenue (Part VIII, line 2g)	27,716.
10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	27.
11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	15,717. 58,338.
12 Total revenue — add lines 8 through 11 (must equal Part VIII, column (A), line 12)	322,153. 343,358.
13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	
14 Benefits paid to or for members (Part IX, column (A), line 4)	
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	171,313. 126,060.
16a Professional fundraising fees (Part IX, column (A), line 11e)	
b Total fundraising expenses (Part IX, column (D), line 25) ▶ 16,505.	
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	158,892. 192,078.
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	330,205. 318,138.
19 Revenue less expenses. Subtract line 18 from line 12	-8,052. 25,220.
20 Total assets (Part X, line 16)	Beginning of Current Year: 261,400. End of Year: 261,851.
21 Total liabilities (Part X, line 26)	61,558. 36,789.
22 Net assets or fund balances. Subtract line 21 from line 20	199,842. 225,062.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here
 Signature of officer: Rhonda Wayner Date: 1/30/2023
 Rhonda Wayner Accountant
 Type or print name and title

Paid Preparer Use Only
 Print/Type preparer's name: Melissa Hartford Preparer's signature: Melissa Hartford Date: _____
 Check if self-employed PTIN: P01639611
 Firm's name: Melissa K Hartford
 Firm's address: 6430 Bridget Dr Anchorage, AK 99502
 Firm's EIN: _____ Phone no.: 907-854-2058

May the IRS discuss this return with the preparer shown above? See instructions Yes No



MUSEUM OF THE ALEUTIANS

(907) 581-5150 • 314 Salmon Way Unalaska AK 99685 P.O. Box 648 Unalaska AK 99685 • www.Aleutians.org

January 28, 2023

RE: Letter of support for Unalaska Community Broadcasting

Mayor Vince Tutiakoff, Members of the City Council, and Review Committee,

On behalf of the Museum of the Aleutians board and staff, I would like to offer this letter of support for Unalaska Visitors Bureau's application for the City of Unalaska Community Support Grant. The Unalaska Visitors Bureau, or UVB, partners with the Museum of the Aleutians each year to provide services to the visitors who come to us by plane, cruise ship, the Alaska Maritime highway. They are leading the development of tourism, helping to shape a robust and regionally driven tourism program for this town and for the region.

Each year, they provide key services to the Museum, connecting us to visitors, streamlining the operations that bring in hundreds and sometimes thousands of visitors into the Museum. They orchestrate the entire cruise ship season, coordinating the different organizations to be sure we know when these visitors will be arriving, to ensure we are ready to receive them. They are a key resource for visitors, providing them with destination information and detailing the opportunities available to them, which helps them support the Museum and this community. The Museum of the Aleutians fully supports UCB's request for funding.

Sincerely,

Virginia Hatfield

Virginia Hatfield
Executive Director





UNALASKA COMMUNITY BROADCASTING
KUCB 89.7FM · CHANNEL 8 TV
WWW.KUCB.ORG · 907.581.1888 · PO BOX 181 UNALASKA, AK 99685

City of Unalaska
Grant Review Committee
PO Box 610
Unalaska, AK 99685

Dear Committee Members,

January 28, 2023

I am writing to express my support for continued funding to Unalaska's Visitors Bureau (UVB). UVB is unique in their mission to promote and encourage tourism and support the development of tourism in our community. Given the City's effort to diversify local economy, the UVB is more important now than ever before.

KUCB works closely with all of Unalaska's nonprofits. We routinely publicize their events and services and we invite staff to be guests on our interview programs. Since starting her new role at UVB, Katherine McGlashan has worked hard on outreach and communication and has been a frequent voice on local airwaves.

This year, UVB has fresh energy under the leadership of Katherine McGlashan. I am impressed by her goals, which tie the mission of the UVB to Unanga꥕ culture of the region. Her goals integrate the knowledge of elders, and focus on cultural tourism. I am very much looking forward to collaborating on video and multi-media projects in the coming year.

The new location of the UVB in the Safeway Mall makes the organization more accessible to locals and visitors alike. I know that Ms. McGlashan is working hard to open the doors for programs like open houses and events that spotlight local artists and emphasize the organization's function as a vibrant and active part of our community.

If you are in doubt as to whether or not to fully fund the UVB, I encourage you to stop by their office. You will find an inviting space with friendly and knowledgeable staff. And a staff that is working hard to showcase Unalaska as a culturally rich and sustainable travel destination.

The UVB is an essential service for Unalaska, and their services are unduplicated. They have a demonstrated commitment to our community, and I support their application for funding.

Sincerely,

Lauren Adams
General Manager, KUCB



January 27, 2023

To whom it may concern,

I am Lynda Lybeck-Robinson, current President of the Aleutian Arts Council (AAC) in Unalaska, Alaska. We understand that the Unalaska Visitor's Bureau (UVB) will be applying for a grant from the City of Unalaska, and we would like to extend our wholehearted support.

The non-profits in our community have learned that the best way we work is by working together. UVB has always supported the arts, and we were able to team up this past summer on the Grand Market Project. Hosted by the Grand Aleutian, coordinated by the AAC in partnership with the UVB, we were able to have a market set up in the lobby of the grand. It was a win-win for the local artists, and for our guests.

We see the UVB management and board have a strong interest in promoting education and celebration of the Unangan Culture as well as the history of this island. A sense of place, and heritage, is something all our children, of all ages, need, and deserve.

It is critical that a thriving community have a visitor's bureau and facility that represents the city of Unalaska in its best light. Our UVB has all our interests in mind- the Community, the Unangan Culture, the Artists, and the Visitors to the City we call home. We look forward to a coming year seeing them attain all their worthy goals in the coming year.

Sincerely

A handwritten signature in black ink, appearing to read "Lynda Lybeck-Robinson". The signature is fluid and cursive.

Lynda Lybeck-Robinson
Aleutian Arts Council President
P.O. Box 814
Unalaska, Alaska 99685



City of Unalaska
P.O. Box 610
Unalaska, AK 99685

30 January 2023

Dear Mayor Vince Tutiakoff, Members of the Unalaska City Council, and Review Committee,

The Ounalashka Corporation is writing in strong support of the Unalaska Visitors Bureau's (UVB) application for the City of Unalaska Community Support Grant.

There is a growing opportunity to share our island with visitors, and the logistics of such opportunities have never been more challenging than the last few years. As people around the globe are travelling again, we hope anyone interested in visiting Unalaska can contact the UVB to learn about our community. UVB provides an important connection for visitors to Unalaska services and other services Statewide, which bring revenue and opportunities to all communities. OC appreciates the opportunity to share our permit requirements in the UVB guide which reaches visitors sometimes before they even step foot on the island.

A valuable standard for visitor services with potential grow, please support the Unalaska Visitors Bureau by accepting and approving their grant request.

Sincerely,

Denise Rankin, Senior Vice President



907.581.1276



info@ounalashka.com



www.ounalashka.com



PO Box 149, Unalaska, Alaska 99685-0149