



City and Borough of Wrangell
Wrangell Convention & Visitors Bureau
AGENDA

Wednesday, May 24, 2023
12:00 PM

Location: Assembly Chambers

1. CALL TO ORDER

2. ROLL CALL

3. AMENDMENTS TO THE AGENDA

4. APPROVAL OF MINUTES

- a. Approval of the WCVB April 26th, 2023 regular meeting minutes.

5. PERSON'S TO BE HEARD

6. CORRESPONDENCE

7. UNFINISHED BUSINESS

- a. Review and discuss second draft design for the newly branded street banners to be install along Front Street.
- b. Review and approve Mobile Mapping Application expenditure.

8. NEW BUSINESS

- a. Review and approval of the FY24 draft budget for the Transient Tax and Commercial Passenger Vessel funds.
- b. Review draft Marketing Plan and Design Standards
- c. Discuss Visitor Survey

9. ADJOURNMENT

**Minutes of Wrangell Convention & Visitors Bureau Meeting
Held on April 26, 2023**

A. WORKSHOP: None

B. CALL TO ORDER: @ 12:04 PM

C. ROLL CALL

Present: Brenda Schwartz-Yeager, Mya DeLong, Corree Delabrue, Chris Bunes

Absent: Caitlin Cardinell

Staff Present: Kate Thomas, Matt Henson

D. AMENDMENTS TO THE AGENDA: None

E. APPROVAL OF MINUTES: None

F. PERSON'S TO BE HEARD: None

G. CORRESPONDENCE

- a. April Economic Development Department Report.
 - a. Additional information about travel influencer opportunities and other media was presented. More detail regarding these two opportunities will be provided in the next board packet.

H. UNFINISHED BUSINESS: None

I. NEW BUSINESS

- a. Review and discussion of the design themes for new street banners
 - i. Draft design concepts were presented to the Board. Feedback included preference of images versus block colors, maintain adjectives, maintain travel logo (small) in corner of each banner, remove "City and Borough of Wrangell," include cultural, wildflower and maritime (fishing) images, maintain brand consistency with new images to coordinate well with colors. Staff will incorporate feedback from the board and work towards a final draft for review.
- b. Review of mobile mapping applications and approval of expenditure
 - i. Staff provided an overview of the mobile application's purpose and value, citing data reports, visitor infrastructure and offline mapping for Wrangell's points of interest. Wander is the preferred provided due to its available features in its most basic plan. Board members inquired about other funding for advertisements and promotions, asking specifically about what they would be giving up if they approved the expenditure. Staff suggested that the item be tabled until the next meeting. Staff will present the department goals and objectives, staff workplans, marketing plans and the budget detail. Approval of the mobile mapping software will be scheduled for the next board meeting following a thorough review of the plan and finances available for marketing.

J. ADJOURNMENT

Next Meeting time and date is to be determined.

Adjourned @ 1:21 PM

Agenda Item A Unfinished Business

Street Banner Design Comparison

Wrangell Convention and Visitors Bureau AGENDA ITEM May 24th, 2023

Information: Matt Henson, Marketing and Development Coordinator has drafted six different design themes for street banners to be installed along the downtown corridor. The current versions incorporate feedback from the April WCVB meeting.

The existing banners are aging and in need of replacement. This is a great opportunity for us to implement the brand into some of our community infrastructure. Since the street banners are only installed throughout the visitor season, it is appropriate to weave the brand into the design.

Matt will provide an oral overview of the banners, thoughts behind the design and potential variations that would be easy to adapt within the current themes. Staff are seeking positive and critical input from the CVB to help guide the final design product.

The goal is to have the design finished by the end of May, so that an order can be processed for delivery. Installation of the new street banners would be an immediate priority following their arrival. Historically, Wrangell Municipal Light and Power has conducted the installation. Staff look forward to working with them again this year.

Recommendation: Share design preferences at the meeting based on themed versions presented by staff. Design options will be provided at the meeting.

Agenda Item B Unfinished Business

Mobile Application Comparison

Wrangell Convention and Visitors Bureau

AGENDA ITEM

May 24th, 2023

Information: Staff have been conducting research to learn more about mobile application service providers that are popular among Destination Marketing Organizations. During their recent travel opportunity for the DMA West Tech Summit in Salt Lake, staff were able to meet face to face with different companies. Following a return to Wrangell, Matt Henson met with two companies to share information about Wrangell and undergo a demonstration of their respective products. Matt drafted the summary of Wander Maps and Widget below. An additional comparison sheet created by Wander has been included in the packet.

Wander Maps is the preferred provider as its features parallel more closely what Wrangell is looking for. Their mapping systems ability to work offline is critical since much of Wrangell Island and the surrounding recreation sites are not within cellular service areas. Wander also allows staff to update and modify data points more easily independently of direct technical support.

The fees associated with a service agreement with Wander is as follows:

- One-time \$2,000 implementation fee
- Basic service plan \$6,000 annually
- Add-on features \$2,000
- Total of \$10,000 for the first year, \$8,000 every year thereafter

Wander Maps is a user-friendly mapping software designed for State Parks, Private Destinations, and Destination Marketing Organizations. Their platform allows users to navigate a 3D interactive map on a web browser, as well as access an offline version downloadable through their app. Primarily catering to outdoor recreation and attractions, Wander Maps has also gained popularity in municipalities such as Bentonville, AR, Decatur, AL, and Heber Valley, UT. Additionally, the platform can be effortlessly integrated into existing webpages, promoting increased user engagement.

Visit Widget is a mapping software tailored for urban environments, effortlessly integrating as a widget onto Destination Marketing Organization (DMO) websites. The user-friendly interface is designed for planning visits to local businesses and attractions. The platform empowers DMOs to personalize the widget in line with their branding for a cohesive integration on their webpages. Although offering limited offline capabilities, Visit Widget primarily focuses on urban commercial experiences. Optionally, for an extra fee, DMOs can have a custom app developed

for their destination, enabling users to locate nearby points of interest and continue planning their journey on the go.

Recommendation: WCVB members are encouraged to review the sites of both Widget and Wander, along with other mobile mapping application providers to learn more about this software.

Staff are seeking approval from the WCVB to spend up to \$12,000 on a mobile application for implementation and the first year of services.

Attachments: Proposal summary and supporting document.



Offline, Interactive Map for Wrangell, Alaska

To whom it may concern,

Thank you for considering our proposal for an offline, interactive Wander map for tourists to Wrangell, Alaska. Our team is excited to showcase our expertise in delivering solutions to improve visitor experience and boost tourism.

As per your requirements, we propose to use our existing technology to design and deliver an interactive map that tourists can use to navigate Wrangell, Alaska, without needing an internet connection. Our map will be user-friendly, easily accessible, and provide tourists with detailed information on popular tourist attractions, landmarks, and points of interest in Wrangell.

Our proposed solution will include the following key features:

1. **Offline Capability:** Your interactive map will function offline, allowing tourists to use it even in areas without internet connectivity.
2. **Intuitive User Interface:** We will design the map with an intuitive user interface, making it easy for tourists to navigate, zoom in and out, and find their way around Wrangell.
3. **Detailed Information:** The map will provide detailed information about popular tourist attractions, including descriptions, and photos, making it easier for tourists to plan their trips.
4. **Customized Design:** We will work with you to create a customized design that aligns with your brand image and meets your specific needs.
5. **Mobile Compatibility:** Your map will be compatible with both Android and iOS devices, ensuring that tourists can access it using their smartphones.
6. **Embedded Maps:** Your map can be easily embedded on your website in various configurations that will aid in visitor trip planning and discovery.

In addition to the above features, we will work with you and your stakeholders to ensure that your map is up-to-date, accurate, and reliable, ensuring that tourists have an enjoyable and stress-free experience while exploring Wrangell.

Our team has extensive experience in developing offline, interactive maps for various clients, and we are confident that we can deliver a high-quality solution that meets your requirements.

We appreciate the opportunity to submit this proposal and look forward to discussing it further with you. Please let us know if you have any questions or concerns.

Sincerely,

AJ Brau



Wrangell Wander Map Proposal

Prepared by:
AJ Brau
Wander App Inc.

Prepared for:
Kathleen Thomas
Wrangell Alaska Visitors Bureau

"If a picture is worth a thousand words, then a map is worth a million"
- Patrick Abbott

About Us

Wander specializes in providing beautiful, curated map experiences for travel destinations around the world. Wander is the only offline, 3D interactive mapping platform built specifically for the tourism industry. We build web and mobile experiences that connect travelers to the culture and landscape of places around the world.

Name	Term Length	Price
Map Implementation	One-Time	\$2,000.00
Platform onboarding, training		
Full marketing support		
Wander Platform License - Explorer Package	Annual	\$12,000.00
Technical support, onboarding, content work & data enrichment		
Unlimited map usage for visitors, quarterly analytics reports		
500 points of interest (POIs), 3 authorized map builder logins		
	Subtotal	\$14,000.00
	First in state promo*: 25% off year 1 licensing fee	-\$3,000.00
	Spring discount: Sign by June 1, 2023	-\$1,000.00
	Total	\$10,000.00

Alaska does not impose a state sales tax

*Promotional pricing is only available for multi-year contracts.

To qualify to receive the discount, the minimum contract length is 2 years.

Year 1: licensing fees will be discounted

Year 2 and forward: licensing fees will be charged at the regular price

Unless otherwise agreed to in a writing signed by both parties, the Customer accepts and agrees to the Wander Maps [Privacy Policy](#), [Terms and Conditions](#), and [Master Service Agreement](#), stated in this Proposal (the "Agreement") by signing this Proposal or providing payment to Wander Maps pursuant to these payment terms. Additional products or subscriptions added during the subscription term stated herein and future renewals will be subject to the same Agreement.

AJ Brau, Wander App, Inc.

Kathleen Thomas, Wrangell

2023-05-19

Agenda Item A New Business

FY Draft Budget

Wrangell Convention and Visitors Bureau

AGENDA ITEM

May 24th, 2023

Information: The FY24 Draft Budget showcases all three divisions of the Economic Development department to include Planning and Zoning, Transient Tax, and the Commercial Passenger Vessel Tax funds. Staff are requesting that the WCVB review the proposed budget for Transient Tax and Commercial Passenger Vessel funds for approval. The Transient Tax fund has two sheets of supporting detail that highlights a more granular explanation of how money will be spent.

Recommendation: Review and approve the Economic Development Department budgets for the Transient Tax and Commercial Passenger Vessel Tax.

Attachments: FY24 Economic Development Department Draft Budget

CITY AND BOROUGH OF WRANGELL
2024 ANNUAL BUDGET
Fund #11000 Dept #032

GENERAL FUND
ECONOMIC DEVELOPMENT DEPARTMENT
DETAIL OF EXPENDITURES

ECONOMIC DEVELOPMENT GENERAL FUND EXPENDITURES		FY 2021 ACTUAL	FY 2022 ACTUAL	FY 2023 ESTIMATED	FY 2023 ADOPTED	FY 2024 PROPOSED
11000 032 6001	Salaries & Wages	\$ 88,379	\$ 94,433	\$ 107,848	\$ 95,671	\$ 134,662
11000 032 61XX	Employer Costs	\$ 39,166	\$ 45,683	\$ 39,912	\$ 37,979	\$ 62,305
11000 032 7001	Materials & Supplies	\$ 319	\$ 384	\$ 535	\$ 500	\$ 750
11000 032 7004	Postage & Shipping	\$ -	\$ 92	\$ 13	\$ 600	\$ 600
11000 032 7502	Phone/Internet	\$ -	\$ -	\$ 881	\$ 705	\$ 705
11000 032 7503	Information Technology	\$ 2,400	\$ 2,960	\$ 4,706	\$ 2,380	\$ 7,510
11000 032 7505	Travel & Training	\$ 79	\$ 1,037	\$ 5,956	\$ 11,699	\$ 13,300
11000 032 7506	Publications & Advertising	\$ 294	\$ -	\$ -	\$ 600	\$ 600
11000 032 7507	Memberships & Dues	\$ 941	\$ 929	\$ 569	\$ 1,425	\$ 1,425
11000 032 7508	Insurance	\$ 1,570	\$ -	\$ -	\$ -	\$ -
11000 032 7511	Surveying	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
11000 032 7519	Professional Services Contractual	\$ 1,500	\$ 925	\$ 9,703	\$ 11,300	\$ 19,000
11000 032 7570	Tourism Industry Expenses	\$ 3,616	\$ 2,171	\$ 1,353	\$ 4,000	\$ 4,000
11000 032 7900	Capital Expenditures	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL EXPENDITURES & TRANSFERS OUT		\$ 138,265	\$ 148,614	\$ 211,387	\$ 170,859	\$ 248,857

JUSTIFICATION & EXPLANATION
ECONOMIC DEVELOPMENT

GL ACCT	DESCRIPTION	
6001	SALARIES & WAGES	
	Economic Development Director Salary	\$ 88,826
	Marketing & Community Development Coordinator Salary	\$ 45,837
	TOTAL	\$ 134,662
61XX	EMPLOYER COSTS	
	FICA, SBS AND MEDICARE (7.58%)	\$ 10,207
	STATE OF ALASKA PERS (22%)	\$ 29,626
	GROUP HEALTH, LIFE INSURANCE, WORKERS COMPENSATION	\$ 22,472
	TOTAL	\$ 62,305
7001	MATERIALS & SUPPLIES - VARIOUS OFFICE SUPPLIES SUCH AS PRINTER PAPER & INK, THUMBDRIVES, CALENDARS AND OTHER MISC. SUPPLIES	
7004	POSTAGE & SHIPPING - ALLOTMENT FOR MAILINGS SUCH AS PLANNING AND ZONING MEETING NOTICES, OFFICIAL CORRESPONDENCE	
7502	PHONE/INTERNET - ANNUAL ALLOTMENT FOR PHONE LANDLINE, INTERNET SERVICE, AND CELL PHONE	
7503	INFORMATION TECHNOLOGY - ALLOTMENT FOR COMPUTER SOFTWARES, WEB DOMAINS & LICENSES, AND OTHER MISC. SOFTWARE AND PROGRAMMING.	
7505	TRAVEL & TRAINING - ALLOTMENT FOR TRAVEL AND REGISTRATION FOR TRAINING CONFERENCES & OTHER MISC. PROFESSIONAL DEVELOPMENT OPPORTUNITIES.	
7506	PUBLICATIONS & ADVERTISING - COST TO PUBLISH ADVERTISEMENTS	
7507	MEMBERSHIPS & DUES - SUBSCRIPTIONS TO NEWSPAPERS, MAGAZINES, AND DUES TO PROFESSIONAL ORGANIZATIONS	
7511	SURVEYING - ALLOTMENT FOR LAND SURVEY SERVICES	
7519	PROFESSIONAL SERVICES CONTRACTUAL - GIS MAPPING CONTRACT EXPENSES & ECONOMIC CONDITIONS REPORT, BCA REPORTS FOR GRANTS	
7570	TOURISM INDUSTRY EXPENSES - ALLOTMENT FOR BUILDING AND MAINTAINING TOURISM PROGRAMS	
7900	CAPITAL EXPENDITURES - CAPITAL EXPENSES (ABOVE \$5,000) INCURRED SPECIFIC TO ADMINISTRATION OPERATIONS	

CITY AND BOROUGH OF WRANGELL
2024 ANNUAL BUDGET
Fund 28000

SPECIAL REVENUE TYPE
TRANSIENT TAX FUND
SUMMARY OF REVENUES & EXPENDITURES

		FY 2020 ACTUAL	FY 2022 ACTUAL	FY 2023 ESTIMATED	FY 2023 ADOPTED	FY 2024 DRAFT BUDGET
TRANSIENT TAX REVENUES						
28000 000 4080	Bed (Transient) Tax	\$ 30,661	\$ 61,261		\$ 55,000	\$ 57,500
28000 000 4085	Bed Tax Penalties & Interest	\$ -	\$ -		\$ 1,000	\$ -
28000 000 4606	Ad Revenue	\$ 6,561	\$ 125		\$ 6,000	\$ 6,000
TOTAL TRANSIENT TAX REVENUES		\$ 37,222	\$ 61,386		\$ 62,000	\$ 63,500
TRANSIENT TAX EXPENDITURES						
28000 000 7001	Materials & Supplies	\$ 92	\$ 130		\$ 720	\$ 1,500
28000 000 7004	Postage & Shipping	\$ 196	\$ 2,174		\$ 5,200	\$ 7,000
28000 000 7502	Phone/Internet	\$ 753	\$ 696		\$ 1,430	\$ 1,430
28000 000 7503	Information Technology	\$ 512	\$ 1,311		\$ 1,590	\$ 3,350
28000 000 7505	Travel & Training	\$ -	\$ 9,873		\$ 13,585	\$ 34,000
28000 000 7506	Publications & Advertising	\$ 7,093	\$ 8,022		\$ 14,000	\$ 42,500
28000 000 7507	Memberships & Dues	\$ 2,050	\$ 1,175		\$ 3,650	\$ 3,900
28000 000 7519	Professional Services Contractual	\$ -	\$ -		\$ 3,000	\$ 21,000
28000 000 7576	Promotional	\$ 18,073	\$ 9,144		\$ 20,150	\$ 26,450
28000 000 8921	Transfer to Nolan Center	\$ -	\$ 12,000		\$ 12,000	\$ 12,000
TOTAL TRANSIENT TAX EXPENITURES		\$ 28,769	\$ 44,525		\$ 75,325	\$ 153,130
TOTAL REVENUES		\$ 37,222	\$ 61,386		\$ 62,000	\$ 63,500
TOTAL EXPENDITURES		\$ (28,769)	\$ (44,525)		\$ (75,325)	\$ (153,130)
CHANGE IN NET POSITION		\$ 8,452	\$ 16,861		\$ (13,325)	\$ (89,630)
BEGINNING RESERVE BALANCE (7/1/20XX)		\$ 141,479	\$ 149,931	\$ 166,793	\$ 167,798	\$ 166,793
CHANGE IN NET POSITION		\$ 8,452	\$ 16,861	\$ -	\$ (13,325)	\$ (89,630)
ENDING RESERVE BALANCE (6/30/20XX)		\$ 149,931	\$ 166,793	\$ 166,793	\$ 154,473	\$ 77,163

JUSTIFICATION & EXPLANATION
TRANSIENT TAX

ACCT NO.	ACCOUNT DESCRIPTION
4080	BED (TRANSIENT) TAX - REVENUE FROM TRANSIENT TAX REMITTANCE
4085	BED TAX PENALTIES & INTEREST - REVENUE FROM DELINQUENT TRANSIENT TAX REMITTANCE FEES
4606	AD REVENUE - ALL REVENUE RECEIVED FROM TRAVEL/TOURIST ADVERTISEMENTS
7001	MATERIALS & SUPPLIES - COSTS FOR OFFICE SUPPLIES, SUCH AS PRINTER INK & MISC. PAPER, CARDS, & FOLDERS
7004	POSTAGE & SHIPPING - COST OF POSTAGE FOR TRAVEL PLANNERS AND SHIPMENT OF BOAT SHOW MATERIALS TO SEATTLE
7502	PHONE/INTERNET - ANNUAL ALLOTMENT FOR VISITOR CENTER PHONE, 1-800- LINE, AND TBMP MESSAGE MACHINE
7503	INFORMATION TECHNOLOGY - COSTS INCLUDE CANVA, HOOTSUITE, DROPBOX, AND WEBSITE DOMAIN REGISTRATIONS
7505	TRAVEL & TRAINING - ALLOTMENT FOR SEATTLE BOAT SHOW, ALASKA MEDIA ROADSHOW, DMA WEST TECH SUMMIT, ATIA ANNUAL CONFERENCE
7506	PUBLICATIONS & ADVERTISING - ALLOTMENT FOR VARIOUS ADVERTISING OUTLETS, SUCH AS ATIA TRAVEL PLANNER, TRAVEL GUIDE BREATH OF BEAR, ALASKA MAGAZINE, FACEBOOK, INSTAGRAM, & MORE
7507	MEMBERSHIP & DUES - INCLUDES MEMBERSHIP & SUBSCRIPTION COSTS FOR SATC, JCVB, ATIA, DMA WEST, ANCHORAGE, & KTN
7519	PROFESSIONAL SERVICES CONTRACTUAL - COST OF AD DESIGN SERVICES
7576	PROMOTIONAL - ALL EXPENSES INCURRED RELATED TO THE PROMOTION OF ACTIVITIES AND EVENTS ASSOCIATED WITH TOURISM AND VISITING WRANGELL
8921	TRANSFER TO NOLAN CENTER - ANNUAL ALLOTMENT TRANSFERRED TO NOLAN CENTER FUND

CITY AND BOROUGH OF WRANGELL
2024 ANNUAL BUDGET
Fund 28010

SPECIAL REVENUE TYPE
COMMERCIAL PASSENGER VESSELS (CPV) FUND
SUMMARY OF REVENUES & EXPENDITURES

		FY 2021 ACTUAL	FY 2022 ACTUAL	FY 2023 ESTIMATED	FY 2023 ADOPTED BUDGET	FY 2024 DRAFT BUDGET
CPV FUND REVENUES						
28010 000 4180	CPV Excise Share Revenue	\$ 58,660	\$ 58,660	\$ -	\$ 50,000	\$ 55,000
TOTAL REVENUES		\$ 58,660	\$ 58,660	\$ -	\$ 50,000	\$ 55,000
CPV FUND EXPENDITURES						
28010 000 7001	Materials & Supplies	\$ 4,421	\$ 1,238	\$ -	\$ 3,500	\$ 4,500
28010 000 7519	Professional/Contractual Services	\$ -	\$ -	\$ -	\$ -	\$ -
28010 000 7900	Capital Expenditures	\$ 1,046	\$ -	\$ -	\$ 100,000	\$ 55,000
28010 000 8990	Transfer to Parks and Recreation CIP Fund	\$ -	\$ -	\$ -	\$ 100,000	\$ -
TOTAL EXPENDITURES		\$ 5,467	\$ 1,238	\$ -	\$ 203,500	\$ 59,500
TOTAL CHANGE IN NET POSITION		\$ 53,193	\$ 57,422	\$ -	\$ (53,500)	\$ (4,500)
BEGINNING RESERVE BALANCE (7/1/20XX)		\$ 200,307	\$ 253,500	\$ 310,922	\$ 312,160	\$ 310,922
CHANGE IN NET POSITION		\$ 53,193	\$ 57,422	\$ -	\$ (53,500)	\$ (4,500)
ENDING RESERVE BALANCE (6/30/20XX)		\$ 253,500	\$ 310,922	\$ 310,922	\$ 258,660	\$ 306,422

JUSTIFICATION & EXPLANATION
COMMERCIAL PASSENGER VESSEL FUND

ACCT NO. ACCOUNT DESCRIPTION

- 4180 **CPV EXCISE SHARE REVENUE** - ALL REVENUES DERIVED FROM THE IMPOSITION OF AN EXCISE TAX ON COMMERCIAL PASSENGER VESSELS. PASSENGERS TRAVELING ON QUALIFIED COMMERCIAL PASSENGER VESSELS ARE LIABLE FOR THE TAX. THE ALASKA STATE DEPARTMENT OF REVENUE DEPOSITS ALL PROCEEDS FROM THE TAX AND THE LEGISLATURE MAKES APPROPRIATIONS TO MUNICIPALITIES ON ANNUAL BASIS (I.E. THE MUNICIPAL SHARE).
- 7001 **MATERIALS & SUPPLIES** - FLOWERS, MULCH, PLANTERS AND OTHER LANDSCAPING MATERIALS TO CLEAN THE DOWN TOWN FLOWER BEDS AND LANDSCAPING (I.E. BULB-OUTS)
- 7519 **PROFESSIONAL/CONTRACTUAL SERVICES** - THOSE SERVICE EXPENDITURES THAT ARE DIRECTLY OR INDIRECTLY ASSOCIATED WITH TRAVEL AND TOURISM FROM COMMERCIAL PASSENGER VESSELS
- 7900 **CAPITAL EXPENDITURES** - EXPENDITURES ABOVE \$5,000 THAT ARE CAPITALIZABLE AND ARE ASSOCIATED WITH TRAVEL AND TOURISM FROM COMMERCIAL PASSENGER VESSELS
- 8924 **TRANSFER TO PARKS AND RECREATION** - TRANSFER TO PARKS AND RECREATION IN ORDER TO SUPPLEMENT THE MT. DEWEY TRAIL EXTENSION PROJECT.

DEPARTMENT: Transient Tax					
<i>Please note: your department might not be using all the accounts. Please refer to you prior year budget. Please do not change the formatting of this worksheet.</i>					
7001	MATERIALS & SUPPLIES	Amount	7004	Postage	
	Toner	500		Travel Planner	3,500
	Paper	500		Boat Show Shipment	3,500
	Miscellaneous	500			
	Total	\$ 1,500		Total	\$ 7,000
7502	PHONE/INTERNET	Amount	7503	INFORMATION TECHNOLOGY	Amount
	Visitor Center phone	750		Canva	150
	1-800- Line	500		Google	500
	TBMP Message Machine	180		Domain Registrations	500
				WCVB Annual Hosting Fee (website)	200
				ARI Website Registration	900
				Adobe Creative	1,100
	Total	\$ 1,430		Total	\$ 3,350
7505	TRAVEL & TRAINING	Amount	7506	PUBLICATIONS/ADVERTISING	Amount
	DMA Spring	6,000		Digital Media Marketing	10,000
	DMA Fall	3,000		Printed Media Marketing	10,000
	SATC Meeting	3,000		Travel Writers	10,000
	ATIA Conference	4,000		Influencers	10,000
	Seattle Boat Show	6,000		Travel Guides	2,500
	Alaska Media Roadshow	6,000			
	Tradeshow	6,000			
	Total	\$ 34,000		Total	\$ 42,500

DEPARTMENT: Transient Tax

*Please note: your department might not be using all the accounts. Please refer to you prior year budget.
Please do not change the formatting of this worksheet.*

7576	Promotions		7507	MEMBERSHIP, DUES, SUBSCRI	Amount
	Banners: ATIA, Google, Travel Guide	1,200		SATC	2,000
	ATIA Cooperative Ops	2,000		JCVB	400
	Email Lead	5,000		KTN	250
	Pop up displays	3,000		Anchorage	400
	Seattle Boat Show	250		ATIA	250
	Photos/Videos	5,000		DMA West	600
	HOP Parks Support	500			
	Bird Festival Support	500			
	Bear Fest Support	500			
	Alaska Media Roadshow	3,500			
	Downtown Street Banners	5,000			
	Total	\$ 26,450		Total	\$ 3,900
7821	Nolan Center Contribution	Amount	7519	Professional Services Contractual	Amount
	Visitor Center Operations (\$1000/mo)	12,000		Visitor Industry and Economic Report	10,000
				Ad Design	3,000
				Mobile 3D Mapping	8,000
	Total	\$ 12,000		Total	\$ 21,000

Agenda Item B New Business

Marketing Plan and Design Standards

Wrangell Convention and Visitors Bureau

AGENDA ITEM

May 24th, 2023

Information: Matt Henson has been diligently working to develop standards for the department's marketing plan and design standards. The first draft of the plan is ready for review and input from the WCVB. The document is intended to create a set of standards for marketing the borough and visitor industries.

Recommendation: Review and discuss the Marketing Plan and Design Standards. Following input from the WCVB staff will make recommended revisions and bring a final draft back to the group for approval at the June meeting.

Attachments: City and Borough of Wrangell and Travel Wrangell Marketing Plan.

CITY AND BOROUGH OF WRANGELL ALASKA AND TRAVEL WRANGELL MARKETING PLAN AND DESIGN STANDARDS



TRAVEL OUTSIDE THE LINES
WRANGELL

Last revision made on: May 19th, 2023

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DRAFT

INTRODUCTION

This marketing plan is an essential tool for both the City and Borough and Travel Wrangell brands. This will ensure there are general standards outlined and a path to maintain the set standards and allow for clear, engaging, storytelling. Storytelling is the foundation of our workplan. Through storytelling we can build our brand image to our community as well as potential visitors.

The goal of this marketing plan is to create a strategic roadmap for each entity that outlines the key marketing objectives, target audiences, messaging, and tactics that will be used to achieve the desired outcomes. The plan will also provide a clear understanding of the market landscape, competitive analysis, and trends that will shape the marketing strategy.

Through the development of this marketing plan, we will be able to identify the unique selling points and value proposition of their destination and develop effective marketing tactics to reach their target audiences. By taking a data-driven approach, the plan will enable us to measure the effectiveness of our marketing efforts and make informed decisions about future investments in marketing initiatives.

PURPOSE AND VISION

The purpose of this document is to set forth standard design and engagement practices as well as detail the plan to build the City and Borough of Wrangell brand as well as the Travel Wrangell brand. Our aim is to increase the visibility of each brand and maintain transparency of operations and procedures with the public. For Travel Wrangell, we want to emphasize the current brand statement: Visitors welcome. Tourist not so much. For the City and Borough of Wrangell we want to develop and modernize the brand while maintaining our heritage.

MEDIA POLICY: CODE OF CONDUCT

1. **Respecting the Community:** When engaging in social media posting, it is crucial to uphold respect for the community and its culture. This entails refraining from any posts or comments that may be offensive, discriminatory, or derogatory towards any group or individual. Fair representation of the local heritage and culture is essential, while maintaining respect for partnerships and community roles. Choose language and imagery that is appropriate and inclusive, considering the diverse audience that may be viewing the content.
2. **Be transparent:** It's important to be transparent about your role as a Travel Wrangell and Borough representative and the purpose of your social media posts. Disclose any sponsorships or affiliations in your posts to avoid misleading your followers. Ensure that any promotional posts are clearly marked as advertising. This helps to build trust and credibility with your followers.

3. Engagement with followers on social media platforms requires careful consideration. It is recommended that any comments or private messages related to inquiries or information requests be redirected to an appropriate borough representative or the main City Hall email or phone line. While clerical questions such as event timings or locations may receive simple responses, further discussions should be directed to the appropriate channels. Reposting social media content should be approached cautiously to avoid any appearance of bias or favoritism towards individuals or organizations. As a general guideline, reposting Borough departments, Borough-sponsored events, and community events is permitted. However, reposting sales promotions or any content that exclusively benefits a specific shop or business is strictly prohibited.
4. Protect user privacy: As a Borough representative, it's important to respect the privacy of users on social media. Do not share their personal information without their consent. This includes any identifying information, such as names or email addresses. Be mindful of any information that could be considered confidential or sensitive.
5. Follow the law: Ensure that all social media posts and activities are in compliance with local, state, and federal laws and regulations. This includes copyright laws, anti-spam laws, and privacy laws. Avoid posting anything that could be considered defamatory, discriminatory, or illegal. Additionally, ensure that any social media promotions comply with applicable laws and regulations.
6. Avoid political activities: As a Borough representative, it's important to avoid engaging in political activities on social media, as this can be perceived as a conflict of interest. Do not endorse any political candidates or parties on social media and avoid posting content that could be seen as politically charged. Stick to promoting the destination and community and its attractions and activities.
7. Be mindful of branding: Ensure that all social media posts and activities align with the Travel Wrangell and City and Borough of Wrangell's brand identity and messaging. Use consistent branding across all social media channels to promote a cohesive brand image. Avoid posting content that could damage the Travel Wrangell or City and Borough's reputation or image. Additionally, ensure that any third-party content shared on social media aligns with values and branding of both entities.
8. Follow internal policies: Adhere to any internal policies or guidelines set forth by the City and Borough of Wrangell. This includes any social media approval processes or protocols. Follow any guidelines for tone, messaging, and branding in social media posts. Additionally, ensure that any social media content meets legal and ethical standards. If a policy listed within this document conflicts with any policy of the City and Borough, the City and Borough's policy will supersede the policy in question.

9. Use social media to promote the destination and industries: Use social media to promote the destination's attractions, activities, and events in a positive and professional manner. Avoid posting negative content about competitors or other destinations. Ensure that any social media content is accurate and up to date. Additionally, avoid spamming or over-posting on social media, as this can annoy followers and hurt engagement.

MEDIA CONTENT, CATEGORIES AND PURPOSES

MEDIA TYPES

Within print media and digital media, there are a multitude of sub types of media. This section will outline each of the sub types as well as their applicable use. In addition to tangible media outlets, each type of media falls into one of three categories, Earned Media, Paid Media and Owned Media. Earned Media is media that has performed well on its respective platforms and garnered organic engagement. Paid Media is any media type that has been posted or used for paid advertising campaigns. Owned Media is engaging content that lasts longer than its natural life from the date of its posting and plays a vital role in maintaining engagement through slow seasons. Additionally, each piece of content will generally serve one of three purposes. To inform, to engage, or to promote. It is important to note that promotional posts must follow our Community Equity of Promotions guidelines and each business is afforded the same amount of “airtime” through our media channels.

CATEGORIES

Still Post and Pictures

Still Posts or Picture Posts are commonly used for various types of promotional and informative purposes. However, these types of posts are not usually used for engagement styled posts. These posts typically include professional photography, informative graphics, posters, and digital marketing materials, showcasing persons or groups of people.

The City and Borough of Wrangell frequently utilizes these types of posts to feature Borough projects, events, and employee accomplishments, among other things. Similarly, the Travel Wrangell brand often uses these posts to showcase local businesses, community members, and attractions in the area.

Copywriting for Still Posts and Picture Posts is typically crafted based on the post's purpose and can range from a more formal to an informal business casual style. However, it is generally a step above a loose casual style.

Stories

Stories are a popular feature on social media platforms like Instagram, Facebook, and YouTube that allow users to share short-lived photos and videos that disappear after 24 hours. They're typically used to showcase behind-the-scenes moments and include filters, stickers, and interactive elements. Unlike traditional posts, stories are transitory and create a sense of urgency and exclusivity. They have evolved

to include additional tools like tagging, polls, and links, and are often used to promote products or services, share news, or engage with audiences.

The City and Borough uses stories to repost Still Posts as well as remind users of upcoming events or meetings. Stories should be kept visually neat and clean. As per the City and Borough's online social media policy, stories should not include polls or content that is used to sway public opinion. Posts should steer clear of directives and stay informative.

The use of Stories by Travel Wrangell is generally more casual in nature. While maintaining an organized appearance, Stories can have a more relaxed and informal tone. The use of GIFs and emojis is permitted and user engagement practices like polls, reposts, and Q+A questionnaires are encouraged when appropriate. Copywriting for Stories should be simple and can maintain a casual tone.

Short Form, Vertical Video

Vertical Video has become a standard format across all social media platforms with TikTok leading the trend at its formation in 2019. Videos range in form from informative, entertaining content, to videos and pictures synced with music, to informal behind the scenes content. Short form videos are often used to present a very casual and personal that gives users the feeling of being apart and personally included in its content. These videos have evolved from short, 10 second videos to now longer videos averaging up to 3 minutes, with the option of up to 10 minutes of content.

The City and Borough utilizes short form vertical videos to create engaging content that showcases city initiatives, events, and activities. When creating Reels, it is important to maintain a neat and visually pleasing appearance while adopting a relaxed and casual tone. However, it is advisable to use trending audio cautiously, being mindful of potential negative public perception and its impact on the brand image. It is crucial to refrain from using expletives and suggestive content in any circumstances.

Short form, vertical videos are expected to form a significant part of Travel Wrangell's content strategy. These videos will primarily showcase local attractions, events, and other casual content related to the area. Encouragement is given to incorporate GIFs, trending audio (with the same caution as mentioned earlier), and current video trends. Content sourcing can originate from the internal role or be collected from the general public, although prioritizing native collection is preferred to ensure video consistency.

Long Form, Traditional Video

This section will be discussing YouTube and YouTube-like videos.

PURPOSES

Informative

This purpose is generally self-explanatory. To inform. Examples of informative content include event announcements, administrative changes and historically significant items.

Engagement

Engagement posts can look very different from post to post. Posts can range from current TikTok or Reels trends to Autonomous Sensory Meridian Response (ASMR) posts. Use of online trends should be used with discretion as not all trends are suitable for our media channels.

Promotional

Promotional posts are acceptable on the Travel Wrangell social media outlets but must follow the Community Equity of Promotions guidelines. Examples of posts are acknowledgement of new businesses, borough projects stakeholder events and partnerships.

BRAND SUMMARY AND GUIDELINES

In 2020, the Wrangell Convention and Visitor Bureau contracted Spawn Ideas in Anchorage, Alaska to create a brand package for the Travel Wrangell brand. Appendix * includes the final deliverable from Spawn and features the Travel Wrangell Brand Guide. This guide should be referenced for all posting using the Travel Wrangell Brand to maintain consistency of look, voice and feel as well as the “dos and don’ts” of specific brand elements.

COMMUNITY EQUITY OF PROMOTIONS

The purpose of the section is to outline the guidelines for the promotion of businesses on the Travel Wrangell and City and Borough of Wrangell media outlets. As a general guideline, it is important to refrain from promoting individual businesses solely for the purpose of commercial gain on social media platforms associated with the City and Borough of Wrangell. The focus should primarily be on promoting the overall community and its offerings rather than specific businesses. However, exceptions to this rule may be considered on a case-by-case basis, taking into account factors such as the potential economic impact, community benefit, or special circumstances. Any exceptions must receive explicit approval from the Economic Development Director, who will assess the suitability and alignment of the promotional content with the goals and interests of the City and Borough of Wrangell.

Below is a rough draft of these guidelines:

1. **Prioritize Local Businesses:** When promoting events or attractions, prioritize local businesses and organizations that are invested in the community and contribute to its economic growth. Ensure that all businesses, regardless of size or budget, have an equitable opportunity to be featured in promotions.
2. **Promote Sustainability:** Promote and support sustainable practices and initiatives within the community, such as reducing waste, conserving resources, and supporting local agriculture. Consider partnering with local environmental organizations or highlighting sustainable businesses in promotions and ensure that all businesses have an equitable opportunity to participate.
3. **Support Community Events:** Promote and support community events, such as local festivals, fundraisers, and cultural celebrations, as they are an important part of building community spirit and pride. Ensure that all community events have equitable access to promotion and media channels.

4. **Promote and Respect Local Culture and Heritage:** Embrace and celebrate the local culture and heritage of the community, avoiding misrepresentation of cultures, traditions, and symbols. This can be achieved through public promotion, internal culture awareness training, and cross-cultural activities. Ensure equal access to promotional channels for all cultural groups. Foster partnerships with community organizations and cultural entities to create and promote initiatives that align with shared goals and values. Avoid language or messaging that could be seen as exclusive or discriminatory. Ensure that all members of the community feel welcome and included in promotions, regardless of their age, race, gender, religion, or sexual orientation.
5. **Ensure Equity of Airtime:** Ensure that all businesses, non-profit organizations, events, and cultural groups have equitable access to promotion and airtime through media channels. This could include establishing guidelines for media coverage, promoting diversity and inclusion in media channels, and providing opportunities for all groups to participate in media promotions.
6. **Local and Regional Education System:** Actively promote the local and regional education system and student projects and research. This can include federal programs that allow for expansion of education opportunities as well as highlighting student accomplishments as they relate to the local community and regional populace. Additionally, partnering with schools to find new educational opportunities is encouraged.

METRICS FOR SUCCESS

This section will detail internal tracking mechanisms for success and how metrics should be comply with different governing and advisory bodies.

DATA

This section will discuss the way we deploy data tracking tools, which tools we use for tracking data and their defined purpose and limitations, where data can be found and compiled, our data management policy and relevant General Data Protection Regulation (hereinafter called GDPR) regulations, term of storage. This will also detail when and how reports are to be generated as well as what analytics are necessary for accurate conclusions.

ANALYTICS

Both TravelWrangell.com and Wrangell.com are equipped with a Google Analytics 4 (hereinafter called GA4) tracking tag. This tag measures interaction and engagements with each page via user mouse scrolling, interaction time, button clicks and visits. GA4 has limited data retention that lasts up to 14 months. In order to see year over year data, a third-party data collection hub such as Looker Studio should be used in tandem with GA4 for long term data viewing.

REPORTING

We will utilize analytics platforms to generate reports on website traffic, user engagement, and other relevant metrics. These reports will provide comprehensive insights into the performance of our digital channels. Additionally, we will analyze and compile data from various sources, such as social media platforms, email marketing campaigns, and visitor surveys. The findings and analysis will be presented in clear and actionable reports, which will be shared with stakeholders, partners, and internal teams to inform decision-making processes, evaluate marketing strategies, and identify areas for improvement. The reporting will be conducted on a regular basis, ensuring that data-driven insights are continuously used to refine our marketing efforts and enhance the visitor experience.

INVENTORY OF ASSETS

SECTORS OF INDUSTRY

Within this area we will outline the various sectors of industry within the Wrangell Borough. These areas should be highlighted throughout our social channels and given equal “airtime”.

- Visitor industry
- Seafood health care
- Trade
- Professional services
- State government
- Federal government
- Local government
- Healthcare
- Maritime
- Social services
- Resources
- Fishing
- Retail and wholesale
- Construction
- Timber

HISTORICAL

Museum (archives), Petroglyph Beach, Chief Shakes, Totem Park, Downton Buildings, Vessel Behind Nolan Center, Mining Trade, Logging.

LAND ATTRACTIONS

Le Conte, Shakes Glacier, Shakes Hot Springs, Petersburg, Stikine River, Pictographs, Anan Observatory

RECREATION AND ACTIVITIES

Paddling (Board, Kayak, Canoe), Hiking, Walking, Fishing, Whale Watching, Golfing, Shooting, Biking, Cabin Camping, Camping, Beach Combing, USFS Cabins, Shelters, Viewing Sites, Hunting, Trapping, Biking (Mountain, Road, e-biking)

GOVERNMENT

United States Forest Service, Alaska State Parks, Alaska Department of Fish and Game, Tribal, Department of Transportation, Airports, Mental Health, Local Government: 12 Depts, Food & Beverage, Retail, Tourism, Transportation

RECREATION SITES

Shoemaker, Mount Dewey, Rainbow Falls (2 Shelters), Nemo Loop, Pats Lake, McCormick's Creek and Lake, City Park, Petroglyph Beach, Nature Trails, Sea Trails, Stikine River, Zarembo Island, Etolin Island, Woronkofski Island, Vanks Island, Mitkof Island, Prince of Whales Island, Admiralty Island, Coffman Cove, Thoms Lake (Site + Cabin), Fools Inlet, Earl West, Long Lake (Shelter), Thoms Place, Berg Bay (Shelter), Stemyber Bay, Beechers Pass, Wrangell Narrows, Snow Pass, State Park, Virginia Lake (Cabin), Twin Lakes (Cabin), Shakes Cabin, Mallard Slough, Roosevelt Harbor, Anita Bay

BUSINESSES AND STAKEHOLDERS

- Tour & Charter Operators
- Hotel, Airbnb/VRBOs, Accommodations,
- Retail
- Food + Beverage, Bars
- News Media
- Tribal
- Medical
- Transportation
- Sister Communities

BOROUGH DEPARTMENTS

Administration, Finance, Economic Development, Library, Nolan Center, Parks & Recreation, Harbor, Wrangell Municipal Light and Power, Public Works (Wastewater, Water treatment, Streets, Sanitation, Garage) Capital Facilities, Fire Department, Police Department

BOARDS AND COMMISSIONS

Wrangell Borough Assembly, Planning and Zoning Commission, Economic Development Board, Wrangell Convention and Visitor Bureau, Port Commission, Parks and Recreation Advisory Board, Friends of the Museum, Friends of the Library

Agenda Item C New Business

Visitor Survey

Wrangell Convention and Visitors Bureau

AGENDA ITEM

May 24th, 2023

Information: Staff are seeking input from the WCVB on information they would like to glean from visitors on the ground in a routine survey that can be conducted throughout the season.

Recommendation: Consider objectives of a visitor survey and recommend specific questions to be included in the survey. WCVB Members are encouraged to research visitor surveys.

Attachments: None.