



Gustavus Visitors Association

February 1, 2021 Quarterly Report

Packet Includes:

- Quarterly Report
- Profit & Loss vs Actual
- Balance Sheet
- FY22 Proposed Budget
- FY22 Marketing Plan

Gustavus Visitors Association Board of Directors:

Robynn Jones - Chair
Leah Okin - Co-Chair / Secretary
Natalie Vaz - Voting member at large
Deb Woodruff - Voting member at large
Open position - Voting member at large

Employed positions:

Leah Okin - Marketing Lead
Nina Zárate - Marketing Coordinator
Emily Herman - Administrator

Organizational Structure

Non-profit corporation

The Gustavus Visitors Association was incorporated as a 501c(3) non-profit corporation in January of 2005. According to GVA By-laws, every fall the Board reviews and adopts a fiscal year budget for the period: July 1 to June 30 of the following year to coincide with the City of Gustavus', fiscal year. The Board submits its request for use of a portion of bed tax revenues to the City, along with the Marketing Plan which must by Ordinance be approved by the City Council.

Funding Source

The Gustavus Visitors Association is funded both by a city bed tax of 4%, of which GVA can receive up to half, and GVA annual membership dues. The visitor industry supports up to 50% of the City's tax revenue in most years. Due to the COVID-19 Pandemic, partial funding may need to come from the City's Reserve and possibly from any remaining funds from the CARES Act.

Membership

No dues will be collected for 2021 due to the COVID-19 Pandemic. If the pandemic does not persist through the 2021 summer, the membership drive for 2022 will commence in the fall of 2021. Therefore GVA will have no funding derived by membership dues until February 2022.

CARES ACT USE:

Completed to task 2020

The GVA was allocated CARES ACT money to the sum of 28K to utilize for the economic recovery of the Gustavus Visitor Industry.

Category	Budget Amount Allotted	Actual Amount Spent
Contract work Administrator	\$5,000.00	\$2,135.00
Contract work Marketing	\$8,250.00	\$8,160.00
Supplies	\$ 600.00	\$ 147.32
Promotion films/ images/ Social media/ descriptive writing	\$7,150.00	\$8,736.00
Web site	\$2,000.00	\$1,835.70
Targeted digital marketing	\$5,000.00	\$6,806.00
Totals	\$28,000.00	\$27,820.02

Gustavus Promotional Video

As reported in the July Quarterly report, GVA proposed to fund the makings of a promotional video of Gustavus. GVA contracted with Sean Neilson Media to produce these videos. Three versions were completed January 2020: a short, medium, and long version to be used for different marketing avenues. These will be placed on the GVA Website and on as many Gustavus based businesses' websites as possible. These films will be featured in marketing campaigns wherever appropriate.

“Visit Gustavus, Alaska” video links:

Short version- <https://youtu.be/SdJBXLolMj0>

Medium version- <https://youtu.be/L92zPwXCyL0>

Long version- <https://youtu.be/xO5OUfJMpGc>

GVA, Cedar Group Report and City of Gustavus

GVA contracted with the consulting team, Cedar Group, out of Juneau, to help with and identify marketing strategies for Gustavus businesses. The Cedar Group Strategic Plan May 2020 report, identified a need for a “common message or story about Gustavus” to be consistently shared across all Gustavus business based websites. This continuous, consistent messaging will echo into the search engine analytics bringing Gustavus higher up on the search lists as a travel destination and enhance all Gustavus businesses.

The City of Gustavus acted on this knowledge gained by the Cedar Group’s findings and allocated CARES ACT money to local Gustavus businesses. The purpose of this grant to individual businesses, was to incorporate this common message and language onto their websites to attract the target audience of:

- New & returning independent travelers
- Independently traveling artists
- Families traveling independently
- Independent adventure travelers
- Science & eco-oriented travelers

Measurable results from these websites from this grant will still need to be collected and returned by CoG.

Measurable Return of Investments- Google Analytics based on GVA website results

The GVA did a big push over the last 6 months to advertise and market both in digital and paper publications to the lower 48 states targeting independent travelers, independent traveling families, adventure seekers and those looking for wide open spaces that are safe and far away from crowds.

The clicks on those marketing campaigns are just now showing up.

GVA's Marketing Lead and Marketing Coordinator will be learning Google Analytics to study and report of how to utilize this tool to target market travelers and potential visitors.

Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	13,652 % of Total: 100.00% (13,652)	13,646 % of Total: 100.04% (13,640)	17,005 % of Total: 100.00% (17,005)	55.50% Avg for View: 55.50% (0.00%)	2.64 Avg for View: 2.64 (0.00%)	00:02:35 Avg for View: 00:02:35 (0.00%)
1. google / organic	8,388 (59.99%)	8,228 (60.30%)	10,344 (60.83%)	52.97%	2.61	00:02:32
2. (direct) / (none)	2,981 (21.32%)	2,976 (21.81%)	3,470 (20.41%)	66.69%	2.33	00:02:11
3. bing / organic	647 (4.63%)	630 (4.62%)	806 (4.74%)	41.56%	3.59	00:04:06
4. yahoo / organic	340 (2.43%)	327 (2.40%)	387 (2.28%)	42.38%	2.94	00:02:53
5. baidu.com / referral	227 (1.62%)	227 (1.66%)	227 (1.33%)	100.00%	1.00	00:00:00
6. m.facebook.com / referral	209 (1.49%)	201 (1.47%)	240 (1.41%)	79.17%	1.48	00:00:44
7. nps.gov / referral	150 (1.07%)	125 (0.92%)	184 (1.08%)	26.09%	4.05	00:04:14
8. duckduckgo / organic	117 (0.84%)	115 (0.84%)	150 (0.88%)	53.33%	3.02	00:02:44
9. baidu / organic	93 (0.67%)	93 (0.68%)	94 (0.55%)	97.87%	1.05	00:00:18
10. dot.alaska.gov / referral	92 (0.66%)	77 (0.56%)	117 (0.69%)	31.62%	4.22	00:04:43

Figure 1. Google Analytics, Sources/Medium: Results worth noting are the average session times by viewers referred from search engine Bing, and referred websites, [NPS.gov](https://www.nps.gov) and dot.alaska.gov. GVA Marketing can focus on refining these connections to capturing these audiences.

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	13,652 % of Total: 100.00% (13,652)	13,646 % of Total: 100.04% (13,640)	17,005 % of Total: 100.00% (17,005)	55.50% Avg for View: 55.50% (0.00%)	2.64 Avg for View: 2.64 (0.00%)	00:02:35 Avg for View: 00:02:35 (0.00%)
1. United States	11,874 (86.74%)	11,839 (86.76%)	15,034 (88.41%)	53.83%	2.71	00:02:43
2. China	337 (2.46%)	337 (2.47%)	339 (1.99%)	98.23%	1.04	00:00:09
3. Canada	298 (2.18%)	298 (2.18%)	311 (1.83%)	57.56%	2.31	00:01:24
4. Japan	101 (0.74%)	101 (0.74%)	109 (0.64%)	81.65%	1.44	00:00:51
5. Germany	98 (0.72%)	98 (0.72%)	106 (0.62%)	48.11%	3.02	00:02:19
6. United Kingdom	95 (0.69%)	95 (0.70%)	112 (0.66%)	52.68%	2.69	00:02:54
7. Australia	79 (0.58%)	79 (0.58%)	92 (0.54%)	63.04%	2.34	00:01:57
8. France	70 (0.51%)	71 (0.52%)	78 (0.46%)	70.51%	1.87	00:01:01
9. Argentina	56 (0.41%)	55 (0.40%)	59 (0.35%)	96.61%	1.08	00:00:07
10. India	56 (0.41%)	56 (0.41%)	57 (0.34%)	56.14%	1.89	00:01:20

Figure 2. Google Analytics, Country: These results help GVA focus marketing efforts in the countries that show high page sessions and high average time spent on the GVA website. Countries highlighted in pink, China and Argentina, show a high percentage for average viewing but the time spent in GVA's website is just a few seconds. This is because these are from "search robot" algorithms not a real person.

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	44,828 % of Total: 100.00% (44,828)	36,319 % of Total: 100.00% (36,319)	00:01:35 Avg for View: 00:01:35 (0.00%)	17,005 % of Total: 100.00% (17,005)	55.50% Avg for View: 55.50% (0.00%)	37.93% Avg for View: 37.93% (0.00%)
1. /	10,391 (23.18%)	8,541 (23.52%)	00:01:20	8,284 (48.72%)	43.64%	42.19%
2. /places-to-stay/	2,934 (6.55%)	1,988 (5.47%)	00:01:26	293 (1.72%)	56.31%	23.45%
3. /ferry-service	2,030 (4.53%)	1,619 (4.46%)	00:03:03	1,395 (8.20%)	69.10%	63.74%
4. /request-a-map/	2,026 (4.52%)	1,673 (4.61%)	00:01:51	144 (0.85%)	78.47%	46.10%
5. /covid-19-bulletin/	1,648 (3.68%)	1,321 (3.64%)	00:02:49	647 (3.80%)	81.30%	58.98%
6. /gustavus-gallery/	1,549 (3.46%)	1,068 (2.94%)	00:00:33	146 (0.86%)	39.04%	16.66%
7. /getting-to-gustavus/	1,429 (3.19%)	1,193 (3.28%)	00:01:20	323 (1.90%)	60.37%	35.20%
8. /dining/	1,381 (3.08%)	1,078 (2.97%)	00:01:14	109 (0.64%)	60.55%	23.82%
9. /community-gallery/	1,132 (2.53%)	927 (2.55%)	00:01:40	48 (0.28%)	66.67%	30.92%
10. /accommodations/	977 (2.18%)	593 (1.63%)	00:01:08	275 (1.62%)	38.55%	19.65%
11. /services/	940 (2.10%)	701 (1.93%)	00:01:06	86 (0.51%)	38.37%	19.04%
12. /the-city-of-gustavus/	884 (1.97%)	775 (2.13%)	00:01:37	407 (2.39%)	55.53%	42.08%
13. /glacier-bay-national-park/	759 (1.69%)	572 (1.57%)	00:01:04	80 (0.47%)	52.50%	17.26%
14. /fishing-and-marine-adventures/	686 (1.53%)	496 (1.37%)	00:00:51	35 (0.21%)	60.00%	14.87%
15. /transportation	670 (1.49%)	569 (1.57%)	00:01:46	195 (1.15%)	54.87%	28.81%
16. /frequently-asked-questions/	558 (1.24%)	505 (1.39%)	00:02:20	50 (0.29%)	70.00%	34.05%
17. /plan-your-trip	518 (1.16%)	442 (1.22%)	00:01:22	159 (0.94%)	63.52%	32.82%
18. /glacier-bay-and-scenery-gallery/	447 (1.00%)	391 (1.08%)	00:01:44	27 (0.16%)	62.96%	35.35%
19. /business_location/glacier-bay-day-boat	429 (0.96%)	392 (1.08%)	00:03:01	181 (1.06%)	67.40%	53.38%
20. /shopping/	408 (0.91%)	329 (0.91%)	00:01:06	66 (0.39%)	53.03%	25.49%
21. /biking-and-hiking/	388 (0.87%)	334 (0.92%)	00:01:30	55 (0.32%)	76.36%	25.26%
22. /wildlife-gallery/	364 (0.81%)	313 (0.86%)	00:01:05	26 (0.15%)	84.62%	24.45%
23. /budget-rentals-2	360 (0.80%)	315 (0.87%)	00:03:04	122 (0.72%)	66.39%	42.78%
24. /kayaking/	358 (0.80%)	257 (0.71%)	00:00:54	85 (0.50%)	35.29%	21.23%
25. /glacier-bay-national-park-and-preserve/	354 (0.79%)	316 (0.87%)	00:01:30	39 (0.23%)	82.05%	37.29%

Figure 3. Google Analytics, GVA Individual Page Hits: Highlighted are GVA's website top 6 sites for average time spent on the page. Interestingly, viewers spent over 2 minutes on the Covid 19 page and Budget Rentals.

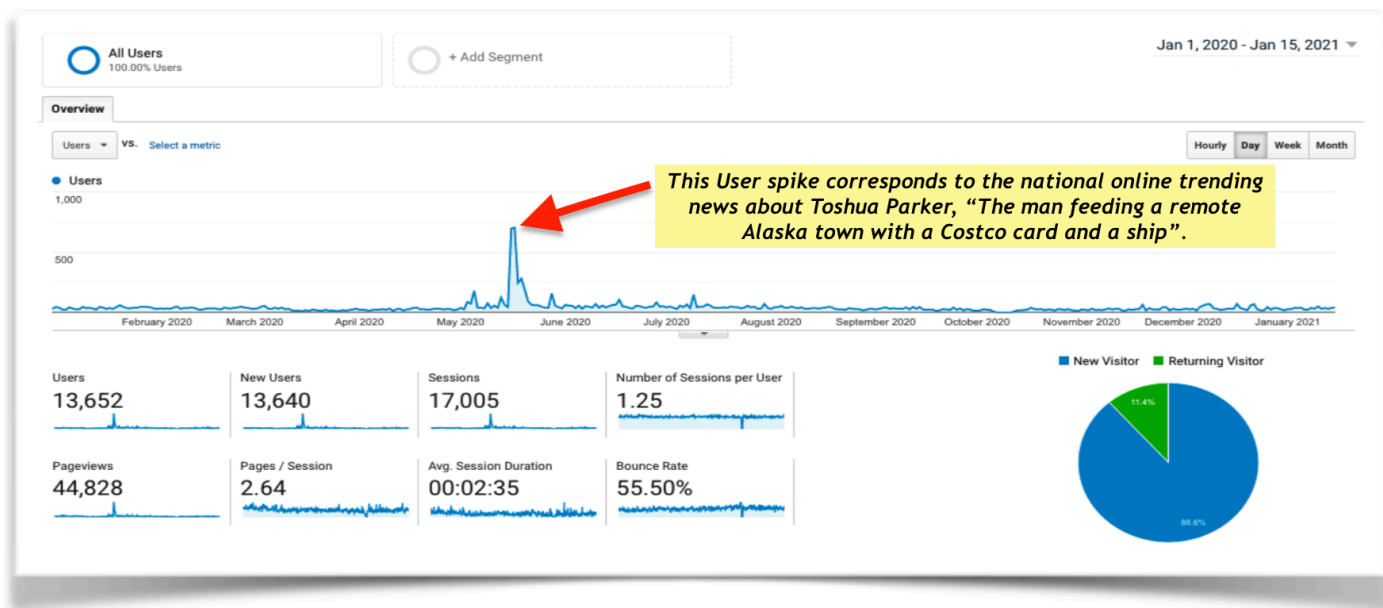


Figure 4. Google Analytics, GVA Website Overview of 2020: There is no question how a trending story can turn heads to focus on something for a short burst of time. The pandemic made tagging onto this local Gustavus story difficult but is still usable as a marketing tactic to encourage visitors to look in Gustavus' direction. Good and thoughtful marketing of getting Gustavus' name out there in order to attract visitors works.

Other Ongoing Advertising & Marketing / Travel Association Memberships

GVA has had long standing memberships with Travel Alaska and Travel Juneau. These memberships will need to be reevaluated due to these last quarter's results. Questions that we need to address: What can we do to improve GVA's visibility on these websites? Are these memberships worth renewing in the future?

Travel Alaska: <https://www.travelalaska.com/>

Month	Impressions	Clicks
October 2020	2,740	6
November 2020	2,770	8
December 2020	2,973	6

***Impressions** are the number of times our ad is displayed to viewers and **Clicks** indicates how many times our advertisement was clicked by viewers.*

Travel Juneau: <https://www.traveljuneau.com>

Month	View	Clicks
October 2020	17	17
November 2020	13	6
December 2020	18	4

Gustavus Visitors Association
Profit & Loss
 July 2020 through June 2021

	Jul '20 - Jun 21
Ordinary Income/Expense	
Income	
CityTax Revenue	17,000.00
Total Income	17,000.00
Gross Profit	17,000.00
Expense	
Administration	
Supplies	5.15
Teleconference	0.00
Total Administration	5.15
Contractor Work	
Administrative	
Severence Pay	5,690.00
Administrative - Other	250.00
Total Administrative	5,940.00
Marketing Director	2,500.00
Total Contractor Work	8,440.00
Fees/Licenses	
Banking	-20.00
Fees/Licenses - Other	153.91
Total Fees/Licenses	133.91
Marketing	
Design	0.00
Memberships	
ATIA/Travel Alaska	0.00
JCVB/Juneau Guide	0.00
Total Memberships	0.00
Online	
GVA Website	337.60
Social Media	0.00
Online - Other	0.00
Total Online	337.60

12:59 PM

01/18/21

Accrual Basis

Gustavus Visitors Association
Profit & Loss
July 2020 through June 2021

	Jul '20 - Jun 21
Print Media	
Alaska Magazine ads	0.00
JCVB Travel Planner	0.00
Photography use rights	0.00
Print Media - Other	0.00
Total Print Media	0.00
Marketing - Other	0.00
Total Marketing	337.60
Professional Fees	585.00
Total Expense	9,501.66
Net Ordinary Income	7,498.34
Net Income	7,498.34

12:58 PM

01/18/21

Accrual Basis

Gustavus Visitors Association
Balance Sheet
As of January 18, 2021

	Jan 18, 21
ASSETS	
Current Assets	
Checking/Savings	
Denali Alaskan-Checking -	18.57
Denali Alaskan-Savings	5.00
FNBA	22,855.39
Total Checking/Savings	22,878.96
Accounts Receivable	
Accounts Receivable	125.00
Total Accounts Receivable	125.00
Other Current Assets	
Covid Related Expenses	-10,030.00
Total Other Current Assets	-10,030.00
Total Current Assets	12,973.96
Fixed Assets	
Laptop	1,199.98
Total Fixed Assets	1,199.98
TOTAL ASSETS	14,173.94
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	67.82
Total Accounts Payable	67.82
Total Current Liabilities	67.82
Total Liabilities	67.82
Equity	
Opening Bal Equity	5,076.16
Retained Earnings	1,531.62
Net Income	7,498.34
Total Equity	14,106.12
TOTAL LIABILITIES & EQUITY	14,173.94