



**NOME CHAMBER OF
COMMERCE**

**NOME CONVENTION &
VISITOR BUREAU**

**SHAUNTEL BRUNER ALVANNA,
EXECUTIVE DIRECTOR**

THE FOLLOWING LISTS THE HIGHLIGHTS OF THE GOALS AND ACCOMPLISHMENTS FOR THE NOME CONVENTION AND VISITORS BUREAU (CVB) DURING THE CITY OF NOME 3RD QUARTER OF THE FISCAL YEAR 2024-2025: JANUARY, FEBRUARY, MARCH 2025. THE PURPOSE OF THIS MEMO IS TO INFORM THE CITY OF NOME ON THE PROGRESS OF THE CVB OPERATIONS AND TO PROVIDE A HISTORICAL RECORD OF ACTIVITIES FOR CVB STAFF AS REFERENCE FOR FUTURE PLANNING.

TRAFFIC:	<ul style="list-style-type: none"> • Guest book signatures from Q3 were 733 (compared to 102 Q2) • Website saw 20k active users in Q3, compared to 16k active in Q2 • Instagram followers grew from 964 to 1179 followers by 3/30/25. • The CVB was fully staffed for FY25Q3, and adjusted hours to reflect changes in guest visits and winter hours and extended hours to meet Serum Run, Iron Dog and Iditarod demand. • Increased request for presentations, interviews, guest appearances etc.
PROJECTS/ COMMUNICATIONS:	<ul style="list-style-type: none"> • NVCB was featured on KNOM, KICY, ATIA as well as other smaller publications promoting Nome & events. • Travel to Anchorage to support Iditarod Ceremonial Start. • Travel to Fairbanks for Conference on Cultural & Heritage Tourism • 2025 Visitor guides printed and available. • Continual efforts towards promoting social media presence. and connecting to other Visitor Centers & Chambers including sharing of guides and other resources. • Facilitated the liaison between guests and housing needs for winter events.
BUDGET:(MONEY SPENT FY24Q3)	<ul style="list-style-type: none"> • Exploring revenue options like selling merchandise, hosting more events or offering advertising. • Hosted Serum Run Potluck Event in January for guests and community. • Will need more staffing to cover expanded summer hours and duties • 2025 Visitor Guide finalized, paid for and printed. • Event budgets for upcoming summer activities and sponsorship opportunities. • Paid for Iditarod calendar, Iditarod advertising & website maintenance.
UPDATES/ QUESTIONS:	<ul style="list-style-type: none"> • Contact me at VCdirector@nomechamber.com 907-304-1420 • Office located at the post office, Chamber of Commerce office near Arctic Chiropractic and regular office hours posted on door. Also available by appointment. • @visitnome on instagram or website is www.visitnomealaska.com