



**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 4TH QUARTER OF THE FISCAL YEAR 2024-2025: APRIL, MAY, JUNE 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 Q4 were 536 (compared to 733 Q3) • Website saw 12k active users in Q4, compared to 20k active in Q3, which match Iditarod trends • Instagram followers grew from 1179 to 1401 from 4/1/2025 to 6/30/2025. • The CVB was fully staffed for FY24Q4, and adjusted hours to reflect changes in guest visits, new summer hours & cruise ship visits. • Continued 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. • Executive Director presented at Investment Summit regarding tourism growth projections. • Hosted a travel author and youtuber here featuring Nome • Featured on Outdoor Adventure Podcast & Alaska Magazine. • Continual efforts towards promoting social media presence. and connecting to other Visitor Centers & Chambers including sharing of guides and other resources.
BUDGET:(MONEY SPENT FY24Q3)	<ul style="list-style-type: none"> • Sold merchandise for the first time at the Westerdam cruise ship visit June 2025. Looking towards online sales next. • Have increased staffing to cover expanded summer hours to meet tourist demands and maintain building opening on cruise ship days. • Negotiations for 2025-2026 budget and contract began. • Event budgets for upcoming summer activities and sponsorship opportunities. • Paid for visitor guide distribution statewide
UPDATES/ QUESTIONS:	<ul style="list-style-type: none"> • Contact me at VCdirector@nomechamber.com or 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