



**NOME CHAMBER OF  
COMMERCE**

**NOME CONVENTION &  
VISITOR BUREAU**

**SHAUNTEL BRUNER ALVANNA,  
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 FY 2023-24 APRIL, MAY, JUNE 2024. 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.**

<b>TRAFFIC:</b>	<ul style="list-style-type: none"> <li>• Guest book signatures from Q4 were 419</li> <li>• Website saw 15k users in Q4, same as 2023</li> <li>• Instagram followers grew from 258 to 303 followers</li> <li>• The CVB was fully staffed most of FY23Q4, other than some medical issues &amp; travel and open normal business hours 9am to 5pm. A new hire was brought on in June. The VC was also open Saturdays starting in June.</li> </ul>
<b>PROJECTS:</b>	<ul style="list-style-type: none"> <li>• Collaborations with Carol have begun to update walking tour</li> <li>• Researching and creating cost analysis for TV's and updated digital materials for displays.</li> <li>• Actively working with designer and distributor on the 2025 Visitor Guide. Community efforts and participation have been invoked to updated and add to current guide.</li> <li>• Efforts towards promoting social media presence, amping up more community involvement especially around cruise ship days.</li> </ul>
<b>BUDGET:(MONEY SPENT FY23Q4)</b>	<ul style="list-style-type: none"> <li>• Staffing- Hired another FT staff member started 6/24/24</li> <li>• Supplies- Catching up on director vacancy, supplies in office and VC, brochures, I "Heart" Nome pins, etc.</li> <li>• Advertising- Nome Nugget, Visit Alaska,</li> <li>• Travel- Anchorage to meet with designer, networking</li> </ul>
<b>UPDATES/ QUESTIONS:</b>	<ul style="list-style-type: none"> <li>• Contact me at VCdirector@nomechamber.com 907-304-1420</li> <li>• Office located at the post office, Chamber of Commerce office near Arctic Chiropractic</li> <li>• @visitnome on instagram or website is visitnomealaska.com</li> </ul>