



**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.

TRAFFIC:	<ul style="list-style-type: none"> Guest book signatures from Q4 were 419 Website saw 15k users in Q4, same as 2023 Instagram followers grew from 258 to 303 followers The CVB was fully staffed most of FY23Q4, other than some medical issues & 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.
PROJECTS:	<ul style="list-style-type: none"> Collaborations with Carol have begun to update walking tour Researching and creating cost analysis for TV's and updated digital materials for displays. 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. Efforts towards promoting social media presence, amping up more community involvement especially around cruise ship days.
BUDGET:(MONEY SPENT FY23Q4)	<ul style="list-style-type: none"> Staffing- Hired another FT staff member started 6/24/24 Supplies- Catching up on director vacancy, supplies in office and VC, brochures, I "Heart" Nome pins, etc. Advertising- Nome Nugget, Visit Alaska, Travel- Anchorage to meet with designer, networking
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 @visitnome on instagram or website is visitnomealaska.com