



**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 2ND QUARTER OF FY 2024-2025: OCTOBER, NOVEMBER, & DECEMBER 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 Q2 were 102 (compared to 1009 Q1) • Website saw 16k active users in Q2, compared to 16k active in Q1 • Instagram followers grew from 619 to 964 followers • The CVB was fully staffed for FY24Q2, and was open normal business hours 9am to 5pm. The VC adjusted hours to reflect changes in guest visits and winter hours. • Increased request for presentations, interviews, guest appearances etc.
PROJECTS/ COMMUNICATIONS:	<ul style="list-style-type: none"> • NVCB was featured on KNOM, NYU Travel School, YouTube, and via other various independent writers during the fall of 2024. • Travel to ATIA conference in Juneau & Alaska Media Roadshow in Vegas • Plans for online walking tour and physical options are in progress. • Numerous website edits and additions can be found on our site, www.VisitNomeAlaska.com • Continual efforts towards promoting social media presence. and connecting to other Visitor Centers & Chambers • VC sponsoring Friday night event during Serum Run Anniversary
BUDGET:(MONEY SPENT FY24Q2)	<ul style="list-style-type: none"> • Efforts to diversify revenue options are on the table for upcoming year. • Increases in staffing and wages to reflect cost of living. • Travel for conferences and networking with other Alaska based travel industry leaders • 2025 Visitor Guide work in progress and largest expected upcoming expense. • Event budgets for upcoming winter activities.
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