



1/21/2025

Dear Valued Partners,

For nearly 10 years, the Greater Sitka Chamber of Commerce held a contract with the City & Borough of Sitka (CBS) to provide convention & visitor services through a contract that became 'Visit Sitka'. With the current contract set to expire, CBS has released a revised version now open for public bidding.

After much consideration, the Sitka Chamber Board of Directors has made the difficult decision to not submit a bid for the new contract. Requirements in the new contract included structural differences that were not aligned with the Chamber's management of Visit Sitka. With this, our tenure as the stewards of Visit Sitka will conclude when our current contract period ends on June 30th, 2025. This decision was not made lightly, but this change allows the Chamber to focus on high-priority business initiatives: workforce development, workforce housing, and childcare.

The Sitka Chamber is proud of our achievements over the past decade, including the creation of the destination marketing organization 'Visit Sitka', its brand, and its marketing materials. Our magazine-style visitor guide, SEO-optimized website, pedestrian wayfinding, and award-winning collateral have set industry standards and inspired other communities throughout Alaska. We are committed to supporting a smooth transition, and that the next contractor will benefit from the strong brand and valuable marketing assets we've developed, ensuring continued success.

We are deeply grateful for the support of our Visit Sitka Partners and the relationships we've built throughout our contract. We look forward to continuing our work with you and advocating for a strong economy as the Sitka Chamber.

With gratitude,

Holly Meyer
Greater Sitka Chamber of Commerce Board President

Frequently Asked Questions

Requirements in the new contract included structural differences that were not aligned with the Chamber's management of Visit Sitka. The new scope of work now expects deliverables that are outside the Chamber's core focus and mission. This was not an easy decision and involved a careful assessment of how we can best serve our business community. Ultimately, we recognize that we are not the right fit for this role and believe it is best to step back, allowing a contractor better aligned with the contract's objectives to take on this responsibility.

When does the contract end?

The Chamber's Convention & Visitor Services contract will end on June 30th, 2025. Starting June 1st, 2025, Visit Sitka will transition to operation under a new contractor.

What will happen to my listings/membership for the rest of 2025?

All benefits included with your Visit Sitka Partnership will continue to be carried out through the contract term. The Sitka Chamber will continue to execute these benefits the remainder of the contract term, including website listings, collateral supply, etc.

Starting in July 2025, there may be some changes as the new contractor establishes themselves in the role, which could bring a different approach moving forward. The Sitka Chamber is committed to supporting a smooth transition and will provide more information on the new contractor when it becomes available.

Will my business still be listed in 2025 collateral?

Yes, active Visit Sitka partners will still be listed in 2025 collateral and will continue to receive all Partner benefits throughout the contract term. 2025 collateral is already in development, and we expect to have printed copies in hand in mid-March.

What's next?

The Chamber will deepen our focus on our three core initiatives: Sitka's Housing, Childcare, and Sitka's Emerging Leaders, enabling us to dedicate more time and resources to advocating for the business community and addressing key challenges head-on. This commitment extends to all members across every sector and industry we serve.

How can I maintain our working relationship with the Chamber?

We would love for Visit Sitka Partners to stay involved with our organization by joining as a member of the Sitka Chamber and support our mission of promoting and enhancing our business community.

Member benefits can be found at sitkachamber.com/join, and we are excited to announce new and improved member benefits for Sitka Chamber Members later this year. [Fill out an application](#) on our website or contact our office for more information.

Where can I find the new Visit Sitka contract?

The Request for Proposal (RFP) for the Visit Sitka contract can be found [here](#).

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If you'd like to learn more about your membership and benefits, contact us at membership@sitkachamber.com.

Keep in touch!



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The Greater Sitka Chamber of Commerce
104 Lake St. Sitka, AK 99835
sitkachamber.com

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