

Introduced by: John Sargent
Date: October 12, 2004
Action: PASSED
Vote: 6-0

CITY OF BETHEL, ALASKA

Resolution # 04-44

A RESOLUTION BY THE BETHEL CITY COUNCIL TO ACCEPT THE AWARD FOR A VISTA MEMBER TO ASSIST IN THE BETHEL TOURISM PROMOTION PROJECT

WHEREAS, the Bethel Tourism Promotion Project is designed to improve the Bethel economy by promoting tourism to Bethel and nearby villages;

WHEREAS, there exists untapped potential for future tourism-related businesses in Bethel;

WHEREAS, the Alaska Department of Commerce, Community and Economic Development approved the City of Bethel's application for a VISTA Member to foster economic development by increasing the number of visitors to Bethel, the length of their stay, and the amount of money spent per visitor;

WHEREAS, the VISTA Member will be responsible for accomplishing four goals: (1) developing a tourism marketing plan for Bethel, (2) preparing and disseminating marketing materials for visitor-related Bethel businesses, (3) assembling tour packages and preparing marketing materials to promote them, and (4) coordinating training of current and future business owners, managers, and employees in the Bethel visitor industry;

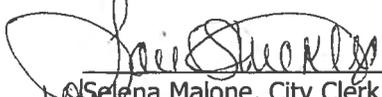
WHEREAS, approval of the City-sponsored VISTA Member application means that the City will provide to the VISTA Volunteer: supervision, housing assistance, office space, office equipment and supplies, and other resources necessary to achieve project goals;

NOW, THEREFORE, BE IT RESOLVED that the Bethel City Council accepts the award from the State of Alaska, Department of Commerce, Community and Economic Development, Division of Community Advocacy for a VISTA Member to assist in the Bethel Tourism Promotion Project.

ENACTED THIS 12th DAY OF OCTOBER 2004 BY A VOTE OF 6 IN FAVOR AND 0 OPPOSED.

R. Thor Williams, Vice Mayor

ATTEST:


Selena Malone, City Clerk
City of Bethel, Alaska

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