



## KENAI PENINSULA BOROUGH

144 North Binkley Street • Soldotna, Alaska 99669-7599

PHONE: (907) 714-2153 • FAX: (907) 714-2377

EMAIL: bahlberg@kpb.us

**FROM:** KPTMC  
**KPB ACCOUNT:** 100.94900.KPTMC.43021

**Contract Amount:** \$150,000  
**Ending:** June 30, 2020

### Financial / Progress Report

<p><b>Submit Report To:</b>          Brenda Ahlberg          Community &amp; Fiscal Projects Manager          Kenai Peninsula Borough          144 N. Binkley St., Soldotna, AK 99669</p>	<p><b>Project Name:</b> Tourism Marketing/Peninsula Promotion  <b>Date:</b> April 15, 2020  <b>Report No.:</b> 1  <b>Quarter From:</b> January 7, 2020  <b>To:</b> March 31, 2020</p>
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**FINANCIAL REPORT:** FINAL REPORT DUE ON OR BEFORE **10 JULY 2020**

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 20,000.00	\$ -	\$ -	\$ -	\$ 20,000.00
Contractual	\$ 123,300.00	\$ -	\$ 28,319.92	\$ 28,319.92	\$ 94,980.08
Travel	\$ 6,700.00	\$ -	\$ -	\$ -	\$ 6,700.00
<b>TOTALS</b>	<b>\$ 150,000.00</b>	<b>\$ -</b>	<b>\$ 28,319.92</b>	<b>\$ 28,319.92</b>	<b>\$ 121,680.08</b>
<b>Payment Request</b>					<b>\$ 28,319.92</b>

**PROGRESS REPORT:** Describe activities that have occurred during this reporting period. Describe any challenges you may have experienced, any foreseen problems, and/or any special requests. Attach additional pages.

### **Staffing Update:**

In January 2020 Debbie Speakman was hired as the Executive Director after a three-month contract. This was a good trial period for both the Board and Speakman as the organization has been working on restructuring. Speakman came to Alaska in 1999 to work for Holland America as a Tour Director and moved into Alaska sales and marketing that fall representing Alaska land tours in South Florida. Since then she has spent the last twenty years working in a variety of tourism positions, the last nine specifically marketing the Kenai Peninsula.

In February Monique Burgin was hired as the Office Assistant after five years working for the Alaska Sea Life Center in Seward. Burgin brings a wealth of knowledge in social media marketing and communication.

### **Resolution 2020-003**

*Section 1, A.: Develop and implement strategies for attracting online impressions and conversions, and tracking conversions of impressions to sales in the tourism markets; and*

KPTMC's strategy for attracting online impressions and conversions was as follows:

- Google AdWords – Pay-Per-Click
- Search Engine Optimization (SEO) Onsite – Research, strategy
- Search Engine Optimization (SEO) Offsite – Guest post and backlink
- Digital Monitoring
- KenaiPeninsula.org: Website Conversion Optimization (using site tag manager and analytics)
- Social Media
- Alaska Channel Map: Digital and Hard Copy Map

Google and Social Media Ads:

Behaviors: Frequent travelers, Age: 21-65+, Location: Alaska, California, Florida, Idaho, Illinois, Oregon, Texas and Washington



**Text:** Want to learn more about the Kenai Peninsula? Download our FREE Discovery Guide for the best tips on your next Alaskan Adventure!  
**Headline:** Welcome to the Kenai, Alaska's Playground.



**Text:** Catch a bear (or twenty!) fishing or making a splash in the water on a once in a lifetime bear viewing experience on the Kenai Peninsula!  
**Headline:** Alaska Bear Viewing  
**Description:** Guided Bear Experiences



**Text:** Visit the Kenai for world-class fishing! Spend a day out on the water to feel the sea breeze and reel in that barn-door size halibut!  
**Headline:** World-Class Fishing  
**Description:** Alaskan Guided Fishing Experiences



**Text:** Alaska's Kenai Peninsula offers something for everyone. No matter what type of adventure or activity level you like, there's something to take your breath away or get your adrenaline pumping.  
**Headline:** Alaska Sightseeing  
**Description:** Once in a lifetime Alaskan Experiences



**Text:** Explore the best of Alaska! Visit The Kenai Peninsula for scenic bear tours, fishing, adventure excursions, and more!  
**Headline:** The Kenai, Alaska's Playground  
**Description:** Up Close and Personal Alaskan Experiences

**Digital Monitoring:**

Weekly we create a report of all real time inquiries from travelers looking to make travel plans for Alaska/Kenai Peninsula. We are able to immediately engage with people looking to travel.

Example of report from February 10th:

Source	Category	URL
CBS News	News	<a href="https://www.cbsnews.com/news/staying-cur-nations-aka-online/">https://www.cbsnews.com/news/staying-cur-nations-aka-online/</a>
Twitter	Social Media	<a href="https://twitter.com/Pabam/status/124908295188757780">https://twitter.com/Pabam/status/124908295188757780</a>
Trips to Discover	Blog	<a href="https://www.tripsdiscover.com/2020/04/08/kenai-mountain-drive-in-the-us/">https://www.tripsdiscover.com/2020/04/08/kenai-mountain-drive-in-the-us/</a>
Forbes	Blog	<a href="https://www.forbes.com/sites/ashley/2020/04/12/travel-virtually-to-us-national-parks-including-one-you-probably-wouldnt-otherwise-visit/">https://www.forbes.com/sites/ashley/2020/04/12/travel-virtually-to-us-national-parks-including-one-you-probably-wouldnt-otherwise-visit/</a>
capray photo	Blog	<a href="http://caprayphoto.blogspot.com/2020/04/04/kenai-alaska-of-alaska.html">http://caprayphoto.blogspot.com/2020/04/04/kenai-alaska-of-alaska.html</a>
MSN	Blog	<a href="https://www.msn.com/en-us/travel/travel-photos/awesome-landscape-travel-photos-will-make-you-feel-better-about-the-world/ss-BB12WQW/">https://www.msn.com/en-us/travel/travel-photos/awesome-landscape-travel-photos-will-make-you-feel-better-about-the-world/ss-BB12WQW/</a>
Hip Homeschool Moms	Blog	<a href="https://hiphomeschoolmoms.com/the-ultimate-homeschool-guide-to-trip-virtual-field-trips/">https://hiphomeschoolmoms.com/the-ultimate-homeschool-guide-to-trip-virtual-field-trips/</a>
The Nudge	Blog	<a href="https://thenudge.com/2020/04/07/your-ultimate-guide-to-virtual-camping/">https://thenudge.com/2020/04/07/your-ultimate-guide-to-virtual-camping/</a>
The Reporter	Blog	<a href="https://www.the-reporter.com/2020/04/08/more-ways-to-just-the-horizon-of-coronavirus-shelter-in-place/">https://www.the-reporter.com/2020/04/08/more-ways-to-just-the-horizon-of-coronavirus-shelter-in-place/</a>
Travel Today Tips	Blog	<a href="https://traveltodaytips.com/alaska-vacation-travel-video-guide/">https://traveltodaytips.com/alaska-vacation-travel-video-guide/</a>
Nattie on the Road	Blog	<a href="https://nattieontheroad.com/2020/04/08/the-best-virtual-tour-on-the-planet/">https://nattieontheroad.com/2020/04/08/the-best-virtual-tour-on-the-planet/</a>
Sunset	Blog	<a href="https://www.sunset.com/travel/stream-towns-sustainability">https://www.sunset.com/travel/stream-towns-sustainability</a>
Destination Deluxe	Blog	<a href="https://destinationdeluxe.com/online-travel-willness-experiences-home/">https://destinationdeluxe.com/online-travel-willness-experiences-home/</a>
Taking with Kids	Blog	<a href="https://www.takingwithkids.com/2020/04/07/the-best-virtual-family-vacation-ideas-while-we-practice-social-distancing/">https://www.takingwithkids.com/2020/04/07/the-best-virtual-family-vacation-ideas-while-we-practice-social-distancing/</a>
Matador Network	Blog	<a href="https://matadornetwork.com/read-at-11-places-see-northern-lights-in-parks-alaska/">https://matadornetwork.com/read-at-11-places-see-northern-lights-in-parks-alaska/</a>
Trip Advisor	Forum	<a href="https://www.tripadvisor.com/ShowTopic-g28924-349-13277428-August_Itinerary_Help_Alaska.html">https://www.tripadvisor.com/ShowTopic-g28924-349-13277428-August_Itinerary_Help_Alaska.html</a>
Trip Advisor	Forum	<a href="https://www.tripadvisor.com/ShowTopic-g28924-349-13275750-Planning_Father_Son_Grandon_Alaskan_Adventure_Alaska.html">https://www.tripadvisor.com/ShowTopic-g28924-349-13275750-Planning_Father_Son_Grandon_Alaskan_Adventure_Alaska.html</a>
Trip Advisor	Forum	<a href="https://www.tripadvisor.com/ShowTopic-g28924-349-13245856-Itinerary_Feedback_Alaska.html">https://www.tripadvisor.com/ShowTopic-g28924-349-13245856-Itinerary_Feedback_Alaska.html</a>
Trip Advisor	Forum	<a href="https://www.tripadvisor.com/ShowTopic-g28924-349-13244618-Planning_a_trip_to_Alaska_Alaska.html">https://www.tripadvisor.com/ShowTopic-g28924-349-13244618-Planning_a_trip_to_Alaska_Alaska.html</a>
Trip Advisor	Forum	<a href="https://www.tripadvisor.com/ShowTopic-g28924-349-13130897-Planes_Trains_and_Automobiles_Anchorage_Alaska.html">https://www.tripadvisor.com/ShowTopic-g28924-349-13130897-Planes_Trains_and_Automobiles_Anchorage_Alaska.html</a>

News outlets send out requests for content that we produce and submit for consideration. We have also been asked to provide photos which we watermark with our branding.

Example:

## How to plan a summer vacation amid a coronavirus outbreak

Contact: Chris Elliott  
Outlet: The Washington Post  
Deadline: 3/6/20 6:00 PM  
Pitch Recipient: [query-ah3w@haromail.vocusdr.com](mailto:query-ah3w@haromail.vocusdr.com)

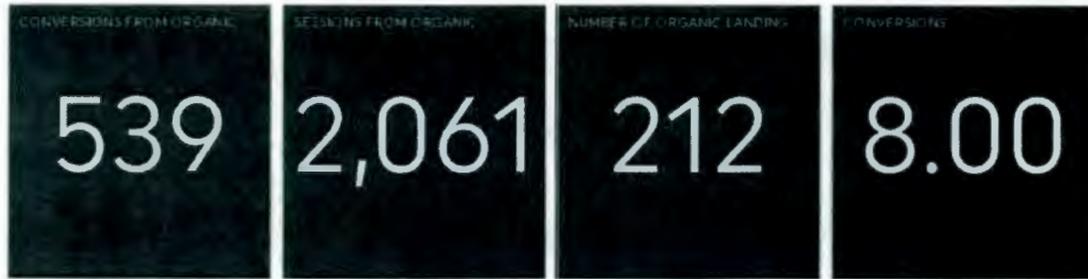
SEND PITCH

### Opportunity

I'm working on a story about planning a summer vacation in the face of the coronavirus outbreak. I'd love to hear from anyone who is planning a summer vacation, despite the outbreak. Where are you going? Why did you decide to go? From travel experts, I'd be interested in hearing about the steps people must take if they are going to plan a vacation. How do you stay safe and protect your vacation investment?

### Requirements

Please read this before answering. I'd be very grateful if you could send an initial response to my questions by email. Please do not respond with a note that says you would like to be considered for this story or want to set up a phone interview with a source. I'm happy to consider you for this story. I've included all of my questions in this query. Please take a minute to briefly answer them. If a phone interview is necessary, I will follow up right away. Kindly also include your full name and a jargon-free, brief (two to three word) description of your company or affiliation as you would like it to appear in the article. I will do my absolute best to acknowledge that I received your pitch and will make every effort to let you know when the story appears. More information on my queries can be found on my site: <https://chriselliotts.com/frequently-asked-questions-about-media-queries/>



COMMENTS

GOOGLE ADS



TOP CITIES

	Clicks	Impressions	Cost	Conversions
--	8,067	196,009	\$1,359.18	0.00
Kona	91	18,920	\$23.06	0.00
New York	80	11,380	\$29.04	0.00
Los Angeles	58	9,764	\$51.38	1.00
Anchorage	35	2,392	\$11.73	0.00
Toronto	26	10,809	\$10.28	0.00
Chicago	25	6,952	\$11.81	0.00
Dallas	25	6,731	\$9.21	0.00
Washington	23	4,329	\$6.57	0.00
Miami	22	7,613	\$24.79	0.00
Houston	22	4,900	\$16.54	1.00

TOP KEYWORDS WITH QUALITY SCORE

	Clicks	Impressions	Click-Through R...	Quality Score
trip america	687	14,379	4.78%	1
travel cruises	588	6,773	8.68%	N/A
Content	404	64,014	0.63%	N/A
tour packages	364	3,218	11.31%	N/A
travel packages	305	2,370	12.87%	N/A
booking travel	256	9,999	2.56%	N/A
tips and tours	187	2,076	9.01%	N/A
tourist places	181	4,462	4.06%	1
tours company	157	882	18.43%	N/A
tour booking	156	1,250	12.48%	N/A
the best places to visit	114	2,655	4.29%	3

TOP CLICKED AD GROUPS

(S) Tourism   Travel Itinerary	5,293
(D) Kenai	686
(S) Tourism   General	397
(D) Northern Lights	351
(S) Tourism   Travel Itinerary   9 States	120
Video   Alaska's Playground	116
(S) 9 States   Travel Guide	53
(S) Tourism   Bears	4
(S) Tourism   Fishing	4

COMMENTS

FACEBOOK ADS

AMOUNT SPENT

\$1,992.73

CLICKS (ALL)

12,613

IMPRESSIONS

470,644

PAGE ENGAGEMENT

9,535

TOP CAMPAIGN BY CLICKS (ALL)

Traffic | 2020  
Like Ad

11,551  
1,062

ENGAGEMENT BY AD (WITH IMAGE)

	Post Reactions	Link Clicks	CTR (Link Click-...	CPC (Cost per L...
 Discovery Guide (id: 23844324861290615)	271 +271 ▲ N/A	1,059 +1,059 ▲ N/A	1.36% +1.36% ▲ N/A	\$0.31 +\$0.31 ▼ N/A
 Bear Viewing (id: 23844324873530615)	241 +241 ▲ N/A	1,186 +1,186 ▲ N/A	1.94% +1.94% ▲ N/A	\$0.28 +\$0.28 ▼ N/A

COMMENTS

Year over year, we're seeing drastic increases across the board. Clicks are up 291%, impressions increased 480%, and engagements are up 184%.

These increases have contributed to the large increase in website traffic (see Google Analytics).

The top performing ad links to the Discovery Guide with copy that says, "Want to learn more about the Kenai Peninsula? Download our FREE Discovery Guide for the best tips on your next Alaskan Adventure!" This tells us our targeted audience wants to learn more about Kenai and is interested in traveling to the Kenai Peninsula.

This also tells us our targeting is working. We are targeting the states with the highest interest in travel: Alaska, California, Florida, Idaho, Illinois, Michigan, Minnesota, Oregon, Texas, Washington, and Wisconsin.



**Expenditures for reimbursement Jan 7-Mar 31, 2020**

**Cooperative Marketing**

ATIA-SOA Leads	\$1,400.00
INFOX Travel Agent Mailing	\$1,250.00
Travel Alaska Banner Ad	\$450.00
Social Media Hosting	\$1,000.00

**Digital SEO Management**

SEO Optimization & Monitoring	\$16,454.00
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**Social Media, Blogs, and RS Feed**

www.KenaiPeninsula.org Updates and Hosting	\$1,344.61
Alaska Channel map	\$3,800.00
Social Media	\$2,621.31

**Total \$28,319.92**

**Challenges and moving forward:**

Early February we started to run all of our social media and Google AdWords advertising in earnest. We tracked success through Google analytics and expanded our demographics to States that in the past haven't showed up in our target markets. Travel to Alaska was forecasted to increase over last year and cruises were seeing record bookings. In communication with our business members their bookings for 2020 were strong. As we moved into late February when the US started to see the first onset of Covid-19 infections bookings came to an abrupt halt. Traffic on social media was strong but visits to the website slowed considerably and requests for guides diminished.

In early March our marketing targets continued to pivot with each new health mandate with all destination marketing organizations completely ceasing marketing in mid-March. At our March 20<sup>th</sup> Board of Directors meeting it was decided that all spending on ads would halt for at least two-weeks, then we would re-evaluate, hoping that we would have an idea of when health mandates would be adjusted to allow travel. That would have been on April 3<sup>rd</sup>. We have seen increased travel restrictions, mass cancellations with no end in sight. We have continued our digital monitoring and continue to provide content, stories and photos.

The outlook for the 2020 season is dire with all events either cancelled or looking at rescheduling with no dates announced. All charters, excursions and lodging businesses are seeing mass cancellations with many businesses cancelling plans to open at all. The situation on the Peninsula is very dire with many businesses still trying to recover from losses felt in 2019 from the Swan Lake Fire. Cross gulf cruise ship sailings have nearly all cancelled, land based cruise tours have cancelled and discussions about 2021 cruise sailings show indications of fewer sailings being announced.

We have been reviewing what campaigns we can produce to recover any revenue for 2020. We have been hesitant to start any campaigns until we get an idea of when the State will loosen travel restrictions. We received some encouraging news on Monday with the Department of Fish and Game and the Governor's office allowing instate personal use fishing. The mandate asks for those fishing to minimize their interactions in the areas in which they fish and that they fish as close to home as possible. We are in communication with Fish and Game and the Governor's office to see what the restrictions on charter fishing is in light of the announcement.

The major demographic of visitors to the Kenai Peninsula are fellow Alaskans and they will be the first visitors to return to our area. It is doubtful that we will see travelers from the lower 48 in any number. With a focus on in-state travel we want to look at showing accessibility, wide open spaces, variety and supporting Alaskans.

There are many ways that we can access great numbers of fellow Alaskans including boosted social media posts, radio, TV and working with our business partners to promote the "journey".

- Promote the Seward and Sterling Hwy as destinations promoting points along the route.
- The Kenai Peninsula is close and provides a travel escape.
- Alaska's Playground is waiting for you.
- Alaskans supporting Alaskans: together we create a place to live, work and play.
- Partner with community organizations to promote any and all events moving forward.

The printed coupon booklet "Passport to the Kenai" has been a successful tool for Alaska's Playground prior to the pandemic we printed 15,000 and are ready to mass mail these Passports to households across Anchorage and the Mat-Su Valley with ways to support their Alaskan neighbors.

**Grantee Certification:** I certify that the above information is true and correct, and that expenditures have been made for the purpose of, and in accordance with, applicable grant agreement terms and conditions.

Signature: Debbie Speakman Date: Apr 15, 2020  
Printed Name and Title: DEBBIE SPEAKMAN, EXECUTIVE DIRECTOR

Divining Point, LLC  
 8804 Dulcet Dr  
 Austin, TX 78745  
 (888) 380-4841  
 coywest@diviningpoint.com  
 www.diviningpoint.com

# Invoice



**BILL TO**  
 Debbie Shipman  
 Kenai Peninsula Tourism Marketing  
 Council Inc  
 35477 Kenai Spur Hwy  
 Soldotna, AK 996697642 USA

1444	02/28/2020	\$0.00	03/14/2020	Net 15
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PLEASE DETACH TOP PORTION AND RETURN WITH YOUR PAYMENT.

DATE	ACCOUNT SUMMARY	AMOUNT
06/27/2019	Balance Forward	\$22,955.69
02/28/2020	Payments and credits already applied to this invoice	-7,600.00
	Other payments and credits after 06/27/2019 through 02/27/2020	-22,955.69
02/28/2020	Other invoices from this date	0.00
	New charges (details below)	7,600.00
	<b>Total Amount Due</b>	<b>\$0.00</b>

PAID

DATE	DESCRIPTION	QTY	RATE	AMOUNT
02/28/2020	<b>Online Marketing</b> Google AdWords	1	3,000.00	3,000.00
02/28/2020	<b>Online Marketing</b> Social Media	1	2,300.00	2,300.00
02/28/2020	<b>SEO</b> Digital Monitoring / SEO Strategy /	1	2,300.00	2,300.00

TOTAL OF NEW CHARGES 7,600.00  
 BALANCE DUE **\$0.00**

Divining Point, LLC  
 8804 Dulcet Dr  
 Austin, TX 78745  
 (888) 380-4841  
 coywest@diviningpoint.com  
 www.diviningpoint.com

# Invoice



**BILL TO**  
 Debbie Shipman  
 Kenai Peninsula Tourism Marketing  
 Council Inc  
 35477 Kenai Spur Hwy  
 Soldotna, AK 996697642 USA

1461	03/31/2020	\$3,486.50	04/15/2020	Net 15
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PLEASE DETACH TOP PORTION AND RETURN WITH YOUR PAYMENT.

DATE	ACCOUNT SUMMARY	AMOUNT
02/28/2020	Balance Forward	\$7,600.00
03/31/2020	Payments and credits already applied to this invoice	-3,486.50
	Other payments and credits after 02/28/2020 through 03/30/2020	-8,227.00
03/31/2020	Other invoices from this date	0.00
	New charges (details below)	7,600.00
	<b>Total Amount Due</b>	<b>\$3,486.50</b>

DATE	DESCRIPTION	QTY	RATE	AMOUNT
03/31/2020	<b>Online Marketing</b> Google AdWords	1	3,000.00	3,000.00
03/31/2020	<b>Online Marketing</b> Social Media	1	2,300.00	2,300.00
03/31/2020	<b>SEO</b> Digital Monitoring / SEO Strategy /	1	2,300.00	2,300.00

TOTAL OF NEW CHARGES 7,600.00  
 BALANCE DUE **\$3,486.50**

**NextLevel Media Development**

3609 Locarno Drive  
Unit D  
Anchorage, AK 99508



INVOICE #000013  
DATE: JANUARY 31, 2020

**TO:**

Kenai Peninsula Tourism Marketing Council  
Debbie Speakman  
14896 Kenai Spur Hwy  
Kenai, AK 99611

Time Entry Notes	RATE	HOURS	LINE TOTAL
1/24 Updated new links containing SEO, update HTML template & Integrate google tag manager	135.00	5	675.00
March 2019 over-payment	-48.		-48.
		TOTAL	627.00

Make all checks payable to NextLevel Media Development

**January IT Support**



**Kenai Peninsula Tourism  
Marketing Council**  
14896 Kenai Spur Hwy. Suite  
306  
Kenai, Alaska 99611

# Invoice

DATE	INVOICE #
5/1/2020	150-838

<b>BILL TO</b>
Brenda Ahlberg Community & Fiscal Projects Manager Kenai Peninsula Borough 144 N. Binkley Street Soldotna, AK 99669

<b>TERMS</b>

ITEM	DESCRIPTION	QTY	RATE	AMOUNT
Cooperative Marketing	Cooperative Marketing		4,100.00	4,100.00
Digital SEO Management	Digital SEO Management		16,454.00	16,454.00
Social Media	Social Media		7,765.92	7,765.92

<b>Total</b>			\$28,319.92
<b>Payments/Credits</b>			\$0.00
<b>Balance Due</b>			\$28,319.92

Phone #	907-262-5229	Fax #	
Email: Monique Burgin Membership and Marketing		monique@kenaipeninsula.org	

Kenai Peninsula Tourism Marketing Council

Expense Report

January 7 through March 31, 2020

Jan 7 - Mar 31, 20

Ordinary Income/Expense

Expense

5000 · Administration

Contract Services 941.91

Total 5000 · Administration 941.91

6000 · Marketing

6100 · Advertising

6101 · ATIA & SOA 2,700.00

6107 · Alaska Magazine 3,800.00

Total 6100 · Advertising 6,500.00

6420 · Online Expense

6425 · ATIA Email Leads 1,400.00

6422 · Social Media 2,621.31

6423 · Website Hosting & Updates 402.70

6420 · SEO - Digital Monitoring 16,454.00

Total 6420 · Online Expense 20,878.01

Total Expense 28,319.92