

Submitted by: ASSEMBLY MEMBERS FAIRCLOUGH,  
TESCHE, TRAINI, STOUT, AND BAUER  
Prepared by: Assembly Counsel  
For reading: November 14, 2006

CLERK'S OFFICE

**APPROVED**  
Date: 4-10-07 ANCHORAGE, ALASKA  
AR NO. 2006-290(S)

1 A RESOLUTION OF THE ANCHORAGE MUNICIPAL ASSEMBLY IN RECOGNITION OF  
2 THE CONTINUING CONTRIBUTION MADE BY FUR RENDEZVOUS IN THE PROMOTION  
3 OF TOURISM AND ANCHORAGE'S VISITOR INDUSTRY, AND SUPPORTING ANNUAL  
4 FUNDING FROM THE ANCHORAGE CONVENTION AND VISITORS BUREAU ROOM  
5 TAX REVENUE TO GREATER ANCHORAGE, INC. FOR THE FUR RENDEZVOUS  
6 FESTIVAL.

7  
8 WHEREAS, Fur Rendezvous is the 72-year old winter festival celebrated in  
9 Anchorage as "Fur Rondy"; and

10  
11 WHEREAS, Greater Anchorage, Inc. is the non-profit corporation founded in  
12 1956 to manage operation of the festival; and

13  
14 WHEREAS, the Fur Rendezvous celebration of community roots is recorded in  
15 a multi-media report on file with the Library of Congress; and

16  
17 WHEREAS, Fur Rendezvous has been named one of the top ten winter  
18 festivals in the country by both the Northwest Festival Association and the  
19 International Festival Association; and

20  
21 WHEREAS, Anchorage receives significant economic benefit because of the  
22 promotion of tourism by Fur Rendezvous and the contribution Fur Rendezvous makes  
23 to the visitor industry in Anchorage by bringing people and business to the hotels and  
24 to downtown; and

25  
26 WHEREAS, Fur Rendezvous is acclaimed by the Anchorage Convention and  
27 Visitor's Bureau as Alaska's premier winter festival; and

28  
29 WHEREAS, the Anchorage Convention and Visitors Bureau is the conduit of  
30 municipal funding for activities that promote tourism, under the professional services  
31 contract with the Municipality of Anchorage dated as of December 31, 2005; and

32  
33 WHEREAS, the Anchorage Municipal Assembly supports the establishment of a  
34 sustainable annual revenue stream to Fur Rendezvous from the Anchorage  
35 Convention and Visitors Bureau in the promotion of tourism; and

36  
37 WHEREAS, the year-to-date bed tax revenue is up by 8% over revenue for the  
38 same period in 2005, exceeding all previous forecasts;  
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1 NOW THEREFORE the Anchorage Municipal Assembly resolves that:  
2

3 1. Fur Rendezvous activities promote tourism.  
4

5 2. The Anchorage Convention and Visitor's Bureau (ACVB) is requested to  
6 arrange meetings with representatives of Greater Anchorage, Inc. so that  
7 implementation of the Fur Rendezvous Festival by Greater Anchorage, Inc. can be  
8 accomplished through sustainable annual monetary support by ACVB under  
9 Section 2.C. of the professional services contract between the Municipality of  
10 Anchorage and ACVB dated as of December 31, 2005, providing for the funding of  
11 activities related to the promotion of tourism.  
12

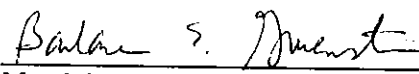
13 3. An allocation to Greater Anchorage, Inc. from the bed tax revenues  
14 received and administered by the Anchorage Convention and Visitors Bureau for the  
15 promotion of tourism in the annual amount of \$85,000 for Fur Rendezvous beginning  
16 fiscal year 2008 is deemed appropriate by the Anchorage Municipal Assembly.  
17

18 4. An operations and marketing plan updated annually by Greater  
19 Anchorage, Inc. shall be submitted to the ACVB and the Anchorage Municipal  
20 Assembly for review before expenditure of municipal funds or bed tax revenue for the  
21 Fur Rendezvous Festival. The plan shall address reduction of debt incurred from prior  
22 Fur Rendezvous Festival(s).  
23

24 PASSED AND APPROVED by the Anchorage Assembly this 10<sup>th</sup> day of  
25 April, 2006.  
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29 \_\_\_\_\_  
30 Chair

31 ATTEST:

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33 \_\_\_\_\_  
Municipal Clerk