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BENJAMIN CRUZ <speaker@senatorbjcruz.com>

GVB Board Packet: March 9, 2017

Karida Brennan <karida.brennan@visitguam.org> Thu, Mar 9, 2017 at 11:52 AM
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

Håfa Adai Speaker Cruz,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of March 9, 2017.

Thank you!

Exhibit F_KMC Minutes Feb. 14, 2017.pdf

Speaker Benjamin J.F. Cruz

MAR 09 2017

Time: 2:17 [ ] AM [ ] PM File No. _____

Received By _____

GL# 34-17-278

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Senseramente',

Karida Brennan
Executive Secretary

GUAM VISITORS BUREAU
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7 attachments

Agenda_Mar092017.pdf
102K

Exhibit A_MINUTES_Feb092017.pdf
3085K

Exhibit B_CASH POSITION FY 2017 Board Report 03-03-17.pdf
24K

Exhibit C_Sports and Events Minutes Feb 21, 2017.pdf
5695K

Exhibit D_GCMC FINAL MINUTES 2.10.17.pdf
16070K

Exhibit E_JMC Minutes Feb. 14, 2017.pdf
403K

0278

Attachment A_SignedTestimony_Bill 08-34.pdf
110K

Doc. No. 34GL-17-0278.

REGULAR BOARD OF DIRECTORS MEETING
Thursday, March 9, 2017 – 3:30pm
Guam Visitors Bureau Main Conference Room

A G E N D A

I. CALL TO ORDER

II. MINUTES OF THE PREVIOUS MEETING Exhibit A

Approval of minutes of the previous Board of Directors meeting dated February 9, 2017.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

V. TREASURER'S REPORT Exhibit B

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

TESTIMONY ON BILL 08-34 Attachment A

Motion to ratify Executive Committee's approval of GVB's testimony on Bill 08-34 (COR) - An Act to add a new Chapter 8 to Title 11 Guam Code Annotated known as "The Cannabis Control Act" relative to regulating the use, production, sale and taxation of cannabis, and the declassification of marijuana as a Schedule I Controlled Substance under the Guam Uniform Controlled Substances Act."

8TH ANNUAL CHAMORRO CULTURAL FESTIVAL AND US-GUAM CHAMORRO DANCE ACADEMY

Motion to ratify Executive Committee's travel approval for Master Frank Rabon and 2 assistants to attend the 8th Annual Chamorro Cultural Festival and conduct the US-Guam Chamorro Dance Academy in San Diego, California from March 22-27, 2017. (Estimated cost up to $10,382.00 from Acct No. DM-CPO006).

Airfare	3	$2,000.00		$6,000.00
Per Diem				
Lodging	3	$162.00	5	$2,430.00
M&IE	3	$64.00	6	$1,152.00
Prof Fee				
Master	1	$100.00	4	$400.00

Assistants	2	$50.00	4	$400.00
Acct No. DM-CPO006				**$10,382.00**

Background: The Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy workshop, which was launched in 2014. Four Chamorro cultural groups from Southern California will be participating in the workshops as well as perform at the Annual Chamorro Cultural Festival.

Issue: Board approval required for all travel.

GOVERNOR'S TRAVEL TO CHAMORRO CULTURAL FESTIVAL & HOT BOND MEETINGS

Motion to ratify Executive Committee's travel approval for the Governor to join the Guam Delegation at the Annual Chamorro Cultural Festival in San Diego, CA from March 24-25, 2017 and to attend HOT Bond Meetings in San Francisco, CA from March 26-28, 2017. Cost is approximately $3,917.50 from the Business Development Account.

Estimated Airfare	$2,000.00
Per Diem – San Diego ($293.80 X 2 Days)	$ 587.60
Per Diem – San Francisco ($443.30 X 3 Days)	$ 1,329.90
TOTAL:	$ 3,917.50

Background: The Governor will be in Honolulu attending the National Oceanic and Atmospheric Administration's PRiMO Conference from March 20-23, 2017. It was requested for GVB to fund his travel to join the Guam Delegation at the Che'lu Chamorro Festival in San Diego, CA. Thereafter, the Governor will travel to San Francisco, CA for meetings with bond rating agencies regarding the HOT Bond. He will also meet with bond underwriters to discuss the refinancing of the HOT Bond.

Issue: Board approval required.

B. RESEARCH

Motion to approve authorization of the President and CEO, as Chief Procurement Officer of GVB, to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2017-006 DATA ANALYTICS SOFTWARE AND INTERACTIVE DASHBOARD DEVELOPMENT and if successful, enter into contract.

Background: GVB is in the process of implementing a new smaller Guam Customs & Agricultural Declaration Form in partnership with the Guam Customs & Quarantine Agency. The development of this form requires the implementation of a new data analytics software. This software will enable near real time reporting integrated with GVB's corporate website and made available to the general public to view GVB reports and/or create custom reports.

C. RUSSIA & NEW MARKETS

D. VISITOR SAFETY & SATISFACTION

E. CULTURAL & HERITAGE

F. SPORTS & EVENTS

Committee minutes dated February 21, 2017 Exhibit C

G. ADMINISTRATION & GOV'T RELATIONS

H. DESTINATION MANAGEMENT

I. GREATER CHINA

Committee minutes dated February 10, 2017 Exhibit D

J. JAPAN

Committee minutes dated February 14, 2017 Exhibit E

JATA KYUSHU TRIP (26 MAR - 28MAR. 2017)

Motion to approve travel for one GVB Japan staff to join JATA Kyushu Trip from March 26 – March 28, 2017. (Estimated cost of travel $1,265.00, Account #SMD003).

Travel Expenses

Airfare:	$1000.00 x 1 pax	$1000.00
Taxes:	$60.00 x 1 pax	$60.00
JP Transportation to/from airport:	1 pax	$80.00
Guam Per Diem:	62.50 x 2 nights x 1 pax	$125.00
Total:		$1,265.00

Background: Japanese tourists to Guam have been declining by year. Although it is the 30th anniversary this year to serve one and only direct flight to Fukuoka, load factor of United Airlines is poor and it is concerned that the service itself may discontinue. JATA Kyushu Chapter recognize that promoting demand to travel to Guam, the nearest United States, and maintaining Fukuoka-Guam direct flight are the urgent tasks. Therefore, JATA Kyushu decided to organize JATA Kyushu Chapter training trip to Guam, through cooperation by United Airlines. The trip is meant for executives of administrative agents to visit Guam to rediscover its allure and have productive discussion with GVB to restore demand for Guam.

- Arrival breakdown: 9 JATA Kyushu (FUK), 2 UA (1 NRT & 1 FUK), 1 GVB Japan (KIX)
- General Schedule

  1st day (3/25 Sat) : UA166 FUK/GUM 11:50/16:25 (Some of them are coming on Saturday and the rest of them are coming on Sunday.)

  2nd day (3/26 Sun) : Inspection / Golf / Meeting with UA

3rd day (3/27 Mon) : Inspection / 18:30 meeting and welcome dinner reception

4th day (3/28 Tue) : Back to Fukuoka by UA165 GUM/FUK 07:35/10:50

- Delegation member

<JATA Kyushu>

1, Mr. Isao Nakatsu, President of KNT Kyushu (Branch Chief of JATA Kyushu)

2, Mr. Kazuyoshi Furuta, President of JTB Kyushu (Deputy Branch Chief of JATA Kyushu)

3, Mr. Tatsuya Seguchi, President of Nishitetsu Travel (Deputy Branch Chief of JATA Kyushu)

4, Mr. Hiroshi Yamada, General Manager, Kyushu Regional Headquarters of NTA (Former Branch Chief of JATA Kyushu)

5, Mr. Fumitake Matsuoka, Branch Manager, Overseas Travel Planning & Operation Center, KNT Kyushu (Overseas Travel Committee member of JATA Kyushu)

6, Mr. Shuichi Matsuda, General Manager, Overseas Travel Dept., JTB Kyushu (Overseas Travel Committee Chairman of JATA Kyushu)

7, Mr. Tsukasa Tanaka, General Manager, Planning & Promotion Div., Nishitetsu Travel (Overseas Travel Committee member of JATA Kyushu)

8, Mr. Yasuo Tsuji, Manager, Kyushu Regional Headquarters of NTA (Overseas Travel Committee member of JATA Kyushu))

9, Mr. Toshikazu Nagaoka, Executive Director of JATA Kyushu

10, Ms. Hitomi Yamamoto, Kyushu Regional Sales Manager, UA

<GVB Japan>

1, Ai Nagasawa, Sales & Marketing Representative, Western Japan

Issue: Board approval required for all travel

K. KOREA

Committee minutes dated February 14, 2017 **Exhibit F**

L. MEMBERSHIP & COMMUNITY OUTREACH

M. NORTH AMERICA & PACIFIC MARKETS

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, March 23, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, April 13, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Action Items:

1. VSS Committee to find solution for lighting issue along beaches
   - Lighted sidewalks
   - Lights provided by hotels, but not projected over water

2. Assignment of the Chairperson for the Administration and Government Relations Committee

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

BOARD OF DIRECTORS ANNUAL & REGULAR MEETING

Thursday, February 9, 2017 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Bart Jackson
Director Sam Shinohara	Director Brad Kloppenburg
Director Theresa Arriola	Director Tak Takano
Director Young Hong	Director Robert Hofmann
Director William Nault	Director Katarina Sgro
Director Satoru Murata	Director Monte Mesa

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:
Director Eduardo "Champ" Calvo

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Antonio Muna	Karida Brennan
Brian Borja	Russell Ocampo	Nico Fujikawa
Doris Ada	Lisa Linek	Colleen Cabedo
Meriza Peredo	Elaine Pangelinan	Haven Torres
Josh Tyquiengco	Ana Cid	Nadine Leon Guerrero

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Speaker Benjamin J. F. Cruz – Guam Legislature
Joseph Mesngon – Senator Dennis Rodriguez's Office
James Servino – Senator Regine Biscoe Lee's Office
Robert Hernandez – GVB Intern
Sandra Haber – GVB Intern

I. CALL TO ORDER

Chairman Morinaga called the meeting of board to order at 3:30pm.

II. MINUTES OF THE PREVIOUS MEETING — Exhibit A

Director Jackson made a motion, seconded by Director Mesa, to approve the minutes of the previous Board of Directors meeting dated January 12, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga recognized Speaker BJ Cruz, thanked him for attending the board meeting, and then gave him the floor.
- Speaker Cruz reaffirmed the Legislature's and his personal commitment to building up the Korean market. He mentioned that he was GVB's oversight chair about ten years ago and it was then that the team started to really work on this market. He went on to say how proud he is of all that has transpired in the last year and the increase that we have seen. He

stated that he appointed a businesswoman who has strong ties to Korea to the board because he wants to encourage the family side of visiting Guam. He hopes to improve Guam's image as a family destination. Speaker Cruz then mentioned that he renamed Director Jackson to the board because he knows that he is committed to the Korean market and will continue to fight for it. Next, he touched on the Micronesia Cruise Association (MCA). Last year we paid PATA a substantial sum of money to study the MCA and he hopes that sometime this year, we will hear how that investment will help to diversify tourism on our island. Speaker Cruz went on to speak about Guam's theme for 2017: The Year of Love. He hopes GVB will promote LGBT travel to Guam. He believes this market has huge disposable income that we should capitalize on. Director of Global Marketing (DoGM) Pilar Laguana has met with those who share a common interest in this market, including Lasic Casil who will be giving a presentation to the Sports and Events committee in the coming weeks about how we can promote Guam as a safe gay destination. In doing so, the Speaker feels we can attract large groups of high-end travelers. Additionally, Speaker Cruz would like to promote gay marriage on Guam. He performs at least one gay marriage a week for couples coming from Taipei, the Philippines, or Japan. He understands that philosophically, personally, or religiously, some people might have problems with this promotion, but he reminded everyone that we are simply building our industry. Next, Speaker Cruz thanked Director Jackson and Director Hong for accepting his challenge of continuing to build up the Korean Market. We passed half a million arrivals and he's hoping we can reach three quarters of a million by the time this term is over. He believes that working toward these goals, can help us achieve the numbers we are pushing for by 2020. He closed by saying that although he has been with other areas of the government, his heart remains with the visitor industry and he is hoping we can work on these projects together. Finally, he thanked the legislative appointees for accepting their appointment and the team for welcoming them. He reminded everyone that they have his continued support.

- Chairman Morinaga stated that as this is a delicate issue, the team will discuss it in more detail at a later time. He noted that it is a niche market and people may have different opinions, but putting all differences aside, the team should discuss it freely and then provide an update to Speaker Cruz.
- Next, Chairman Morinaga recognized and congratulated Marketing Coordinator Colleen Cabedo for being selected by the Director of the FBI for the Community Leadership Award for Project Foresight, her team project that was completed as part of her Master's program. Project Foresight aims to find ways to combat cyber bullying and sexting.

IV. PRESIDENT & CEO'S REPORT





GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

January 2017
Preliminary Visitor Arrivals Total: 136,029 (+5.2%)

% Market Mix	Origin	Pax	% to LY
41.9%	Japan	57,037	-9.1%
41.4%	Korea	56,341	15.3%
5.1%	US/Hawaii	7,005	5.4%
2.8%	Taiwan	3,850	4.8%
3.0%	China	4,053	90.6%
0.9%	Philippines	1,232	65.1%
1.5%	Hong Kong	2,047	287.0%

Fiscal Year 2017
October 2016 - January 2017 Total: 526,958 (+6.3%)

% Market Mix	Origin	Pax	% to LY
45.3%	Japan	238,637	-5.1%
39.5%	Korea	208,340	18.8%
4.7%	US/Hawaii	24,906	5.7%
2.6%	Taiwan	13,571	6.8%
1.8%	China	9,440	39.4%
1.6%	Philippines	8,259	71.3%
1.1%	Hong Kong	5,545	81.9%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

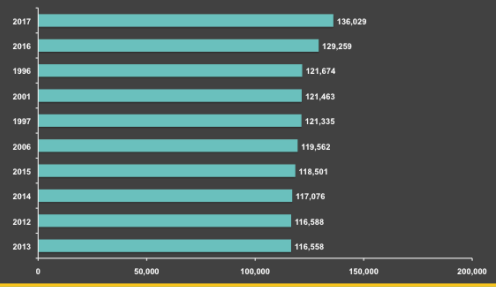
Month to Date 2017
Feb 1 - 8, 2017 Total: 33,869 (-5.9%)

% Market Mix	Origin	Pax	% to LY
41.2%	Japan	13,970	-20.2%
40.8%	Korea	13,824	16.0%
4.5%	US/Hawaii	1,532	4.7%
4.8%	Taiwan	1,622	-6.1%
3.7%	China	1,258	-41.7%
1.1%	Philippines	371	70.2%
1.4%	Hong Kong	458	69.6%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Top January Arrivals



GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

PATA TTRA Economic Outlook & Forecast Forum



"Navigating a Place of Fear, Change & Opportunity"
Honolulu, Hawaii

PATA TTRA FORUM
- Presentation

HAWAII TOURISM AUTHORITY
- Research Meeting
- President / CEO

ANTHOLOGY
- Exit Survey digital data collection > iPads

PACRIM
- Japan In-Country Market Research contract negotiations

GUAM VISITORS BUREAU

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

MARKETING

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Marketing News



TripAdvisor Seminar

- Hosted by Sarah Mathews, head of destination marketing Asia Pacific with GVB
- January 23rd at LeoPalace Resort
- Topics included Digital Evolution, Destination Trend on Guam, Rise of Mobile Online Reputation and How to Manage Your Business
- Over 200 participants attended seminar
- Mathews previously presented on Guam at the PATA Annual Summit in May 2016

tripadvisor

China Marketing News

Lunar New Year 2017: The Year of the Rooster

Date	Flight	Count
January 24, 2017	UA2274	140 pax
January 29, 2017	UA2274	140 pax
February 3, 2017	UA2274	140 pax

- 3 charter flights this season from Beijing
- Charter agent: aoyou.com (CYTS Beijing)







DESTINATION

Sports & Events

United Guam Marathon

- Beach fiesta press conference scheduled for February 23, 2017
- Time: 10:30 a.m.
- Venue: PIC Banquet Rooms
- RSVP by Monday, February 13
- Contact Rene Logie at 648-2468 or email rlogie@picguam.com



Sports & Events

Love Light Park

- Launches Saturday, February 11, 2017 across GVB & Proa
- Opening night activities will be from 6:30 p.m. -7:30 p.m.
- Special performance by The John Dank Show
- Live art demonstrations, food, and free giveaways for kids
- Will be open nightly from 6 p.m. – midnight
- Photo contest on social media
- Upload photos with #withlovefromguam and upload to love.visitguam.com
- Park will be open until Japan's White Day on March 15





V. TREASURER'S REPORT **Exhibit B**

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

FY 2016

	Appropriation	Received to Date		Balance	
Operations	**$ 21,044,191.00**	**$ 20,753,941.00**	**99%**	**$ 290,250.00**	**1%**
Destination Development	**$ 1,235,000.00**	**$ 1,015,000.00**	**82%**	**$ 220,000.00**	**18%**
Rainy Day Fund	$ 200,000.00	$ 200,000.00	100%	$ -	0%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 160,000.00	80%	$ 40,000.00	20%
Pass-Thru	$ 750,000.00	$ 683,750.00	91%	$ 66,250.00	9%
Guam Football Association	$ 400,000.00	$ 400,000.00	100%	$ -	0%
Pilot Program Korean Visitor Market	$ 250,000.00	$ 250,000.00	100%	$ -	0%
FESTPAC	$ 1,300,000.00	$ 1,300,000.00	100%	$ -	0%
Capital Improvement Projects	$ 1,000,000.00	$ 1,000,000.00	100%	$ -	0%
TOTAL	**$ 26,379,191.00**	**$ 25,762,691.00**		**$ 616,500.00**	

TOTAL RECEIVABLES FY 2016 **$ 616,500.00**

FY 2017

	Appropriation	Received to Date		Balance	
Operations	**$ 21,282,472.00**	**$ 6,516,370.00**	**31%**	**$ 14,766,102.00**	**69%**
Destination Development	**$ 1,085,000.00**	**$ 361,667.00**	**33%**	**$ 723,333.00**	**67%**
Rainy Day Fund	$ 200,000.00	$ 66,666.00	33%	$ 133,334.00	67%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 66,666.00	33%	$ 133,334.00	67%
Pass-Thru	$ 885,000.00	$ 311,701.00	35%	$ 573,299.00	65%
TOTAL	**$ 23,652,472.00**	**$ 7,323,070.00**		**$ 16,329,402.00**	

TOTAL RECEIVABLES FY 2017 **$ 16,329,402.00**

TOTAL RECEIVABLES **$ 16,945,902.00**

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund	$ 2,150,917.08
Bank of Guam - FESTPAC Trust Account[1]	$ 371,570.64
Cultural & Sports Ambassador Fund	$ 379,216.00
TOTAL	**$ 2,901,703.72**

UNRESTRICTED

Bank of Guam - Operations	$ 10,570,292.89
First Hawaiian Bank - Membership	$ 126,560.31
Resona	$ 50,542.87
Bank of Guam - TAF	$ 2,231,296.53
Raymond James - CD value as of 12/31/2016[2]	$ 2,525,664.87
TOTAL	**$ 15,504,357.47**

TOTAL as of 2/3/2017 **$ 18,406,061.19**

Current Payables

Asatsu invoices NOV - DEC	$ 169,747.99
Japan Invoices	$ 73,234.69
Guam Invoices	$ 206,363.19
FY 2016/FY 2017 Pass-thru appropriations	$ 42,916.00
Encumbered Contracts	$ 4,607,260.59
Encumbered Purchase Orders	$ 103,692.85
FESTPAC Trust Account	$ 371,570.64
TOTAL as of 2/3/2017	**$ 5,574,785.95**

NOTES

NOTE 1

$371,570.64	FESTPAC
($191,243.69)	FESTPAC expenditures - reimburse Operations
$180,326.95	

NOTE 2

$1,409,377.55	Morgan Stanley/Raymond James CD
($86,542.00)	Board approved $86,542 on 07/23/15 for Department Revenue & Tax Auditors
($700,000.00)	Board approved $700,000 on 02/25/16 for Pale San Vitores Road Bus Shelter Project
($150,000.00)	Board approved $150,000 on 07/14/16 for Pale San Vitores Road Bus Shelter Project
$472,835.55	

February 3, 2017

- Director Shinohara asked President Denight for an update on the outstanding balance for 2016. President Denight reported that we did receive an amount from DOA but the accounting department needs to verify what it will be applied to.

- Director Shinohara then stated that we are right on track for 2017.
- He then asked President Denight for an update on FestPac. President Denight mentioned that the final closeout meeting is being scheduled for the week of February 20th where the team will handle any outstanding issues, namely the DOE support they requested for. He stated that we started the post audit for FestPac with the Public Auditor and it is ongoing.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated February 1, 2017 **Exhibit C**

Director Hofmann made a motion, seconded by Director Shinohara, to approve travel for the Marketing Manager to attend the PATA Micronesia Chapter 1st Tri-Annual Meeting March 29-31, 2017 scheduled for Pohnpei, FSM. (Estimated cost of travel: $2,004.00 from the FY2017 Pacific Market Meetings/Events Account #PA-SMD024)
Motion approved

Airfare: $900 x 1 pax	$900.00
Perdiem: $201 x 4 days x 1 pax	$804.00
Misc Expenses:	$300.00
TOTAL:	**$2,004.00**

Background: Guam Visitors Bureau as an active member of the PATA Micronesia Chapter and is the lead in the PATA Micronesia Chapter. We will be attending the chapter's 1st Tri-Annual Meetings set for 2017. Previous approval for the chapter meeting delegation was provided at the last NAP on 10/12/16 and approved by the GVB Board for the NAP Chairperson, Director of Global Marketing and the Marketing Manager. GVB Management has recommended additional staff for the upcoming meeting for the purpose of market transition and training. Guam's active role and participation in the PATA Micronesia Chapter and PATA International has elevated our image since the PATA Annual Summit and we will continue to push Guam at the forefront of PATA events/activities for more opportunities for our regional efforts.

Action: Board approval needed for travel.

- Director Hofmann directed the board to Exhibit C: NAP committee minutes dated February 1, 2017.
- He announced the SMS Cormoran II 100th Anniversary on April 7.
- He mentioned that we will be attending the Asia Pacific Cultural Center New Year's Festival in Tacoma, Washington. This is the 19th annual festival and Guam is the highlighted destination this year. Approximately 8,000 people are expected to attend.
- We will also be sending a team to the PTAA Travel Tour Expo in the Philippines to be held from February 10-12.
- The 1st tri-annual meeting for the PATA Micronesia Chapter will be held from March 29-31.
- Lastly, he announced that the next committee meeting will be on March 1.

C. RESEARCH

- Director Mesa asked Director Shinohara if the Research team can provide an update on visitor trends that the board can use as a strategy tool. Director Shinohara stated that as a new practice, he asked the research team to insert themselves into the different marketing committees to be a better tool to them. Data will help the team make better decisions about how they go about doing things. This will help us figure out how to better spend our resources. He stated that moving forward, research will try to produce presentations for all to use.
- Chairman Morinaga asked for an update on the new customs forms. Director Shinohara said that we need a contract with the vendor/provider so we can get the software change before implementation. President Denight added we are translating the new forms for all markets. Chairman Morinaga asked for a timeline with a target date for this project. Director of Tourism Research (DoTR) Ana Cid and Senior Tourism Research Analyst Nico Fujikawa reported that the target date for the launch is June. Nico stated that initially, the team was hoping to launch the new forms in April, but we need to reissue the RFQ for post analytic software. President Denight noted that the software that reads the forms is very important and the software we have been using was developed in the 1970s. DoTR Cid stressed that we need more modern analytic software. In efforts to be more cost effective, we will be using one vendor but we will be combining the data analytic software and research dashboard. Chairman Morinaga asked the research team to notify the board if there are any further delays.

D. RUSSIA & NEW MARKETS

- Director Jackson reported that as the price of oil goes up, the ruble strengthens, making Guam a much more affordable destination. He noted that from the beginning of this fiscal year, the Russian market was up 7%. While that may not be a high number, he feels there is still potential in this market.
- The team will be traveling to Moscow for MITT in March. There is a new airline running charters to Saipan and DoGM Laguana wants to meet with them to try to convince them to run direct flights to Guam as well. Director Jackson noted that the Russian market is all about the ruble and direct seats and as we push forward can expect the market to continue to improve.
- Relative to other markets, we are on the lookout for any market that has a high season during April, May, and June, and October, November, and December because we have not found it yet. He went on to say that we will be working with the Speaker's office on identifying LGBT visitors and the wedding market (not limited to Russia, as it is the least LGBT friendly of the source markets).

E. VISITOR SAFETY & SATISFACTION

- With the increase of Korean visitors, Director Hong feels we could make Guam safer for them by offering more educational programs. Specifically, as many people have brought up the guesthouse issue, she feels an educational program would help Korean visitors become more aware of the rules related to them. Many visitors are not trying to break laws by utilizing guesthouses; they are just unaware of the rules and regulations that apply to them. She feels that one solution could be similar to the KS mark that is used in Korea. Companies that have the KS mark are approved by the government. GVB can implement a similar program whereby companies can display stickers in their establishment or on their website to signify that they are a government-approved company. Director Jackson stated that the first issue here is that there are companies that operate illegal guesthouses, illegal taxi companies, and illegal optional tours by failing to comply with current laws related to registration, insurance, taxes, etc. The more immediate issue is organizing an information session for those who are participating in those industries so we can tell them what the

process is to become registered and legal. Director Jackson also shared the discussion related to solving this problem: instead of approaching this issue from a punitive standpoint, we should approach it from a positive standpoint. Many destinations have a local seal of approval for businesses and patronizing these businesses is the norm. He feels this can be done locally for hotels, restaurants, optional tours, car rental companies and everything else that encompasses our industry. This will create a level that all strive to reach because GVB would push and promote the companies with this seal. Those with the seal would have to demonstrate that they pay taxes, are registered, have insurance, etc. He thinks this would be more effective than the punitive approach. Director Arriola feels we know what we should do so now we should develop the plan. Director Jackson thinks that as this should be an industry wide effort, GVB can take the lead on this program, but we should also reach out to the different agencies so that they can contribute too. If implemented correctly, this can solve many issues. Director Mesa suggested the VSS and Korea Marketing Committee work together to come up with a strategy. Director Jackson mentioned that this problem is not only occurring in the Korean market. Director Hong reiterated that we need to provide educational programs for visitors related to this issue. She understands that this may be an intricate process so we need to take it one step at a time. Chairman Morinaga recounted that a few years ago there was a discussion about rating hotels but that is not something he supported. We are here to ensure that businesses are legitimate. His biggest concern is insurance and many businesses operate without it. He added that we need to specify the criteria for all the different types of businesses. He concurred with Director Jackson that we should involve the different agencies. In closing, he stated that he will speak with management at a later time to identify the taskforce that will move forward on this. Director Morinaga likened this measure to a safety check that would require a renewal once a year.

F. CULTURAL & HERITAGE

Director Arriola made a motion, seconded by Director Hofmann, to amend previously approved travel for First Lady Christine Calvo and her security. Original approval was on November 10, 2016 for First Lady and her security to attend the Liberation Festivities in Washington, D.C in July. Instead, First Lady and her security will be attending the 65th Annual Guam Society Cherry Blossom Ball scheduled for Saturday, March 11, 2017 in Washington, D.C. (Estimated cost up to $7,866.00 from Account No. DM-CPO006).
Motion approved

Cost Breakdown:

Airfare	2	$3,000.00		$6,000.00
Per Diem				
Lodging	2	$242.00	3	$1,452.00
M&IE	2	$69.00	3	$414.00
				$7,866.00

Background: First Lady Christine Calvo has been invited to be the keynote speaker at the Annual Guam Society Cherry Blossom Ball. The 2017 Guam Society Cherry Blossom Queen will represent Guam during the National Cherry Blossom Festival Parade scheduled for April 8, 2017 and other activities in Washington, D.C.

- Director Arriola stated that earlier in the fiscal year a blanket travel schedule for the year was approved. This motion is on the agenda because the First Lady usually

attends the Liberation festivities in Washington, D.C., but she was invited to be the keynote speaker for this ball so the event has changed. Director Shinohara asked what GVB's participation entails. President Denight mentioned that the First Lady will be attending this ball in lieu of the trip to Washington D.C. in July. He went on to share that especially in North America and Pacific, our focus is VFR (visiting friends and relatives). Additionally, the Guam Club helps promote travel to Guam.

G. SPORTS & EVENTS

- Director Sgro reported that the first committee meeting was mainly an introductory meeting with new vice chair, Director Nault. The next committee meeting will be sometime next week so she will have more to report thereafter.
- She also reminded everyone about the upcoming press conference for the UGM.
- Chairman Morinaga recognized Director Nault who was recently confirmed by the Senate.

H. ADMINISTRATION & GOV'T RELATIONS

- Chairman Morinaga announced that at the next board meeting, he will assign the chairperson of the Administration & Government Relations Committee.
- President Denight announced that there will be a public hearing next Wednesday regarding the Cannabis Control Act. He will be providing some research and his thoughts to the board for their review. Chairman Morinaga feels this should not be taken lightly. This bill should not allow for just anyone to smoke, including tourists as this is a family market. President Denight feels there is no negative impact on the tourism side for medicinal marijuana but our overseas offices have shared their concerns regarding recreational marijuana, as Guam is a family friendly destination. He will provide the board with a rough copy of some testimony which will show our general direction on this matter. Chairman Morinaga feels we need to be very careful moving forward.

I. DESTINATION MANAGEMENT

Committee minutes dated February 2, 2017 **Exhibit D**

Director Hofmann made a motion, seconded by Director Mesa, to authorize GVB's President and Chief Executive Officer to identify funding not to exceed $150,000 for RFP 2017-002 PLANNING ARCHITECTURAL AND ENGINEERING SERVICES and to authorize the CEO as Chief Procurement Officer of GVB to negotiate with the highest-ranking, qualified Offerer in response to RFP 2017-002 and if successful, enter into contract.
Motion approved

Background: GVB issued RFP2017-002 at the direction of the Board of Directors to attain A&E and Planning services necessary to implement the goals and objectives of the Tumon District Improvement Plan.

Issue: Board approval required.

- Director Hofmann mentioned that this will help with the implementation of the goals and objectives of the Tumon District Improvement Plan. President Denight shared that the previous board directed the team to look at the overall plan for redeveloping our tourism district (Tumon and Hagåtña Bay), from repaving roads to other projects in the area. As such, an RFP was issued to go out for professional help. Under former

Director Clifford Guzman's committee with Director Hofmann and Destination Specialist (Infrastructure and Maintenance) Doris Ada, a list of items we want to accomplish was created and this architect/engineer will help turn that list into a plan that we can present to the Legislature.

- Director Shinohara asked how the team came up with $150,000. President Denight feels this amount is sufficient to develop a good plan of projects. This board could then help to come up with actual designs and plans to implement. He also mentioned that these plans are different from the Hagåtña restoration plan in that these plans are ready to execute. He also added that we looked at national averages for these services and this amount is below the national level. Chairman Morinaga stated that if we learn that these services exceed $150,000, the team can bring this back to the board for further discussion.
- He went on to say that GVB needs to have a voice at the GLUC. Director Hofmann reported that we are asking for a check system for building/construction projects in Tumon. Although GVB may not have involvement in all of these projects, we will be asked to solve problems that arise because of them (e.g., flooding). Chairman Morinaga added that these projects could also lead to a landscaping issue.

- Director Hofmann discussed his desire to relinquish the chairmanship of the Destination Management Committee (DMC) to the current vice chair of the committee, Director Mesa.

Director Hofmann made a motion, seconded by Director Jackson, to name Director Mesa as the chairman of the DMC and for himself to serve as vice chair.
Motion approved

J. GREATER CHINA

- Director Shinohara announced that the Greater China Marketing Committee will have its first meeting tomorrow (February 10) at 11am.
- The Hong Kong Wedding Fair will take place from February 10-12.
- The China Sales Mission will take place from February 26-March 3.

GUAM VISITORS BUREAU 2017 CHINA SALES MISSION

Director Shinohara made a motion, seconded by Director Jackson, to approve travel for the GVB Board Chairman to conduct a Guam Sales Mission in the cities of Shanghai, Hangzhou, Beijing, and Guangzhou, China from February 27 – March 3, 2017. Cost is approximately $6,195.00 to be taken from China Sales Market Development Account No. CI-SMD023.
Motion approved

Airfare:	$2,500 x 1 pax					$2,500.00
Per Diem:	City	Lodging	Nights	M&IE	Days	
	Shanghai	$323.75	1	$178.75	1	$502.50
	Hangzhou	$211.25	1	$155.00	2	$521.25
	Beijing	$322.50	1	$148.75	2	$620.00
	Guangzhou	$303.75	1	$205.00	2	$713.75
	Hong Kong	$443.75	2	$225.00	2	$1,337.50
					Total	$6,195.00

Background: As newly elected Chairman of the Board, it is important for Mr. Morinaga to participate in GVB's ongoing market diversification promotions in Guam's developing source markets such as China. Furthermore, due to the number of high level meetings and GVB's aggressive strategies in China, it is important to add the Chairman of the Board to the VIP delegation. The China travel trade industry will highly value Guam's time and strengthen our partnership. Travel was previously approved on October 27, 2016.

The Guam Visitors Bureau (GVB) continues to focus its sales and marketing efforts in the first-tier cities of Shanghai, Beijing, and Guangzhou, as well as Hangzhou. The GVB 2017 China Sales Mission is designed to enhance the networking and business ties between the Guam tourism industry and the travel trade in these cities in China.

Through a series of face to face meetings held in Shanghai, Hangzhou, Beijing and Guangzhou, Guam stakeholders will meet with Chinese travel trade who are currently selling Guam products or have a strong potential to sell Guam products in China. The attendees will be local travel trades; each city's sales mission attendees are expected at 120 to 150 pax.

In addition to the trade aspect of this 4-city sales mission, GVB will also be participating in one-on-one and group interviews with influential media in each city. A variety of media will be invited to include print, online, radio and other types of new media channels. The GVB delegation will be required to split up in order to maximize Guam's presence at these series of seminars and interview appointments.

It is crucial to strengthen relationships with our travel trade partners in these cities in order to develop more sales and marketing programs to support our direct service flights and to maximize sales during peak China outbound travel period such as Chinese New Year and the summer period as well as during Guam's historically low arrival periods.

The success of this mission will result in 1.) Strengthening Guam's visibility and awareness among travel trade partners for future outbound travel to Guam; 2.) Offer valuable face time for businesses with key decision makers from the travel trade in China; 3.) Educate Chinese travel trade frontline staff on Guam products; 4.) Engage with and learn about the Chinese travel trade through in-depth one-to-one-meetings and networking events.

Dates of travel are subject to change based on GVB Marketing Overseas Mission schedule, availability of flights, and trade partner schedules.

Issue: Board approval needed for all travel.

K. JAPAN

ROUTES ASIA 2017 – OKINAWA, JAPAN

Director Takano made a motion, seconded by Director Mesa, to approve travel for (1) GVB Board Director and the GVB Director of Global Marketing to participate in Routes Asia 2017 in Okinawa, Japan from March 19-21, 2017. Cost is approximately $7,587.50 to come from Acct No. JA-SMD008.
Motion approved

Airfare:	$1,500 x 2 pax					$3,000.00
Per Diem:	Okinawa	Lodging	Nights	M&IE	Days	
	GVB Board Director	$200.00	4	$127.50	5	$1,437.50

	GVB Director of Global Marketing	$160.00	4	$102.00	5	$1,150.00
Misc. Expenses:	Business communication costs & excess baggage fees					$2,000.00
					Total:	$7,587.50

Background: Routes Asia is the only route development event for the entire Asia region. Each year, it attracts the region's senior decision makers positioning it as the must attend event for all those interested in discussing new and existing air services and meeting with the industry's key players.
In 2017, Routes Asia is expected to attract over 80 airlines, 250 airports and almost 30 tourism authorities along with a number of other industry stakeholders from across the region to discuss air service development. The event consists of four main elements: (1) meetings, (2) networking events, (3) routes Asia strategy summit, and (4) route exchange briefings.
GVB will be attending with the A.B. Won Pat International Airport Authority Guam. GIAA has agreed to pay for each GVB delegate's registration (maximum of two persons). Together, during this mission, Guam will address the air seat capacity issues for Japan and the developing markets to include China & Taiwan. In order to continue on the path to success for Guam's Tourism 2020 plan, it is crucial for both GIAA and GVB to participate in this forum.
Issue: Board approval needed for all travel.

- Director Shinohara asked what our participation entails. President Denight stated that we have been working very closely with the airport and their consultant, ASM. He added that meeting alongside the airport would be a good combination as they handle the operational side and we handle the destination side. Moreover, as it is in Japan, we want to have a strong presence. ASM will help organize meetings with new airline partners and potential partners. Director Mesa added that he participated in this mission when he was Chairman of the Board and he went along with the airport. He feels it is a very important meeting to attend as we start the groundwork for potential route development for national and local carriers. If any of the airlines are interested, we need to show our commitment to and support for their route. President Denight noted that he is working with the airport to see if they can cover the funding for this mission.

MARKETING SUMMIT

Director Takano made a motion, seconded by Director Mesa, to revise previously approved travel for the Guam Tourism Summit 1 and 2 Tokyo, Osaka, Nagoya, Fukuoka, Sendai and Sapporo planned for March 2017. (Estimated cost of travel $76,153.75; $50,584.00 from Account#DM-CPO001 and $25,569.75 from Account# JA-GAMAL001).
Motion approved

Background: On November 10, 2016 a motion was approved for the delegation to conduct and attend the Guam Tourism Summit 1 and 2 in Sapporo, Sendai, Tokyo, Nagoya, Osaka, and Fukuoka.

As planning for the summit evolved it was determined that a two day event will be held in Tokyo that allows for one day dedicated to media.
In addition management has announced a staff rotation for the marketing department. In order to ensure a smooth transition for Japan, the incoming manager will attend.

Marketing Budget		Per diem rate	No. of Days	

JMC Chair	Tokyo	$600.00	2	$1,200.00
	Osaka	$522.50	1	$522.50
	Nagoya	$473.44	1	$473.44
	Fukuoka	$479.69	1	$479.69
	Sendai	$332.50	1	$332.50
	Sapporo	$361.25	1	$361.25
President	Tokyo	$600.00	2	$1,200.00
	Osaka	$522.50	1	$522.50
	Nagoya	$473.44	1	$473.44
	Fukuoka	$479.69	1	$479.69
	Sendai	$332.50	1	$332.50
	Sapporo	$361.25	1	$361.25
Marketing Manager	Tokyo	$480.00	1	$480.00
	Osaka	$418.00	1	$418.00
	Nagoya	$378.75	1	$378.75
	Fukuoka	$383.75	1	$383.75
	Sendai	$266.00	1	$266.00
	Sapporo	$289.00	1	$289.00
Marketing Manager	Tokyo	$480.00	1	$480.00
	Osaka	$418.00	1	$418.00
	Nagoya	$378.75	1	$378.75
	Fukuoka	$383.75	1	$383.75
	Sendai	$266.00	1	$266.00
	Sapporo	$289.00	1	$289.00
Airfare - Marketing		Est/Ticket		
Summit 1		$2,100.00	x 4 pax	$8,400.00
Summit 2		$1,500.00	x 4 pax	$6,000.00
CHaCO Budget		Per diem rate	No. of Days	
Cultural Heritage Officer	Tokyo	$480.00	2	$960.00
	Osaka	$418.00	1	$418.00
	Nagoya	$378.75	1	$378.75
	Fukuoka	$383.75	1	$383.75
	Sendai	$266.00	1	$266.00
	Sapporo	$289.00	1	$289.00

Miss/Mr Guam x 2	Tokyo	$960.00	2	$1,920.00
	Osaka	$836.00	1	$836.00
	Nagoya	$757.50	1	$757.50
	Fukuoka	$767.50	1	$767.50
	Sendai	$532.00	1	$532.00
	Sapporo	$578.00	1	$578.00
Musicians x 2	Tokyo	$960.00	1	$960.00
	Osaka	$836.00	1	$836.00
	Nagoya	$757.50	1	$757.50
	Fukuoka	$767.50	1	$767.50
	Sendai	$532.00	1	$532.00
	Sapporo	$578.00	1	$578.00
Dancers x 4	Tokyo	$1,920.00	1	$1,920.00
	Osaka	$1,672.00	1	$1,672.00
	Nagoya	$1,515.00	1	$1,515.00
	Fukuoka	$1,535.00	1	$1,535.00
	Sendai	$1,064.00	1	$1,064.00
	Sapporo	$1,156.00	1	$1,156.00
Professional Fees		Rate	Days	
Miss/Mr. Guam x 2		$100.00	7	$1,400.00
Musicians x 2		$100.00	6	$1,200.00
Dancers x 4		$50.00	6	$1,200.00
Airfare - CHaCO		Est/Ticket		
Summit 1		$2,100.00	x 9 pax	$18,900.00
Summit 2		$1,500.00	x 9 pax	$13,500.00

Issue: Board approval required for all travel

- President Denight stated that we had to make this adjustment because during the initial planning, the flights were more expensive than what we originally budgeted. Director Mesa noted that JMC members were extended an invited to attend this mission as well.

L. KOREA

- Director Jackson reported that Korea continues to move strongly in the right direction.
- He stated that the team will be taking part in a promotion with Sony for individual photographers.
- He also touched on the Guam ambassador program.

- Finally, he reported that the team had an introductory session with the chair, vice chairs, and management where they decided that the first committee meeting will be on February 14.

M. MEMBERSHIP & COMMUNITY OUTREACH

- Director Kloppenburg mentioned that the committee has yet to officially meet but he did meet with Destination Specialist (Safety and Satisfaction) Meriza Peredo where she brought him up to speed on where the previous board left off.

VII. OLD BUSINESS

- Director Arriola inquired about the process of making motions (whether the motions need to be read verbatim or if saying "as stated" when referring to a motion on the agenda will suffice). Director Shinohara added that this practice will help with expediency.

Director Shinohara made a motion, seconded by Director Mesa, to begin the practice of saying, "Motion as stated" (on the board meeting agenda) in lieu of reading the motion verbatim.
Motion approved

VIII. NEW BUSINESS

- Chairman Morinaga reminded the board about the ethics training.
- President Denight asked the new student interns to introduce themselves: Robert Hernandez and Sandra Haber.

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, February 23, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, March 9, 2017 at 3:30pm, GVB Main Conference Room

Announcements:

XI. ADJOURNMENT

Director Shinohara made a motion, seconded by Director Jackson, to adjourn the meeting. Meeting adjourned at 4:46pm.
Motion unanimously approved

Mrs. Theresa C. Arriola, Secretary of the Board of Directors

Board Minutes respectively submitted by Karida Brennan, Executive Secretary

Action Items:

1. VSS Committee to find solution for lighting issue along beaches
   - Lighted sidewalks
   - Lights provided by hotels, but not projected over water

2. Assignment of the Chairperson for the Administration and Government Relations Committee

FY 2016

	Appropriation	Received to Date		Balance	
Operations	$ 21,044,191.00	$ 21,044,191.00	100%	$ -	0%
Destination Development	$ 1,235,000.00	$ 1,235,000.00	100%	$ -	0%
Rainy Day Fund	$ 200,000.00	$ 200,000.00	100%	$ -	0%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 200,000.00	100%	$ -	0%
Pass-Thru	$ 750,000.00	$ 712,500.00	95%	$ 37,500.00	5%
Guam Football Association	$ 400,000.00	$ 400,000.00	100%	$ -	0%
Pilot Program Korean Visitor Market	$ 250,000.00	$ 250,000.00	100%	$ -	0%
FESTPAC	$ 1,300,000.00	$ 1,300,000.00	100%	$ -	0%
Capital Improvement Projects	$ 1,000,000.00	$ 1,000,000.00	100%	$ -	0%
TOTAL	**$ 26,379,191.00**	**$ 26,341,691.00**		**$ 37,500.00**	
TOTAL RECEIVABLES FY 2016				**$ 37,500.00**	

FY 2017

	Appropriation	Received to Date		Balance	
Operations	$ 21,282,472.00	$ 8,061,704.00	38%	$ 13,220,768.00	62%
Destination Development	$ 1,085,000.00	$ 452,083.00	42%	$ 632,917.00	58%
Rainy Day Fund	$ 200,000.00	$ 83,333.00	42%	$ 116,667.00	58%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 83,333.00	42%	$ 116,667.00	58%
Pass-Thru	$ 885,000.00	$ 430,433.50	49%	$ 454,566.50	51%
TOTAL	**$ 23,652,472.00**	**$ 9,110,886.50**		**$ 14,541,585.50**	
TOTAL RECEIVABLES FY 2017				**$ 14,541,585.50**	
TOTAL RECEIVABLES				**$ 14,579,085.50**	

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund	$ 2,167,802.48
Bank of Guam - FESTPAC Trust Account[1]	$ -
Cultural & Sports Ambassador Fund	$ 428,933.00
TOTAL	**$ 2,596,735.48**

UNRESTRICTED

Bank of Guam - Operations	$ 11,916,651.72
First Hawaiian Bank - Membership	$ 119,531.50
Resona	$ 870,782.89
Bank of Guam - TAF	$ 2,220,235.50
Raymond James - CD value as of 1/31/2017[2]	$ 2,526,491.38
TOTAL	**$ 17,653,692.99**
TOTAL as of 3/3/2017	**$ 20,250,428.47**

Current Payables

Asatsu invoices NOV - JAN	$ 952,551.81
Japan Invoices	$ 67,313.06
Guam Invoices	$ 315,152.38
Encumbered Contracts	$ 4,613,829.17
Encumbered Purchase Orders	$ 132,753.39
FESTPAC Trust Account	$ -
TOTAL as of 3/3/2017	**$ 6,081,599.81**

NOTES

NOTE 1

$432,413.13	FESTPAC
($432,413.13)	FESTPAC expenditures - reimburse Operations
$0.00	

NOTE 2

$1,410,204.06	Morgan Stanley/Raymond James CD
($86,542.00)	Board approved $86,542 on 07/23/15 for Department Revenue & Tax Auditors
($700,000.00)	Board approved $700,000 on 02/25/16 for Pale San Vitores Road Bus Shelter Project
($150,000.00)	Board approved $150,000 on 07/14/16 for Pale San Vitores Road Bus Shelter Project
$473,662.06	

GUAM VISITORS BUREAU
50th ANNIVERSARY · 1963 - 2013

SPORTS & EVENTS COMMITTEE MEETING
Tuesday, February 21, 2017 at 2:00 P.M.
GVB CONFERENCE ROOM

MINUTES

Members Present: **Katarina Sgro, Joe McDonald**
GVB staff present: **Kraig Camacho, Dee Hernandez, Mark Manglona, Pilar Laguåña, Colleen Cabedo, Brian Borja, Colleen Cabedo, Nakisha Onedera**

CALL TO ORDER
Chair called the meeting to order at **2:10 PM**.

PRESENTATION OF GUAM PRIDE 2017 by MS. LASIA CASIL

Ms. Lasia Casil presented marketing benefits and opportunities with respect to attracting LGBT travelers to Guam. Ms. Casil shared the attached presentation labeled as **Exhibit "A"** titled "Guam Pride 2017". Ms. Lasia is seeking GVB's support for their upcoming Pride events scheduled for June 2017.

REPORT OF MANAGEMENT

EVENT SUPPORT & SPONSORSHIP

- **UPSHIFT EVENTS** - The Sports & Events Committee approved Sponsorship of up to $10,000 to sponsor all UPSHIFT 2017 events as listed in the attached as **Exhibit "B"** titled "Upshift". However, as a condition of the $10,000 sponsorship the Sports and Events Committee requests that the organizer include GVB as a sponsor for all 2017 Upshift events. Upshift organizers must also provide complimentary admission and participation for GVB when needed to help promote or market the event.
- **GUAHAN NAPU 2017 RICK's REEF CLASSIC X SURFING AND BODYBOARDING COMPETITION** - Committee approved $1,000 sponsorship for the upcoming 10th Anniversary of Rick's Reef Classic surfing event attached as **Exhibit "C"** titled Guahan Napu. Mr. Camacho shared that surf events are generally difficult to promote overseas to our source markets because the event dates are dependent on weather, waves, surf conditions, etc.
- **MARIANAS OPEN** – Sports Committee approved up to $6,000 in sponsorship for the upcoming Marianas Open Jiu Jitsu 2017 event. However the committee shared their concerns that the event is not attracting a substantial amount of visitors to warrant keeping the same level of commitment going forward. Mr. Camacho shared that previously the Bureau supported the event with sponsorship and purchasing of a promotional ad for the event on Gracie Magazine. Mr. Joe McDonald and Mr. Camacho acknowledge that the event draws

notable high-level Jiu Jitsu Black Belts from countries around the world and features a very attractive event winning prize purse but that the event still does not draw a substantial participation level as seen in other events and does not seem to be growing in overseas participation. Mr. Camacho shared that the Marianas Open sponsorship form attached as **Exhibit "D"** titled "Marianas Open" also did not mention of advertising on Gracie Magazine for this years 2017 event. Mr. Camacho shared that he will provide a report on overseas participation for this year's event and will provide the data to the committee to determine if they would like to sponsor the event in the future.

SPORTS AMBASSADOR GRANTS

- **RAYMOND BLAS JUNIOR-** Committee Approved $2,000
- **FOR PEACE BAND-** Committee Approved $5,000
- **GUAM WOMEN'S MASTERS BASKETBALL ASSOCIATION 30's TEAM-** Committee Approved $5,000
- **JOSE RIOS MIDDLE SCHOOL-GUMA KINALAMTEN I TAOTAO TANO'-** Committee Approved $4,000

Mr. Camacho provided a detailed listing of Sports Ambassador Grants awarded since inception of the program. Please see the attached listing labeled as **Exhibit "E"**.

SPORTS GRANTS

- GAX POW WOW – Please find attached Sports Grant Application for GAX POW WOW labeled as **Exhibit "F"**. The GVB Sports and Events Committee approved the award of $10,000 as part of the Sports Grant program for on island Non profit organization holding event that have visitor appeal or possess potential to attract or enhance visitor experience providing enhance appeal for our visitors.

NEW BUSINESS

Chairperson Sgro shared the attached Sports & Events Mission statement labeled as **Exhibit "G"**. Chairperson Sgro shared that she would like to apply the Algorithm when deciding on event sponsorships and support.

Chairperson Sgro also presented her ideas on giving back to the community by enhancing Governors Joseph Flores Memorial Park by adding park fitness equipment for those interested in using the park for their fitness activities. See attached photos labeled as **Exhibit "H"** Mr. Camacho shared that he will schedule initial meetings with the Department of Parks and Recreation to begin discussion. Mr. Camacho also shared that he will look into materials, cost and explore sponsorship opportunities through a public private partnership.

OLD BUSINESS

None.

ANNOUNCEMENTS

Upcoming Events:

United Guam Marathon: April 9, 2017

39th Smokin' Wheels Racing Weekend: April 7-9, 2017

Guam Micronesia Island Fair: May 3-7, 2017

Cocos Crossing: May 28, 2017

Guam Futures Tennis Tournament: May 29, 2017

ADJOURNMENT

- Meeting was adjourned at 4:07PM

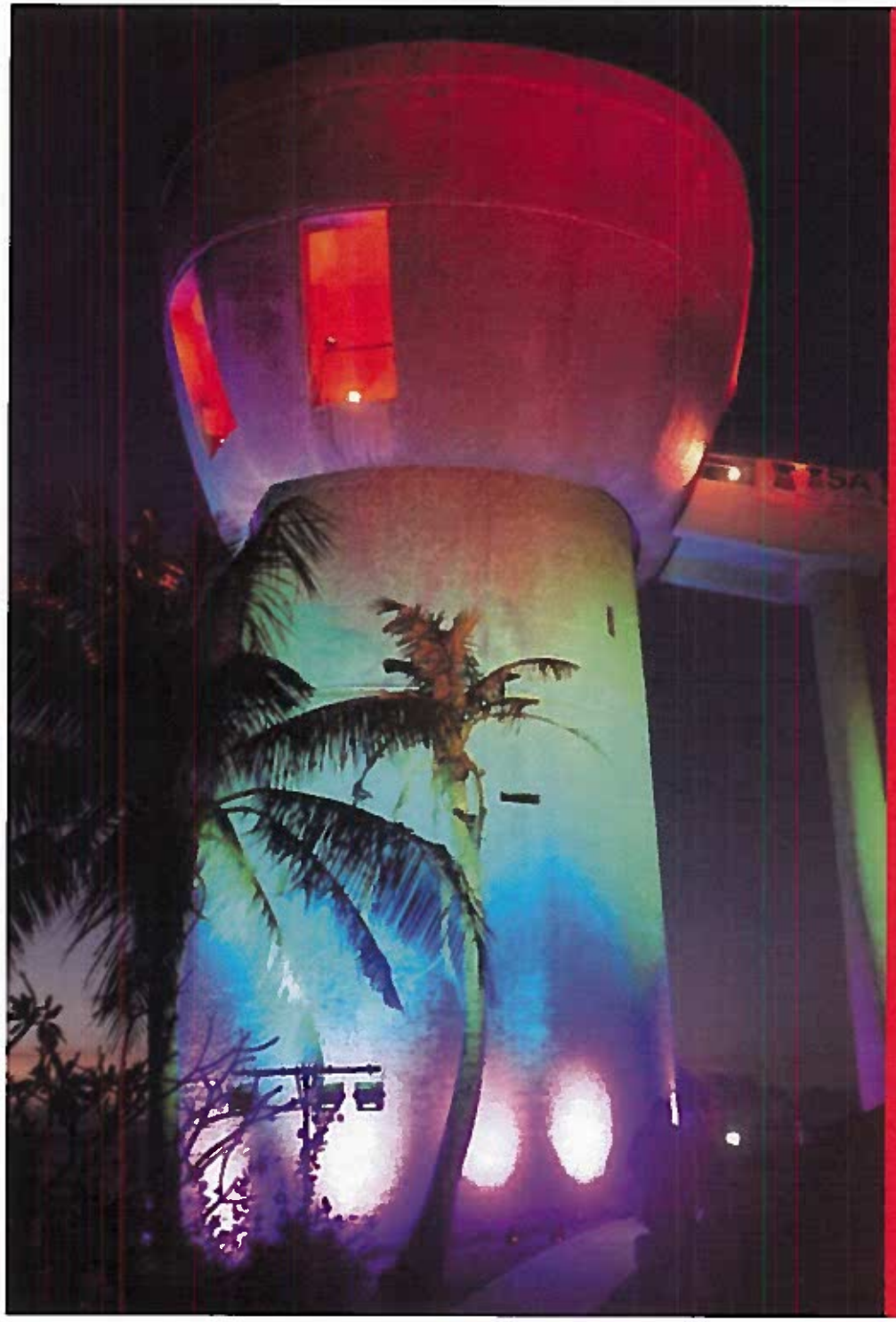
Summarized and Submitted by:

Miranda Munoz
Administrative Assistant

Reviewed by:

Kraig Camacho
Community Development Officer

Exhibit "A"



Guam Pride 2017

"Where America's Pride Begins"

Doc. No. 34GL-17-0278.*











Doc. No. 34GL-17-0278.*



Doc. No. 34GL-17-0278.*



Doc. No. 34GL-17-0278.*



Doc. No. 34GL-17-0278.*



How many LGBTQ people visit Guam?

Do you identify as 1. Heterosexual 2. Homosexual 3. Bisexual

Do you identify as 1. Cisgender 2. Transgender

Doc. No. 34GL-17-0278.*



Doc. No. 34GL-17-0278.*



PRESS PASS Q

A Trade Publication for the LGBT Media Professional

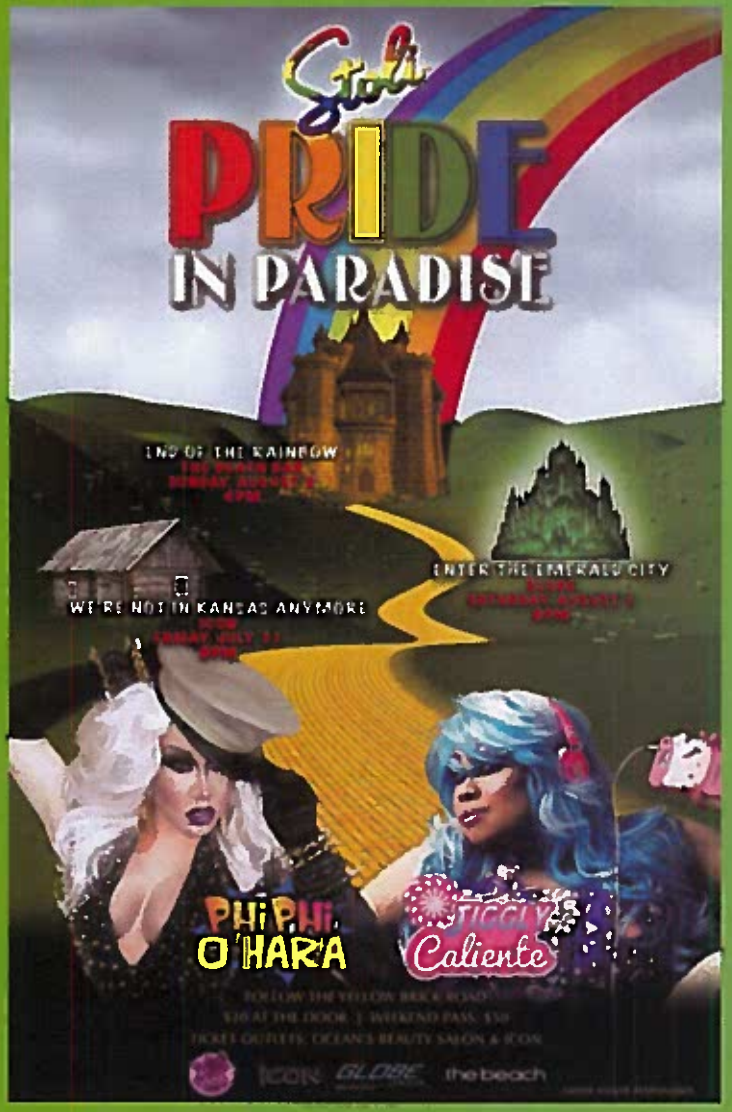
Tuesday, February 25, 2014

SIDEBAR: Weddings, Pride play a role in LGBT travel, even in smaller communities

by Chuck Colbert

- **Weddings, Pride play a role in LGBT travel, even in smaller communities**
- **http://presspassq.blogspot.com/2014/02/sidebar-weddings-pride-play-role-for.html**

Doc. No. 34GL-17-0278.*



2015



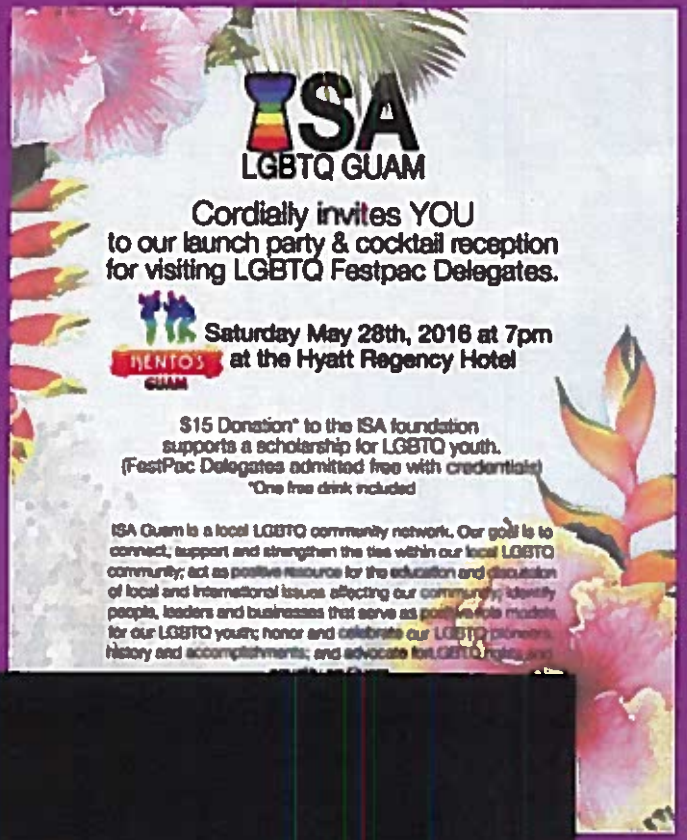
Doc. No. 34GL-17-0278.*

2015



Doc. No. 34GL-17-0278.*

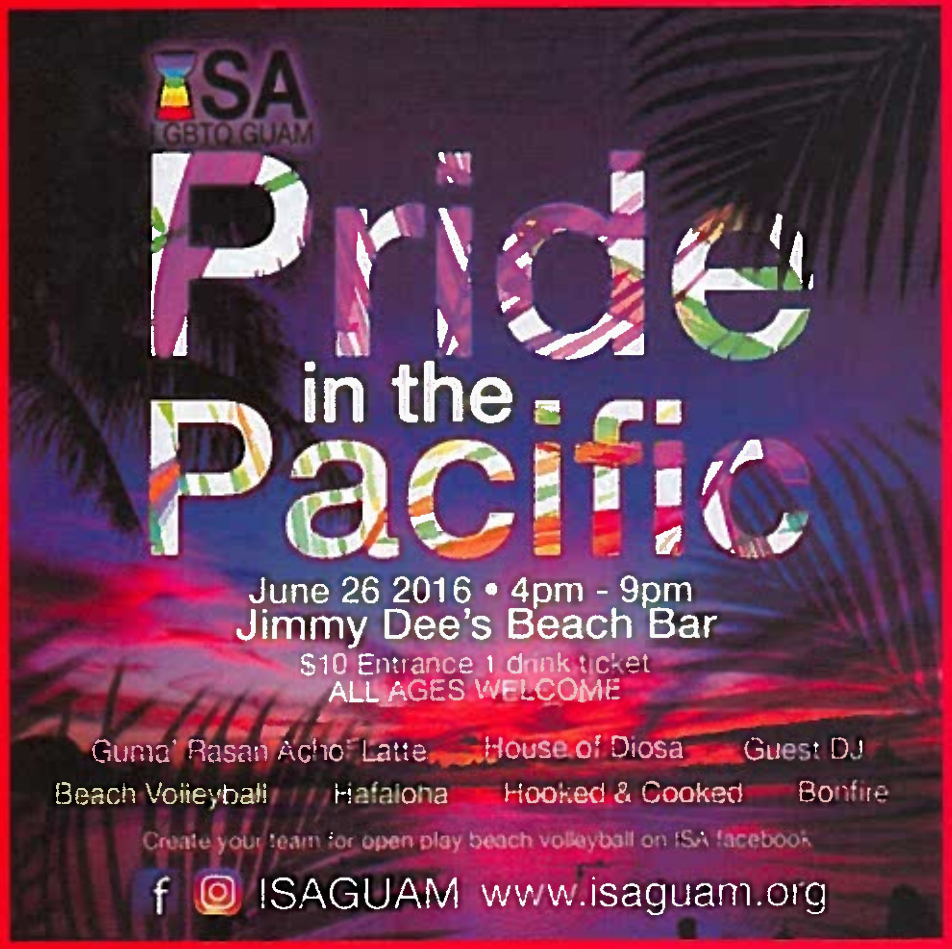






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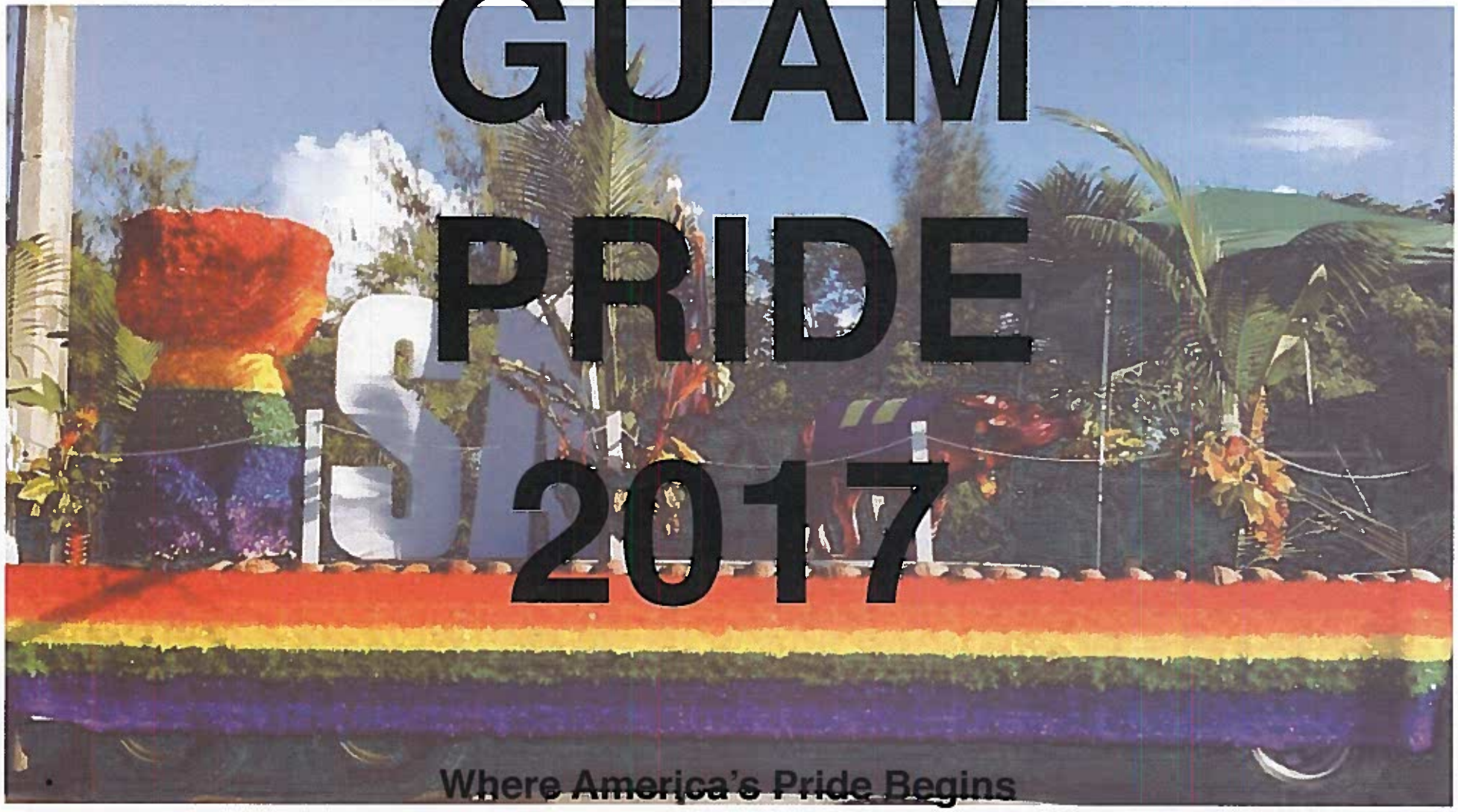
2016





Doc. No. 34GL-17-0278.*

GUAM PRIDE 2017

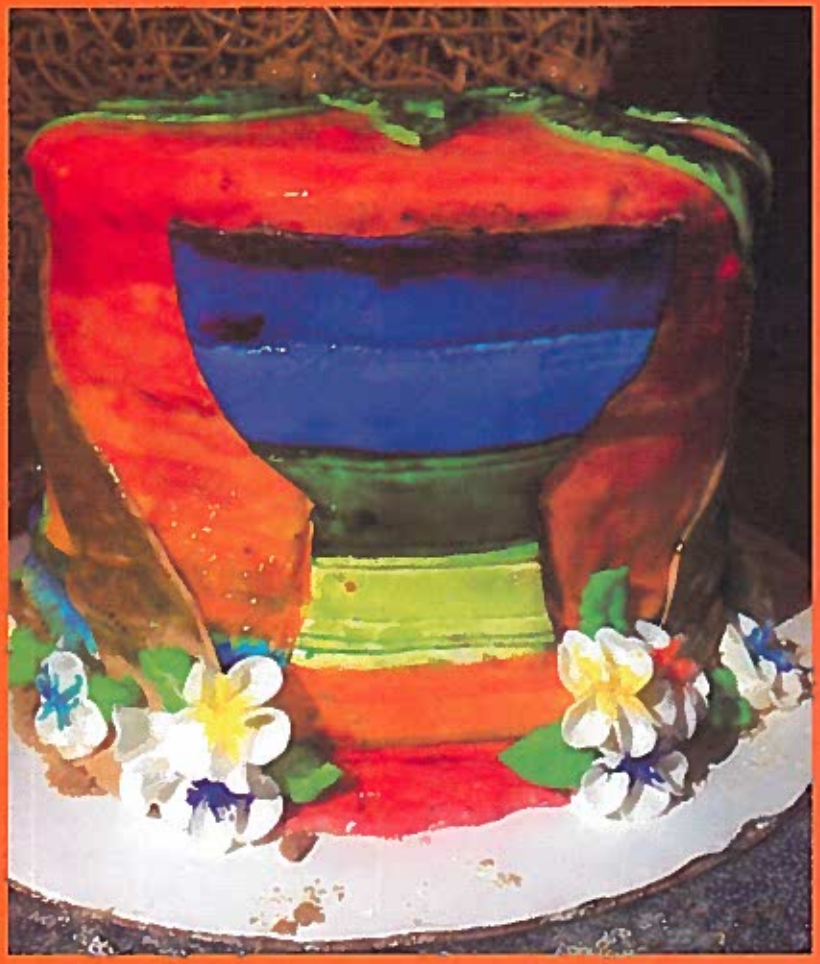


Friday, June 3 - Sunday, June 5

Doc. No. 34GL-17-0278.*

Guam Pride - Friday, June 3

- Friday, June 3, 2017
- Dinner & Award Ceremony & Recognization of outstanding LGBTQ community members

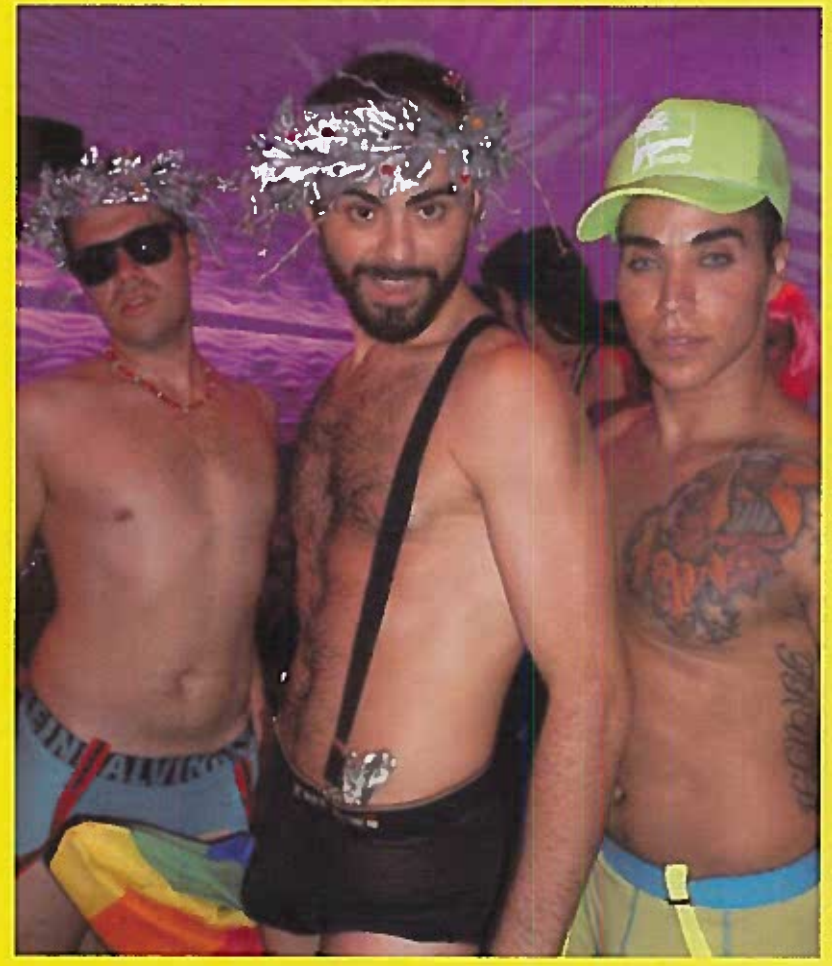


Doc. No. 34GL-17-0278.*

Guam Pride - Saturday, June 4

- **Afternoon Block Party - Ypao Beach or Paradise Island**

- **Evening Club Event - Globe**



Doc. No. 34GL-17-0278.*

Guam Pride - Sunday, June 5

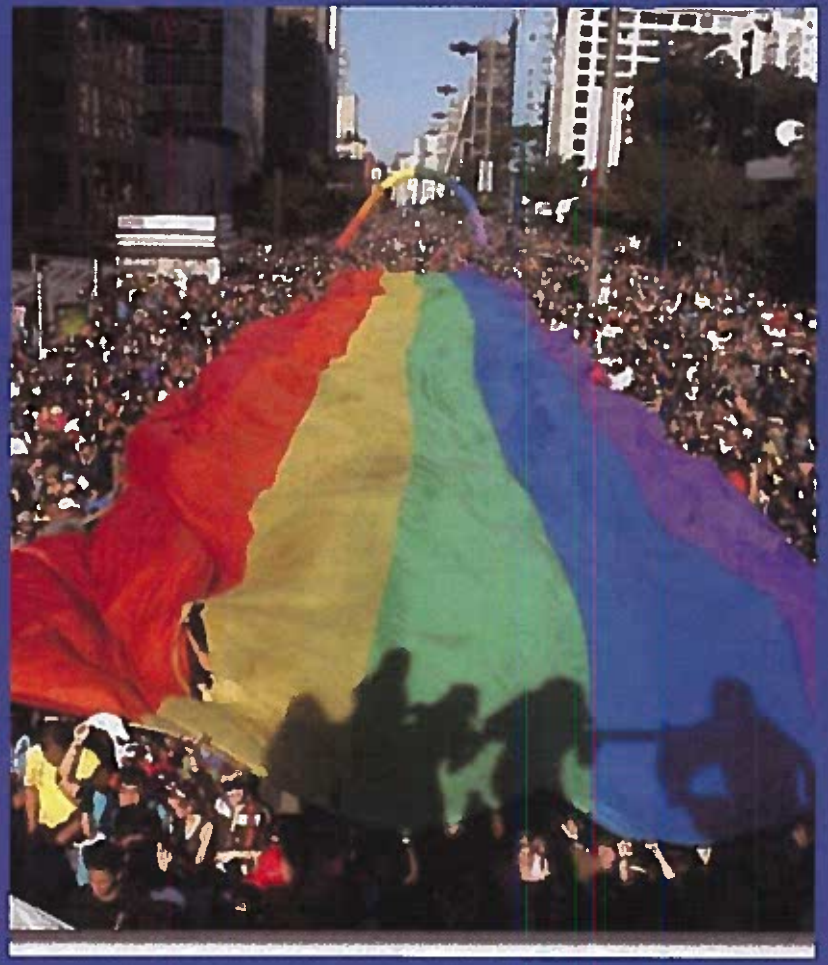
- Sunday, June 5
- Hotel Champagne Brunch Buffet
- DJ's & Entertainment poolside



Doc. No. 34GL-17-0278.*

Sao Paulo Gay Pride - *Parada do Orgulho Gay GLBT de Sao Paulo*

- Founded June 28, 1997 - 2,000 participants
- June 6, 2011 - 4.1 million participants (largest event in the world).
- Entire month of activities (debates, plays, concerts, performances, fairs)
- 2017 Rio Pride - 1 million attendants expected
- http://www.gaypridebrazil.org



Doc. No. 34GL-17-0278.*

WORLD PRIDE MADRID 201

DEL 23 DE JUNIO AL 2 DE JULIO



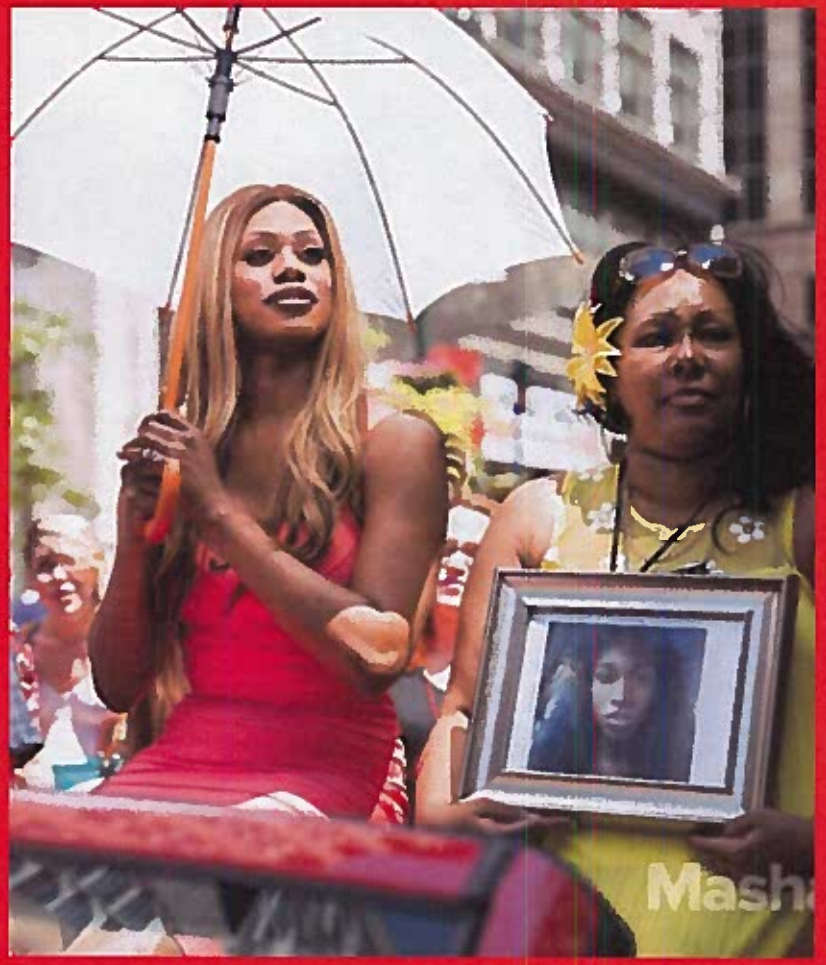
- Founded 1977
- 2016 - Over 2 million participants
- http://www.madridorgullo.com/en/



Doc. No. 34GL-17-0278.*

New York Pride

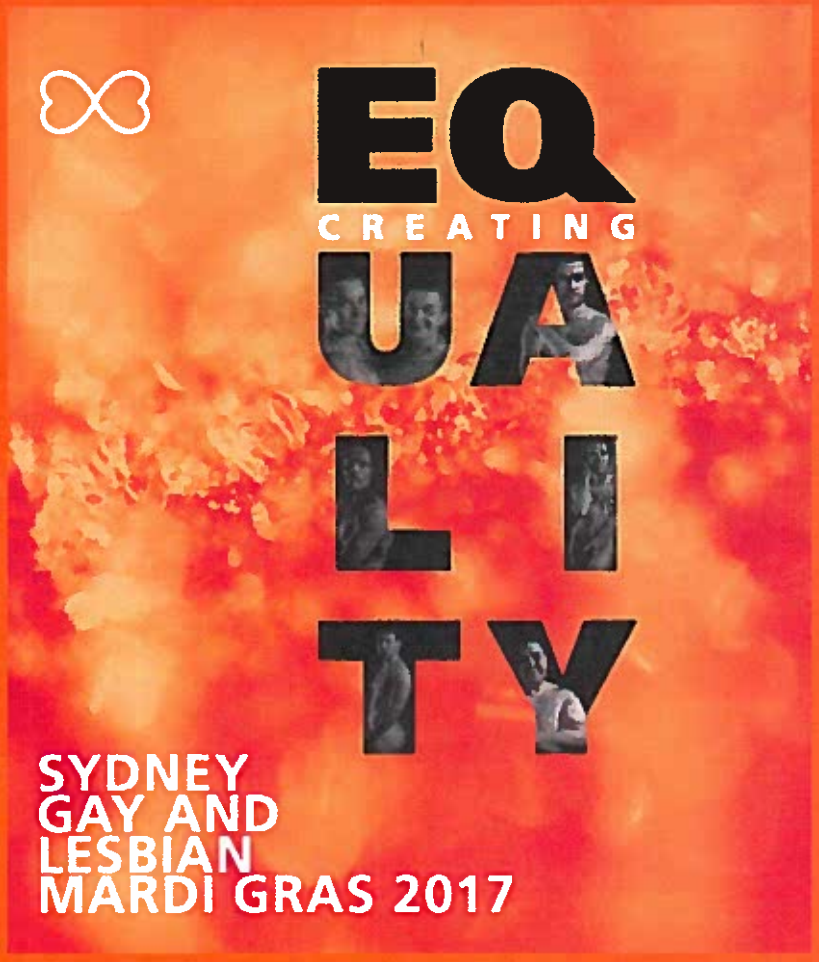
- 1969 - Stonewall Riots/Birth of LGBTQ activism
- Pride Parade founded 1981
- 2016 - 7 days/14 official events
- Over 2.1 million attendants
- Citibank, T-Mobile, TDBank, Delta, New York Life, AXA, Logo, BNP Paribaas, HSBC, City University of NY, Williams Sonoma, Hard Rock Cafe, New York Presbytarian, Statefarm Insurane
- https://www.nycpride.org



Doc. No. 34GL-17-0278.*

Sydney Gay & Lesbian Mardis Gras

- Founded 1978 - 5,000 attendants
- 2016 - 750,000 attendants
- 17 days/80 events
- 80 floats/12,500 participants/ 1,300 volunteers
- http://www.mardigras.org.au



Doc. No. 34GL-17-0278.*

Taiwan Pride

- Founded 2003
- 78,000 participants - largest Pride in east Asia
- Primarily political - No corporate sponsors



Doc. No. 34GL-17-0278.*

Pride Around the World



- San Francisco Pride
- Tel Aviv - Largest Pride event in west Asia
- Life Ball, Vienna

Doc. No. 34GL-17-0278.*



Doc. No. 34GL-17-0278.*



Doc. No. 34GL-17-0278.*



- Community Involvement: One of the most common mistakes made by a company entering the LGBT market is placing a full page ad in a gay newspaper or a banner on a gay website, and then wondering why the phones don't ring. **During the first year, advertising should be secondary to community involvement. Sponsor and/or attend community events.**

- Don't Overlook Your Website: The LGBT community is very connected to the Internet. Care needs to be taken with regard to how your company presents itself on the web.

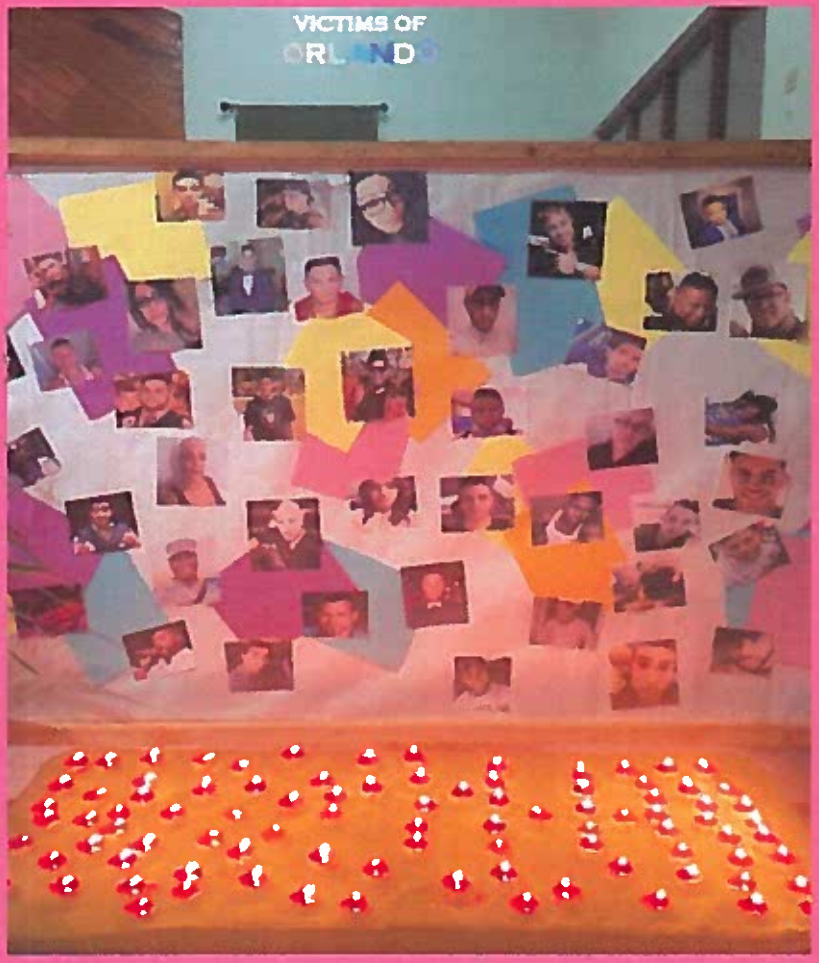
- Empower: Let your LGBT employees and customers become your ambassadors. Often, your LGBT employees, even those without marketing backgrounds, can be your best advocates. They are proud of their company's support for the community, and they want to tell the world. Train them on marketing talking points, and let them generate the all-important word of mouth. The same goes for your LGBT customers: Get them passionate about your brand, for example, by letting them know that you are making a donation to an LGBT organization that is important to them.

- http://communitymarketinginc.com/wp-content/uploads/2016/01/CMO_LGBT-Marketing101.pdf

Doc. No. 34GL-17-0278.*

“Pinkwashing”

- Marketing and political strategies aimed at promoting a product or an entity through an appeal to queer-friendliness, primarily by political or social activists.
- Activists accuse Israel of ‘pinkwashing’ to attract tourists while neglecting LGBT groups
- http://www.pinknews.co.uk/2016/06/07/activists-accuse-israel-of-pinkwashing-to-attract-tourists-while-neglecting-lgbt-groups/

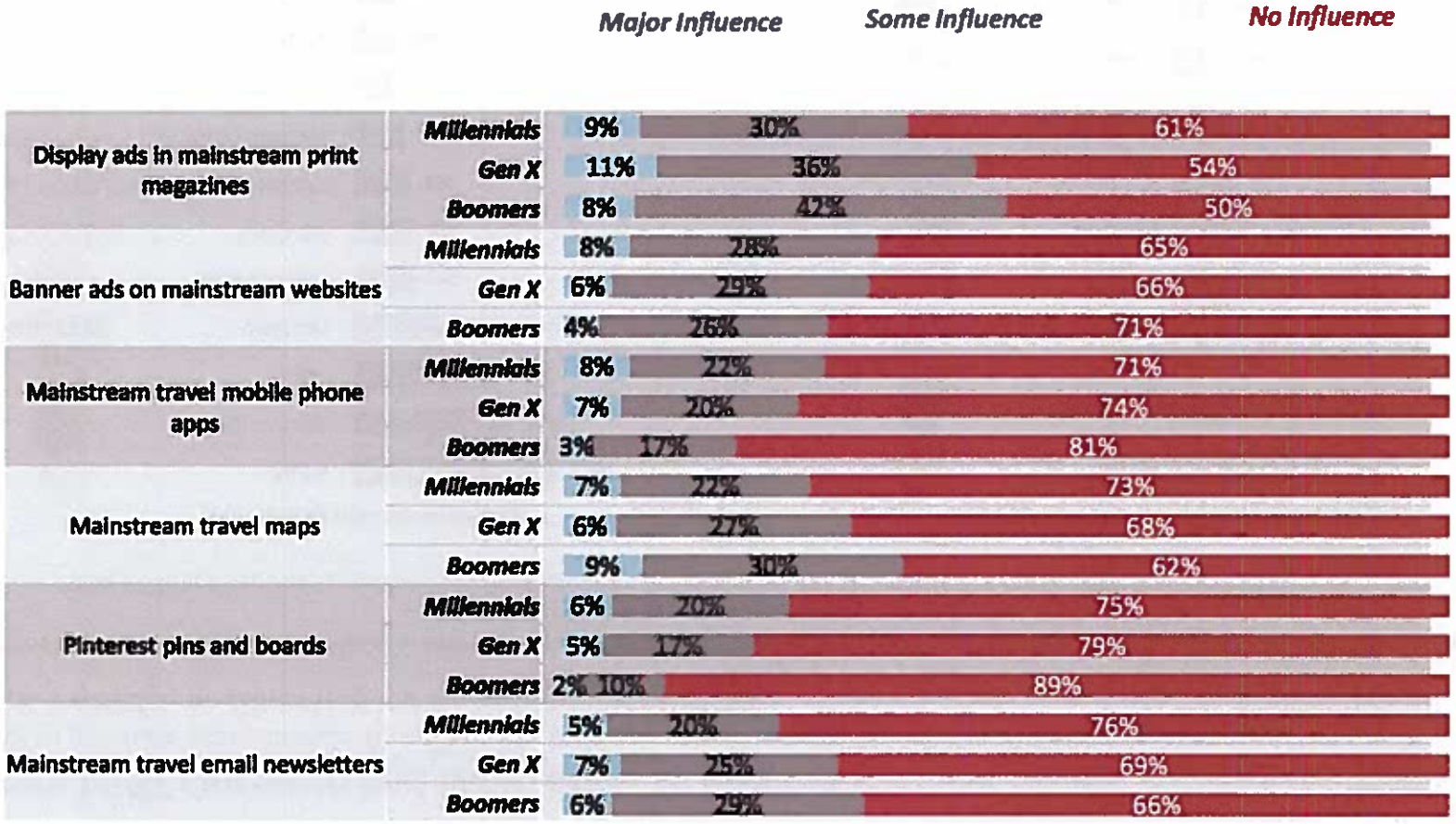


Doc. No. 34GL-17-0278.*

Within the mainstream or general media, what has influenced you over the past 12 months when making your vacation destination selections?

Among Generations

Slide 2 of 2



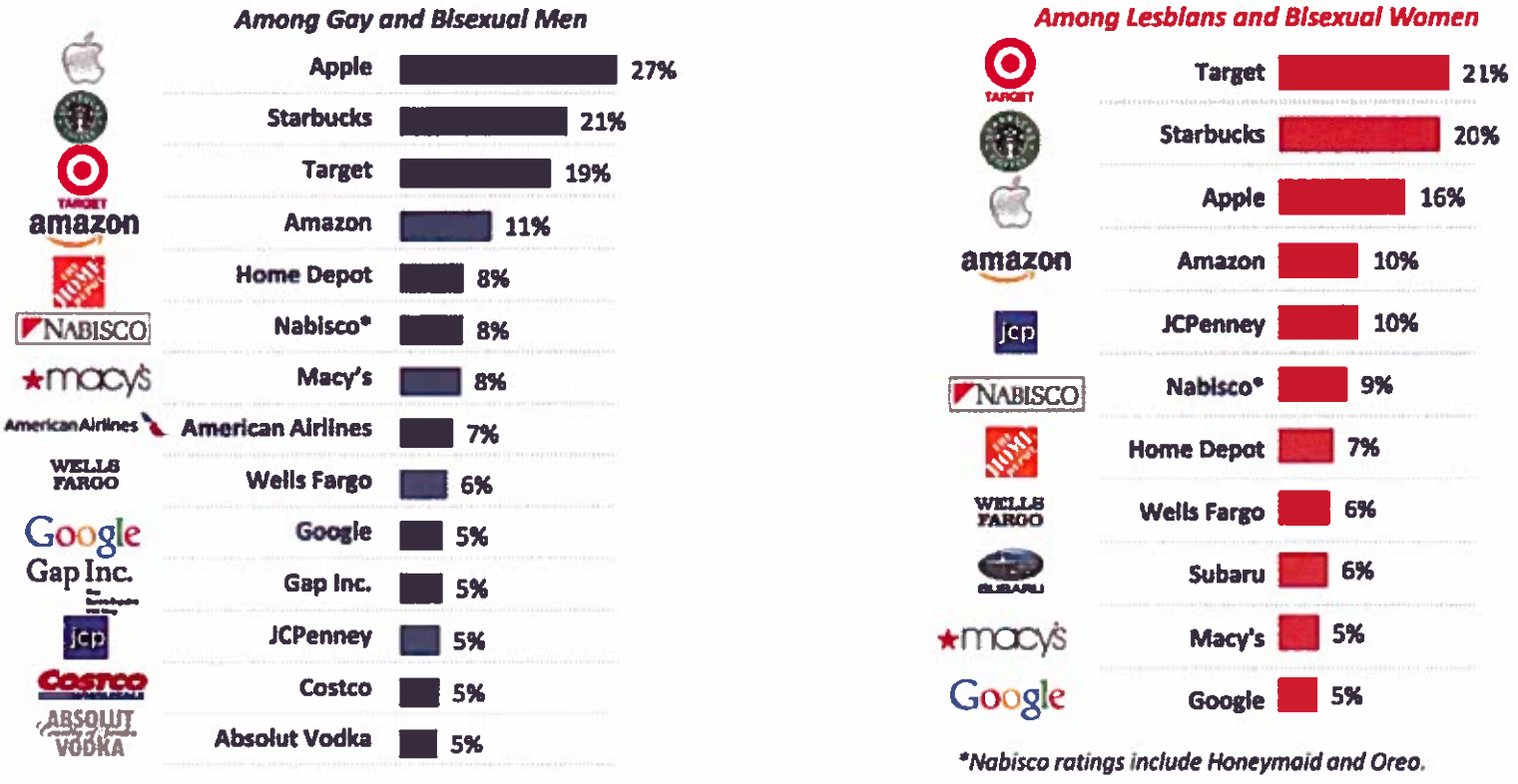
Bases Vary Slightly by Media Type: USA LGBT Millennials n=774; USA LGBT Gen X n=1,171; USA LGBT Boomers n=1,490

Doc. No. 34GL-17-0278.*

Corporate LGBT Outreach and Motivation to Purchase: Pro-LGBT corporate policies have encouraged the LGBT community to purchase many brands. As a fill-in-the-blanks, write-in exercise (i.e. not multiple choice), these are the top brands recalled and entered by participants, but the overall list was extensive.

Over the past 12 months, which companies or brands have you made a conscious decision to purchase from because of their pro-LGBT policies or practices? (Write-in top of mind question).

Note: In 2015, the survey allowed ten write in responses, compared to five in 2014, resulting in increased percentages across brands.



**Nabisco ratings include Honeymaid and Oreo.*

Bases: Men (Gay and Bisexual Men) n=4,141; Women (Lesbian and Bisexual Women) n=1,036

Doc. No. 34GL-17-0278.*

Honeymoons: Hawaii is the most popular destination for LGBT honeymoons. However even though the destination has the highest percentage, Hawaii is only 8% of the total honeymoons. Overall, the destinations are quite dispersed, with a high number of beach destinations worldwide, mixed with urban core destinations in North America and Europe. Beach destinations are clearly preferred for same-sex honeymoons.

Please write the destination you traveled to or plan to travel to on your honeymoon.
Among Married in Past Year or Engaged (United States and Canadian Residents)



Top Destinations Provided	
Any Destination in Hawaii	8%
Any Destination in Florida	7%
Any Destination in Mexico	5%
Any Destination in Canada	3%
Any Destination in France	3%
Las Vegas	3%
Australia	2%
Any Caribbean Destination	2%
San Francisco	2%
Any Destination in Spain	2%
Any Destination in Greece	2%
New Orleans	2%
New York City	2%

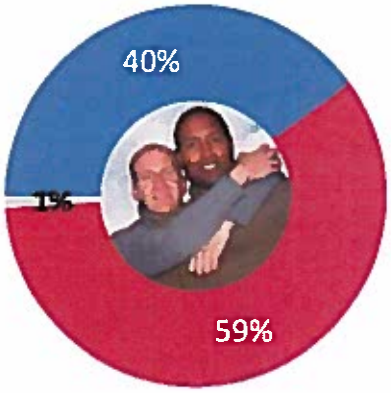
Base: All LGBT USA or Canada Residents, Married in Past Year or Engaged (Provided a Valid Destination) n=262 (71% of respondents engaged or married in the past year provided honeymoon destinations. Both United States and Canadian residents were reported for this question to achieve a higher response rate.)

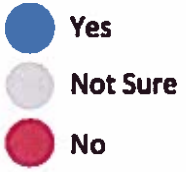
Doc. No. 34GL-17-0278.*

Visiting LGBT Friends: Destinations like Fort Lauderdale and Palm Springs, known for their high proportion of LGBT residents, have always been known to attract "visiting LGBT friends travel." CMI tested the concept nationally and found that 40% of gay and bisexual men and 35% of lesbians and bisexual women had taken an overnight vacation trip primarily to visit an LGBT friend in the past 12 months. When they do, just under half exclusively stay at the LGBT friend's house, while the other half spend at least some time in paid accommodations. The impact of LGBT friend visitation can be substantial for hotels, restaurants and attractions in these communities.

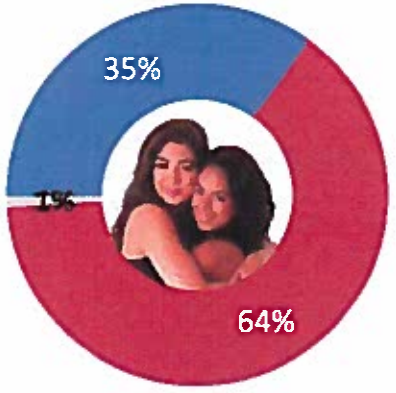
In the past 12 months have you taken an overnight vacation trip primarily to visit an LGBT friend?

Among Gay and Bisexual Men





Among Lesbians and Bisexual Women



On the last trip taken to primarily visit an LGBT friend, did you...?

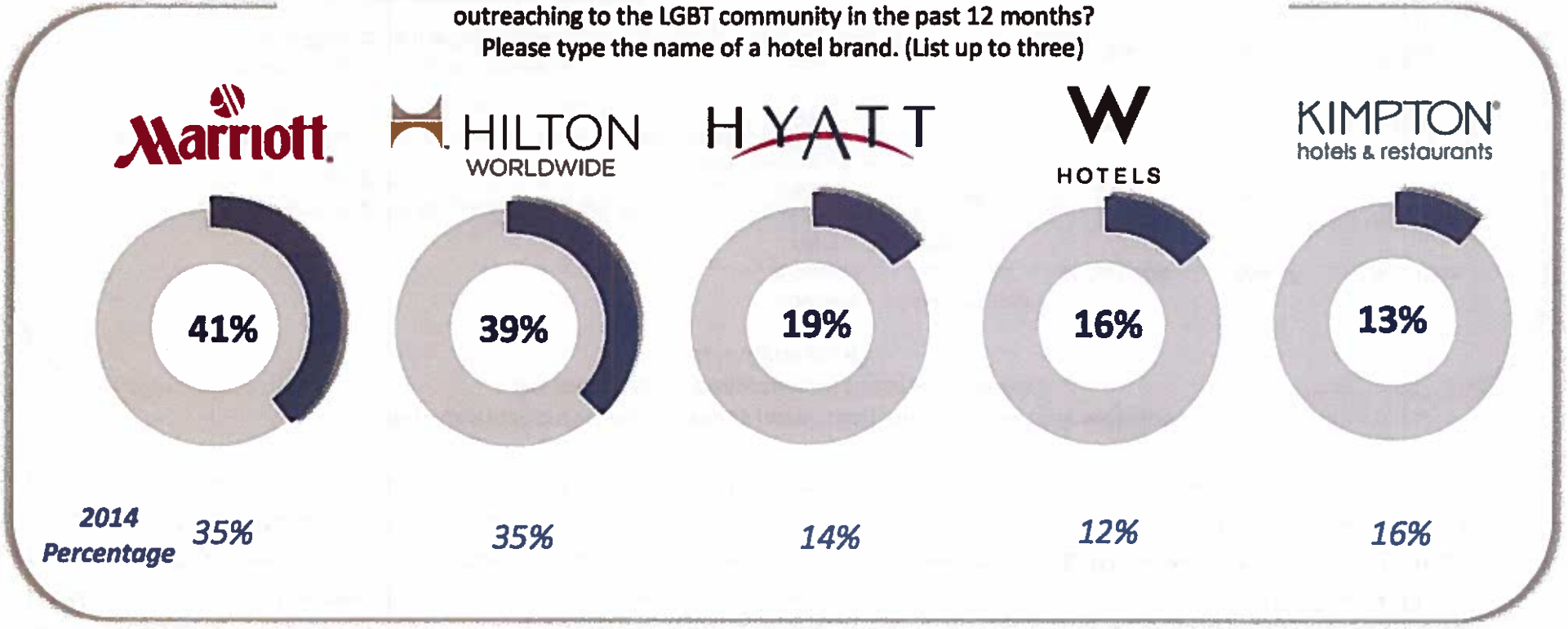
	*Men	*Women
Stay overnight at LGBT friend's house	44%	51%
Stay overnight in a hotel or paid accommodation	32%	26%
Combination of both	25%	23%

Bases: USA Gay and Bisexual Men n=2,264; USA Lesbians and Bisexual Women n=1,406; USA Gay and Bisexual Men (Visited an LGBT Friend) n=909; USA Lesbians and Bisexual Women (Visited an LGBT Friend) n=494

Doc. No. 34GL-17-0278.*

Top Ranking Hotels: With Marriott's "Love Travels" campaign, the company has risen to the top hotel brand recognized for their LGBT outreach efforts. Of note is that four of the top five brands had better numbers in 2015, compared to 2014. This hotel brand awareness question has been asked in this format in the annual survey since 2009. During that time, Marriott ranked number five in 2009 and has risen to number one through their considerable focus in outreach to the LGBT community.

Of all the hotel brands or chains in the world, which chains/brands have done the best job outreaching to the LGBT community in the past 12 months? Please type the name of a hotel brand. (List up to three)



Bases: All USA LGBTs (Provided at Least 1 Valid Hotel Name) n=2,067

Doc. No. 34GL-17-0278.*

Destination Websites: One of the most common questions that tourism bureaus ask CMI is about the value of LGBT microsites on the destination's website. The findings indicate that LGBTs still do value these LGBT-specific microsites, but want to see LGBT imagery included in the destination's general website as well. It's notable that a much higher percentage of lesbians and Millennials did not even know that such LGBT microsites even exist, which may suggest that some of the destination's LGBT marketing may not be reaching these segments.

Some destination/tourism bureaus have "LGBT sections" on their websites.
Do you agree or disagree with these statements?
% in Agreement

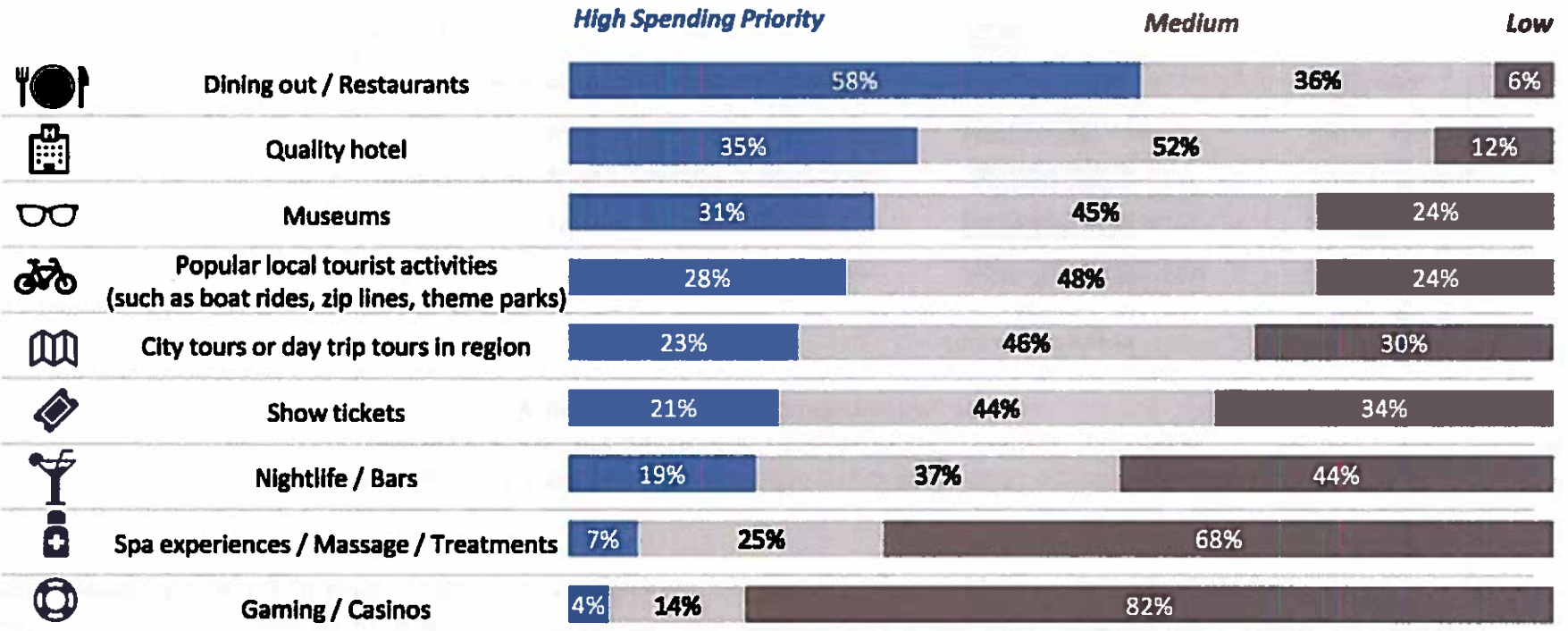
	Gay and Bisexual Men	*Lesbians and Bisexual Women*	*Millennials*	*Gen X*	*Boomers*
Having an LGBT website makes me feel that the tourism bureau is LGBT-friendly.	89%	91%	89%	89%	91%
A tourism website should do both, have LGBT imagery throughout the site and offer a specific LGBT page of information.	85%	87%	85%	84%	88%
Having an LGBT website makes me more likely to visit a destination.	72%	70%	71%	70%	73%
Including LGBT imagery throughout a website is more important than an LGBT-specific section.	57%	69%	66%	65%	61%
I have viewed a tourism bureau's LGBT page in the past 12 months.	54%	36%	37%	46%	50%
I had no idea that tourism bureaus offer LGBT website pages.	31%	45%	47%	39%	33%
LGBT sections on tourism bureau websites are no longer needed.	11%	9%	11%	11%	8%

Bases Vary Slightly by Statement: USA Gay and Bisexual Men n=2,264; USA Lesbians and Bisexual Women n=1,406; USA LGBT Millennials n=774; USA LGBT Gen X n=1,171; USA LGBT Boomers n=1,490

Doc. No. 34GL-17-0278.*

LGBT Spending Priorities in Destinations: When LGBTs travel to a destination, dining out is by far the highest spending priority.

When you travel to a city or destination, what are your spending priorities?
Among All USA LGBTs

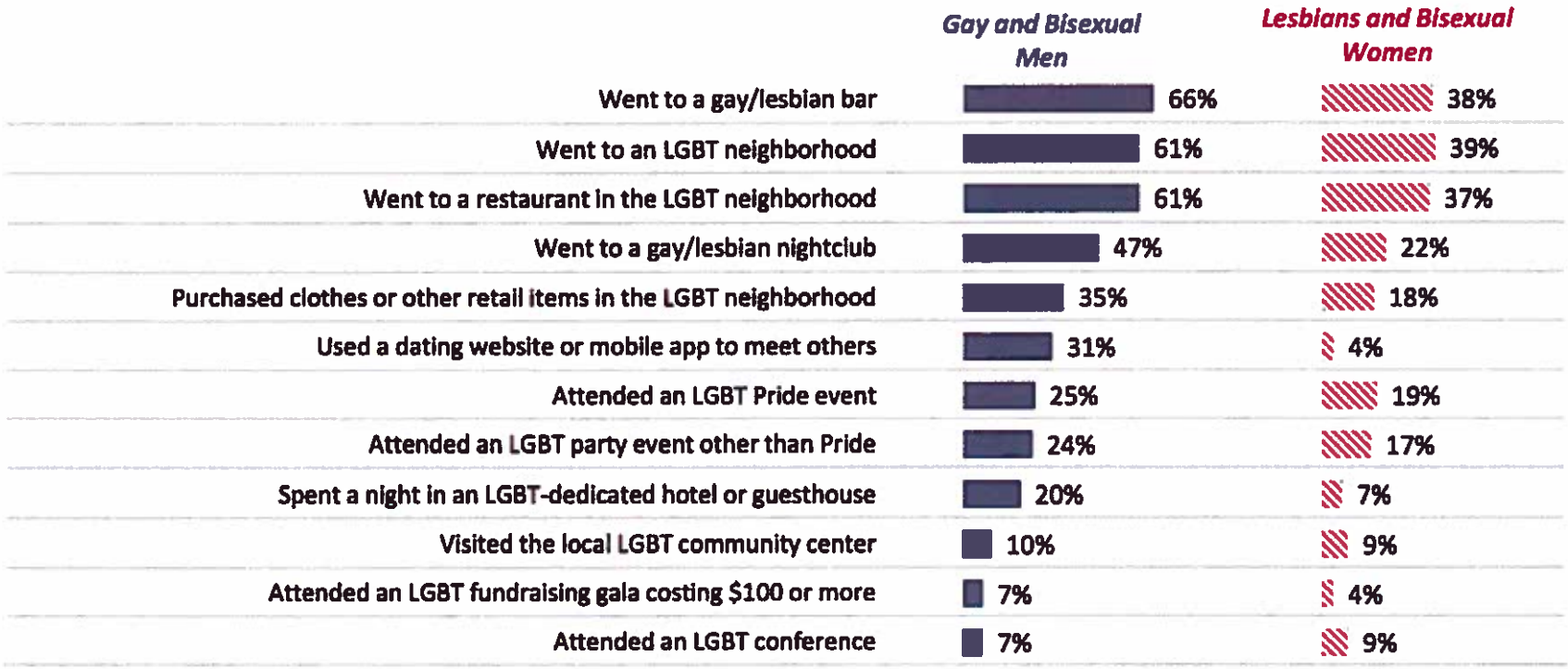


Bases Vary Slightly by Spending Priority: USA LGBTs n=3,772

Doc. No. 34GL-17-0278.*

LGBT Activities While on Vacation by Gender: The results indicate that LGBT-specific activities in a destination while on vacation are still quite important, especially for gay and bisexual men. Going to the LGBT neighborhood, having dinner in the LGBT neighborhood and going to a gay bar were important.

In the past 12 months, have you participated in any of these LGBT-specific activities while on vacation in a different city than you live? Please mark all that apply.
When on vacation in a different city, I have...



Bases: USA Gay and Bisexual Men n=2,229; USA Lesbians and Bisexual Women n=1,362

Doc. No. 34GL-17-0278.*



You said you have been traveling as an out LGBT person for 15 years or more.

Please tell what has changed over the past 15+ years when it comes to LGBT travel.

"On our last trip to NYC, my wife and I celebrated our 25th anniversary. It was easy - and so nice - to feel able to share this with the hotel staff. There was a surprise bottle of champagne and balloons in our room. I never could have imagined it 25 years ago!"

"Everything is more accepted, which makes you feel a lot safer!"

"When I was first traveling as an out gay man, there was still a sense of 'hiding' during the actual travel itself. Maybe not hiding, but certainly being cautious about my surroundings. Today, I feel completely comfortable traveling with my husband and notice many other LGBT travelers and their families along the way."

"The phenomenal commitment to LGBTQ issues by major business, especially those in the travel and hospitality industry, have become undeniable in the past 20 years. Tourism is not scared to show their compassion and support for not only their employees who are LGBTQ but for their guests as well."

"The travel industry has been one of the first pioneers for LGBT inclusiveness at a time when it was not popular or as 'acceptable' to do so!"

"So much has changed in terms of acceptance over the past two decades. I used to be nervous."

"As we travel with our daughter we assume we will be treated with respect and be welcomed everywhere we go. This is drastically different from 20 years ago, we would have had our guard up and would be ready for challenges. It means vacations are vacations for our family a time to relax and enjoy each other and the communities we visit."

"People have stopped asking if we're brothers and when asked if we're married, we say "yes" and they seem excited about it."

"EVERYTHING has changed...and changed for the better!!!"

"WE ARE FREE TO BE WHO WE ARE NOW!!!"

"Traveling has become such a more welcoming experience over the past 20 years. The hospitality industry has made giant strides in making LGBT travelers feel appreciated as valued customers."

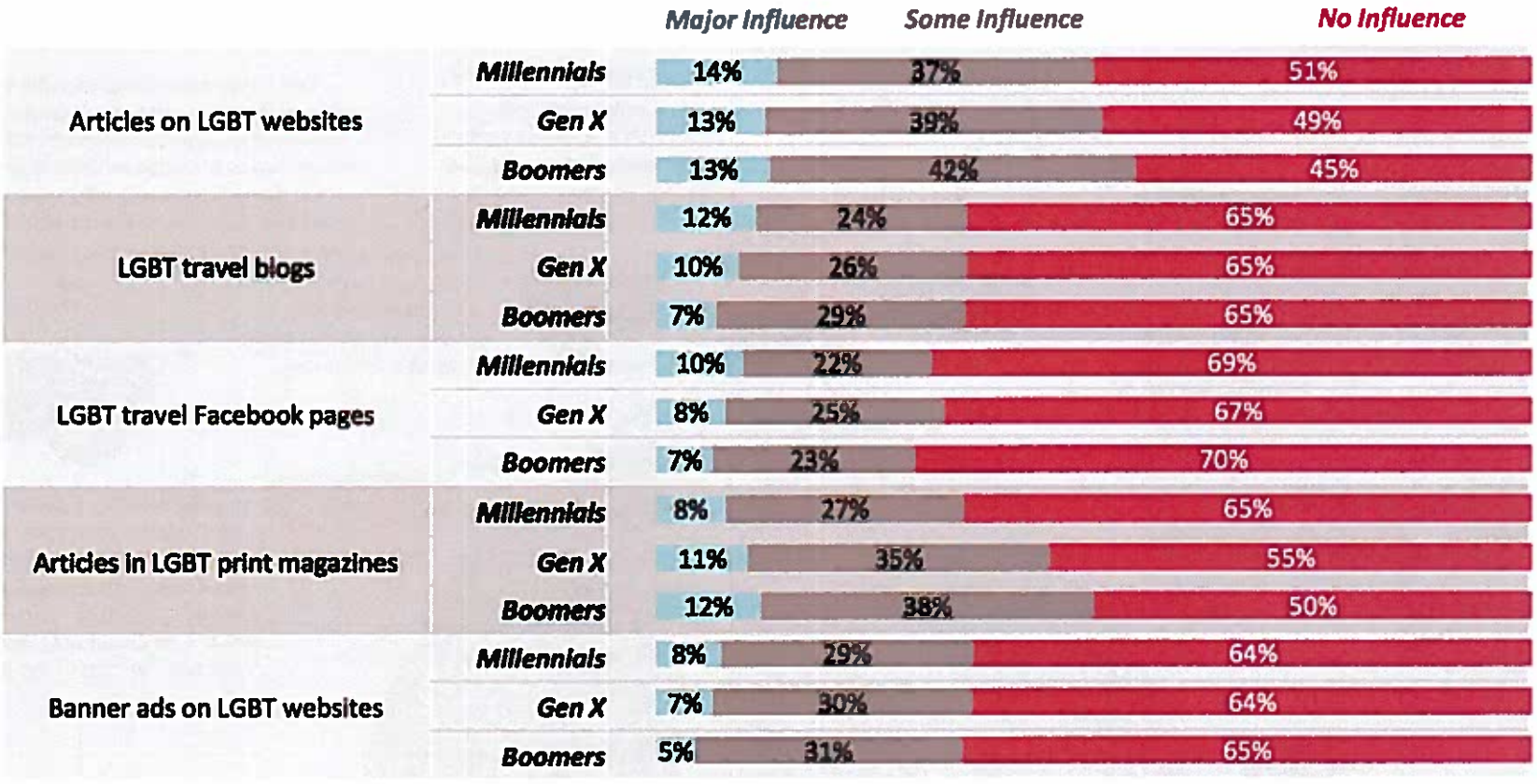
"It seems the world has opened up, and that it is no longer necessary to only go to typical gay destinations. I have enjoyed seeing gay people represented in mainstream ads. I see ad imagery moving away from the old fashioned cliché gay image. I'm glad to see more ads featuring couples, and guys of various ages. This to me represents progress."

Doc. No. 34GL-17-0278.*

Within the LGBT media, what has influenced you over the past 12 months when making your vacation destination selections?

Among Generations

Slide 1 of 2



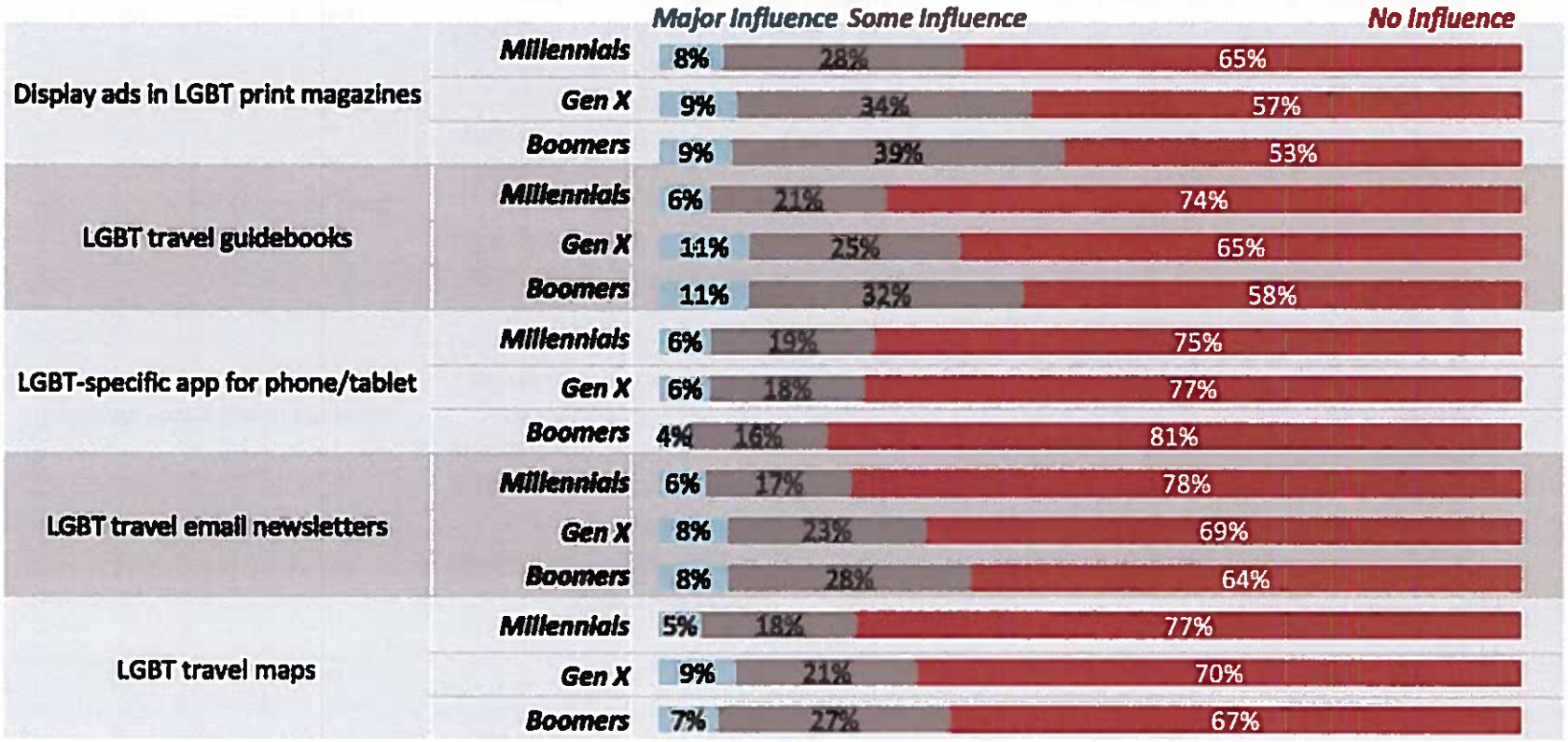
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Among Generations

Slide 2 of 2



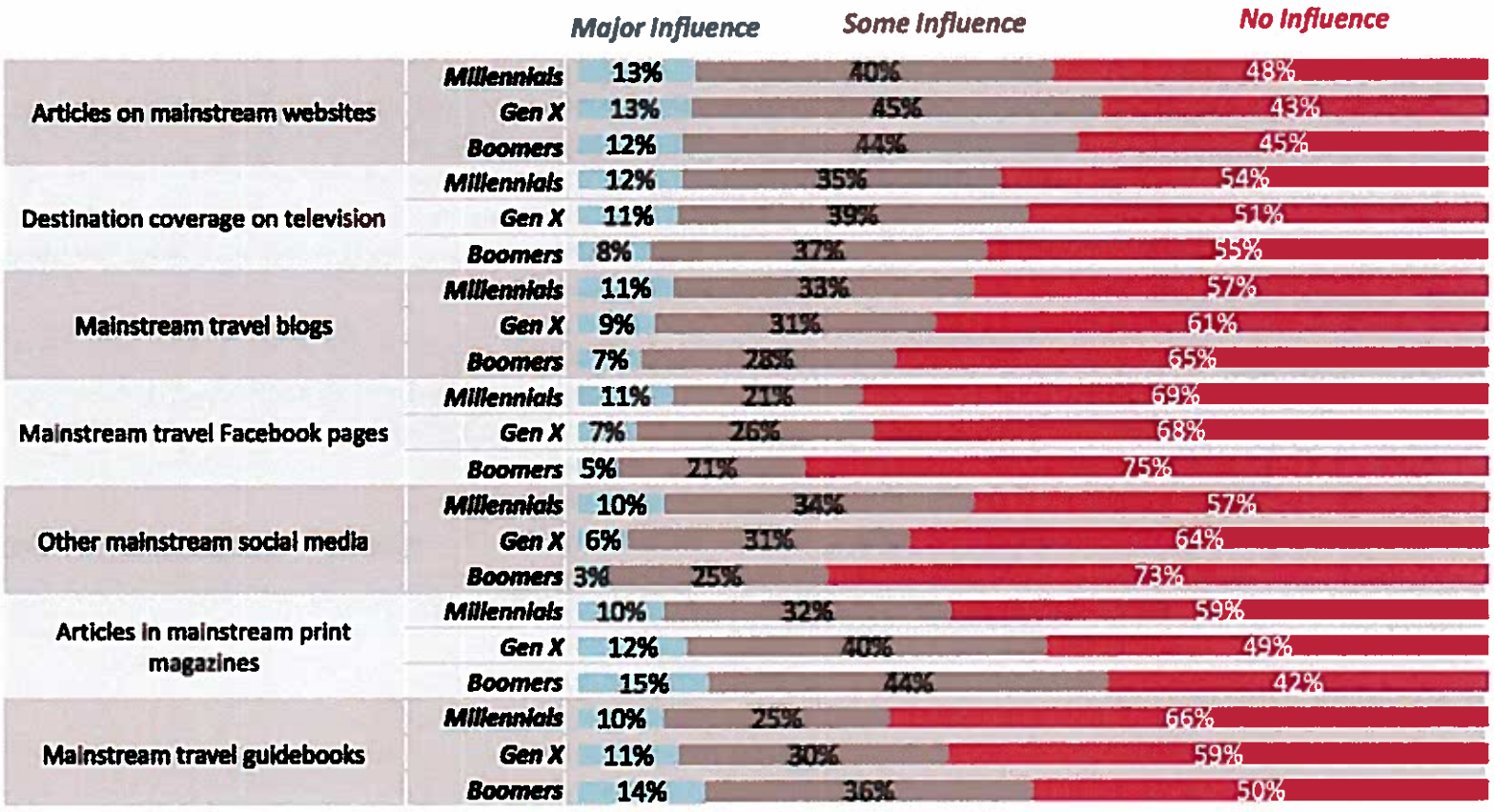
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Doc. No. 34GL-17-0278.*

Within the mainstream or general media, what has influenced you over the past 12 months when making your vacation destination selections?

Among Generations

Slide 1 of 2



Bases Vary Slightly by Media Type: USA LGBT Millennials n=774; USA LGBT Gen X n=1,171; USA LGBT Boomers n=1,490

Doc. No. 34GL-17-0278.*

LGB Q Equality on Guam

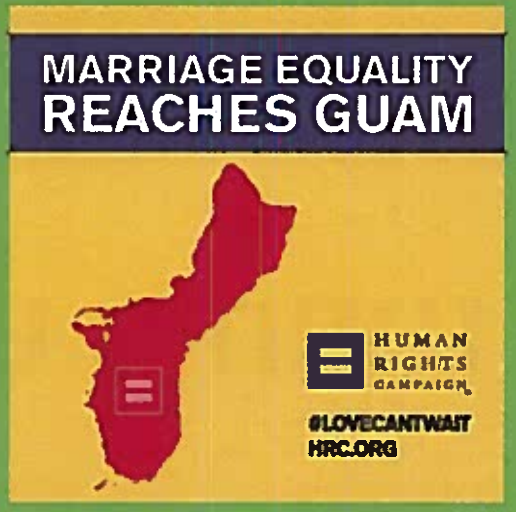
- 2016 - ISA LGBTQ Guam
- 2015 - GENDA/Guam Employment Non-discrimination Act
- 2015 - Marriage equality
- 2007 - GALA

ISA

LGBTQ GUAM

liveproud

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Doc. No. 34GL-17-0278.*

LGBTQ History on Guam

- 2016 - Big Pride, ISA LGBT Launch, Rainbow Latte of Freedom, Rainbow Guam Museum, Pride in the Pacific
- 2015 - Big Pride, Over the Rainbow
- 2013 - Club Denial (Closed), Miss Queen of the Pacific
- 2010 - GALA Flame Tree Awards
- 2005 - Club Touche (Closed)
- 1996 - Miss Pacificana



Doc. No. 34GL-17-0278.*

Lasia Casil
lasia@me.com
688-1139

Guam Pride, Inc.
Curated Global Travel

Doc. No. 34GL-17-0278.*

References

- http://communitymarketinginc.com/lgbt-travel-china-cmi-research/
- http://communitymarketinginc.com/lgbt-weddings/
- http://communitymarketinginc.com/groundbreaking-china-pink-market-conference/
- http://www.communitymarketinginc.com/documents/9th_LGBT_Community_Survey_US_Profile.pdf
- http://www.communitymarketinginc.com/documents/CMI_LGBTTravelStudy2015.pdf

Doc. No. 34GL-17-0278.*

Exhibit "B"

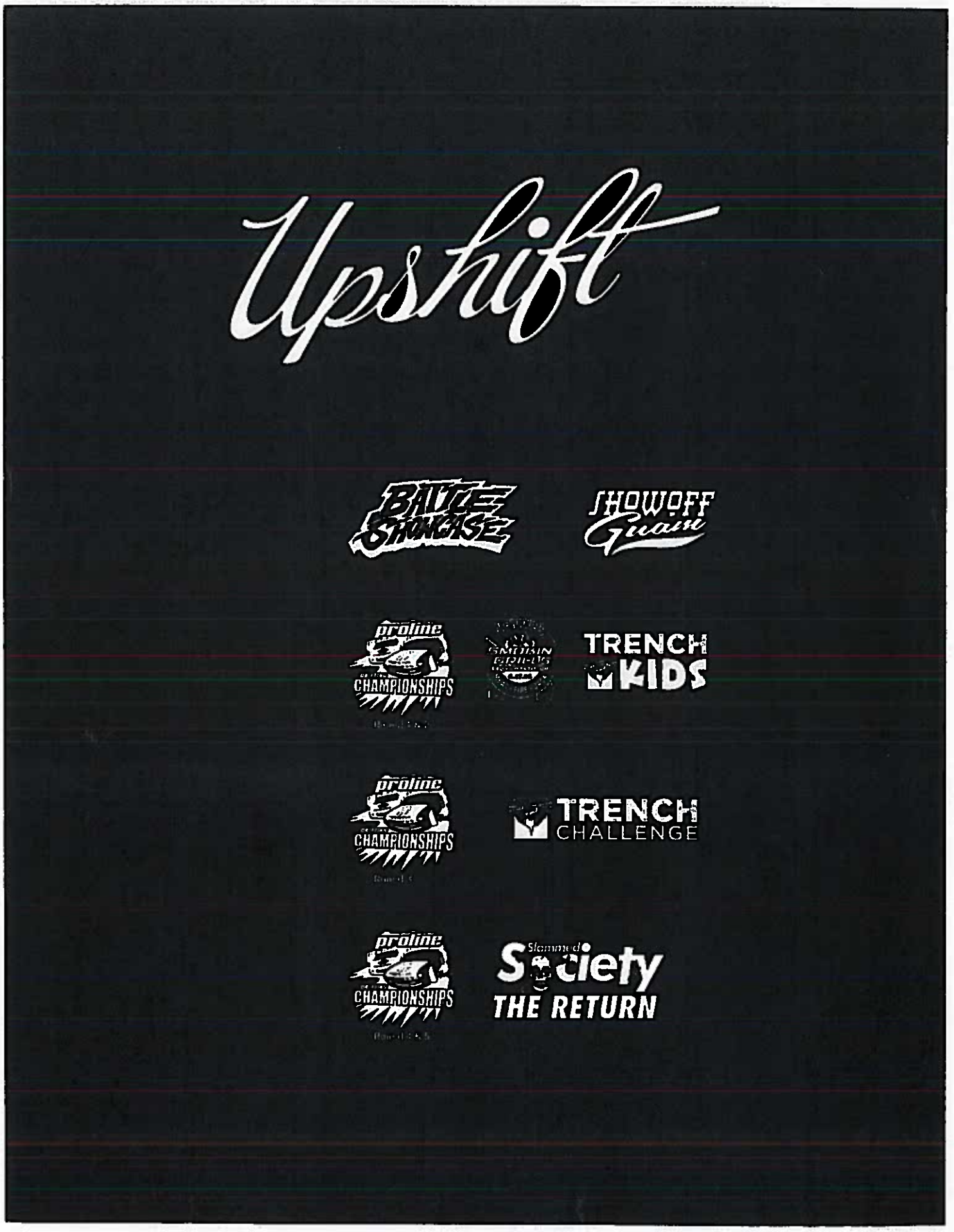

Upshift
BATTLE SHOWCASE
SHOWOFF Guam
proline CHAMPIONSHIPS
TRENCH KIDS
proline CHAMPIONSHIPS
TRENCH CHALLENGE
proline CHAMPIONSHIPS
Slammed Society
THE RETURN

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About US 12



Guam Visitors Bureau
Kraig Camacho - Community Development Officer
CC: Nathan Denight - President & CEO

January 06, 2017

Hafa Adai Kraig,

Happy New Year!

In 2017, we have a couple new and exciting events to our annual lineup that we'd like to share with you. In this sponsor guide you will find events that we have been producing, one for as long as 10 years and a couple new ones. Last year we added a new event called Trench Mudder which was very successful, we even had 8 participants from Saipan and 4 from Japan. This year it gets even better for Guam locally and regionally as we've solidified our affiliation with OCR World Championships. (Read more on page 9)

As a sponsor, you can look forward to seeing brand presence continuously throughout the year, gaining exposure from a diverse market thru local and international exposure.
Below is a list of events that are confirmed for this year:

February 11 - Battle Showcase Guam (L1)
April 8 - Showoff Guam (L1)
April 9 - 9th Annual Jack Daniels Smokin Grills BBQ Competition (L2)
April 9 - 2017 Proline Drifting Championships Round 1 (L2)
April 15 - TRENCH KIDS OCR + Easter Egg Hunt (L1)
June 11 - 2017 Proline Drifting Championships Round 2 (L2)
August 13 - TRENCH Challenge (L1)
August 20 - 2017 Proline Drifting Championships Round 3 (L2)
September 23 - Slammed Society the Return (L1)
October 29 - 2017 Proline Drifting Championships Round 4 (L2)
December 3 - 2017 Proline Drifting Championships Round 5 (L2)

We look forward to presenting our products to you. If you have any questions please feel free to contact me anytime.

Regards,

Tom Akigami
Proprietor & Event Producer



UPSHIFT ENT. & Slammed Society Guam - "The Return" presents: BATTLE SHOWCASE Guam. BSG takes place Saturday February 11, 2017 at the Guam International Raceway Drag Strip.

•Custom Auto / Bike Show - Special guest Judge Ryan "Rywire" Basseri (Two time SEMA Show Top 10 Battle of the Builders Finalist)
•Drag Race Battle - Heads up racing in 15 sec - 11 sec index categories.
•Drifting - Drift exhibition on the drag strip by Guam's best.
•1 on 1 Graffiti Throwdown - OKGU2016/Opake Can Control 3 finalist Ronald Larew "Author" takes on one of Opake's crew Tim Leon Guerrero "Sois One" in a timed event.
•Top local artists DJ Jpogi & DJ Sylnt will be putting on a performance to handle the music for the evening.
•Debut of Stance Pilipinas / Manilla Fitted clothing on Guam
•Exclusive illest clothing designed event shirt

Participants will be getting ready for the return of Slammed Society Guam September 2017 as select top awardees will get a Free slot In SSGU 2017.

Event coverage will be featured on fatlace.com with full photo and video.

BSG Sponsor Packages

Diamond	$12,500.00
Platinum	$9,500.00
Gold	$7,500.00
Silver	$5,000.00
Bronze	$3,500.00
Auto Dealer	$2,500.00

Booth Space Only

10'x10'	$400.00
10'x20'	$500.00
20'x20'	$600.00
20'x30'	$700.00
Food Vendor	$400.00



UPSHIFT ENT. Brings back to Guam for the third year in a row; Showoff from Los Angeles, CA which is scheduled for April 08, 2017 to take part during the 35th annual APL Smoking Wheels Racing Weekend, which is currently the biggest motorsports event in the pacific.

We've partnered with import show legend Ken Miyoshi of Mainstream Productions to produce "Showoff Guam" as part of this three day event that attracts participants from Japan, the Philippines and the US Mainland that features off-road buggy racing, motocross, mud racing, drag racing, drifting and the Jack Daniels Smokin Grills BBQ competition.

Showoff Guam takes place at the Guam International Raceway's drag strip pit area. Simultaneously, the drag strip will have cars taking their turns screaming down the quarter mile battling to take top honors in the APL Smokin Wheels Drag Racing Championships. This event has each year pulled in national and international coverage from Super Street Magazine and Stance Nation.com

This year the guest judge will be Jonathan Wong, Editor and Chief of Driving Line. He is also a long time Showoff judge and former editor and chief of Super Street Magazine.

Showoff Sponsor Packages

Sponsor Level	Price
Diamond	$10,000.00
Platinum	$7,500.00
Gold	$5,000.00
Silver	$3,500.00
Bronze	$2,500.00

Showoff Booth Space Only

Space Size	Price
10'x10'	$400.00
10'x20'	$500.00
20'x20'	$600.00
20'x30'	$700.00
Food Vendor	$400.00

2017 Proline Drifting Championships

This year marks the 11th year of drifting competitions on Guam. The sport has gained tremendous ground around the world! In the past several years our drivers have been improving and receiving attention from neighboring countries. 2016 was a great year and we don't expect anything less this year.

Our competitions are combined Expert & Novice divisions that run together for a more challenging dynamic to showcase our local drivers' skills, talents, and to put on a good show as well as fast track our Novice division to the Expert division.

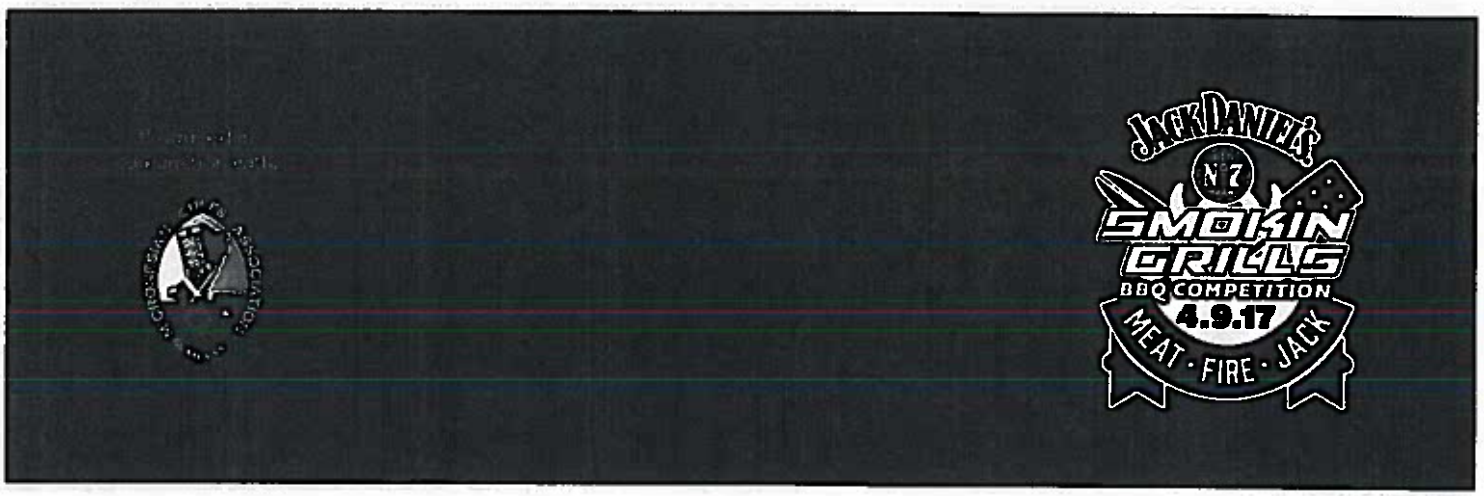
The 2017 schedule is as follows:

- Sunday, April 9, 2017 - Round 1(Smokin Wheels)
- Sunday, June 11, 2017 - Round 2
- Sunday, August 20, 2017 - Round 3
- Sunday, October 29, 2017 - Round 4
- Sunday December 3, 2017 - Round 5 Finals

Our season kicks off on April 9th during Smoking Wheels where our drivers get exposure to competing with some of the worlds best professionals. This year we have secured Japan D1GP Pro Drivers Manabu Fujinaka and veteran Dart Izumida. New to the line up is female pro driver Rie Shinmi.

Proline Drifting Championships Sponsor Levels

[illegible]	[illegible]	[illegible]
Naming Rights	N/A	N/A
Presenter (Limit 2)	$750.00	$3,750.00
Major Sponsor	$500.00	$2,500.00
Minor Sponsor	$300.00	$1,500.00



The 9th Annual Smoking Grills BBQ Competition takes place during the 35th annual APL Smoking Wheels Racing Weekend on April 9th, 2017.

UPSHIFT ENT. was responsible for putting together the inaugural event in 2009 with the Micronesian Chef's Association and has come back to organize 2016 & 2017 with MCA.

Up to 12 teams will be competing in the categories of Beef, Pork, and Chicken and will be blind judged by certified KCBS (Kansas City Barbecue Society) judges.

This event is presented by the MCA, Triple J Five Star wholesale foods, and the Guam Home Center.

Smokin Grills Sponsor Packages

Sponsor Level	Price
Platinum	$5,000.00
Gold	$3,750.00
Silver	$2,500.00
Bronze	$1,500.00

TRENCH KIDS

UPSHIFT ENT. and the Stations of KUAM present TRENCH™ KIDS + Easter Egg Hunt on Saturday April 15, 2017 at the Guam International Raceway.

A Mini obstacle course event for children will take place on the 2.2k motocross track of the Guam International Raceway in the morning.

Kids will get a chance to tackle up to 10 different obstacles and terrain challenges on the course. At the finish, they'll receive a finisher medal, juice box, and finisher shirt. Awards will be given to top finishers in their division.

Participants will be grouped by different age divisions 4-5yrs / 6-7yrs / 8-9yrs / 10-11yrs

At 11:30am the activities shift to the raceways lawn for a free easter egg hunt put on by the stations of KUAM! Prizes will be given out to the kids that find the marked eggs.

It will be a first for Guam to hold this type of event just for kids and we plan to grow it to invite visitors to attend in the near future.

TRENCH™ Kids Sponsor Packages

[illegible]	[illegible]
Diamond	$10,000.00
Platinum	$7,500.00
Gold	$5,000.00
Silver	$3,500.00
Bronze	$2,500.00

TRENCH™ Kids Booth Space Only

[illegible]	[illegible]
10'x10'	$400.00
10'x20'	$500.00
20'x20'	$600.00
20'x30'	$700.00
Food Vendor	$400.00



After introducing the first Obstacle Course Run to the island in 2015, UPSHIFT ENT. produced TRENCH™ MUDDER in 2016 at the Guam International Raceway to kick the level of OCR's up a notch, by simultaneously hosting a Crossfit competition and attracting teams from Saipan and Japan, thus pulling off the most successful OCR to date.

This year we are elevating the sport on Guam to a global level by becoming an affiliate of the OCR World Championships. What this means for TRENCH™ is that we are now an official qualifier for the OCRWC and will be listed side by side with the the biggest and baddest Obstacle Course Races in the world. Events like Spartan Race (USA & International), Warrior Dash (USA & International), World's Toughest Mudder (Tough Mudder Inc. USA), Mudstacle League (UK), Jeep Warrior Race (South Africa), Gladiator Race (Russia), Nordic Race (Denmark & Sweden), Raw Challenge (Australia), just to name a few. Our local competitors and competitors trying to get a slot in our region will have the chance to go up against the best in the world.

With our plans to grow more events, TRENCH™ MUDDER is now called TRENCH™ CHALLENGE and our website has been changed to trenchevents.com

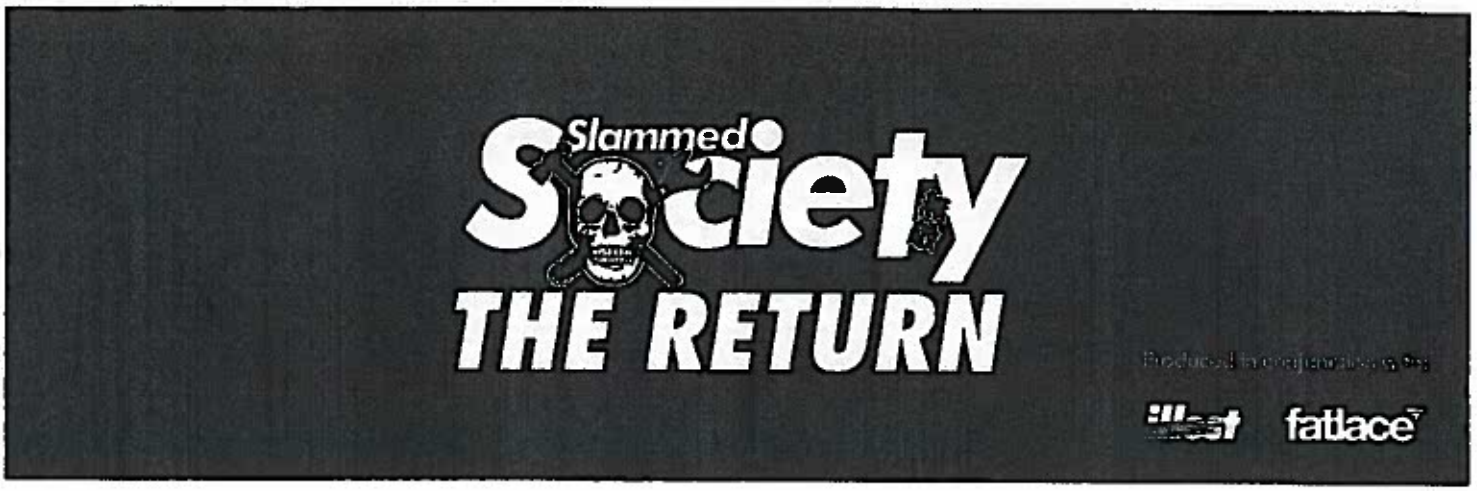
TRENCH™ CHALLENGE 2017 is scheduled to take place Sunday August 13th at the Guam International Raceway. Participants can expect additional challenges and new obstacles.

TRENCH Challenge Sponsor Package

Sponsor Level	Price
Diamond	$20,000.00
Platinum	$15,000.00
Gold	$10,000.00
Silver	$7,500.00
Bronze	$5,500.00

TRENCH™ Challenge Booth Space

Space Size	Price
10'x10'	$400.00
10'x20'	$500.00
20'x20'	$600.00
20'x30'	$700.00
Food Vendor	$400.00



After three successful years, starting with Slammed Society in December 2013 and Offset Kings in December 2014, and January 2016 at the Guam International Raceway oval track, UPSHIFT ENT. is proud to team up again with Fatlace / illest brand clothing to bring back Slammed Society Guam to again showcase what the island has to the rest of the world.

On Saturday, September 23rd 2017, Slammed Society - The Return will take place at new venue to be revealed as soon as it is confirmed.

The event will feature the islands finest customized vehicles ranging from tuner cars, classics, VIP's, VW's, Race/Track prepped vehicles, mini trucks, bikes and scooters. All participants are eligible for awards that will be given out at the end of the night.

Event goers can catch beautiful state-side models, the 4th annual Guam 2-on-2 illest B-Boy (Break Dancing) Battle, the Opake Can Control 4 Live art Graffiti competition, and an old school Hydraulic exhibition.

This event will be covered by local and off-island videographers & photographers for features on national and international websites and publications.

SSGU Sponsor Packages

[illegible]	[illegible]
Diamond	$15,000.00
Platinum	$10,000.00
Gold	$8,000.00
Silver	$5,000.00
Bronze	$3,500.00
Auto Dealer	$2,500.00

SSGU Booth Space Only

[illegible]	[illegible]
10'x10'	$500.00
10'x20'	$600.00
20'x20'	$700.00
20'x30'	$800.00
Food Vendor	$400.00

SPONSORSHIP PACKAGES

We would like to present sponsorship options that we think may work well for the Guam Visitors Bureau. We can customize it further to meet your needs.

Our events give you a multitude of tools for branding exposure, and we encourage our partners to be as creative as possible while using these outlets as a vehicle to drive sales, encourage foot traffic, or even launch a new product. UPSHIFT will work with you to maximize visibility through events, digital and traditional media.

The all-in MK3 sponsor package will guarantee your brand exposure continuously throughout the year on every event. You also have the option to choose the the MK2 and MK1 packages. We can further narrow it down to a Motorsports sponsor package which will have you branded only on the auto related events, or an Athlete sponsor package which will brand you just on Trench Challenge and Trench Kids.

SPONSORSHIP PACKAGES	2017 MK1 EVENT SPONSOR	2017 MK2 EVENT SPONSOR	2017 MK3 EVENT SPONSOR
ANNUAL INVESTMENT (DEPENDING ON SPONSOR LEVEL OF EACH EVENT)	Starting at $7,000.00	Starting at $18,500.00	Starting at $20,000.00
INCLUDED EVENTS	One Level 1 Event & All Six Level 2 Events	Level 1 Events Only	All Events
INDUSTRY EXCLUSIVE			✓
TV / RADIO / PRINT / SOCIAL MEDIA	✓	✓	✓
Logo Placement on websites	✓	✓	✓
MAIN EVENT BANNER / SIGNAGE	✓	✓	✓
EVENT SIGNAGE PLACEMENT	✓	✓	✓
PHOTO OP WALL LOGO PLACEMENT			✓
EVENT VENDOR SPACE / PRODUCT PLACEMENT	✓	✓	✓
PRODUCT ENDORSEMENT OPPORTUNITIES	✓	✓	✓
ENTRIES	1-2 per event	1-2 per event	1-3 per event
ADMISSION TICKETS	5-8 per event	5-8 per event	8-10 per event



About US.

What started as coordinating 1 or 2 events a year since 2001 has grown into a full time gig. Upshift Entertainment is now a marketing solutions company offering various services in traditional and digital platforms. While we specialize in event logistics, we also offer a wide range of other services such as graphic design, print and digital advertising, videography, simple web, social media management, media consulting, and translation services.

Having a collaboration with some of the best talent in the industry, it gives US a certain level of flexibility that isn't normally found and allows us to offer unmatched results on individual projects that a even small companies may desire.

Given that Upshift Ent. began as a work of passion and love for automobiles, we understand how dreams are made and the hard work that goes into changing those dreams into reality. In bringing the Upshift Ent. dream into reality, we have produced, directed, or assisted in international events of various scale since 2002.
Along with our current partners in Saipan, Osaka, and affiliates in Tokyo, Manila, San Francisco and Los Angeles, we continue to expand business relationships throughout the region and the U.S. mainland.

Exhibit "C"

P.O. Box 25465, GMF, Barrigada, Guam 96921
Tel: 483-1376; Email: gnipresident@teleguam.net or guahanapu@gmail.com

February 12, 2017

Jon Nathan Denight
General Manager
Guam Visitors Bureau
401, Pale San Vitores Road
Tumon, Guam 96913

Hafa adai Nate,

Re: **Sponsorship of the 2017 Rick's Reef Classic X surfing and body-boarding competition**

Our association is reaching a milestone this year with our premier local surfing and body-boarding competition — the Rick's Reef Classic series. This will be the 10th anniversary of the event. We are planning for the contest to be held on March 25 with a contingency date of April 1.

For this year's contest, we will feature Men's and Women's Open Short Board surfing and gender-neutral Long Board Open surfing, Body-Boarding Open and Masters (Legends) Short Board surfing for those over 50 years of age.

We are seeking monetary support from Guam Visitors Bureau to help defray the expenses associated with organizing this year's expanded event. We'd appreciate if you will consider our request for $1,000 in financial donation. In return for GVB's financial sponsorship, Guahan Napu agrees to the following:

- Mentions of GVB on all promotional activities including radio spots on Hit Radio 100, media releases, in media interviews and Trivision Media spots for 2 weeks prior to the contest. We may consider placing a newspaper ad to publicize the event this year.
- Logo placement on event T-shirt.
- GVB banner placements permitted at event site.
- Acknowledgements during announcements by emcee at event.

Although this is very much a local community event, we are also open to overseas surfing competitors participating in the contest. We would appreciate GVB's assistance to post the event on your website under your Sports Tourism calendar.

Please call me if you have any questions. I look forward to getting a favorable response from you. Thank you very much.

Best regards,

Willi

Willi C. Byerly
President
Guahan Napu Inc.

2016-2017 Board Officers: President, Willi C. Byerly; Vice-President, Gregg Ikehara;

Exhibit "D"

MARIANAS OPEN MMXVII.

SPONSORSHIP PACK

February 9, 2017

Håfa Adai Kraig and Nate (GVB)

FACEBOOK REACH *74.5K*

INSTAGRAM REACH *210K*

YOUTUBE REACH *32K*

AFFILIATES + PARTNERS *500K*

FURY PROMOTIONS proudly presents:
MARIANAS OPEN X | MMXVII.
X marks the Tenth Anniversary of Guam's Premier BJJ Gi-Only Tournament which will be held on Sunday, April 30, 2017 from 8:30am to 5pm at the FDMS Phoenix Center in Mangilao + will be streaming live on www.FloGrappling.com

We have seen such a tremendous growth from our first Marianas Open (2007) in both the number of competitors and spectators, as well as in the caliber of competitors entering the tournament. In 2015, the MARIANAS OPEN drew International attention to Guam, by offering a $10,000 cash prize to the winner of the Absolute Black Belt Division. This created a buzz in the BJJ Scene – piquing interest in some of the top names in the industry such as: Rhalan Gracie, Luiz Panza, Cristiano Kaminishi, Guam's son- Bryant Pangelinan, and the 2015 and 2016 Marianas Open Champions: Keenan Cornelius and Felipe Pena, respectively.

Our pride and vision that has kept the MARIANAS OPEN going ten years strong, has been to bring the best from around the world to Guam to compete on our shores. This allows our local competitors a chance to compete with and learn from the best, and also promotes Guam as a viable destination for sports tourism.

To assist in perpetuating this sport in the local community, we are humbly seeking your support. The attached form provides various sponsorship levels for your review. We have prepared sponsorship packages thoughtfully + carefully to ensure that Our Fine Sponsors receive the highest return on their investment.

This year your investment will also be used in helping a young child Tieya Camille" Warrior Princess" who is in California battling brain cancer. The Marianas, and our jiu-jitsu community has decided to give part of the tournament to Tieya and her family so they can continue her brave fight. She will be watching live stream on Flograppling and wanted to involve our local sponsors as one of our supporters for the cause.

We would love to discuss further details with you to determine how we could capture your target audience, support your mission + brand identity.

Please feel free to contact me at 998.8808 or via email at FURY.PROMOTIONS.CO@GMAIL.COM.
We look forward to hearing from you.

All the Best.

Steve Shimizu
Fury Promotions President

PRESENTER PACK
$15,000

FACEBOOK REACH *74.5K*
INSTAGRAM REACH *210K*
YOUTUBE REACH *32K*
AFFILIATES + PARTNERS *500K*

PRE EVENT:
PRIMARY LOGO PLACEMENT + MENTION ON ALL:

- MARKETING MATERIAL LEADING UP TO EVENT
- PRINT MATERIAL (T-SHIRTS, TICKETS, POSTERS, SIGNAGE)
- ALL DIGITAL MATERIAL ADVERTISEMENTS ON MARIANAS OPEN WEBSITE + AFFILIATE PARTNER WEBSITES
- STRONG + AGGRESSIVE SOCIAL MEDIA REACH + USER BASE
- MINIMUM OF (10) POSTS ON SOCIAL MEDIA PLATFORMS INCLUDING A LINK TO WEBSITE, 30-SECOND VIDEO FEATURE, AND YOUR CHOICE OF IMAGES
- MINIMUM OF (2) EMAIL BLASTS WITH IMAGE AND LINK FOR COVERAGE

EVENT:

- PRIMARY LOGO PLACEMENT ON STEP REPEAT WALL - BEHIND WINNERS PODIUM (providing maximum exposure)
- CHECK PRESENTATION - ABSOLUTE BLACK BELT DIVISION WITH PROMINENT LOGO ON LARGE CHECK
- TABLE/BOOTH SET UP
- LIVE MENTION THROUGHOUT EVENT
- OPTION TO RAFFLE PROMOTIONAL ITEMS DURING EVENT
- LOGO FEATURE ON SCREENS THROUGHOUT EVENT
- ADMISSION FOR (10) PERSONS TO EVENT

POST EVENT:

- TELEVISION FEATURE WITH TOP HIGHLIGHTS OF TOURNAMENT AIRING ON 3 CHANNELS FOR A PERIOD OF ONE MONTH
  - OPTION TO PRODUCE (1) 30 MINUTE SEGMENT DEDICATED TO YOUR MISSION
  - UP TO (6) 30-SECOND COMMERCIAL SPOTS ON ALL 3 CHANNELS FOR ONE MONTH PERIOD

PLATINUM PACK
$10,000

FACEBOOK REACH *74.5K*
INSTAGRAM REACH *210K*
YOUTUBE REACH *32K*
AFFILIATES + PARTNERS *500K*

PRE EVENT:
PRIMARY LOGO PLACEMENT + MENTION ON ALL:

- MARKETING MATERIAL LEADING UP TO EVENT
- PRINT MATERIAL (T-SHIRTS, TICKETS, POSTERS, SIGNAGE)
- ALL DIGITAL MATERIAL ADVERTISEMENTS ON MARIANAS OPEN WEBSITE + AFFILIATE PARTNER WEBSITES
- STRONG + AGGRESSIVE SOCIAL MEDIA REACH + USER BASE
- MINIMUM OF (6) POSTS ON SOCIAL MEDIA PLATFORMS INCLUDING A LINK TO WEBSITE, 30-SECOND VIDEO FEATURE, AND YOUR CHOICE OF IMAGES
- MINIMUM OF (1) EMAIL BLASTS WITH IMAGE AND LINK FOR COVERAGE

EVENT:

- PRIMARY LOGO PLACEMENT ON STEP REPEAT WALL - BEHIND WINNERS PODIUM (providing maximum exposure)
- TABLE/BOOTH SET UP
- LIVE MENTION THROUGHOUT EVENT
- OPTION FOR RAFFLE PROMOTIONAL ITEMS DURING EVENT
- LOGO FEATURE ON SCREENS THROUGHOUT EVENT
- ADMISSION FOR (108) PERSONS TO EVENT

POST EVENT:

- TELEVISION FEATURE – FEATURING HIGHLIGHTS OF TOURNAMENT AIRING ON 3 CHANNELS FOR A PERIOD OF ONE MONTH
  - UP TO (5) 30-SECOND COMMERCIAL SPOTS ON ALL 3 CHANNELS FOR ONE MONTH PERIOD

JIU JITSU CHAMPIONSHIPS
MARIANAS OPEN

GOLDEN PACK
$8,000

FACEBOOK REACH *74.5K*
INSTAGRAM REACH *210K*
YOUTUBE REACH *32K*
AFFILIATES + PARTNERS *500K*

LOGO PLACEMENT + MENTION ON ALL:

- MARKETING MATERIAL LEADING UP TO EVENT
- PRINT MATERIAL (T-SHIRTS, TICKETS, POSTERS, SIGNAGE)
- ALL DIGITAL MATERIAL ADVERTISEMENTS ON MARIANAS OPEN WEBSITE + AFFILIATE PARTNER WEBSITES
- SECONDARY LOGO PLACEMENT ON STEP REPEAT WALL - BEHIND WINNERS PODIUM
- STRONG + AGGRESSIVE SOCIAL MEDIA REACH + USER BASE
- MINIMUM OF (4) POSTS ON SOCIAL MEDIA PLATFORMS INCLUDING A LINK TO WEBSITE, 30-SECOND VIDEO FEATURE, AND YOUR CHOICE OF IMAGES
- MINIMUM OF (1) EMAIL BLASTS WITH IMAGE AND LINK FOR COVERAGE

- ADMISSION FOR (7) PERSONS TO EVENT
- TABLE/BOOTH SET UP
- LIVE MENTION THROUGHOUT EVENT
- OPTION TO RAFFLE PROMOTIONAL ITEMS DURING EVENT

SILVER PACK

$6,000

LOGO PLACEMENT + MENTION ON ALL:

- MARKETING MATERIAL LEADING UP TO EVENT
- PRINT MATERIAL (T-SHIRTS, TICKETS, POSTERS, SIGNAGE)
- ALL DIGITAL MATERIAL ADVERTISEMENTS ON MARIANAS OPEN WEBSITE + AFFILIATE PARTNER WEBSITES

- BANNER PLACEMENT AT EVENT
- FORMAL ACKNOWLEDGEMENT FROM PODIUM AT THE EVENT
- SECONDARY CORPORATE LOGO PLACEMENT IN SPONSOR LOOP FEATURED ON VIDEO SCREENS THROUGHOUT THE EVENT
- MENTION IN PR ACTIVITY SURROUNDING EVENT INCLUDING: MEDIA RELEASES, PRESS CONFERENCE, EXPOSURE ON MARIANAS OPEN WEBSITE, AND SOCIAL MEDIA (FACEBOOK, TWITTER, INSTAGRAM)
- ADMISSION FOR (5) PERSONS TO EVENT

BRONZE PACK

$4,000

LOGO PLACEMENT + MENTION ON ALL:



- MARKETING MATERIAL LEADING UP TO EVENT
- PRINT MATERIAL (T-SHIRTS, TICKETS, POSTERS, SIGNAGE)
- ALL DIGITAL MATERIAL ADVERTISEMENTS ON MARIANAS OPEN WEBSITE + AFFILIATE PARTNER WEBSITES

- BUSINESS LISTED IN SPONSOR LOOP FEATURED ON VIDEO SCREENS THROUGHOUT THE EVENT
- ADMISSION FOR (3) PERSONS TO EVENT

VENDOR PACK

$2,500

CONCESSION BOOTH INSIDE EVENT [AVERAGE ESTIMATED REVENUE = $4K]

LOGO PLACEMENT + MENTION ON ALL:

- MARKETING MATERIAL LEADING UP TO EVENT
- PRINT MATERIAL (T-SHIRTS, TICKETS, POSTERS, SIGNAGE)
- ALL DIGITAL MATERIAL ADVERTISEMENTS ON MARIANAS OPEN WEBSITE + AFFILIATE PARTNER WEBSITES

HEADLINES

FACEBOOK REACH *74.5K*

INSTAGRAM REACH *210K*

YOUTUBE REACH *32K*

AFFILIATES + PARTNERS *500K*



USA TODAY SPORTS: Black belts ready to fight at Marianas Open

The Marianas Open brought some of the top-tier talent in Brazilian jujitsu to Guam to compete in the Absolute Black Belt Championship — eight competitors from all over the world, including 2015 Marianas Open champion Keenan Cornelius.

READ ON



BJJ HEROES: Keenan beats Leite and Fowler in Guam 2015

This year's edition of Guam's very own "Marianas Jiu Jitsu Open" had some of the toughest grapplers on the planet compete for a cash prize of USD $10,000. In a jam packed venue, grapplers put on display just how much BJJ has grown in the tiny island of Guam, and island known for breeding true warriors.

READ ON



GRACIE MAG: FELIPE PENA - MARIANAS OPEN 2016

Gracie Barra's Felipe Pena was the standout with a 4-2 win over last year's champion Keenan Cornelius for the black belt open class title. Pena took home $10,000 in prizes while Cornelius got $3k and Igor Schneider got $2k for the third place.

READ ON



BJJ HEROES: Marianas Open, the Expansion of BJJ in Guam

Guam is an American island territory in the Western Pacific, known for its tropical beaches, Chamorro villages and for its fighting spirit. Although small in population (just over 160,000), the chamorro people have produced talented fighters like Frank Camacho, Jon Tuck, Joe Tamanglo to name a few, and have captured the attention of the fight world.

READ ON

FACEBOOK REACH **74.5K**

INSTAGRAM REACH **210K**

YOUTUBE REACH **32K**

AFFILIATES + PARTNERS **500K**



BJJ EASTERN EUROPE: Keenan Cornelius vs Felipe Pena Finals 2016 Marianas Open Guam

Established in 2007, Marianas Open is dedicated to promoting BJJ in Guam, setting the stage by providing a world-class tournament for the locals to compete and showcase their hard-earned skills and talents.

READ ON

FOR MORE, VISIT: http://www.marianasopen.com/headlines

SPONSORSHIP AGREEMENT

SPONSORSHIP PACK LEVEL: _____

ORGANIZATION: _____

EMAIL: _____

TELEPHONE: _____

WEBSITE: _____

PRINT NAME: _____

SIGNATURE: X _____

1. Please complete and return this form by THURSDAY, FEBRUARY 23 2017
2. Kindly email your company logo in EPS or JPG format (300dpi or higher)
3. For more information, please contact BIANCA at 998.8808 or via email FURY.PROMOTIONS.CO@GMAIL.COM

*Please make check payable to Fury Promotions

FACEBOOK REACH *74.5K*

INSTAGRAM REACH *210K*

YOUTUBE REACH *32K*

AFFILIATES + PARTNERS *500K*



FACEBOOK REACH *74.5K*

INSTAGRAM REACH *210K*

YOUTUBE REACH *32K*

AFFILIATES + PARTNERS *500K*

Exhibit "E"

CULTURAL SPORTS AMBASSADOR GRANTS-IN-AID

Acct Number: CUL001

FY2016					$ 160,000.00		
Date	Grant Number	BOD/CMTE Approved	Description (payee, etc)	Actual Expense	Balance of Account	Check Number	Date of Check
6/20/16	1	6/15/16	Skip Entertainment Company Grant# 001	$ 3,750.00	$ 156,250.00	Pd	
			Travel Date:6/24/16	$ 1,250.00	$ 155,000.00	Pd	
6/20/16	2	6/15/16	Team Urban Fitness Grant#002	$ 700.00	$ 154,300.00	Pd	
			Travel Date: 8/30/16	$ 300.00	$ 154,000.00	Pd	
6/20/16	3	6/15/16	Cal Ripken Baseball 11-12 year old baseball	$ 3,750.00	$ 150,250.00	Pd	
			Travel Date: 7/8/16	$ 1,250.00	$ 149,000.00	Pd	
8/5/16	4	7/25/16	PureBred Jiu-Jitsu Academy	$ 3,750.00	145,250.00	Pd	
			Travel Date:9/8/16 - 9/12/16	$ 1,250.00	144,000.00	Pd	
8/16/16	5	8/16/16	Sindalun Guahan	$ 3,000.00	141,000.00	11856	
			Travel: 9/12/16 - 9/20/16	$ 1,000.00	$ 140,000.00	12200	
8/23/16	6	8/22/16	Guam Islander Softball Association	$ 3,000.00	$ 137,000.00		
			Travel: 9/12/16 - 9/20/16	$ 1,000.00	$ 136,000.00		
2017 awards							
10/5/16	7	10/5/16	Aeromodelers Club of Guam	$ 1,500.00	$ 134,500.00		
			Travel: 10/17/16	$ 500.00	$ 134,000.00		
10/5/16	8	10/5/16	Outrigger Guam Canoe Club	$ 3,750.00	$ 130,250.00		
			Travel: 10/19/16 - 10/21/16	$ 1,250.00	$ 129,000.00		
10/5/16	9	10/5/16	Guam Basketball Confederation	$ 3,750.00	$ 125,250.00		
1/13/17			Travel: 12/1/16 - 12/13/16	$ 1,250.00	$ 124,000.00		
11/14/16		11/10/16	Gregory Monk, Body Building Competitor	$ 600.00	$ 123,400.00	12469	
			TravelL 11/16-19/16	$ 200.00	$ 123,200.00		
12/1/16	GRANT-003	Sports Cmtte Approved 11/30/16	Submit International	$ 3,000.00	$ 120,200.00	12485	
			28-Jan-17 25% Balance	$ 1,000.00	$ 119,200.00		
1/10/17	GRANT-004	Sports Cmtte Approved 1/10/17	Ronald S. Acfalle	$ 600.00	$ 118,600.00		
			January 18 - February 18, 2017 25%	$ 200.00	$ 118,400.00		

1/24/17	GRANT-005	Sports Cmtte Approved 1/23/17	Figo/Bonsai Jiu Jitsu	$ 3,750.00	$ 114,650.00	
			February 15-21, 2017 25%	$ 1,250.00	$ 113,400.00	
1/24/17	GRANT-006	Sports Cmtte Approved 1/23/17	Purebred Jiu Jitsu Academy	$ 3,750.00	$ 109,650.00	12635
			February 16-20, 2017 25%	$ 1,250.00	$ 108,400.00	
1/24/17	GRANT-006	Sports Cmtte Approved 1/24/17	Father Duenas Memorial School "Friars" Wrestling Team December 25-31, 2017	$ 3,750.00	$ 104,650.00	12617
			25%	$ 1,250.00	$ 103,400.00	
2/22/17	GRANT-007	Sports Cmtte Approved 2/21/17	Guam Women's Master Basketball Association 30's Team	$ 3,750.00	$ 99,650.00	
			25%	$ 1,250.00	$ 98,400.00	
2/22/17	GRANT-008	Sports Cmtte Approved 2/21/17	Guam National Golf Federation-Junior Golf Committee	$ 1,500.00	$ 96,900.00	
			25%	$ 500.00	$ 96,400.00	
2/22/17	GRANT-009	Sports Cmtte Approved 2/21/17	Guam Women's Masters Basketball Association 30's Team	$ 3,750.00	$ 92,650.00	
			25%	$ 1,250.00	$ 91,400.00	
2/22/17	GRANT-010	Sports Cmtte Approved 2/21/17	Jose Rios Middle School-Guma Kinalamten I Taotao Tano'	$ 3,000.00	$ 88,400.00	
			25%	$ 1,000.00	$ 87,400.00	

Total Actual Expenses	$ 72,600.00
Actual Account Balance	$ 87,400.00

GUAM VISITORS BUREAU
DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM
APPLICATION FORM

ORGANIZATION

Name of Organization: GAX : Guam Art Exhibit Tax ID No.: _____

Mailing Address: 181 East Marine Corps Dr., Suite 210, Carl Rose Hagåtña Plaza, Hagåtña, Guam 96910

Contact Person: Joshua Agerstrand Title: Director and Curator

Telephone: _____ Mobile: 486__8550 Pager: _____ Fax: _____

Email Address: guamartexhibit@gmail.com

Website Address: facebook.com/guamartexhibit

GENERAL BACKGROUND (Maximum One Page)

1. DESCRIPTION OF ORGANIZATION: Provide a brief history of the establishment, development and accomplishments of the organization.

2. QUALIFICATIONS AND EXPERTISE: Describe the qualifications and expertise of the individuals responsible for implementing the project.

ORGANIZATION STATUS

3. Are you a Non-Profit Organization? ☐ Yes ☒ No
   If non-profit include copy of tax-exempt status certificate.

   a. Date Filed: _____ EIN #: _____

   b. Are financial statements available? ☐ Yes ☐ No

CITIZENSHIP STATUS (Individuals Only)

Are you a U.S. Citizen? ☒ Yes ☐ No

Are you a permanent resident? ☒ Yes ☐ No

Individual applicants must furnish a social security number: _____

Have you received funding assistance from the Guam Visitors Bureau in prior years? yes

Project Name: Previous Guam Art Exibit Shows
Amount: $1,000 - $10,000 depeding on shows
Date: 2011 - 2015

PROPOSED EVENT

Name of Proposed Event: Pow Wow Guam

Proposed Location: Tumon / Hagatna

Proposed Date (s): March - May 2017 Amount Requested: $15,000

Indicate how funds will be used: _____
Estimated number of people who will benefit from the project:

Spectators	Participants
[x] Local Residents	[x] Local Residents
[x] Visitors	[x] Off-Island Visitors

This proposal/application is submitted for consideration under the Guam Visitors Bureau Destination Development & Management Program for the following niche market area (check only one):

- [x] Cultural Tourism
- [ ] Eco Tourism (Nature)
- [x] Edu Tourism (Education)
- [ ] Health & Wellness Tourism
- [ ] Sports Tourism
- [x] Other: World Renowned Event

PROJECT DESCRIPTION/HISTORY (Maximum Four Pages)

1. DESCRIPTION OF PROPOSED PROJECT: Provide an overview of the proposed project to be carried out. Provide a work plan describing the activities/tasks you will undertake to implement the project.

2. GOALS AND OBJECTIVES: Describe the goals and objectives for the project. What will the project accomplish? How will the project meet the objectives of the Program? How will this project contribute positively to visitor expenditures in Guam?

3. TARGET AUDIENCE: Describe your target audience(s). How will you reach your targeted audience? Include a schedule of all promotional and advertising activities, if applicable.

4. COMMUNITY SUPPORT AND INVOLVEMENT: What is the need in the community for this project? Is there community support? What is the value to the community? Identify all entities that support or are directly involved in this project.

5. PROJECT SUSTAINABILITY: Describe how the project will be sustained on an ongoing basis.

PROJECT IMPACT (Maximum One Page)

1. BENEFITS AND OUTCOMES: What do you expect to be the benefits and outcomes of the project? Explain in detail.

Legal Assurances

In the event that a grant is awarded as a result of this application, *the following terms and conditions shall be complied with* as signified by the applicant's signature. This application shall become a part of the legally binding contract between the applicant and the Guam Visitors Bureau.

1. The grant cannot be assigned to a different project or transferred *without prior written approval* of GVB.
2. The grantee shall submit to GVB the dates, times and locations of the project to take place for on-site review by GVB. The grantee is requested to provide free admission to projects/events for review.
3. The grantee shall submit the completed **Final Project Report** form summarizing the project and expenditures to GVB *within fifteen (15) days of the project's completion.* The final 25% of the grant award will be made upon approval by GVB of the Final Project Report.
4. The grantee agrees to keep careful attendance and participation records of the project herein.
5. The financial accounts shall be subject to audit by appropriate agencies of the Territory of Guam. The grantee shall be responsible for the safe keeping and identification of records maintained to account for funds awarded herein. Said records must be kept in the grantee's files for a period of three (3) years after completion of the project.
6. Credit is to be given to the **Guam Visitors Bureau, Government of Guam,** in all brochures, press releases, programs, publications, tickets, and other printed materials. When no printed matter is utilized, *verbal credit* shall be given prior to each performance or presentation.

It is mutually agreed that all parties shall comply with the Fair Labor Standards under Section 5(l) and Section 7(g) of the National Foundation on the Arts and Humanities Act of 1965; Title VI of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Section 504 of the Rehabilitation Act of 1973; The Americans with Disabilities Act of 1990; and OMB Circular A-102, Attachment G. *"Standards for Subgrantee Financial Management Systems."* See pages 15-16, NEA's Summary of Selected Regulations for Subgrantees.

Authorizing Signature

CERTIFICATION (Unsigned proposals/applications will not be accepted.)
The information contained in this application and all attachments and supporting documents and materials, is true, correct and complete, to the best of my knowledge and belief; that it was provided in good faith, with the knowledge and intention that the Guam Visitors Bureau may rely upon said information in reaching decisions to grant our request."

Applicant Signature:
Name (Please Print): JOSHUA AGERSTRAND
Fiscal Officer/Second Responsible:
Contact with Organization:
Date of Application 1/16/16

ATTACHMENT A

GUAM VISITORS BUREAU
DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM
APPLICATION OUTLINE

GENERAL BACKGROUND (Maximum One Page)

1. DESCRIPTION OF ORGANIZATION: Provide a brief history of the establishment, development and accomplishments of the organization.

2. QUALIFICATIONS AND EXPERTISE: Describe the qualifications and expertise of the individuals responsible for implementing the project.

PROJECT DESCRIPTION/HISTORY (Maximum Four Pages)

1. DESCRIPTION OF PROPOSED PROJECT: Provide an overview of the proposed project to be carried out. Provide a work plan describing the activities/tasks you will undertake to implement the project.

2. GOALS AND OBJECTIVES: Describe the goals and objectives for the project. What will the project accomplish? How will the project meet the objectives of the Program? How will this project contribute positively to visitor expenditures in Guam?

3. TARGET AUDIENCE: Describe your target audience(s). How will you reach your targeted audience? Include a schedule of all promotional and advertising activities, if applicable.

4. COMMUNITY SUPPORT AND INVOLVEMENT: What is the need in the community for this project? Is there community support? What is the value to the community? Identify all entities that support or are directly involved in this project.

5. PROJECT SUSTAINABILITY: Describe how the project will be sustained on an ongoing basis.

PROJECT IMPACT (Maximum One Page)

1. BENEFITS AND OUTCOMES: What do you expect to be the benefits and outcomes of the project? Explain in detail.

GENERAL BACKGROUND

1. **DESCRIPTION OF ORGANIZATION:** Provide a brief history of the establishment, development and accomplishments of the organization.

The Guam Art Exhibit (GAX) will celebrate its 10th gallery showing in the Summer of 2017. Our openings nights average 1,000+ in attendance and over 3,000 for the duration of our Exhibits, some of the best attended in Guam. GAX has worked with GVB on many of its shows to ensure synergy with the Guam Brand, to embody the Hafa Adai spirit, to create an inspirational and educational experience with our local patrons, and to continually market directly to Guam's visitors in an effort to showcase the modern side of islander art.

POW! WOW! is a Hawaii-based, independent art festival; it is recognized worldwide as a premier and finely-curated mural festival. POW! WOW! is also more than an internationally relevant art festival, what makes it unique is POW! WOW!'s dedication to highlighting its host city. POW! WOW! showcases the artists, restaurants, stores, and people that make its hosting city special, as it has done in its previous festivals in Long Beach, Hawaii, Tokyo, and Taipei.

2. QUALIFICATIONS AND EXPERTISE: Describe the qualifications and expertise of the individuals responsible for implementing the project.

GAX : The Guam art Exhibit brings its 10 years of expertise along with its team of artist, collaborators and business partners. Over the past year we have worked to produce 2 mural's from World Renowned Artists, Tristan Eaton and Charles and Janine TMD.

We intended to make our 10th GAX show one of the biggest and best that we've produced. So we decided to reach out to POW WOW and have the signature Pow Wow Guam Event coincide with our 10th show.

POW WOW : Centered around murals and art, POW! WOW! has grown into a global network of artists and organizes art exhibitions, lecture series, schools for art and music, creative community spaces, concerts, and live art installations across the globe. The central event takes place during Valentine's Day week in the Kaka'ako district of Honolulu, and brings over a hundred international and local artist together to create murals and other forms of art.

PROJECT DESCRIPTION/HISTORY

1. DESCRIPTION OF PROPOSED PROJECT: Provide an overview of the proposed project to be carried out. Provide a work plan describing the activities/tasks you will undertake to implement the project.

GAX and POW! WOW! will produce a two-part event comprised of POW! WOW! Guam and the 10th Guam Art Exhibit show. "POW! WOW! Guam" will create a series of public murals throughout Guam featuring the talent of world-renown artists provided by POW! WOW!. GAX 10 will host a gallery show featuring the best of our local talent and visiting artists. Additionally, the event will provide a series of educational events including workshops, educational demonstrations, and public talks by local and visiting artists. The educational component of the event hopes to be greatly informative and inspirational for all those involved.

2. GOALS AND OBJECTIVES: Describe the goals and objectives for the project. What will the project accomplish? How will the project meet the objectives of the Program? How will this project contribute positively to visitor expenditures in Guam?

Goal 1 - Beautify the island of Guam and deter vandalism of public spaces

Objective 1.1 - Paint a series of public murals around Guam by local and visiting, world-renown artists.

Objective 1.2 - Provide positive imagery around Guam through public murals that inspire pride and a sense of community ownership

Goal 2 - Provide exposure on an international scale for Guam's local businesses, attractions, culture, and artists

Objective 2.1 - Hold a gallery show for local and visiting artists to showcase their work

Objective 2.2 - Leverage POW! WOW! and GAX's vast network of media partners to promote the event worldwide

Objective 2.3 - Increase visitor traffic to local businesses and attractions by painting works of art on the spaces around them. Above their aesthetic and cultural value, the murals become sightseeing attractions that will draw visitors to explore the surrounding areas.

Objective 2.4 - Provide a fun and personalized experience for distinguished visitors and influencers that they will want to share with their networks. The total number of followers and likes via Instagram, Facebook, and Twitter collected by POW! WOW!'s artist network adds up to 1,676,600. Creating an experience tailored to their interests will allow our guests to share authentic and effective impressions of Guam through POW! WOW!'s extensive social media base.

Goal 3 - Create meaningful connections and conversations between local artists, visiting artists, the local community, and patrons of the event

Objective 3.1 - Provide events for artists at all levels in their career to meet and socialize with world-renown artists

Objective 3.2 - Facilitate artistic collaboration between local and visiting artists on mural projects

Goal 4 - Establish Guam as a desirable location for world-class events and as an artistic hub in the Pacific.

Objective 4.1 - Make a lasting impression on visitors through POW! WOW! Guam and GAX 10 that demonstrates the value of holding events on Guam. High-growth businesses, high-skill creative workers and visitors tend to choose areas rich in civic and cultural amenities. This project will create an exciting, islandwide experience for visitors.

Objective 4.2 - Create an impression on our visitors that Guam promotes the arts and welcomes art in diverse forms and expressions.

Visitor Expenditures:

Festivals such as POW! WOW! are not just reaching local audiences and as a result they create substantial economic impact opportunities for the respective cities it is held in. A large festival like Outside Lands and SXSW (a POW! WOW! partner) bring in over $50 million per year into the local economy. While smaller festivals like the Newport Jazz Festival can bring in over $5 million per year. While calculations are still being finalized, initial numbers show that POW! WOW! generated hundreds of hotel bookings and as a result pumped hundreds of thousands of dollars into the local economy. With expected crowds of over 10,000 on major event days, many that have come in from outside of the regions

3. TARGET AUDIENCE: Describe your target audience(s). How will you reach your targeted audience? Include a schedule of all promotional and advertising activities, if applicable.

POW! WOW! can reach millions of people through our digital marketing platforms and engaged media partners. POW! WOW! draws tens of thousands of people from near and far for thier flagship Hawaii event. With the unique ability to tap into networks beyond their own, such as that of their expansive list of partners and participants, POW! WOW! is able to reach a wide and diverse audience over multiple platforms. There is no denying the power of digital influence, and POW! WOW! has both organic reach as well as paid reach through powerful media channels and outlets. Some of POW! WOW!'s media partners include The Huffington Post, Juxtapoz, Complex, Hypebeast, Highsnobiety, and many more.

4. COMMUNITY SUPPORT AND INVOLVEMENT: What is the need in the community for this project? Is there community support? What is the value to the community? Identify all entities that support or are directly involved in this project.

We plan to have community engagement with the general public as well as our sponsors and their customers/ fanbases with signature events during the duration of the larger Pow Wow and Gax Festival such as live musical performances, community lectures, art demonstrations, live paiting and drawing, spoken word, performance art and fashion. Gax has prided itself in having hosted many of these events in the past in support of the artistic community.

We have had the blessing of support from Guam's artistic community along with financial and in-kind support from many of Guam's most prominent businesses. Including hotels, food and beverage, telecom, Auto Dealerships, Governmental agencies and more.

We are currently in the process of fundraising and solicitation for GAX 10 and Pow Wow Guam, but as of this applications we have been working with the Governor's office and the Island Beautification Task Force (IBTF) to facilitate walls and resources with production under Calyspo Group and with support of our Pretsident Jude Baker of Tanota Realty (the Outrigger, Bayview Hotel, Dusit Thani) with regards to lodging of off island artists and our team of GAX volunteers. We are confident that we will receive the continued support of Guam's private businesses as well as Governmental agencies.

5. PROJECT SUSTAINABILITY: Describe how the project will be sustained on an ongoing basis.

The benefits of POW! WOW! Guam and GAX 10 are likely to be a more beautiful community setting around Guam which will increase the attractiveness of areas to tourists, businesses, and investors. Not only will the community image and status improve but a sense of pride and ownership comes from seeing this positive imagery. Promoting the arts through these murals in public places throughout Guam will foster a creative milestone for positive growth and actualization of potential and well help project Guam as a creative, modern destination.

PROJECT IMPACT

1. BENEFITS AND OUTCOMES: What do you expect to be the benefits and outcomes of the project? Explain in detail.

The benefits of POW! WOW! Guatm and GAX 10 are a more beautiful community setting around Guam which will increase the attractiveness of areas to tourists, businesses, and investors. Not only will the community image and status improve but a sense of pride and ownership comes from seeing this positive imagery. Promoting the arts through these murals in public places throughout Guam will foster a creative milieu for positive growth and actualization of potential.

The expected outcomes of this project are an increase of involvement in the arts in Guam, a greater foundation for the GAX organization to grow and promote Guam's artistic talent (locally and internationally), and increased spending in the surrounding businesses of the public murals created from POW! WOW! Guam.

2. INDICATORS: Specify the indicators you will use to evaluate the project/event, and identify the target(s) you hope to achieve.

ATTACHMENT A
Page 2

Indicator 1	FY2012 Actual	FY2013 Actual	FY2014 Estimate/Projection
Total Number of attendees (including participants) to project	2,000+	2,000+	4,000+
Number of attendees/participants from off-island	200	200	200-500
Number of first-time versus repeat visitors	150	150	300
Number of responses & inquiries resulting from advertising & promotional activities			
Number of responses & inquiries resulting from a webpage, if applicable			
Economic impact of the project on-site (include formula used to calculate impact)			
Economic impact of the project (include formula used to calculate impact)			
Number of impressions categorized by type of media	100,000 Social + traditional media	40,000 Social + traditional media	539,799,000 Utilizing Pow Wow worldwide Media Partners In Traditional and Social Media
Estimated dollar value of media coverage categorized by type of media, if applicable	$8k Local Tv, TVC, Radio, Print Social Media	$8k Local Tv, TVC, Radio, Print Social Media	$50k-$100k Local Tv, TVC, Radio, Print, Social Media
Other indicator (please specify)			
Other indicator (please specify)			
Other indicator (please specify)			

ATTACHMENT A
Page 3

MEDIA EXPOSURE (Maximum One Page)

1. What types of marketing or media buys have you conducted in the market where most of your participants come from?

2. What type of media exposures do you expect to receive? List all media in the appropriate boxes below:

SAMPLE - FOR THE MONTH OF [Indicate Month and Year]

DAILY PUBLICATION

NO.	MEDIA	ISSUE/ON AIR DATE	CIRCULATION / RATING	SIZE/TIME cm1col/p	TYPE OF MEDIA	COVERAGE	CONTENTS	MEDIA EXPOSURE VALUE (US$)
1.	PDN		2-5 days		print	Island-wide		$2-$4k
2.	POST		2-5 days		print	island-wide		$2-$4k
3.								

WEEKLY PUBLICATION

NO.	MEDIA	ISSUE/ON AIR DATE	CIRCULATION / RATING	SIZE/TIME cm1col/p	TYPE OF MEDIA	COVERAGE	CONTENTS	MEDIA EXPOSURE VALUE (US$)
1.								
2.								
3.								

1. All previous media buys for previous GAX shows were conducted on island only but with the reach of Pow Wow we have a larger global reach.

2. Media Exposures for Pow Wow Guam and GAX 10 will include Local TVC, Print and Social Media reach combined with Pow Wow's Media Partners with an estimated reach of 539,799,000.

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MONTHLY PUBLICATION

NO.	MEDIA	ISSUE/ON AIR DATE	CIRCULATION / RATING	SIZE/TIME cm1col/p	TYPE OF MEDIA	COVERAGE	CONTENTS	MEDIA EXPOSURE VALUE (US$)
1.	Uno		2 mo		print		Event Coverage	$1k
2.								
3.								

TV PUBLICATION

	NO.	MEDIA	ISSUE/ON AIR DATE	CIRCULATION / RATING	SIZE/TIME cm1col/p	TYPE OF MEDIA	COVERAGE	CONTENTS	MEDIA EXPOSURE VALUE (US$)
Telecom Partners	Kuam/Sorenson			1 Mo		TV		Interviews	$2k
	Gta/Docomo			1 Mo		TVC		commercial	$2k
	3.								

RADIO PUBLICATION

NO.	MEDIA	ISSUE/ON AIR DATE	CIRCULATION / RATING	SIZE/TIME cm1col/p	TYPE OF MEDIA	COVERAGE	CONTENTS	MEDIA EXPOSURE VALUE (US$)
	Kuam		1 Mo		Radio		Interviews	$1k
Kuam/Sorenson								
3.								

Pow Wow Global Media Partners

TOTAL MEDIA EXPOSURE VALUE: $

NO.	MEDIA	ISSUE/ON AIR DATE	CIRCULATION / RATING	SIZE/TIME cm1col/p	TYPE OF MEDIA	COVERAGE	CONTENTS	MEDIA EXPOSURE VALUE (US$)
Traditional and Social						539,799,000.		$100
2.								
3.								

Total Media Exposure Value
Over $100k

ATTACHMENT B

PROJECT BUDGET

1. Provide a detailed budget of the project to include expenditures, revenues, in-kind contributions anticipated, logistical costs, potential vendors, community volunteers, paid staff members and all community groups involved. Indicate how much financial assistance you are requesting for and how you plan to utilize the funds.

   Detailed Budget

   - Proposed Expenditures (Expenses)
   - Proposed Cash Resources (Revenue)
   - Amount of In-Kind [In-kind means dollar value of contributions, which may be in the form of labor, products, services, etc.; Describe the in-kind and the source of contribution]
   - Matching Requirements – Total Applicant Cash and Cash Revenues equals Matching Resources. Matching resources must be equal to or greater than total amount requested from GVB.
   - Total Budget should include:
     Total Applicant Cash Contribution
     Financial Assistance from GVB
     Total Cash Revenues
     Total Amount of In-Kind
     Total Cost of Project

2. From what other funding sources have you sought support for this project and what is the status of those requests?

3. What are the plans for future expansion and continued funding?

4. Is the applicant controlled by, related to, connected with or sponsored by another organization? If yes, identify the organization, purpose and explain the relationship.

SAMPLE – PROPOSED BUDGET

Income

Item	Cash from Applicant	Cash from other Sources	In-Kind Contribution	Cash from GVB	Total
Total Income					

Expenses

Item	Cash from Applicant	Cash from other Sources	In-Kind Contribution	Cash from GVB	Total
Total Expenses					

PROJECT BUDGET (contd.)

1.) -- Proposed Expenditures (expenses)

• Airline Flights for 8 artists @ $2k each		$16k
• Media, TVC production, Event Production Calypso =		$5k
• Cost of GAX 10 and Pow Wow		
Staffing -	$3k	
Materials-	$5k	
Production Costs / Artists Fees	$8k	
GAX and Pow Wow Sub total ---		$16k
• Boom Lift Rentals x 6 - 2,200k each -		$13,200
		Total Expenses $50,200

-- Proposed Cash Resources (Revenue)
Sponsorship Target Fundraising Goal

- Cash from GVB -	$15k
- Fundraising goal from private business	$40k
	Total Resources $55k

-

-- Amount In Kind

- Art Supplies from on and off island sponsors	$6k
- Hotel Stay	$8k
- Calypso In-kind Production / sweat equity	$15k
- Walls for murals / Wall Prep	$ 5k
- Artists / Muralists Fees	$ 80k
	Total In-kind 114k

-- Matching Requirements

Calculated using sweat equity, production costs, in-kind contributions from GAX and Pow Wow resources, including hotel stays for Artists and Artist Mural Fees, and art supplies.

PROJECT BUDGET (contd.)

2.) Funding Sources -

- Private Sector - We are currently in talks with our last sponsors from the previous GAX show having offered them first right of refusal. We will also be targeting new sponsors and reach out to them to meet our fundraising goal of $40k

.

- In Kind - We have begun allocation of walls, prep and sponsorship and prep of both private and Gov Guam walls in conjunction with the IBTF (Island Beautification Task Force). We are currently negotiating with the POW WOW partners for

3.) Future Expansion -

- Gax will continue to work towards its goals of creating community events, fostering the young developing artists and showcasing Guam as a Creative gem in the pacific. Achieving GAX and POW WOW Guam well help further our reputation for high quality and exciting events on Guam and will help us to do greater things into the future.

4.) Applicant -

GAX (the Guam Art eXhibit) is working in conjunction with its producing partner Calypso group and with off island arts organization, Pow Wow Hawaii to produce this event.

Attachment C

(Organization's Letterhead)

SAMPLE - CORPORATE RESOLUTION

I, **(Name)** Joshua Agerstrand, **(Title)** Director and Curator of **(Organization Name)** GAX (Guam Art eXhibit) do hereby certify that the following is full, true and correct copy of a Resolution duly adopted by the Board of Directors of said Corporation, at its meeting duly called at **(Location & Address)** _____, on the 10 day of **(Month)** January, 20 17, at which a quorum was present and acting throughout; and that said Resolution has not been modified, amended or rescinded and continues in full force and effect.

RESOLVED that the person(s) holding position(s) of **(Name of Position(s)** Director and Curator, is/are hereby authorized to execute on behalf of the Corporation any bid, proposal, application or contract for services performed by the Corporation.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the corporation seal of said **(Organization)** GAX (Guam Art eXhibit), this 10 day of **(Month)** January, 2017.

GAX CURATOR + DIRECTOR

Signature & Title*

***Note:** The Corporate Resolution is usually certified and signed by the secretary of the organization.

Certified By

Print Name _____ Title _____

Signature _____ Date _____

EDDIE BAZA CALVO
Governor

RAY TENORIO
Lieutenant Governor

Office of the Governor of Guam

December 23, 2016

Calypso Group
181 East Marine Corp Drive
Suite 210, Carl Rose Plaza
Hagåtña, Guam 96910

To Whom It May Concern:

Hafa Adai! I am writing this letter to express my support for POW! WOW! and GAX 10's work to bring an international celebration of art to Guam. POW! WOW! and GAX 10's mission to beautify, educate and bring people together through music and art is inspiring and I believe it will reinvigorate beautification through art on our island.

As the Chairman of the Islandwide Beautification Task Force, I have always felt the importance of volunteers gaining pride through the work they do. One of the ways the IBTF does this is by encouraging residents to beautify through art – whether it is painting original designs on a bus stop or a wall. Overall, we have the same missions - to beautify communities.

I am confident that POW! WOW! and GAX 10 will greatly benefit our community by showcasing the arts and beautifying our home. My staff at the IBTF and I are pleased and excited to be a part of this event. On behalf of Governor Eddie Baza Calvo, myself, and the people of Guam, thank you so much for allowing Guam to take part in this international endeavor.

Sincerely,

RAY TENORIO
Lieutenant Governor of Guam









Ricardo J. Bordallo Governor's Complex • Adelup, Guam 96910
Tel: (671) 472-8931 • Fax: (671) 477-4826 • governor.guam.gov • calendar.guam.gov

Exhibit "G"

Current Goals & Objectives

- To enhance Guam's image as a sports tourism destination
- To support projects or individuals which serve to sustain our image as a safe sports tourism destination
- To encourage marketable sports activities within the industry in conjunction with GVB's overall mission.
- To raise Guam's level of competition for international sporting events
- Research and identify Guam's marketable sports assets
- Generate awareness through national and international media exposure.
- Attract visitors to Guam as participants and spectators of sporting events
- Focus and award grants and aid to sports tourism, health and wellness programs/ activities and events that meet our goals and support our mission.
- Set and carry out the Sports Tourism Committee's budget.

Vision 2020

1. Improve Quality & Yield
2. Grow Arrivals and Diversity
3. Add High-End Hotel Rooms, Incentivize Reinvestment
4. Focus on MICE
5. Promote the Chamorro Culture
6. Extend Average Length of Stay
7. Promote Our Unique Attractions
8. Extend Tourism Beyond Tumon

Proposed Goals and Objectives

1. Support sustainable events that generate a positive ROI, measurable through oversee participants.
2. Grow participant arrivals and diversity through unique and enticing events.
3. Increase visitor average length of stay by supporting events that encompass longer itineraries through multiple activities and incentives.
4. Incorporate Guam's warm Hafa Adai spirit and unique culture into every event
5. Generate national and international exposure by elevating digital media.
6. Oversee the Sports and Events Committee budget and allocate funds accordingly in the best interest of Guam's tourism industry and local community.

Return on Investment

1. Average stay: 3 days
2. On Island Expenditures (FY16 Data Aggregation)
    - $442.27: overall mean average per person on island expenditures
    - $151.03 per day
3. Algorithm
    - Travel Motivation: Event
        - Expense/ $442= Number of oversee visitor attendees
    - Travel Motivation: Non Event (Added Value)
        - Expense/ $151.03= Number of oversee visitor attendees

Exhibit "H"

Park Fitness Equipment:

Gov. Joseph F. Flores Memorial Beach **Park** (Ypao) & War in the Pacific National Park (Asan)

I. **Pull Up Bars**



II. **Plyometric Box**



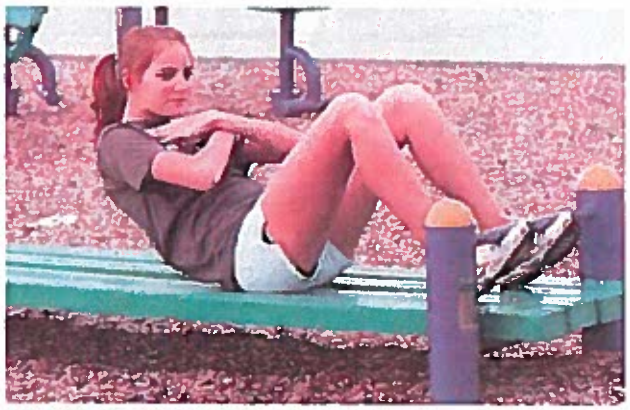


III. **Body Curl Station**



IV. **Sit-up Bench**





V. **The Pommel Horse**



GCMC MEMBERS IN ATTENDANCE: Samuel Shinohara, Charlene Chen, Stephen Gatewood, Letitia Law-Byerly, Soohyun Lee, Echo Man, Mitsue Nakamura, Simon Odoca, Neil Urbano, Ziteng Liu

GCMC MEMBERS OFF-ISLAND: Joann Camacho, Sunardi Li

GCMC OBSERVERS: Milton Morinaga, Olga Tonkikh

GVB: Brian Borja, Russell Ocampo, Nadine Leon Guerrero, Elaine Pangelinan, Ana Cid-Cruz, Nico Fujikawa

I. CALL TO ORDER

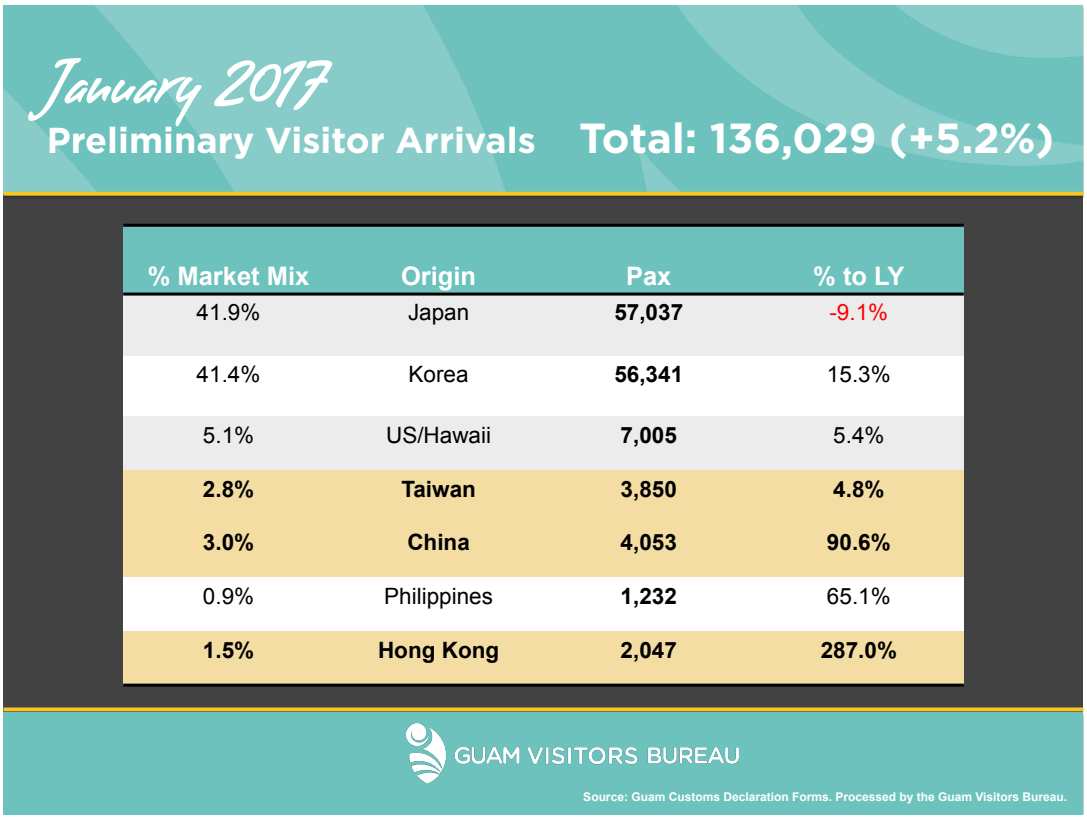
Chairman Sam Shinohara called the meeting to order at 11:00AM

II. REPORT OF THE CHAIRMAN

This being the first meeting as new Chairman, Mr. Shinohara called for introductions of all members present and welcomed all.

III. REPORT OF GVB MANAGEMENT

- Visitor Arrivals Update



% Market Mix	Origin	Pax	% to LY
41.9%	Japan	**57,037**	-9.1%
41.4%	Korea	**56,341**	15.3%
5.1%	US/Hawaii	**7,005**	5.4%
2.8%	**Taiwan**	**3,850**	**4.8%**
3.0%	**China**	**4,053**	**90.6%**
0.9%	Philippines	**1,232**	65.1%
1.5%	**Hong Kong**	**2,047**	**287.0%**

Fiscal Year 2017

October 2016 -January 2017 **Total: 526,958 (+6.3%)**

% Market Mix	Origin	Pax	% to LY
45.3%	Japan	**238,637**	-5.1%
39.5%	Korea	**208,340**	18.8%
4.7%	US/Hawaii	**24,906**	5.7%
2.6%	**Taiwan**	**13,571**	**6.8%**
1.8%	**China**	**9,440**	**39.4%**
1.6%	Philippines	**8,259**	71.3%
1.1%	**Hong Kong**	**5,545**	**81.9%**

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Mouth to Date 2017

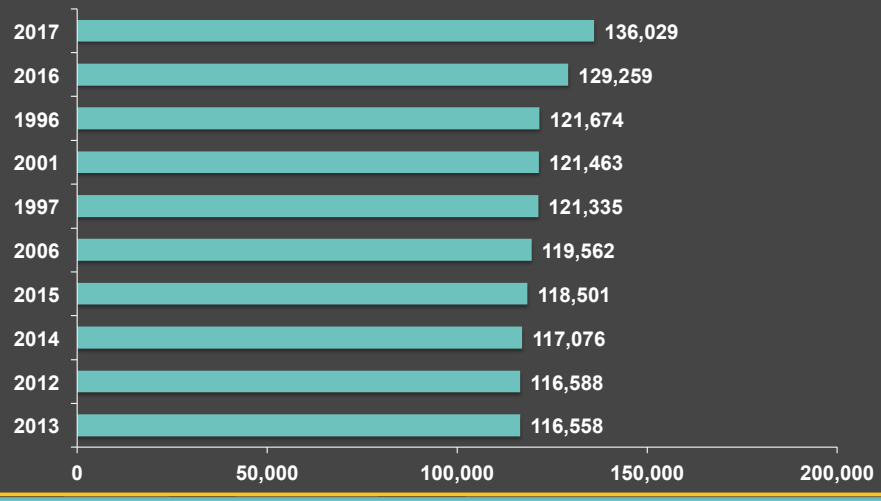
Feb 1 - 8, 2017..... **Total: 33,869 (-5.9%)**

% Market Mix	Origin	Pax	% to LY
41.2%	Japan	13,970	-20.2%
40.8%	Korea	13,824	16.0%
4.5%	US/Hawaii	1,532	4.7%
4.8%	**Taiwan**	**1,622**	**-6.1%**
3.7%	**China**	**1,258**	**-41.7%**
1.1%	Philippines	371	70.2%
1.4%	**Hong Kong**	**458**	**69.6%**

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Top January Arrivals



GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Chinese Visitor Profile

MARITAL STATUS
SINGLE : 81%
MARRIED : 19%

AVERAGE AGE
36 YRS.

LENGTH OF STAY
4 + NIGHTS : 45%
3 NIGHTS : 30%
1-2 NIGHTS : 26%

TRIPS TO GUAM
FIRST TRIP : 90%
REPEAT VISITOR : 10%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Chinese Visitor Profile

TRAVEL MOTIVATIONS:
NATURAL ISLAND BEAUTY AND BEACHES: 75%
TRAVEL TIME : 48%
RELAXATION : 44%

TRAVEL PLANNING
FREE-TIME PACKAGE TOURS : 64%
FIT TRAVELER : 29%
FULL TOUR PACKAGE : 3%

PREPAID EXPENDITURES :
$1578.73/PERSON

ON-ISLAND EXPENDITURES :
$998.94/PERSON

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Taiwan Visitor Profile

MARITAL STATUS
SINGLE : 48%
MARRIED : 52%

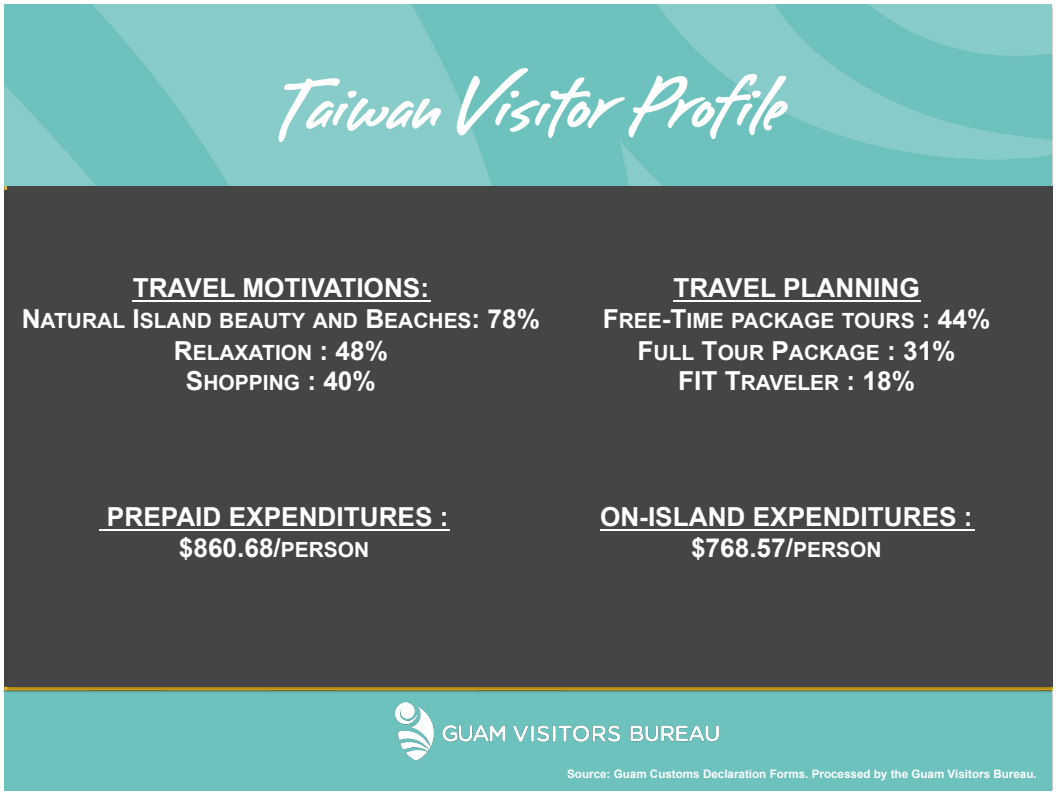
AVERAGE AGE
33 YRS.

LENGTH OF STAY
4 + NIGHTS : 58%
3 NIGHTS : 40%
1-2 NIGHTS : 2%

TRIPS TO GUAM
FIRST TRIP : 83%
REPEAT VISITOR : 17%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.



IV. Greater China Marketing News

- Hong Kong
  - 3-Month Visitor Forecast



3 Month Visitor Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
Feb	1,227	682	+180%	5882	2,822	108%
Mar	1652	944	+175%	5882	2,822	108%
Apr	897	598	+150%	5885	2,822	108%

Air Capacity HKG - GUM					
February		March		April	
Airline	United	**Airline**	United	**Airline**	United
Aircraft	Boeing 737-800	**Aircraft**	Boeing 737-800	**Aircraft**	Boeing 737-800
Seats	2822	**Seats**	2822	**Seats**	2822
Airline	HK Express	**Airline**	HK Express	**Airline**	HK Express
Aircraft	Airbus 320	**Aircraft**	Airbus 320	**Aircraft**	Airbus 320
Seats	3060	**Seats**	3060	**Seats**	3060

Discussion:

- Numbers for HK arrivals has spiked because of the new LCC, but a lot of the passengers are from Southern Mainland China and not just HK SAR passport holders, yet data doesn't seem to capture those China nationals.
- Director of Tourism Research, Ms. Cid clarified that the Guam Customs Form does not record point of origin but it does ask for travelers place of residence. This is the first time Research has heard of this and commented that it will still be interesting to call the question and look at the forms again to see if it is translated correctly.
  - In addition, Research will track back to HK Express passengers arrival forms and try to source where the passengers are actually coming from. *Info could be available by next GCMC meeting.*

- 86th HK Wedding Fair | February 10-12, 2017

Hong Kong Marketing News

VISIT GUAM 2017 YEAR OF LOVE

86th HK Wedding Fair | February 10-12, 2017



- Partnership with HK wedding companies
- In-booth and main stage promotions
- Free space for wedding partners
- Miss Guam & Mister Guam will help promote





❖ Taiwan
- 3-Month Visitor Forecast

Taiwan Marketing News

3 month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
February♪	3,987	4,683	-14.9%	5,695	5,854	-2.7%
March♪	4,308	3,540	21.6%	6,155	5,058	21.6%
April♪	4,308	3,721	15.8%	6,155	4.651	32.3%

Flights

February
Taipei
- China Airlines : 5 per week = 3,255
(B737-800,738)
- EVA Airways : 2 per week = 2,440
(A330-200,332 & A330-300, 333)

Total 5,695

March
Taipei
- China Airlines : 5 per week = 3,410
(B737-800,738)
- EVA Airways : 2 per week = 2,745
(A330-200,332 & A330-300, 333)

Total 6,155

April
Taipei
- China Airlines : 5 per week = 3,410
(B737-800,738)
- EVA Airways : 2 per week = 2,745
(A330-200,332 & A330-300, 333)

Total 6,155

- ✓ CI had 2 CNY charters departing on Jan. 27 (arrives on Jan. 28) & 31st (arrives on Feb.1). Both were 6D4N night flight. The 1st charter was Airbus A330 with 305 seats , the 2nd one was B737-800,738 with 155 seats.
- ✓ Since 2016 CNY Holiday was in Feb., and 2017 CNY will start from Jan., there is a decrease in Feb. when comparing to the same period in 2016
- ✓ EVA Air changed the aircraft to Guam since Jan. 16, 2017, replacing the Hello Kitty jet /Airbus A330-200 (332) with Airbus A330-300 (333). The seat capacity will be changed from 252 to around 305 then. However, EVA Air switched Guam flight to codeshare flight with Singapore Air since Dec. 12. Regarded as the trade secret, EVA Air declined to share how many seats for Guam, which may affect the accuracy of seat forecast.

- Love Guam Photography Exhibition
- SGeF Promotion

Taiwan Marketing News

Love Guam Photography Exhibition

- Date: Nov-Jan
- To be consistent with the annual theme "Year of Love", GVB Taiwan held a competition in November, collecting nice photos & stories on GVB Taiwan official account Instagram & FB fan page with "Love Guam" theme. GVB Taiwan chose the top 10 first, and invited users to participate in the voting online. The top 3 who got the most "Likes" on fan page and IG were the winner, and their works were displayed on the Eslite Art Wall in January, 2017, together with photos provided by GVB Taiwan and photographers who participated in previous Fam Tour.
- Attracted 250 participants and received around 10,000 "Likes" in the online voting.



Love Guam Photography Exhibition on Eslite Art Wall

SGeF promotion

- Date: Dec-Jan
- Arranged the advertisement on Eslite escalator & FB fan page to promote the SGeF APP download
- Issued PR
- Announced the incentive program for agents in the trade year end party and continuously updating the top 3 to encourage agents
- China Airlines promoted the SGeF app in their weekly media gathering on Jan. 19.



Announced the incentive program for TAs at trade Year End Party

- UGM Promotion

Taiwan Marketing News

UGM promotion

- Date: December-February
- Co-op with Mizuno for a cross-industrial marketing program, providing 2 UAGM tour packages for their promotion. Mizuno provided hat for all Taiwanese runners & racing shoes as incentive for registrants purchasing UAGM package departing on 5th Apr & 8th Apr.
- Held a media briefing with Taiwan R.O.C. Association of Ultrarunners on Dec 15th to officially announce the UGM event and generate intense media exposures
- Participated in the most iconic marathon Expo in Taiwan, Marathon Expo for the 2016 Taipei Marathon during Dec. 15- 17
- Will participate in Kaohsiung Marathon EXPO on Feb. 12th to promote UAGM



Participated in Taipei Marathon EXPO

❖ China

- 3-Month Visitor Forecast

China Marketing News

VISIT GUAM 2017 YEAR OF LOVE

3 Month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
February	2440	6380	-61.8%	4468	Estimated 7379	-39.4%
March	1778	1380	28.8%	4446	4014	10.8%
April	2000	1611	24.2%	4446	4656	-4.5%

February

Shanghai UA : 2 flights per week =944 (B737-700)

Nationwide
KE, estimated 2000 seats per month (A330-300)
Beijing
-UA, 1 charter flights, estimated 140 seats

Hong Kong
-UA:4 flights per week=664 (A737-88)
-UO:4 flights per week=720 (A320)

March

Shanghai UA : 2 flights per week =1062 (B737-700)

Nationwide
KE, estimated 2000 seats per month (A330-300)

Hong Kong
-UA:4 flights per week=664 (A737-88)
-UO:4 flights per week=720 (A320)

April

Shanghai UA : 2 flights per week =1062 (B737-700)

Nationwide
KE, estimated 2000 seats per month (A330-300)

Hong Kong
-UA:4 flights per week=664 (A737-88)
-UO:4 flights per week=720 (A320)

- China Sales Mission 2017: Beijing, Shanghai, Hangzhou & Guangzhou

China Marketing News

VISIT GUAM 2017 YEAR OF LOVE

China Sales Mission 2017

- Focus in Beijing, Shanghai, Hangzhou & Guangzhou
- Over 10 Guam suppliers are confirmed to participate
- Participation by respective US Embassy & Consulate Office representatives
- One-to-one table talks with VIP buyers
- Guam suppliers will have presentation time to China trade reps





- Marketing Promotion with Ctrip

China Marketing News

VISIT GUAM 2017 YEAR OF LOVE

Marketing Promotion with Ctrip

- **Investment: Year round Marketing Funding USD 100,000**
- **Created Wechat Post on Spring Festival theme released on Dec 30, 2016**
- **Created Weibo Post on Spring Festival Theme and released on Jan 3, 2017**

Sales Incentive Cooperation – Q3
Incentive funding USD 75,000
(USD 25,000 for Q3)

Description	Q2 Oct-Dec
2015 Historical Arrivals	525
2016 goal of 100% growth of previous year	1050
Actual Performance	1495



- Joint Promotion with Spring Tour

China Marketing News

VISIT GUAM 2017 YEAR OF LOVE

Joint Promotion with Spring Tour

- **Dates: 2016 Sept-Dec**
- **Investment: USD 8,020 (Based on sales performance)**
- **Online Promotion: Livestream Broadcast on Alitrip and 8 wechat posts**
- **Offline Promotion including chain store ad and VIP activities**
- **Provided promotional discount to consumers**
- **Output: 401 Pax**









- Brand USA Hangzhou Training Seminar

China Marketing News

Brand USA training seminar - Hangzhou

- **Dates: 14 Dec, 2016**
- **Investment: USD 800**
- **Introduced SGeF, VG2017 Plan and MICE information to over 60 trade partners through one-on-one discussion**
- **To promote and increase awareness of Guam, as the closest U.S. destination from China**



- In-house Training: America International Travel Service

China Marketing News

In-house training- America International Travel Service

- **Dates: 15 Dec, 2016**
- **Eve Zhou, trade manager of Shanghai office, made a presentation to introduce Guam and events and activities on Guam**
- **30 operators from AITS joined the training.**



- Brand USA Suzhou Training Seminar

China Marketing News

Brand USA training seminar - Suzhou

- **Dates: 16 Dec, 2016**
- **Investment: USD 800**
- **Introduced SGeF, VG2017 Plan and MICE information to over 100 trade partners through presentation**
- **To promote and increase awareness of Guam, as the closest U.S. destination from China**



- Shanghai Quarterly Media Gathering

China Marketing News

Shanghai Quarterly Media Gathering

- **Dates: 20 Dec, 2016**
- **Played 2017 Visit Guam Video**
- **Released the news about SGeF**
- **Made a 30-minute presentation about Guam, recommended tourism resources and 2017 events and festivals.**
- **Offered latest materials like pictures and videos.**
- **Had free talk with media and got to know their needs, would offer them more materials and recommend theme products.**
- **Arranged Gingerbread House making class as well as Guam featured cookie making contest.**

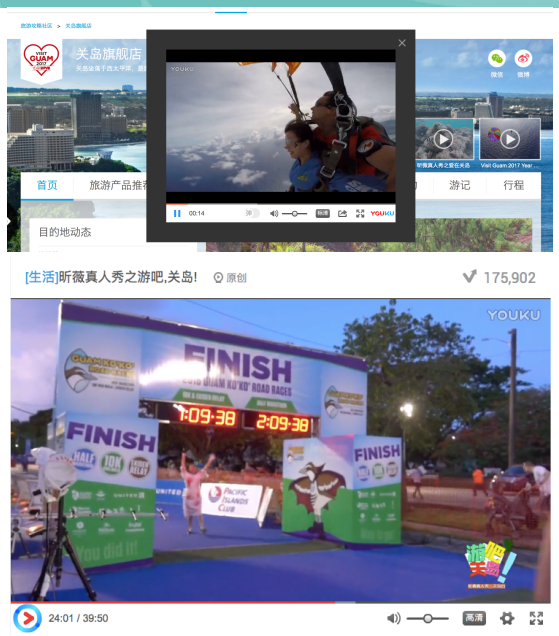


- Video Campaign with ViVi Super Idol Talent Show

China Marketing News

Video Campaign with ViVi Super Idol Talent Show

- **Dates: 2016 Oct-Dec**
- **Investment: USD 59,900**
- **The final video was launched on Youku on Jan 5 and has earned 175,902 views.**
- **Ctrip has launched and promoted ViVi Guam Travel Product.**
- **One page of ad on Jan and Feb issue of ViVi magazine, monthly circulation 400,000**



- Beijing Quarterly Media Gathering

China Marketing News

Media Gathering in Beijing

- **Dates: Jan 19, 2017**
- **Investment: USD 400**
- **4 key media and 2 KOLs were invited to the media gathering in Beijing. The media include China Daily, Travel Weekly, Travelers and Mogu. The 2 KOLs are Zhang San and Geng Yue.**
- **During the gathering, the media were educated about the promotion theme and signature events in FY2017.**



- Coast The 2016 Annual Awards Ceremony

China Marketing News

Coast The 2016 Annual Awards Ceremony

- **Dates: 2017 Jan. 20**
- **Investment: Marketing collaterals**
- **GVB Guangzhou attend the event of #Coast The 2016 Annual Awards Ceremony#**
- **Over 300 Key Tour Operators and Airlines participated from Southern China Market to attend this event.**
- **The local Newspaper and TV Media and Representative China office for Overseas Visitor Bureau were invited , GVB was one of it .**
- **GVB Guangzhou build up relationship with the participates.**





V. NEW BUSINESS

❖ Taiwan
- Chamorro Culture Promotion

Taiwan Marketing News

Chamorro Culture Promotion

- Date: 29th Mar - 8th Apr.
- The 1st GCDA was held in August, 2016 as a result of the 777 Club's pursuit and affection for Chamorro artistry, there were more than 30 members who participated in the tutorial. 777 Chamorro Club started from 19th Sep. 2016, in which the seeded teacher Tina taught Chamorro dance to their students (around 30 in total).
- 777 Chamorro Club Teacher Tina hoped to explore and experience more Chamorro culture and learn more Chamorro dance, so that she can understand and promote Chamorro culture & dance comprehensively.
- Arrange Fam tour for teacher Tina and another assistant teacher to help them to explore and experience more Chamorro culture and learn Chamorro dance with Master Frank, which will help them promote Chamorro culture.

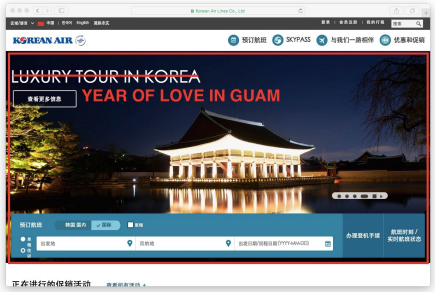
❖ China

- Korean Air Joint Promotion

China Marketing News

Joint Promotion with Korean Air-FY2017

- **Dates: Mar 1-Aug 30, 2017**
- **Investment: USD 12,800**
- **GVB China, partnered with Korean Air, will promote China-Guam air tickets from March to August, as well as Guam Marathon and BBQ Block Party, the 2 GVB signature events in between, to target FIT travelers. During the campaign, we will conduct all promotions on KE website, KE APP, KE and GVB social media.**
- **GVB China and Korean Air will conduct KE Boarding Pass event. For anyone with China-Incheon and Incheon-Guam boarding pass, we will provide special "Year of Love" gifts.**

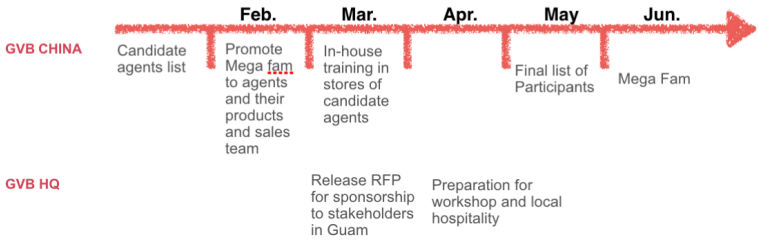


- Travel Trade Mega FAM Tour 2017

China Marketing News

Mega FAM-FY2017

- **Dates: Mar 1-Aug 30, 2017**
- **FAM Dates: June 4~8, 2017 (TBC)**
- **Investment: USD 62,000**
- **Profile of Participants: 30 sales staff from key tour operators or product managers from top OTAs.**
- **China Market Workshop: Half-day workshop and welcome dinner for intimate conversation between participants and GVB members on the first day. During the workshop, GVB members will have the opportunity to meet directly with the Chinese buyers consisting of frontline sales and product managers. GVB members would give a presentation in turn. Then followed up with free talk.**



VI. ANOUNCEMENT

- Love Light Park



- GCMC Meeting Dates
  It was agreed meeting dates would remain every 2nd Friday of each month.

VII. ADJOURNMENT

Meeting adjourned at 11:52AM

Minutes Prepared By:

Prepared by: _____
Marketing Coordinator

Minutes Reviewed By:

Reviewed by: _____
Marketing Manager, China

Reviewed by: _____
Marketing Manager, Taiwan/Hong Kong

Approved by: _____
Director of Global Marketing, Acting

EXHIBIT

JAPAN MARKETING COMMITTEE MEETING - TUESDAY, FEBRUARY 14, 2017

JMC MEMBERS PRESENT: Milton Morinaga, Satoru Murata, Kiyoshi Kawano, Toshio Akigami, Jerry White, Dave Duenas, Mike Lee

OFF-ISLAND: Tak Takano

OBSERVERS/GUESTS PRESENT: Akiko Futakami, Shizuyo Okabe, Kazu Atsuta, Kenji Sekine, Koji Nagano, Mark Anderson, Simon Odoca, Chie Takase, Yoshihisa Otani, Hiromi Matsuura, Kimi Passeur, Mari Oshima, Mai Perez, Kenji Sekine, Monte Mesa, Masumi Fujimoto, Shoji Ogawa, Yasu Kawauchi

ABSENT: Mitsunori Takahashi, Akio Tsuna, Suzanne Perez, Mike Lee, Terry Debold, Bill Nault, Yusuke Imazu, Miwa Bravo, Bunichi Yamashita

GVB: Nathan Denight, Nadine Leon Guerrero, Brian Borja, Russell Ocampo, June Sugawara, Ana Cid, Colleen Cabedo,

ADK: Koichi Hoshino, Yumi Yabe

SKYPE:

CALL TO ORDER

The meeting was called to order at 1:35 PM.

APPROVAL OF MINUTES

Motion made by Mr. Murata and seconded by Mr. Nault to approve the minutes of December 13, 2016. Minutes approved.

REPORT OF CHAIRMAN

Chairman Morinaga welcomed everyone to the first JMC meeting for 2017. Some changes were made in the makeup of the committee members. The Vice Chairman will be Mr. Murata of HTM and another Vice Chairman will be Mr. Takano of DFS. New and current members were introduced including Mr. Akigami from PMT, Mr. Mike Lee from Lotte hotel, Mr. Jerry White, Mr. Dave Duenas, Mr. Yasu Kawauchi from GIMCA, Mr. Kawano from Holiday Resort. Other retail and golf reps will be asked to join the next meeting to hear voices from different establishments.

REPORT OF MANAGEMENT

For 2017, we are celebrating Visit Guam 2017 Year of Love. We have the Love Light Park across GVB which we had the opening ceremony last week. We also sent information to our members if they are interested in buying the Year of Love logo in joining this campaign to contact GVB.

Mr. Denight informed the committee members regarding the staff reassignment. Thanked Nadine for overseeing the Japan market for many years. Nadine will be handling the China market and coming in for Japan market will be Brian who handled the China market. June will be staying with the Japan market.

Calendar Year 2016

- January to December 2016 total: 1,535,410
- Japan numbers: 745,691 down 3.5% from LY

January 2017 Preliminary Visitor Arrivals Total: 136,029 (+5.2%)

- Japan numbers: 57,037 down 9.1% from LY

Fiscal Year 2017 October 2016-January 2017 Total: 526,958 (+6/3%)

- Japan numbers: 238,637 down 5.1% from LY

Three Month Forecast

- February is 57,000 down 20.06%
- March is 70,000 down 11.06%
- April is 52,000 up 5.49%

Japan's Seat Capacity - FY2016 vs. FY2017

- FY2016 Total Japan seats: 1,018,046
- FY2016 Japan arrivals: 752,757 (73.9/5 Load Factor)
- FY2017 Forecasted seats: 923,771
- FY2017 Forecasted arrivals: 732,984 (est. 75.5% Load Factor)

Japan Overseas Travelers 2016

- JOT up 5.6% to 17 million in 2016
- December 2016 the number was up 7.9% to 1.4 million
- Outbound travel market has gradually recovered from the longstanding downturn

Competitors Arrival Updates

- Korea from January to November was 2.1 million up 25.2%
- Taiwan from January to November was 1.7 million up 17.2%
- Hawaii from January to November was 1.3 million up 0.9%

Golden Week (GW) Charters Capacity Comparison Update

- 2017: 3,240 total seats in May 2017 = 77,207 seats (China Airline, KE, T'Way, JAL, UA)
- 2016: 3,777 total seats in May 2016 = 78,376 seats (China Airline and KE)
- Charter capacity for GW down 15.3% from LY

DeNA Premium Friday Survey

- Encourages workers in Japan to go home after 3:00 pm
- Survey ranking showed #1 Travel, #2 Stay home, #3 Shopping, #4 Dining out, #5 Watch movie
- Most popular destination ranking showed #1 Taiwan, #2 Korea, #3 Okinawa and #4 Hokkaido
- Guam ranked #6

JAL Hawaii Frequency During Peak Season

- JAL will increase flights to Honolulu from Narita and Osaka
- Five flights daily between Narita and Honolulu and twice daily between Kansai and Honolulu

JAL Promoting Diversity

- Extend mileage benefits to same sex partners
- Expanding JAL Card Family Program allowing members to combine miles from family members

Air Asia X

- Serves Osaka with five weekly flights from Kuala Lumpur
- Launching new four times weekly originating from Kuala Lumpur-Osaka-Honolulu from June 28
- Planned aircraft to use Airbus A-330-300 aircraft with 12 premium seats and 365 economy seats

Marianas Visitors Authority

- Launching new brand image: The Marianas
- Goal: Generate new refreshing image for Northern Mariana Islands
- Tie all the islands together with diverse image

SMS Cormoran

- April 27, 2017 marks the 100th Anniversary of the scuttling
- Seven sailors died when the ship sank and six were buried at the Agana U.S. Navy Cemetery
- Memorialize the event with two wreath laying ceremonies, one at sea and and other one at the cemetery

Guam Tourism Summit

- Summit 1 - March 14-16 (Sapporo, Sendai and Fukuoka)
- Summit 2 - March 21-24 (Tokyo, Nagoya and Osaka)
- Over 30 companies showed interest in joining the summit

- Famous celebrity to join the Tokyo summit

REPORT OF ADK

Report by Mr. Hoshino:

FY2017 PR Current Activities

PR - March
- Minnano News Wonder
- Ohayo Call ABC
- Delta In-flight Magazine
- Even
- Rakuten Golf

PR - April
- Tabifuku
- Marine Diving
- Le SCUBA

Shop Guam FB Ad Campaign (January 5-February 4, 2017)
- Estimated # of click = 6,953 and result - 11,446 (+165%)

Guam Chamorro Dance Academy FB Ad (January 23-February 22, 2017)

Rakuten Campaign
- Goal: Incremental # of visitors: 7,564 (per cost: $9.08)

Marketing Goal
- 760,000 pax revised to 732,000
- 640,000 package/FIT + 120,000 MICE/Group revised to 612,000 Package/FIT + 120,000 MICE/Group

Whole Communication Structure

FY17 Marketing Calendar
- Shifted from TV and conventional media to on-line advertising and PR
- AD Banners (Family, OL, Senior)
- Online Ads Summary
- Online Traffic Flow Image
- Guam Instagram Gift Campaign (March 21- September 2017)
- Strategic Alliance with TripAdvisor
- Guam Quality Image Control System with Getty Images

JTB/HIS Ad Expenditure

JAL/ANA Ad Expenditure

Airline Ad Expenditure

NTO Ad Expenditure

Mr. Mesa asked how many actually went to the travel agent site from the online web ads. Mr. Hoshino responded that the ad just started so the information will be provided at a later report.

2/20/17

GUAM

JMC Meeting
February
FY 17 Plan for Japan Market

ADK

February 14, 2017
ASATSU-DK INC.

GUAM

Current Activities

ADK

FY2017 PR Current Activities

GUAM



ADK

Shop Guam FB Ad Campaign (Jan. 5 – Feb. 4, 2017)

GUAM

Estimated No of click = 6,953 ⇒ Result = 11,446 (+165%)

- Plan

Menu	Period	Device	Estimated IMP	Estimated Click	Estimated CTR
YDN	1 month	SP	4,340,278	1,953	0.045%
GDN	1 month	SP	8,333,333	5,000	0.060%
Total			12,673,611	6,953	0.055%



- Result

Menu	Period	Device	IMP	Click	CTR
YDN	1 month	SP	1,430,748	1,987	0.139%
GDN	1 month	SP	6,097,028	9,459	0.155%
Total			7,527,776	11,446	0.152%

ADK

Result by Creatives

GUAM

Couple version performed the best in terms of CTR among three types.

CR	Period	YDN IMP	YDN Click	YDN CTR	GDN IMP	GDN Click	GDN CTR	Total IMP	Total Click	Total CTR
	1/5-2/4	712,980	937	0.131%	574,453	578	0.101%	1,287,433	1,515	0.118%
	1/5-1/17	366,907	538	0.147%	2,559,544	3,665	0.143%	2,926,451	4,203	0.144%
	1/18-2/4	1,781,605	2,495	0.140%	2,963,031	5,218	0.176%	4,744,640	7,715	0.163%

ADK

Chamorro Dance Academy FB AD (Jan. 23 – Feb.22, 2017)

GUAM

Magazine => On-line announcement

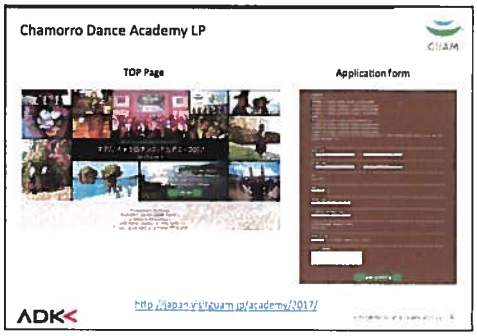


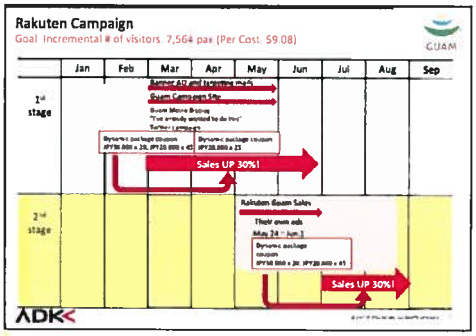
Chamorro dance is based on the tradional dances of Guam's indigenous Chamorro people. Incorporating lively aspects of Spanish influence, Chamorro dance developed as a distinctive culture. Won t you join us to experience the unique rhythms of Chamorro dance? Beginners are welcome!



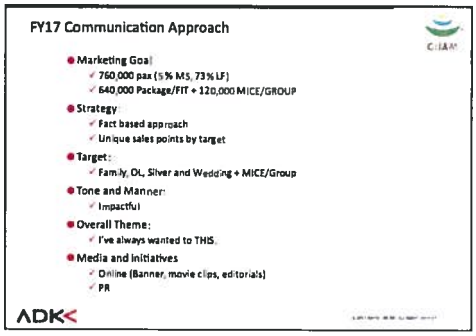
ADK

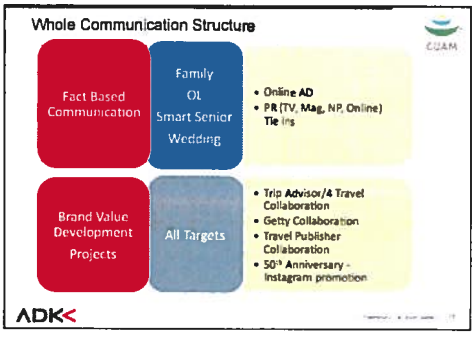
2/20/17

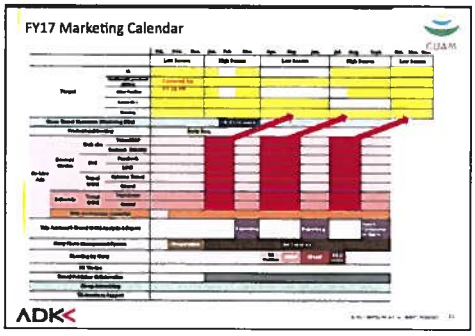

Chamorro Dance Academy LP
TOP Page
Application form
http://japan.visitguam.jp/academy/2017/
ADK


Rakuten Campaign
Goal Incremental # of visitors 7,564 pax (Per Cost $9.08)
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
1st stage
2nd stage
Sales UP 30%!
Sales UP 30%!
ADK


Rakuten Campaign (Under preparation)
Guam
Campaign 2
Campaign 1
ADK

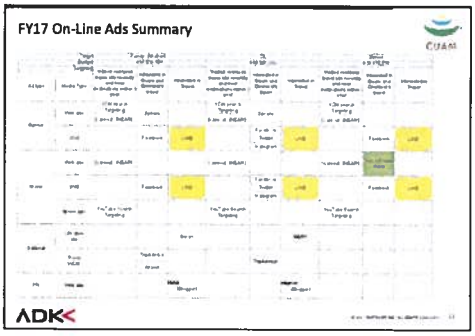

FY17 Communication Approach
Marketing Goal
760,000 pax (5% MS, 73% LF)
640,000 Package/FIT + 120,000 MICE/GROUP
Strategy
Fact based approach
Unique sales points by target
Target:
Family, OL, Silver and Wedding + MICE/Group
Tone and Manner:
Impactful
Overall Theme:
I've always wanted to THIS.
Media and initiatives
Online (Banner, movie clips, editorials)
PR
ADK

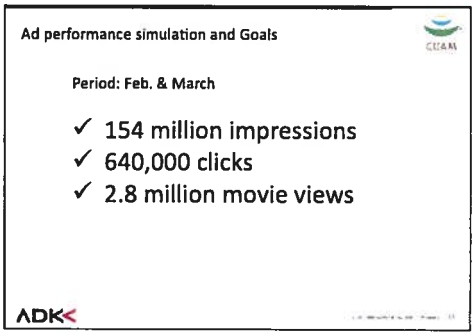

Whole Communication Structure
Fact Based Communication
Family
OL
Smart Senior
Wedding
Online AD
PR (TV, Mag, NP, Online)
Tie ins
Brand Value Development Projects
All Targets
Trip Advisor/4 Travel Collaboration
Getty Collaboration
Travel Publisher Collaboration
50th Anniversary - Instagram promotion
ADK

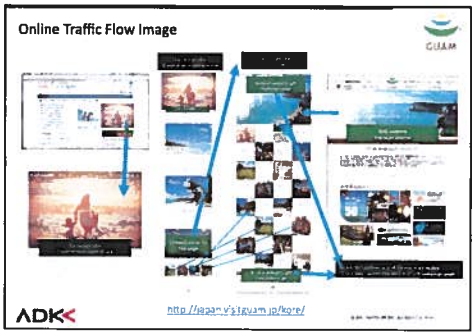

FY17 Marketing Calendar
ADK

2/20/17

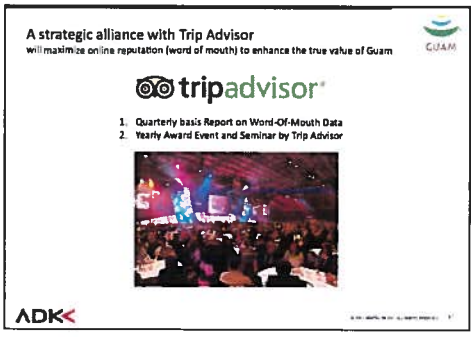

AD banners
Family
OL
Senior
ADK


FY17 On-Line Ads Summary
ADK

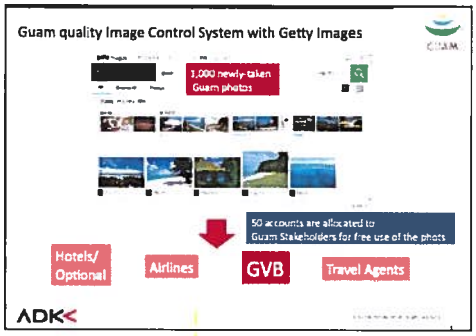

Ad performance simulation and Goals
Period: Feb. & March
✓ 154 million impressions
✓ 640,000 clicks
✓ 2.8 million movie views
ADK

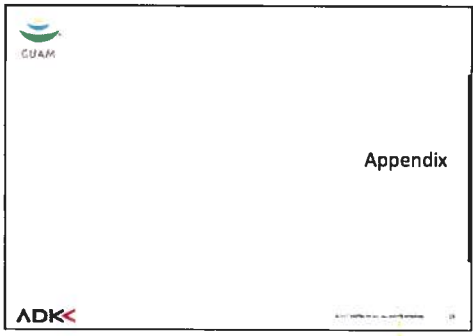

Online Traffic Flow Image
ADK

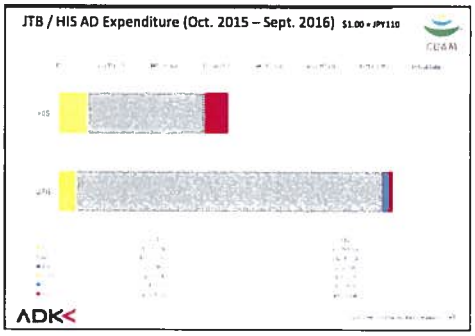

Guam Instagram Gift Campaign (March 21 – Sept. 2017)
commemorating Guam 50th Anniversary of Japanese Air Routes
GET Guam Travel by posting your own "I've always wanted to do THIS!"
Objective: Attain new followers of GVB Instagram
ADK

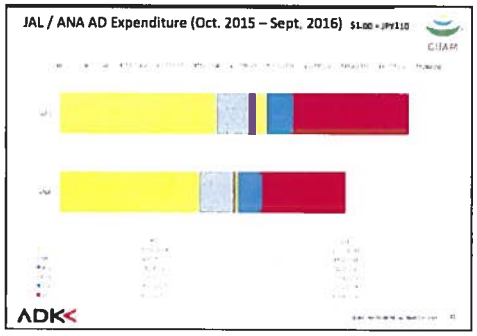

A strategic alliance with Trip Advisor
will maximize online reputation (word of mouth) to enhance the true value of Guam
tripadvisor
1. Quarterly basis Report on Word-Of-Mouth Data
2. Yearly Award Event and Seminar by Trip Advisor
ADK

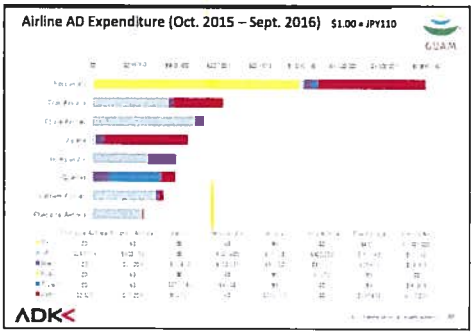
2/20/17

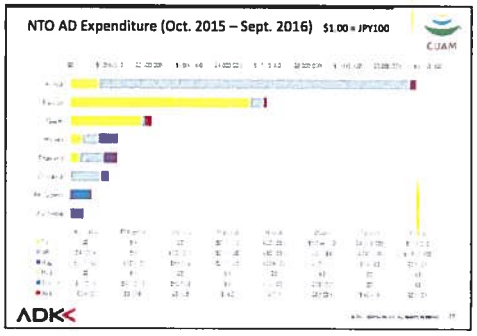

Guam quality Image Control System with Getty Images
1,000 newly-taken Guam photos
50 accounts are allocated to Guam Stakeholders for free use of the photo
Hotels/ Optional
Airlines
GVB
Travel Agents
ADK


Appendix
ADK


JTB / HIS AD Expenditure (Oct. 2015 – Sept. 2016) $1.00 = JPY110
ADK


JAL / ANA AD Expenditure (Oct. 2015 – Sept. 2016) $1.00 = JPY110
ADK


Airline AD Expenditure (Oct. 2015 – Sept. 2016) $1.00 = JPY110
ADK


NTO AD Expenditure (Oct. 2015 – Sept. 2016) $1.00 = JPY100
ADK

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

- JGTC Meeting – February 17, 1:30 pm-5: pm at the Lotte Hotel
- JGTC /Membership Mixer – February 17, 6 pm at Love Light Park across GVB
- Korean marketing committee announced that they will have a famous Korean celebrity as Guam Tourism Ambassador

ADJOURNMENT

Moved by Mr. Murata seconded by Mr. Akigami to adjourn the meeting at 2:40 p.m. Motion approved.

Minutes prepared by: _____
June Sugawara, Marketing Officer II

Approved by: _____
Nadine Leon Guerrero, Marketing Officer II

February 15, 2017

The Honorable Benjamin J.F. Cruz
Speaker
I Mina'trentai Kuattro Na Liheslaturan Guahan
155 Hessler Place
Hagåtña, Guam 96910

RE: Testimony on Bill 08-34

Håfa Adai Speaker Cruz and members of the 34th Guam Legislature,

Thank you for the opportunity to provide testimony for Bill No. 8-34 (COR) - Committee on Rules by Request of I Maga'Låhen Guåhan, the Governor of Guam, in accordance with the Organic Act of Guam - "An Act to add a new Chapter 8 to Title 11 Guam Code Annotated known as "The Cannabis Control Act" relative to regulating the use, production, sale and taxation of cannabis, and the declassification of marijuana as a Schedule I Controlled Substance under the Guam Uniform Controlled Substances Act."

The Guam Visitors Bureau is a public, non-stock and non-profit membership corporation, representing the island's tourism industry. Our mission is to make Guam a better place to live, work and visit. The industry has expressed serious concerns about the legalization of recreational cannabis and the unintended ramifications it will have on our top economic contributor. This is important to keep in mind, especially because Guam is branded as a family friendly destination. Guam's primary source markets are in Asia, which have very strict drug laws. Cannabis is considered a very serious drug in countries such as Japan, Korea, China, Taiwan and the Philippines. In some of these countries, possession of cannabis can lead to severe punishments and/or death.

On a local level, GVB's members are concerned about how the recreational use of cannabis will be regulated and enforced. There is growing concern about recreational use in hotel rooms and public parks, as well as cannabis being sold on the streets. Members are also concerned Guam may receive negative media coverage if tourists bring back cannabis with them or are drug tested on their return home. Guam could also be added to warning lists or travel bans generated by a country's government.

We received general feedback from our overseas markets on this issue as well. They generally agreed the recreational use of cannabis may compromise Guam's image as a family friendly and safe destination. Moreover, we do not know the effect recreational use of cannabis will have on our community and work force. I must reiterate that tourism supports 20,000 jobs, which makes up a third of Guam's work force. The question of recreationally using cannabis during working hours also generates many questions.

The Guam Visitors Bureau does not want to be one sided on this issue. There is certainly an opportunity to attract tourists for the recreational use of cannabis. You could look at

GUAM VISITORS BUREAU | SETBISION BISITAN GUAHAN
401 Pale San Vitores Road I Tumon, Guam 96913 I Ph: (671) 646-5278 I Fax: (671) 646-8861 I www.visitguam.com

Amsterdam or Colorado as examples that benefit from this market economically. However, the major difference between those places and Guam is our source markets and family friendly image. Please also consider Guam has invested over 50 years into our tourism image of being a "wholesome family destination." The Return on Investment for this cannabis industry would not be worth the damage it may do on so many levels.

We believe at this time there are too many unknowns and it is for these reasons that GVB cannot provide support for Bill 08-34. Si Yu'os Ma'ase for allowing us to testify and for your continued commitment to our tourism industry.

Senseramente',

JON NATHAN DENIGHT
PRESIDENT & CEO

CC: All Senators of the 34th Guam Legislature

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401 Pale San Vitores Road | Tumon, Guam 96913 | Ph: (671) 646-5278 | Fax: (671) 646-8861 | www.visitguam.com