Gmail

BENJAMIN CRUZ <speaker@senatorbjcruz.com>

GVB Board Packet: June 8, 2017

BENJAMIN CRUZ <speaker@senatorbjcruz.com> Thu, Jun 8, 2017 at 2:11 PM
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

Hafa adai Clerks please disregard earlier e-mail for GVB, and accept this

6/8/2017	6/8/2017	Guam Visitors Bureau	GVB board packet of June 8, 2017.(Revised)*	34-17-614

---------- Forwarded message ----------
From: BENJAMIN CRUZ <speaker@senatorbjcruz.com>
Date: Thu, Jun 8, 2017 at 2:06 PM
Subject: Fwd: GVB Board Packet: June 8, 2017
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

GC# 34-17-614
Speaker Benjamin J.F. Cruz
JUN 0 8 2017
Time: 211 [ ] AM [ ] PM File No.
Received By

---------- Forwarded message ----------
From: Karida Brennan <karida.brennan@visitguam.org>
Date: Thu, Jun 8, 2017 at 1:31 PM
Subject: Re: GVB Board Packet: June 8, 2017
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

Hâfa Adai Speaker Cruz,

Please see the revised board packet attached below.

On Wed, Jun 7, 2017 at 4:54 PM, Karida Brennan <karida.brennan@visitguam.org> wrote:
>
> Hâfa Adai Speaker Cruz,
>
> Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of June 8, 2017.
>
> Thank you!
>
> --
>
> Senseramente',
>
> Karida Brennan
> Executive Secretary
>
> GUAM VISITORS BUREAU
> 401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
> karida.brennan@visitguam.org | http://www.visitguam.org
>
> Like us on Facebook: http://www.facebook.com/guamvisitorsbureau

2017 JUN -8 PM 2:22

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Senseramente', C 0614

Karida Brennan
Executive Secretary

GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
karida.brennan@visitguam.org | http://www.visitguam.org

Like us on Facebook: http://www.facebook.com/guamvisitorsbureau

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OFFICE OF SPEAKER BENJAMIN J.F. CRUZ

Committee on Appropriations and Adjudication

I Mina'trentai Kuattro na Liheslaturan Guåhan

Guam Congress Building | 163 Chalan Santo Papa | Hagatna, GU 96910

T: (671) 477-2520/1 | F: (671) 477-2522 | www.senatorbjcruz.com

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8 attachments

Agenda_June082017.pdf
94K

Exhibit_A_MINUTES_May252017.pdf
4243K

Exhibit_B_CASH POSITION_06-06-17.pdf
19K

Exhibit_C_Tourism Capital Improvements.pdf
74K

Exhibit_D_GCMC meeting minutes 05122017.pdf
2675K

Exhibit_E_GBC_Letter.pdf
99K

Exhibit_F_GBC_GrantApp.pdf
1228K

Exhibit_G_FIBA Tournament_Exposure.pdf
45K

REGULAR BOARD OF DIRECTORS MEETING
Thursday, June 8, 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 May 25, 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

Motion to ratify Executive Committee's approval of travel for GVB Chairman and GVB President & CEO to attend CAPA LCC's in North Asia Summit in Osaka, Japan from June 12-15, 2017. Estimated cost of travel is $10,522.50 from Account #: JA-SMD008.

Airfare: $1,000 x 2 pax		$2,000.00
Registration: $2,495 x 2 pax		$4,990.00
BOD/MGMT Per Diem		
Lodging: $275.00/night x 3 nights + 25% x 2 pax		$2,062.50
M&IE: $147.00/night x 4 days + 25% x 2 pax		$1,470.00
	Total:	$10,522.50

Background: The CAPA LCCs in North Asia Summit on 13-14 June 2017 aims to help bridge the gaps in awareness that exist between the stakeholders - to help create the conditions for a win-win in North Asian aviation and beyond.

Kansai Airports will host this Summit with the opportunity to introduce the attractiveness of the Kansai Region. The LCC market has been growing at KIX where they have the number one LCC network among Japanese airports. The event has attracted CEO's from most of the LCCs in the region and beyond along with many key airports, governments and other industry leaders. This will be a powerful platform in providing critical forum for addressing the complex issues facing airlines and airports as the role of LCCs evolves.

As the Japan-Guam seat capacity has drastically decreased over the past several years, GVB aggressively continues to develop this air route and this Summit will be a good opportunity for our presence. Recently, GVB has met with current and new airline partners to present the

business case to increase and start direct service to Guam, respectively. This will be an opportune time to re-connect with some of the airline representatives and follow-up on their response to the Guam offer.

Registration fee is $2,945 for each person to include conference participation, official welcome reception, terminal tour, and access to meeting system (for B2B appointments).

Issue: Board approval required for all travel.

B. ADMINISTRATION & GOV'T RELATIONS

C. DESTINATION MANAGEMENT

Tourism Capital Improvements List **Exhibit C**

D. GREATER CHINA

Committee minutes dated May 12, 2017 **Exhibit D**

E. JAPAN

Motion to approve travel for GVB President & CEO or his designee to attend the DATA Asia Pacific Workshop from July 4 – 8, 2017 in Mie, Japan. Cost is approximately $2,125.00 from FY2017 Social Media Budget Account# ALL-SME002.

Airfare: RT $800.00 x 1 (GUM/KIX/GUM)	$	800.00
Per Diem:		
Lodging $135.00 x 25% = $168.75/night x 4 nights	$	675.00
M&IE $104.00 x 25% = $130 x 5 days	$	650.00
TOTAL	$	2,125.00

Background: TripAdvisor and GVB are about to launch a Guam Campaign Program. TripAdvisor is the top site for travel information. Ms. Sarah Matthews, Head of Destination Marketing – Asia Pacific at TripAdvisor recommends that GVB attend this workshop. GVB President & CEO will also attend this workshop in preparation of GVB's upcoming TripAdvisor Guam program. This program will be introduced to the GVB tourism industry partners through seminars similar to this workshop with the goal in having our local tourism partners join in the Guam TripAdvisor Program.

Around the world, tourism sales have predominantly shifted online, with over US $400 Billion annually in sales, making travel the number one value selling commodity online and with over 50% of travel sales now happening online it has become the predominant channel for distribution as well.

Social media has revolutionized the Internet but also the business world too, with 60% of online sales now being driven from a point of social media engagement. This has created a user driven and controlled marketplace in which shoppers can easily access advice, opinions and referrals from each other, and regard this information as more trusted and reliable than official or corporate content.

This is especially true in the travel space as travelers with mobile accessible SMART phones in their hands produce and publish content on the road- to an audience of engaged, interested, and easily inspired connections who can easily become future customers.
This classroom type workshop will cover the following topics: Latest Global and Regional Tourism Trends; Community Tourism and Content Communities; Online Business: Targeting and Segmentation; Content and Experiential Marketing; Digital Resources and Campaigns; Attribution of Digital Campaigns (how to really measure your campaign effectiveness); Brand Safety on the Online Space; Key Opinion Leaders – good or evil; Crisis Management; DMP (Data Management Platforms); TripAdvisor Data and Insights Sharing.

F. KOREA

G. MEMBERSHIP & COMMUNITY OUTREACH

H. NORTH AMERICA & PACIFIC MARKETS

I. RESEARCH

J. RUSSIA & NEW MARKETS

K. VISITOR SAFETY & SATISFACTION

L. CULTURAL & HERITAGE

M. SPORTS & EVENTS

Guam Basketball Confederation Letter	Exhibit E
Guam Basketball Confederation Grant Application	Exhibit F
2017 FIBA U17 Oceania Championship Media Exposure Information	Exhibit G

Motion to approve sponsorship of FIBA U17 Oceania Championship in the amount of $75,000 to be used for the visiting team accommodations, visiting team meals, and visiting team transportation, and that full accounting be made to the board. Funding to come from the Raymond James CD.

Background: The Guam Basketball Confederation (GBC) will be hosting the FIBA U17 Oceania Championship from July 9 to July 15, 2017. The tournament will bring over 300 players, coaches, trainers, and officials to Guam plus potentially hundreds of fans.

FIBA officials project that GBC needs about $195,000 for promotional and logistical expenses for the event and to provide housing, meals, and ground transportation for all teams and officials. The organization has secured a grant of $30,000 and has generated $65,000 in sponsor cash, in-kind donations, and potential concessions. GBC is seeking financial assistance from GVB to cover the remaining expenses.

President Denight introduced the sponsorship request to the board at the regular board meeting on April 12, 2017. The board asked management to identify a source of funding and to

provide information on media exposure. Management provided the requested information to the board and a motion was made at the regular board meeting on May 25, 2017. The motion was tabled pending further clarification by the Sports & Events Committee and management.

After further review of the sponsorship request, the Sports & Events Committee and management recommend sponsorship be approved in the revised amount of $75,000.

Issue: Board approval required.

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Quarterly Membership Meeting: June 12, 9am – 12pm, Outrigger Mezzanine
- FY2018 Budget Hearing: June 16, 2pm, Congress Building
- Guam BBQ Block Party: July 1

Upcoming Board Meetings:

- Thursday, June 22, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, July 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

3. Management to look into drafting rules and regulations for signage in bus shelters

4. Management to facilitate meeting with GVB, GIAA, and GEDA regarding the current situation in the Japan market

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

BOARD OF DIRECTORS REGULAR MEETING

Thursday, May 25, 2017 – 3:30pm
Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Bart Jackson
Director Brad Kloppenburg	Director Tak Takano
Director William Nault	Director Katarina Sgro
Director Robert Hofmann	

BOARD OF DIRECTORS TELEPHONICALLY:
Director Sam Shinohara

BOARD OF DIRECTORS ABSENT:

Director Young Hong	Director Eduardo "Champ" Calvo
Director Satoru Murata	Director Monte Mesa
Director Theresa Arriola	

GVB MANAGEMENT & STAFF PRESENT:

Pilar Laguana	Karida Brennan	Laurette Perez
Dee Hernandez	June Sugawara	Nadine Leon Guerrero
Regina Nedlic	Lisa Linek	Nico Fujikawa
Haven Torres	Gina Kono	Nakisha Onedera Garrido
Colleen Cabedo	Mark Manglona	Josh Tyquiengco
Ana Cid		

GVB MANAGEMENT & STAFF TELEPHONICALLY:
Jon Nathan Denight

GUESTS:

In the absence of President Denight, Director of Global Marketing Laguana served as Acting President & CEO.

I. CALL TO ORDER

Director Arriola called the meeting of board to order at 3:36pm.

II. MINUTES OF THE PREVIOUS MEETING **Exhibit A**

Director Jackson made a motion, seconded by Director Kloppenburg, to approve the minutes of the previous board of directors meeting dated May 11, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN



Month to Date 2017

May 1 - 23, 2017

Total: 87,390 (+3.6%)

% Market Mix	Origin	Pax	% to LY
42.3%	Japan	36,943	0.3%
43.3%	Korea	37,877	16.9%
1.1%	China	958	-30.8%
1.3%	Hong Kong	1,175	157.7%
2.4%	Taiwan	2,079	-14.4%
4.9%	US/Hawaii	4,300	-8.7%
1.3%	Philippines	1,149	-36.4%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms, Processed by the Guam Visitors Bureau. Note: May 2017 Daily Arrivals reflect Civilian Air arrivals only

RESEARCH

Calendar Year to Date 2017

January May 23, 2017

Total: 618,878 (+4.1%)

% Market Mix	Origin	Pax	% to LY
43.5%	Japan	269,352	-10.2%
40.4%	Korea	250,110	27.7%
1.7%	China	10,437	-20.4%
1.4%	Hong Kong	8,886	176.9%
2.5%	Taiwan	15,600	-6.8%
4.8%	US/Hawaii	29,844	0.0%
1.1%	Philippines	7,117	-4.3%

GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms, Processed by the Guam Visitors Bureau. Note: May 2017 Daily Arrivals reflect Civilian Air arrivals only

Fiscal Year to Date 2017

October 2016 - May 23, 2017

Total: 1,009,807 (+5.1%)

% Market Mix	Origin	Pax	% to LY
44.7%	Japan	450,952	-7.7%
39.8%	Korea	402,116	24.7%
1.6%	China	14,873	-9.2%
1.2%	Hong Kong	11,209	112.6%
2.5%	Taiwan	25,321	-1.7%
4.7%	US/Hawaii	47,745	1.1%
1.4%	Philippines	14,144	22.9%

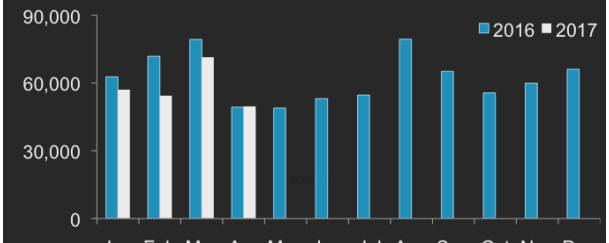
GUAM VISITORS BUREAU

Source: Guam Customs Declaration Forms, Processed by the Guam Visitors Bureau. Note: May 2017 Daily Arrivals reflect Civilian Air arrivals only

MARKETING

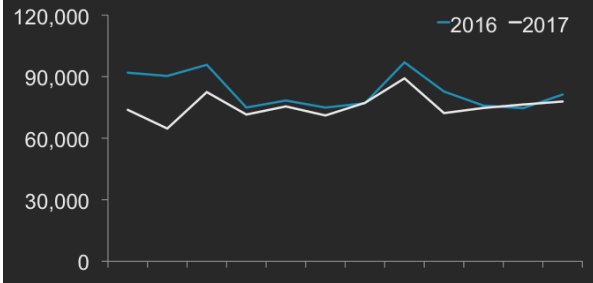
GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

JAPAN MONTHLY ARRIVALS



APRIL	2016	2017	% Chg
Arrivals	49,295	49,632	1.0%
Airlift	74,961	71,538	-4.6%
Load Factor	74%	75%	1 pt
CYTD	263,063	232,409	-11.5%

JAPAN MONTHLY AIRLIFT



	2016	2017	% Chg
Japan Airlift	994,985	906,995	-8.9%

Note: 2017 includes anticipated charters flights

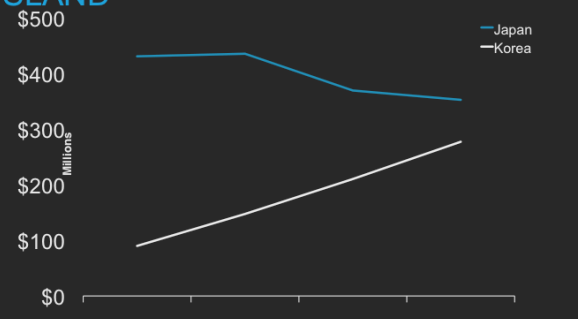
2016 JAPAN LOAD FACTOR

	Visitors	Visitors + Transit	All (Visitors, Transit, RR)
NARITA	88%	91%	94%
KANSAI	80%	81%	83%
NAGOYA	78%	80%	81%
SAPPORO	76%	78%	81%
FUKUOKA	74%	74%	76%
SENDAI	78%	79%	81%

CYTD 2017 JAPAN LOAD FACTOR

	Visitors	Visitors + Transit	All (Visitors, Transit, RR)
NARITA	89%	92%	94%
KANSAI	79%	81%	84%
NAGOYA	79%	82%	83%
SAPPORO	78%	79%	80%
SENDAI	77%	77%	79%

SPEND JAPAN V. KOREA | ON-ISLAND



	FY2013	FY2014	FY2015	FY2016
JPY	92.81	102.33	119.43	111.82
KRW	1,101.62	1,046.82	1,114.44	1,161.15

ARRIVALS V. AVERAGE PKG. PRICE



GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Japan Marketing News

3 Month Forecast

Month	Forecast	LY Arrival	% Arrival	2017 Seats	2016 Seats	% Capacity
May	49,000	48,891	+0.22%	74,882	78,376	-4.46%
June	53,000	53,040	-0.08%	72,073	74,942	-3.83%
July	56,000	54,625	+2.52%	79,085	77,043	+2.7%

(Data Source : Diio Mi, JGTA and other MI.)

May 2017
Narita
UA: 21 flights per week (6,258)
DL: 12 flights per week (2,028)
JL: 7 flights per week (1,659)
Nagoya
UA: 14 flights per week (1,988)
Kansai
UA: 14 flights per week (1,988)
TW: 7 flights per week (1,323)
Fukuoka
UA: 7 flights per week (826)
Sapporo
UA:2 flights per week, (236)
(Mon & Fri)
Sendai
UA: 2 flights per week, (236)
(Thu & Sun)

Jun 2017
Narita
UA: 21 flights per week (6,258)
DL: 12 flights per week (2,028)
JL: 7 flights per week (1,659)
Nagoya
UA: 14 flights per week (1,988)
Kansai
UA: 14 flights per week (1,988)
TW: 7 flights per week (1,323)
Fukuoka
UA: 7 flights per week (826)
Sapporo
UA:2 flights per week, (236)
(Mon & Fri)
Sendai
UA: 2 flights per week, (236)
(Thu & Sun)

July 2017
Narita
UA: 21 flights per week (6,258)
DL: 12 flights per week (2,028)
JL: 7 flights per week (1,659)
Nagoya
UA: 14 flights per week (1,988)
Kansai
UA: 14 flights per week (2,324)
TW: 7 flights per week (1,323)
Fukuoka
UA: 7 flights per week (826)
Sapporo
UA:2 flights per week, (236)
(Mon & Fri)
Sendai
UA: 2 flights per week, (236)
(Thu & Sun)

Charter & Extra Flight Information :
May : (10 flights)
Narita : KE 1 flight 02May (248)
KE 1 flight 03May (248)
CI 1 flights 02May (305)
JL 1 flight 01May (237)
Nagoya : KE 1 flight 03May (291)
CI 1 flight 03May (305)
UA 1 flight 03May (118)
Kansai : CI 1 flight 03May (305)
Komatsu : KE 1 flight 03May (138)
Hiroshima : CI 1 flight 03May (156)
July : (25 flights)
Narita : TW 18 flights 14-31Jul (3384)
Nagoya : HY 4 flights 28-31Jul (592)
Kansai : UA 3 flights 28/30/31Jul (354)

Total 6,681 seats

Japan Marketing News

GW Charter & Extra Flights 2017 : Sales Results (by flight)

Date	Day	Sector	Airlines	Time	Aircraft	Charterer	Contract capacity (Saleable seats)	Sold	Unsold	SF(%)
02May.17	Tue	NRT/GUM	KE	21:40/02:20+1	B777-200	KE/MTA	248	248	0	100%
03May.17	Wed	NRT/GUM	KE	21:40/02:20+1	B777-200	KE/MTA	248	248	0	100%
03May.17	Wed	NGO/GUM	KE	22:25/02:55+1	B777-300	KE/MTA/	291	291	0	100%
03May.17	Wed	KMQ/GUM	KE	17:30/22:30	B737-300	JTB	138	138	0	100%
02May.17	Tue	NRT/GUM	CI	21:10/01:50+1	A330-300	HIS	305	305	0	100%
03May.17	Wed	KIX/GUM	CI	22:20/02:50+1	A330-300	JTB	305	302	3	99%
03May.17	Wed	NGO/GUM	CI	22:35/03:20+1	A330-300	HIS & JTB	300	296	4	99%
03May.17	Wed	HIJ/GUM	CI	20:45 01:30+1	B737-800	JTB/	156	156	0	100%
03May.17	Wed	NGO/GUM	UA	11:50 16:25	B737-700	JTB	118	118	0	100%
28Apr.17	Fri	NRT/GUM	JL	10:00/14:40	B763-300	(extra flight)	237	237	0	100%
01May.17	Mon	NRT/GUM	JL	10:00/14:40	B733-300	(extra flight)	237	237	0	100%
TOTAL							2,583	2,576	7	99.7%

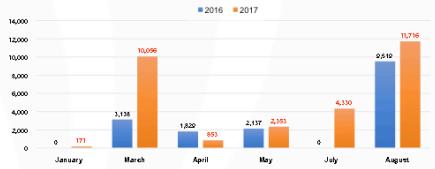
Summary :
Total sold seats are 2,583 - which is 99.7% sales achievement.
Sales results were extremely positive performance on each of flights.
GW holiday period was shorter than that of LY and the most preferable departure date was 03May, especially for short-haul travelers.

Japan Marketing News

Charter Capacity Update 2017: January to August

Charter Capacity Comparison: 2017 v.s. 2016
- In 2017, Total capacity is 29,479 seats. (177 flights)
  6 airlines : T'way, Korean Air, China Airlines, Uzbekistan Airways, and United.
- In 2016, Total capacity was 16,623 seats. (83 flights)
  3 airlines : T'way, Korean Air and China Airlines.
- Charter & extra flight capacity in 2017 has increased more than 170% compared to LY.

Charter Seat Comparison 2017 vs 2016

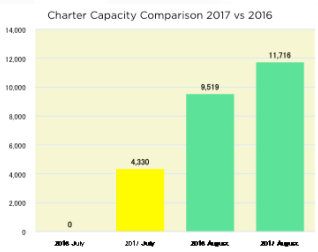


Japan Marketing News

Summer Charter & Extra Flights 2017 :

- Total 16,046 seats may possibly be marketed during Summer holiday period (July to August).
- Airline :
  Uzbekistan : 4,440 seats (28%)
  T'way : 8,460 seats (53%)
  United : 3,146 seats (19%)
- Port :
  Narita : 9,954 seats (62%)
  Nagoya : 4,440 seats (28%)
  Kansai : 1,652 seats (10%)
- Frequency :
  Narita : 54 flights
  Nagoya : 30 flights
  Kansai : 14 flights
  Total : 98 flights

Charter Capacity Comparison 2017 vs 2016



Japan Marketing News

Guam Charter Products (Summer 2017)

JTB T'way Charter :
- Period : July 14th - August 27th
- 45 charter flights
- Departure port : Narita
- Time
- NRT 11:35 GUM 16:20
- GUM 17:10 NRT 19:40

Tour price : JPY 69,800 - JPY 276,800

HIS Uzbekistan Charter :
- Period : July 28th - August 26th
- 30 charter flights
- Departure port : Nagoya
- Time:
- NGO 09:00 GUM 16:00
- GUM 15:30 NGO 18:30
- Tour price : JPY 104,800 - JPY 596,800



Japan Marketing News

- T'way committed to operate 35 charter flights from KIX in Nov. and Dec. in addition to their regular flights.
- 16 flights out of 35 flights will be operated for school trips from Kansai market.

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Japan Marketing News

GVB Launches Air Service Support Program

- JMC approved program to encourage new regular flight service from Japan
- Up to $250K per new service from NRT, KIX, NGO, HND
- Must commit to 4x/week for 1 year
- GVB meeting with current airline partners and new potential airlines
- Japanese LCCs interested to fly to Guam but do not have aircraft with ETOPs safety system, which is costly

Japan Marketing News

- Japanese overseas travelers were up 12.1% year on year to 1,739,000 in March 2017 (preliminary figures), marking year-on-year growths for ten months in a row since June 2016.
- Also, Japanese overseas travelers outnumbered international visitors to Japan for two months in a row. The total for the first three months of 2017 was up 8.9% to 4,527,500.
- Air Canada Rouge (Long Haul LCC) will begin serving 4X/week between Vancouver and Nagoya with the Boeing 767-300ER on June 1 2017 in addition to Kansai-Vancouver route. Rise of new trend of Long Haul LCC to Japan, Scoot and Air Asia X flying from Japan to Hawaii

Japan Marketing News

Upcoming Events:

- Kanku (KIX) Tabihaku: May 27 – 28
- Ehime Tabihaku: June 24 – 25
- Håfa Adai Study Tour 2017: June 29 - July 3rd
  - United, T'way, JAL will be joining
  - Focus will be on MICE/Group

President's "E" Award

- GVB receives 2017 President's "E" Award for Export Services in Washington D.C. on May 21, 2017 for GVB's outstanding contribution to the export expansion program in the U.S.A.
- U.S. Secretary of Commerce Wilbur Ross and Congresswoman Bordallo joined GVB Vice President Tony Muña, Jr. and Director of Global Marketing Pilar Laguaña to accept this prestigious award
- Bordallo said this is the nation's highest honor recognizing organizations which contribute significantly in the effort to increase U.S. exports
- GVB is the first tourism organization in the country to receive this award



PATA Annual Summit 2017







- The PATA Annual Summit 2017 was held in Negombo, Sri Lanka from May 18-21
- Theme: "Disruption. Innovation. Transformation: The Future of Tourism"
- Representing GVB were Board of Director, Mayor Robert Hofmann; President & CEO, Nathan Denight; Director of Global Marketing, Pilar Laguaña and Marketing Manager – Pacific & North America, Mark Manglona
- GVB President & CEO was elected Chairman to the PATA Government/Destinations Committee and joins Pilar Laguaña on the PATA Executive Board
- GVB President & CEO sat as a panelist on the UNWTO/PATA Ministerial Debate
- TripAdvisor's Sarah Mathews was elected chairwoman of the PATA Executive Board

DESTINATION

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Sports & Events



Guam Live International Music Festival

- Scheduled for June 3 at Governor Joseph F. Flores Memorial Park (Ypao Beach)
- 8 acts performing: Magic! Spawnbreezie, Sammy J, MFBTY, Anuhea, The John Dank Show, Jed and Davidior
- Tickets on sale at all 76 Circle K locations and guam-live.com
- Press conference set for Wednesday, May 31 at 11 a.m. in PIC Tasi & Isa Banquet Rooms
- Promotions running on social media, tv and radio
- GVB members get ticket discount May 30-June 2 ($40, max 50 tickets)



Håfa Adai Pledge

- Stroll Guam Inc. became the 703rd member of the Håfa Adai Pledge program on May 24. Stroll Guam is a transportation network that provides ride services to residents and tourists on island.
- Special HAP signing and presentation of HAP coin scheduled for next Thursday, June 1 at 10 a.m. to honor memory of "Big John" Tedtaotao at Fort Soledad. Installation of "Year of Love" heart with painting of Tedtaotao to be unveiled at site.





GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

V. TREASURER'S REPORT

Exhibit B

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**	**$ 14,622,963.76**	**69%**	**$ 6,659,508.24**	**31%**
Destination Development	**$ 1,085,000.00**	**$ 723,333.34**	**67%**	**$ 361,666.66**	**33%**
Rainy Day Fund	$ 200,000.00	$ 133,333.34	67%	$ 66,666.66	33%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 133,333.84	67%	$ 66,666.16	33%
Pass-Thru	$ 1,085,000.00	$ 823,751.09	76%	$ 261,248.91	24%
TOTAL	**$ 23,852,472.00**	**$ 16,436,715.37**		**$ 7,415,756.63**	
TOTAL RECEIVABLES FY 2017				**$ 7,415,756.63**	
TOTAL RECEIVABLES				**$ 7,453,256.63**	

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund	$ 2,218,439.34
Cultural & Sports Ambassador Fund[1]	$ 477,718.90
TOTAL RESTRICTED	**$ 2,696,158.24**

UNRESTRICTED

Bank of Guam - Operations	$ 15,102,225.34
First Hawaiian Bank - Membership	$ 115,497.29
Resona	$ 637,084.07
Bank of Guam - TAF	$ 1,216,016.24
Raymond James - CD value as of 04/30/2017[2]	$ 2,534,400.53
TOTAL UNRESTRICTED	**$ 19,605,223.47**
TOTAL CASH as of 05/22/2017	**$ 22,301,381.71**

Current Payables

Asatsu invoices JAN - MAR	$ 1,734,929.53
Japan Invoices	$ 287,067.75
Guam Invoices	$ 158,072.49
Pass-Thru	$ 23,333.34
Encumbered Contracts	$ 3,680,515.69
Encumbered Purchase Orders	$ 169,644.09
TOTAL as of 05/22/2017	**$ 6,053,562.89**

NOTES

NOTE 1

$477,718.90	Cultural and Sports Ambassador Fund
($18,500.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$459,218.90	

NOTE 2

$1,418,113.21	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
($50,000.00)	Ex Com approved $50,000 on 04/07/17 for Streetlight Project Management
($142,528.00)	Board approved $142,528 on 4/12/17 for VSS Supplemental Budget Request
$289,043.21	

May 22, 2017

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. SPORTS & EVENTS

Director Sgro made a motion, seconded by Director Jackson, to approve sponsorship of FIBA U17 Oceania Championship in the amount of $100,000 with funding to come from the Raymond James CD.
Motion withdrawn

- Acting President Laguana reported that the Guam Basketball Confederation (GBC) will be hosting this sporting event from July 9 to July 15. This is a world cup qualifying competition for junior national teams from twelve different nations for both men and women. In addition to sports fans, over 300 players, coaches, and officials will be coming to Guam to participate. The event will deliver international exposure via broadcasting and social media. The organization needs $195,000 to successfully host this event. They have received a grant of $30,000 and have garnered $65,000 in private sponsorships.
- Director Jackson suggested that we find a way to evaluate what the exposure will be worth in dollars. Acting President Laguana agreed and said that we can quantify a number after the event and present it to the board as part of a post report.
- Director Hofmann noted the participating nations: Australia, New Zealand, New Caledonia, Tahiti, Fiji, Papua New Guinea, Samoa, and Guam.
- From the organization's grant application, Director Hofmann and Acting President Laguana reported that the sponsorship money will be used for team accommodations, meals, bussing, staff accommodations, car rentals, and gas. They noted that the money will stay on Guam.
- Acting President Laguana asked if the board would be open to having this motion approved subject to the Sports and Events Committee defining the deliverables and then present them to the board.
- She then noted that none of the funds will be used for paid advertising as FIBA already has media connections.
- She also reported that organizers will be opening a Guam National Basketball training center in Barrigada featuring state of the art equipment. She feels that this is a good turnaround investment for our youth.
- Director Hofmann mentioned that the winner of this tournament will advance to the Asia Cup Qualifiers. The tournament will also give participants training for the Olympics in Japan in 2020.
- Director Jackson stated that this kind of event provides good exposure for Guam and our teams but we are sensitive to how the money is spent. The organization needs to identify exactly how this sponsorship money was spent after the event. Furthermore, he suggested that we connect the organization with someone who can take the viewership and followers and turn it into a hard number.
- Director Hofmann suggested approving the motion under the condition that the money is used for visiting team accommodations, meals, busses, and gas. Director Nault added that they should also provide a clear report for the return on investment.
- Director Sgro withdrew her initial motion.

Director Sgro made a motion, seconded by Director Hofmann, to approve sponsorship of FIBA U17 Oceania Championship in the amount of $100,000 to be

used for the visiting team accommodations, visiting team meals, and visiting team transportation, and that full accounting be made to the board. Funding to come from the Raymond James CD.

Motion failed

6 yeas/1 nay/1 no vote

- Director Shinohara said that he would feel more comfortable seeing a detailed budget breakdown first. Director Hofmann referred him to their grant application.
- President Denight noted that the participating nations are not apart of our primary markets but Guam is becoming more of a hub for the Pacific which is also important. Sponsorship somewhere in $50,000 to $100,000 range would be his recommendation. He also added that the organization is very transparent about costs in their grant application.
- Director Shinohara wants to understand what our logic is for pushing forward with this sponsorship. President Denight replied that this is a major event for the Pacific. If we don't provide support there is a chance the organizers will pull out of the event.
- Chairman Morinaga mentioned that the event will have an economic impact on the island. Director Hofmann agreed adding that the players' families and fans will come to the island for the tournament too.
- Director Shinohara asked if this is the best use of funds across all markets. Director Jackson said that is not the issue. This issue is whether this is a worthwhile use of funds or not.
- President Denight stated that we supported FIFA in a big way and this is a similar global organization. He asked the board if they would feel more comfortable with a $50,000 sponsorship. Director Takano stated the amount is not the issue. Director Shinohara said he would much rather use the funds for core GVB projects but nonetheless he would like to try to find a way to support this event.
- Director Jackson noted that the revenue lines are zeroed out under admission, food concessions, drink concessions, and clinics on the budget breakdown. He asked the board if they would be more comfortable if we required that whatever revenue the organization generates during the event is sent back to GVB. Director Shinohara and President Denight said yes.
- Director Takano stated none of the participating nations are part of our core markets. If we are spending $100,000 outside our core markets, we should have a much better reason.
- Chairman Morinaga stated that we have a community outreach plan in our Tourism 2020 Plan and this event will fall under that plan. From the grant application, Director Hofmann noted the project sustainability: The intent of the federation and FIBA is to host more competitions on Guam in years to Guam drawing hundreds of thousands of players, coaches, and fans to participate. Also, they are working on inviting Japan, the Philippines, and Taiwan to host them in similar events. Chairman Morinaga added that this event is similar to the way we hosted PATA and WHO. We need to show other markets that we can host large conventions.
- Chairman Morinaga called for another vote.

Director Sgro made a motion, seconded by Director Hofmann, to approve sponsorship of FIBA U17 Oceania Championship in the amount of $100,000 to be used for the visiting team accommodations, visiting team meals, and visiting team transportation, and that full accounting be made to the board. Funding to come from the Raymond James CD.

Motion failed

7 yeas/1 nay

- Director Nault stated that the organization has an idea of where the ROI will come from (TV, internet, etc.) but they did not provide enough detail; their proposal is too broad.
- Chairman Morinaga understands Director Takano's concern that we are not spending the money on our core markets, but if we always take that approach, we won't make any progress.
- Acting President Laguana feels that this is a great way to diversify our market mix. These nations may not be apart of our core markets, but it is a wonderful way to invest in our youth and build the talent capacity on island. Furthermore, this event can be looked at as a MICE opportunity. It will help us generate positive publicity for the island.
- Director Jackson proposed tabling the motion as only eight directors were present. One nay vote will defeat all motions. Director Takano agreed and added that in the mean time, more information should be provided to the board.

Director Hofmann made a motion, seconded by Director Jackson, to send this issue back to the Sports and Events Committee to have them compile the information asked for by the board, then come back with a better proposal for the board meeting on June 8, 2017.

- Note: Chairman Morinaga did not put motion to a vote.

C. ADMINISTRATION & GOV'T RELATIONS

D. DESTINATION MANAGEMENT

E. GREATER CHINA

F. JAPAN

Committee minutes dated May 9, 2017 **Exhibit C**

G. KOREA

Committee minutes dated May 9, 2017 **Exhibit D**

HANA TOUR INTERNATIONAL TRAVEL SHOW 2017 & AIRLINE MEETINGS

Director Jackson made a motion, seconded by Director Kloppenburg, to approve travel for GVB Chairman to attend the Hana Tour International Travel Show and Airline Meetings on June 8-11, 2017 in Seoul, Korea. Cost is approximately $3,465.00 from Budget Account # JA-SMD008.
Motion approved

Marketing

Airfare ($1,000 x 1 pax)	$	1,000.00
BOD/MGMT Per Diem – Lodging ($230/night x 5 nights + 25% x 1 pax)	$	1,437.50
BOD/MGMT Per Diem – M&IE ($137/day x 6 days + 25% x 1 pax)	$	1,027.50
Total	**$**	**3,465.00**

Background: Hana Tour is South Korea's largest tour company and wholesaler that organizes the Hana Tour International Travel Show (HITS) on of the largest annual trade and consumer

event. In 2016, the total number of visitor was 95,000 with KRW32.2Billion of sales amount over four days.

This will be the 6th year GVB is joining the event. The fair is a key direct sales and presentation event for overseas destinations and GVB's presence will provide support to its members attending while elevating awareness of Guam to consumers, trade, and trade media. GVB hopes to show Hana Tour its commitment and support to continue pushing Guam sales.

In addition to participating in the Hana Tour International Travel Show the Bureau will also be conducting airline meetings with potential and existing airlines in Korea. With the declining air seat capacity from Japan pursuing alternative routes and additional seats capacity via Korean air carriers provides an opportunity to stabilize the Japan market.

Issue: Board approval for travel required.

H. MEMBERSHIP & COMMUNITY OUTREACH

I. NORTH AMERICA & PACIFIC MARKETS

J. RESEARCH

K. RUSSIA & NEW MARKETS

L. VISITOR SAFETY & SATISFACTION

M. CULTURAL & HERITAGE

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Announcements:

- Guam Live International Music Festival: June 3
- Quarterly Membership Meeting: June 12, 9am – 12pm
- Guam BBQ Block Party: July 1

Upcoming Board Meetings:

- Thursday, June 8, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, June 22, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Director Jackson made a motion, seconded by Director Hofmann, to adjourn the meeting.
Meeting adjourned at 4:28pm.
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

3. Management to look into drafting rules and regulations for signage in bus shelters

4. Management to facilitate meeting with GVB, GIAA, and GEDA regarding the current situation in the Japan market

FY 2016

	Appropriation	Received to Date		Balance	
Pass-Thru	$ 750,000.00	$ 712,500.00	95%	$ 37,500.00	5%

TOTAL RECEIVABLES FY 2016 **$ 37,500.00**

FY 2017

	Appropriation	Received to Date		Balance	
Operations	**$ 21,282,472.00**	**$ 14,622,963.76**	**69%**	**$ 6,659,508.24**	**31%**
Destination Development	**$ 1,085,000.00**	**$ 723,333.34**	**67%**	**$ 361,666.66**	**33%**
Rainy Day Fund	$ 200,000.00	$ 133,333.34	67%	$ 66,666.66	33%
Cultural & Sports Ambassador Fund	$ 200,000.00	$ 133,333.84	67%	$ 66,666.16	33%
Pass-Thru	$ 1,085,000.00	$ 823,751.09	76%	$ 261,248.91	24%
TOTAL	**$ 23,852,472.00**	**$ 16,436,715.37**		**$ 7,415,756.63**	

TOTAL RECEIVABLES FY 2017 **$ 7,415,756.63**

TOTAL RECEIVABLES **$ 7,453,256.63**

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund[1]	$ 2,218,439.34
Cultural & Sports Ambassador Fund[2]	$ 477,718.90
TOTAL RESTRICTED	**$ 2,696,158.24**

UNRESTRICTED

Bank of Guam - Operations	$ 14,397,748.69
First Hawaiian Bank - Membership	$ 115,749.62
Resona	$ 331,785.51
Bank of Guam - TAF	$ 1,216,016.24
Raymond James - CD value as of 04/30/2017[3]	$ 2,534,400.53
TOTAL UNRESTRICTED	**$ 18,595,700.59**

TOTAL CASH as of 06/06/2017 **$ 21,291,858.83**

Current Payables

Asatsu invoices JAN - APR	$ 1,929,893.98
Japan Invoices	$ 55,561.50
Guam Invoices	$ 372,167.10
Pass-Thru	$ 23,333.34
Encumbered Contracts	$ 3,633,837.89
Encumbered Purchase Orders	$ 154,153.38
TOTAL as of 06/06/2017	**$ 6,168,947.19**

NOTES

NOTE 1

$2,218,439.34	Rainy Day Fund
($135,857.26)	Rainy Day expenses - reimburse Operations
$2,082,582.08	

NOTE 2

$477,718.90	Cultural and Sports Ambassador Fund
($29,750.00)	Cultural and Sports Ambassador expenses - reimburse Operations
$447,968.90	

NOTE 3

$1,418,113.21	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
($50,000.00)	Ex Com approved $50,000 on 04/07/17 for Streetlight Project Management
($142,528.00)	Board approved $142,528 on 4/12/17 for VSS Supplemental Budget Request
$289,043.21	

GUAM VISITORS BUREAU
SETBISION BISITAN GUÅHAN

Tourism Capital Improvements

1. **Tumon Hardscape**
    a. Existing roadways need repair, resurfacing and restriping (RRR);
    b. Some pedestrian crossings are unsafe due to speeding, excessive road geometry and limited sight distances;
    c. Roads have minimal bicycle facilities; sidewalks with commercial frontage should be wider.
2. **Tumon Lighting and Signage**
    a. Lighting presents an opportunity to lower operating costs and improve light levels and distribution with the advent of LED, photovoltaic and battery technology. There are no wayfinding and thematic signage or they are minimally used to direct visitor and residents through the civic and urban districts of Hagatna and Tumon.
    b. Develop a family of streetscape features including signage, lighting and other streetscape elements.
3. **Tumon Softscape**
    a. Develop a streetscape framework that provides a simple but bold design character for both visitors and residents to enjoy. This framework at a minimum should connect the major generators including Agana, Tumon and the airport.
    b. Reflect both the cultural and native landscape and be easy to maintain.
    c. Vehicular and pedestrian amenities such as gateways, street trees, street furnishings, public art, photo opportunities and special features such as fitness stations, trail markers; water features and more intensive plants could be provided.
4. **Mount Lam Lam Nature Tour**
    a. The construction of Trailhead signage to help identify scenic trail start.
    b. The installation of a trail “walkway” with informational and directional signage to define a safe path free of erosion and loose soil.
    c. Create and encourage Eco-tourism.
    d. Create a safe environment by providing security for parking and throughout the trail.

5. **Ypao and Matå'pang Parks Improvement**
    a. Unify the shoreline with a beach walk working in partnership with beach resorts and condominiums;
    b. Mitigate beach erosion;
    c. Integrate storm water best-management-practices in the park facilities;
    d. Remediate the parks' landscaping.
6. **Fishermens Co-op**
    a. The area is well visited with significant foot and vehicular traffic. The re-designed movement of pedestrians and vehicles will create efficient spaces and integration into Paseo De Susana. Improvements will enhance environmental protection and economic growth.
7. **Inalåhan Old Town Revitalization**
    a. Development of the ridge; stabilization of the Baptist Church; development of cottage industry businesses and residential uses in the houses along San Jose Street; use of pocket parks; parking for interim open space developments.

GCMC MEMBERS IN ATTENDANCE: Joann Camacho, Charlene Chen, Kenneth Hill, Letitia Law-Byerly, Soohyun Lee, Echo Man, Simon Odoca, Mark Anderson, Jessica Chan

GCMC PROXIES: Olga Tonkikh, Neil Urbano

GCMC OBSERVERS: Jenny Cheon, Elton Koo, Sandra Koo, Chris Yang

GVB: Pilar Laguana, Nadine Leon Guerero, Gina Kono, Elaine Pangelinan, Nakisha Garrido

I. CALL TO ORDER

Joann Camacho called the meeting to order at 11:05AM

II. APPROVAL OF MINUTES

Stephen Gatewood motioned to approve the minutes of the previous committee meeting held on April 14, 2017. Letitia Law-Byerly seconded the motion and the motion was unanimously approved by the committee,

III. REPORT OF THE CHAIRMAN

No report.

III. REPORT OF GVB MANAGEMENT

- Visitor Arrivals Update



April 2017

April 1 - 30, 2017

Total: 121,357 (16.9%)

% Market Mix	Origin	Pax	% to LY
1.4%	China	1,713	-6.3%
1.7%	Hong Kong	2,052	243.1%
2.6%	Taiwan	3,208	24.0%
40.9%	Japan	49,632	1.1%
43.9%	Korea	53,321	37.9%
4.5%	US/Hawaii	5,444	0.1%
1.8%	Philippines	2,131	14.0%

GUAM VISITORS BUREAU

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

Note: April 2017 daily arrivals reflect Civilian Air arrivals only.

Calendar Year to Date 2017

January-April 2017

Total: 531,488 (+4.5%)

% Market Mix	Origin	Pax	% to LY
1.8%	China	9,479	4.9%
1.5%	Hong Kong	7,711	180.1%
2.5%	Taiwan	13,521	-5.5%
43.7%	Japan	232,409	-11.6%
39.9%	Korea	212,233	29.8%
4.8%	US/Hawaii	25,544	3.97%
1.1%	Philippines	5,968	6.4%

GUAM VISITORS BUREAU

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

Note: April 2017 Daily Arrivals reflect Civilian Air arrivals only



Discussion: China has been seeing negative decreases due to factors such as China boycotting Korea and it's products and the United Airline publicity crises incident. Taiwan is also seeing negative decreases because March is a low travel season in Taiwan and during this time last year there were MICE groups visiting Guam. Hong Kong continues to show positive increases.

IV. Greater China Marketing News

- Taiwan
  - 3-Month Review



3 month Review

Month	Forecast Pax	Actual Seats
Feb.	3,987	3,610
Mar.	3,693	2,853
Apr.	3,385	n/a

The low arrival in March is because March is part of the low travel season in Taiwan and the fact that we did not realize that there were advertising and incentive programs for elder, student, and businesses last year and none this year. Thus, the arrival number for March was not as expected.

- 3-Month Forecast

TAIWAN MARKET UPDATE

3 Month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
May	3,682	3,512	4.8%	5,845	5,058	15.6%
June	2,058	3,848	-46.5%	2,940	4,903	-40%
July	1,976	3,883	-49%	2,635	5,833	-54.8%

Flights

May
Taipei
- China Airlines : 4-5 per week = 3,100
(B737-800,738)
- EVA Airways : 2 per week = 2,745
(A330-200,332 & A330-300, 333)

Total 5,845

June
Taipei
- China Airlines : 4 per week = 2,635
(B737-800,738)
- EVA Airways : June. 3 flight= 305
(A330-200,332 & A330-300, 333)

Total 2,940

*** June 3 is the last TPE-GUM flight; June 7 is the last GUM-TPE flight**

July
Taipei
- China Airlines : 4 per week = 2,635
(B737-800,738)

Total 2,635

Discussion: China airlines plans to reduce their service from five flights a week to four flights a week. This decision was made prior to Eva Air's announcement that they would be withdrawing their Guam flight. GVB Taiwan has a scheduled meeting with China Air to discuss the current market situation, per feedback from China Air's chairman; the Eva Air withdrawal presents good opportunities. The meeting between China Air and GVB Taiwan will take place the following Tuesday and the announcement regarding the new General Manager for China Air's Guam branch will also take place during this time.

TAIWAN MARKETING NEWS

Co-op with TV show "The Travel Girls"

- Shooting period: May 3-7
- The Travel Girls" focuses on the friendship, fashion, activities with local taste and the competition between bosom friends. Guam will be presented in an attractive way to the audience.
- TV show and hosts have been updating several posts on their fan pages, including posts about GMIF when they stayed in Guam
- Episodes will air on the first and second Saturday of June
- Expected Exposure Value is USD $860,000



- Kaohsiung International Travel Fair (KITF)

TAIWAN MARKETING NEWS

Kaohsiung International Travel Fair (KITF) Preparation

- KITF 2017 will be held at Kaohsiung Exhibition Center from May 19 to 22. GVB will have 3 booths and has invited 6 travel agents & Chen Hua English Learning Agency to join the Guam booth for promoting Guam package and educational programs for children to study in Guam.
- Besides participating in the KITF, Milton Morinaga (Chairman of BOD) and Gina Kono (Marketing Manager – Taiwan & Hong Kong) will use this chance in Taiwan to visit important industry players, including China Airlines and EVA Air.



Taiwan Marketing Review

Co-op with famous illustrator and influencer Zito Hsu

- Zito Hsu is a famous Taiwanese illustrator and influencer on the social media platform. GVB sponsoring a 5-night stay for Zito from May 26-31.
- Through this cooperation, Zito will provide 4 full-page exposures on TRAVELER luxe magazine (July 2017 issue) and many FB & IG posts.
- Exposure value is USD $166,000





Discussion: The committee collectively expressed that they wanted to see more opportunities to work with Taiwan celebrities and avail of more filming opportunities.

❖ Hong Kong

- 3-Month Visitor Forecast



3 Month Visitor Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
May	1355	616	+120%	5117	2,822	+81%
Jun	1117	604	+85%	4553	2,822	+59%
Jul	770	734	+5%	2822	2822	0%

Air Capacity HKG - GUM					
May		June		July	
Airline	United	Airline	United	Airline	United
Aircraft	Boeing 737-800	Aircraft	Boeing 737-800	Aircraft	Boeing 737-800
Seats	2822 (4 flights per week)	Seats	2822 (4 flights per week)	Seats	2822 (4 flights per week)
Airline	HK Express	Airline	HK Express		
Aircraft	Airbus 320	Aircraft	Airbus 320		HK Express Service Stops
Seats	2295 (3 flights per week)	Seats	1731 (3 flights per week)		June 23

Discussion:

- 3-Month Visitor Comparison



3 Month Visitor Comparison

2017	Forecast			Actuals		
Month	Forecast Pax	Last Year	%Change	Actual Pax	Last Year	% Change
Feb	1227	682	+80%	1688	682	+148%
Mar	1380	920	+50%	1811	920	+97%
Apr	1117	604	+85%	1811	604	+199%

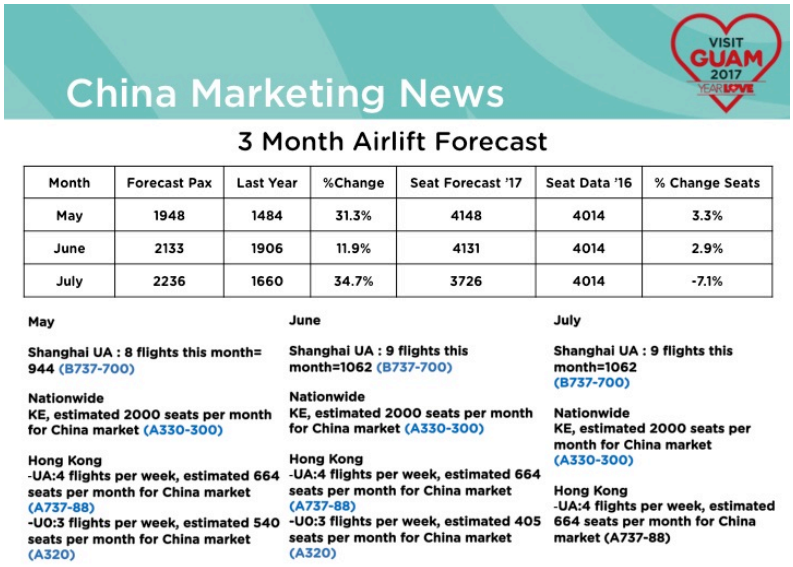
Discussion: Consumers who have purchased tickets with HK Express are inquiring how they will be treated in terms of cancellation to their hotel accommodations. GVB Director of Global Marketing Ms. Pilar Laguaña engaged committee members, specifically hoteliers and ground tour operators, for a general overview of hotel obligations for consumers. Ms. Charlene Chen explained there is no cancellation charge as the flight cancellation is in June, which gives hoteliers enough advance notice. Ms. Echo Man further elaborated that some online agents, such as Expedia, are non-refundable and non-changeable. She also noted that Eva Air has already reached out to hoteliers to try and service their customers however they have not had any communication from HK Express. Ms. Letita Law-Byerly explained that this could be due to the fact that HK Express has no office here.

- Hong Kong Marketing News



Discussion: Mr. Elton Koo inquired if GVB could engage celebrities to come to Guam and report their travel experiences, leveraging their influence and publicity to promote Guam. He also expressed that Guam is losing out on the wedding market. Ms. Echo Man added that Guam is now outdated in the wedding market and consumers are looking to other destinations and Guam is losing its share of voice in the Greater China markets. Ms. Pilar Laguaña explained that GVB has limited resources and forms partnerships to leverage increased presence in the market. GVB can provide and create the structure but the local industry needs to work alongside GVB to promote Guam together. She further explained that GVB is always open to the advice, suggestions, and contacts of its industry partners. She addressed Mr. Koo's inquiry and stated that GVB will do it's best to look into celebrity and movie partnerships and that GVB is currently working on one in the China market.

- ❖ China
  - 3-Month Visitor Forecast



Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
May	1948	1484	31.3%	4148	4014	3.3%
June	2133	1906	11.9%	4131	4014	2.9%
July	2236	1660	34.7%	3726	4014	-7.1%

Discussion: Forecasted arrivals for June are negatively impacted due to China's boycott of Korea and its products and the United Airline incident.

- China Marketing News

China Marketing News

Mega FAM-FY2017

- Dates: Mar 1-Aug 30, 2017
- FAM Dates: May 28-July 3, 2017
- Investment: USD 62,000
- Participants: 30 sales staff from key tour operators or product managers from top OTAs.
- Incentive program to encourage front line staff to sell Guam during low season

1) Recruit 10 key tour operators or OTA in each region
2) Do in-house training for staffs in each participating company
3) Decide on the top one sales from each participating company based on the sales volume of Guam products during April.

- GVB China has contacted local key agents and and selected 27 attendees from around 23 companies. 3 media are also invited to join the FAM for public exposure. An itinerary is also drafted for review to include welcome dinner, workshop, meetings with wedding company and Guam university, as well as local tours.

China Marketing News

Joint Promotion with Fliggy

- Dates: Mar 27-Sep 30 , 2017
- Investment: USD 220,000
- GVB has been building up the Guam Flagship Store on Fliggy now. Currently, 1 top article, 2 classic itineraries, 3 travelogues and 7 travel strategies have been composed and uploaded in preparation of the summer hot sale.
- GVB China has been making contact with the sellers of Guam products on Fliggy including CYTS, Umitrip, Shanghai Zhongqing and etc, to encourage them to develop hot product for the summer sale. The summer sale is in early June.



Discussion: Ms. Pilar Laguaña asked GVB China office to explain how local industry partners can engage in the joint promotion with Fliggy. GVB China will have an answer by next week.

China Marketing News

Joint Promotion with Korean Air-FY2017

- **Dates: Apr 1-Aug 31, 2017**
- **Investment: USD 12,800**
- **The first batch of lucky draw winners on KE official website have been selected by Korean Air. They will be given a boat tour at the Valley of Latte. Other lucky draw prizes include skydiving at Skydive Guam, dolphin watching tour at ABC and hotel accommodation.**
- **A WeChat promotion will be conducted by KE and GVB at the end of May to second promote the joint promotion.**





:

China Marketing News

American Foodie Tour Social Media Event

- **Dates: Apr 19, 2017**
- **Investment: N/A**
- **GVB provided a question why Chamorro red rice is red to US Embassy as one of the questions published on Weibo. US Embassy provided vouchers of Starbucks, Dunkin Donuts and Baskin Robins as lucky prizes for those that were able to give an answer.**



:

China Marketing News

Joint Promotion with Ctrip

- **Dates: May 15-Sept 30, 2017**
- **Investment: USD 217,500**
- **Integrated marketing campaigns through multi-channels, including:**
  a. online ads
  b. contents marketing
  c. themed landing page
  d. H5 games
  e. social media campaigns
  f. EDM targeting potential travelers with specific profile
  g. Celebrity / KOL campaign
  h. Upgrading flagship store on ctrip.com

- **Sales incentive：Generate incremental sales of FIT Guam products: 35%-55% from June 1 to September 30 2017.**



China Marketing News

U.S. Lifestyle Festival

- **Dates: May 7, 2017**
- **Investment: Free**
- **This event is organized by U.S. Consulate General in Chengdu and Fusen Mei Furniture.**
- **The main purpose of the event is to promote high-end U.S. home products, but they would like to make it a "lifestyle" concept, which includes travelling to the U.S also.**
- **GVB is invited by U.S. Commercial Service as an important partner in Chengdu. GVB also got a free booth to showcase our destination on the day of the event in Fusen's newly-opened Import Furniture Hall.**





China Marketing News

Guam Co-branding with Movie "Beautiful Accident"

- **Dates: May 16-June 3, 2017**
- **Investment: USD 60,000 + UA Air Ticket Sponsorship**
- **GVB China has an opportunity to work with the movie "Beautiful Accident" by Huayi Media. The core of this joint promotion is to utilize the image of the characters in the movie and promote Guam to the audience. Joint promotions include short celebrity videos to recommend Guam, Weibo hashtag events to interact directly with the movie fans, OFO bike APP promotion to touch the general public in Beijing, and Guam exposure to 300 media on the movie premier.**







China Marketing News

Competitors Update

- Marianas Visitors Authority @2017 Shanghai World Travel Fair
- April 20, 2017
- Marianas Visitors Authority attended 2017 Shanghai World Travel Fair, on which they signed MoU with Fliggy. The Marianas Flagship Store on Fliggy will be launched any time soon this year. The champion of Miss Universe China area was invited to talk about her travel experience in Saipan. Chamorro dancers gave a performance as well.
- Cost for participation: N/A

:

China Marketing News

Competitors Update

- Hawaii Tourism Authority @American Foodie Tour Social Media Event
- April 20, 2017
- HTA invited the travelers to post photos of Hawaiian cuisine on Weibo and labeled the name of cuisine. Lucky ones may win air tickets to Hawaii.
- Cost for participation: Air tickets from Hawaiian Airlines

China Marketing News

Market Update

- Tension between China and Korea
- All TOs & OTAs: Korea Travel Products off the shelf (FIT, Group packages)
- Boycott Lotte Brand
- Impact on Korean airlines: a few flights cancelled (including one night flight from Beijing) & consumers chose other airlines or



e.g. when searched for "Korea", "No results" appeared

China Marketing News

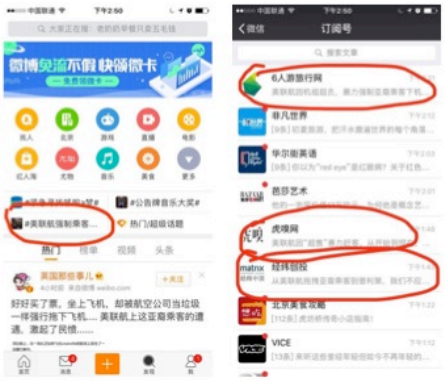
Market Update

Public relations Crisis of Unites Airlines on Chinese social media

April 12- May

The news about United airlines' violent handling of a Asian passenger spread on Chinese social media, became the top topic on weibo.com (Chinese twitter) and with a total reach of 1 billion and 330, 000 discussions on Weibo. Big accounts on Wechat and KOL posted many related articles.

Impact:
Chinese KOLs who attended UGM cannot mention United airlines as sponsor when promote the event



China Marketing News

Market Update

- New direct air routes – Emerging European destinations
- In the 2017 1st quarter, Chinese tourists number to EU doubled, East Europe and Nordic countries have the highest growth. Most tourists are group travelers (70%).
- **In July, Capital airlines will launch the first direct route to Portugal, Beijing – Lisbon by, 3 flights per week**

Discussion: Mr. Stephen Gatewood inquired if it was easier for group travelers to get China Visas (in reference to the 70% increase in group travel in Europe). Mr, Elton Koo provided insight that group travel is preferred for inexperienced, first time travelers. Ms. Pilar Laguaña further clarified that Guam's target segment is the more affluent, experienced traveler. GVB promotes Guam as a convenient and safe U.S. destination.

V. COMMITTEE FORUM

- Mr. Simon Odoca asked if GVB will be participating in the 2017 Hong Kong ITE & MICE. GVB staff confirmed GVB's participation and informed committee that the participation letter and registration form will be sent out to the GVB membership.

- Ms. Letitia Law-Byerly inquired if the budget that the committee approved at the last Greater China marketing committee meeting was still intact. Ms. Pilar Laguaña said the budget remained intact with the exception of Hong Kong, which was reduced from the requested $500,000 USD to $300,000 USD. This adjustment is in light of HK Express ceasing its Guam flight.

VI. ANOUNCEMENTS

❖ Tourism Month proclamation signing on May 12, 2017 at the Adelup Main Conference Room.

VII. ADJOURNMENT LLB 1st SG 2nd

Mr. Stephen Gatewood motioned for adjournment. Motion was seconded by Letitia Law-Byerly. Meeting adjourned at 11:58AM

Prepared by: _____
Marketing Coordinator

Approved by: _____
Director of Global Marketing (Acting)

GUAM BASKETBALL CONFEDERATION

Email:
gbc671@facebook.com
gbc671@gmail.com
live4gbc@gmail.com

Facebook:
http://facebook.com/gbc671

Board Members:

Secretary General
Tony Thompson
tony.thompson@fiba.com

President
Tony Thompson

Vice President
Frank Cruz

Secretary
Susan Lupola

Treasurer
Maree Pelkey

Athlete Commission
Derin Santos
Willie Stinnett

Head Coaches
Edward Calvo
Eddie Pelkey

Members
Jin Han
Julito Tingson
Ruben Payumo
Danny Payumo
Dean Manglona
John Calvo

National Basketball
Development Officer
Jonathan Lujan
Jlujan1980@yahoo.com

April 15, 2017

Nate Denight
President

FIBA U17 OCEANIA CHAMPIONSHIP GUAM, 2017

Hafa Adai,

The Guam Basketball Confederation (GBC) has been graciously awarded the right to host a major basketball competition this summer that will attract attention world-wide. Our island will host The FIBA Oceania U17 Tournament, a World Cup Qualifying competition for junior national teams from 9 nations for both men and women. The tournament will take place from July 9 to 15, with over 300 players, coaches, trainers, and officials traveling to Guam to participate in the event, plus potentially hundreds of fans.

All games will be broadcast and available to view live online to the world. FIBA will promote and cover the games on their social media platforms and alert all basketball fans of the world as the competition takes place in Guam.

As host nation, The GBC is responsible for providing Housing, Meals, Ground Transportation for all teams and officials. These costs, along with other event promotional and logistical expenses, will total about $195,000 total. Our budget has been reviewed and approved by FIBA officials based on similar events hosted in other markets in recent years. We hope to provide a high-quality experience for not only visiting international teams and officials, but for fans to the event, at no charge of admission to all games. Unless we are able to fund the complete budget for the event as planned, we will have to reduce expenses as much as possible and risk providing a quality experience for all involved.

After hard work over the last 8 months, we have been able to secure a commitment from FIBA for a grant of $30,000 for the event, and project to generate $65,000 in Sponsor cash & in-kind support, as well as potential concessions. We find ourselves in need of an additional $100,000 to cover remaining expenses in the budget (provided in detail within our GVB Grant Application attached), and respectfully ask GVB for their help.

In May, we will be opening our Guam National Basketball Training Center in Barrigada as a state-of-the-art facility for our basketball community and National Players to train & compete year-round. Official FIBA Oceania U1[illegible] games will also be held there this July.

We hope that GVB can consider providing the much needed financial and logistical support to make this major international sporting event a success. It will surely lead to more opportunities for Guam to host major basketball events with FIBA, the governing body of international basketball in the world.

Biba Guam Basketball & GVB! Let's put Guam on the map this July!

Si Yu'us Ma'ase,

Tony Thompson,
GBC President & Secretary General

GUAM VISITORS BUREAU
50th ANNIVERSARY · 1963 - 2013

Destination Development & Management Program

Fiscal Year 2016

Sports Grants-in-Aid

Information Packet

GUAM VISITORS BUREAU | SETBISION BISITAN GUAHAN
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278 | www.visitguam.org

GUAM

DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM

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BACKGROUND AND OVERVIEW

Purpose

The purpose for announcing this procedure is to:

1. Communicate the basis for the Guam Visitors Bureau's financial assistance on projects that will enhance the fulfillment of the GVB's mission;
2. Leverage Guam Visitors Bureau's limited budget for maximum benefit to the community;
3. Provide the structure that will allow merit based awards to organizations and individuals; and
4. Provide after action documentation and accountability for the Guam Visitors Bureau's financial assistance.

Introduction

The mission of the Guam Visitors Bureau Destination Development and Management Program is to promote Guam as an island of natural beauty with a distinct cultural identity, that is safe to visit, and alive with friendly people and varied resort activity. The most recent strategic initiative for tourism product enrichment and diversification calls for the following strategy and criteria:

Strategy: Diversify and enrich Guam's tourism product by developing new (and enhancing existing) community-based tourism events, experiences, attractions and projects related to the niches of culture, nature, education, health and wellness, and sports to complement Guam's traditional resort product and assist in overall economic diversification.

Criteria: Generates awareness of the Guam brand; establishes Guam as a preferred destination for high profile, quality events through national and international media exposure; attract visitors to Guam as participants and/or spectators; provide residents with opportunities to attend or participate in activities, which add to Guam's quality of life; and generate public relations marketing value toward key markets and increases diversification value.

Objectives

Guam Visitors Bureau is soliciting Destination Development and Management Program proposals/applications to develop new (and enhance existing) tourism events, experiences and programs that will:

- Provide a year-round calendar of events, activities and experiences, with special attention given to off-peak periods;
- Provide a diverse range of "value-added" experiences for visitors;
- Provide information for visitors through marketing and promotional efforts;
- Provide venues for increased resident-visitor interaction;
- Provide entrepreneurial opportunities for residents;
- Support programs that preserve, perpetuate and/or promote Guam's host culture;
- Support the development of activities in the targeted market areas of cultural tourism, eco tourism, edu tourism, health and wellness tourism and sports tourism;
- Support community-based tourism initiatives;

- Support Guam Visitors Bureau goal of increasing visitor expenditures and length of stay;
- Aid in the diversification of Guam's economy;
- Promote events, activities and experiences throughout the island; and
- Foster public-private sector partnership.

TARGET MARKET AREAS

Definitions

1. **Cultural Tourism:** Tourism related to Guam's host and multi-ethnic cultures that provide residents and visitors with enriching experiences and insights into the history, customs, art and traditions of our island.

2. **Eco Tourism:** Tourism related to experiencing Guam's natural attractions, unique flora, fauna, and culture in a manner that is ecologically responsible, economically sustainable, and that encourages the well-being of the local community, and is infused with the *Hafa Adai Spirit.*

3. **Edu Tourism:** Tourism related to formal and informal education and training in life-long learning experiences in Guam's unique natural and multi-cultural environment.

4. **Health and Wellness Tourism:** Tourism related to the burgeoning health and wellness industry, focusing on travel for the purpose of enhancing the wellness of the mind, body, and spirit of individuals, families and groups.

5. **Sports Tourism:** Tourism related to participating and experiencing international sporting events.

Specifications

The Guam Visitors Bureau has budgeted a specific amount of funds for the Destination Development & Management Program of our island. The Guam Visitors Bureau reserves the right to use a portion of its product enrichment budget to accept or solicit proposals/applications or negotiate for projects that it believes will fulfill its product development strategy and objectives.

All monies awarded under this Grants-in-Aid program are subject to the availability of funds.

Application/Proposal Conditions

1. There is a 1:1 matching fund requirement to the amount of funds requested. Matching funds can be in the form of cash or a combination of cash and in-kind contributions. If your organization is awarded funding, you will need to provide the Guam Visitors Bureau with proof of matching funds within sixty (60) days prior to the event.

2. Funds requested shall not be used for construction, capital improvements, and business or organizational start-up plans.

3. A completed application in the manner required in the attached Application Instructions must be submitted by **5:00 pm, September 30, 2015**. This application must include:
   - Complete Application Form [see attached];
   - Detailed Description of the project in accordance with the attached Proposal/Application Outline [see attachment A];
   - Detailed budget for the project following the attached Sample Project Budget Sheet [see attachment B];
   - Organization's most recent financial statement certified as to its accuracy by an officer of the organization;
   - Budget from the previous event/project, if applicable; and
   - A Corporate Resolution or By-laws to verify the person(s) who is authorized to sign legal documents on behalf of the organization [see attachment C].

4. This Grants-in-Aid program is for projects occurring **October 1, 2015 to September 30, 2016.**
   - Most of the funding will be allocated at the beginning of the fiscal year. However, if some funding becomes available, GVB may review new proposals/applications. These proposals/applications must be submitted at least **120 days** before the project date.

5. The Guam Visitors Bureau Destination Development and Management Program will also adhere to the following guidelines:
   - Projects must fall under one of the following market interest areas: cultural tourism, eco tourism, edu tourism, health and wellness tourism, or sports tourism;
   - Special consideration will be given to projects that support the perpetuation, preservation and/or promotion of Guam's host culture;
   - Special consideration will be given to projects occurring in off peak or traditionally slower visitor months; and

- **Projects that involve multiple industry participation, are community-based, and/or involve multiple partners will receive special consideration.**

Evaluation Criteria

Proposals/Applications will be evaluated based on the following criteria:

1. **Qualifications/Experience (25 points)**

   A. The ability to perform the services as reflected by technical training and education, general experience, specific experience in providing the required services, and the qualifications and abilities of the personnel proposed to be assigned to perform the services.

   B. A record of past performance of similar work.

2. **Demonstration of fiscal accountability (15 points)**

   A. As demonstrated through:

      - Financial statement
      - Budget, including past performance, if applicable

3. **Proposal/Application (60 points total)**

   A. The plan for performing the required project *(15 points)*

   B. Project sustainability *(5 points)*

   C. Ability to meet Guam Visitors Bureau's product enrichment strategy and criteria:

      - Generates awareness of the Guam brand *(5 points);*
      - Establishes Guam as a preferred destination for high-profile, quality events through national and international media exposure *(10 points);*
      - Attracts visitors to Guam as participants and/or spectators *(10 points);*
      - Provides residents with opportunities to attend or participate in activities, which adds to Guam's quality of life *(5 points);* and
      - Generates public relations marketing value toward key markets and increases diversification value *(10 points).*

FREQUENTLY ASKED QUESTIONS

1. Who can apply?

   An individual or any bona fide non-profit organization that meets the strategy, criteria, objectives and proposal/application conditions as outlined in the Destination Development & Management Program Packet, for a project to be held in Guam.

2. What types of projects will be considered?

   The Destination Development Plan has funded many different types of projects – from one-day events to weeklong festivals, to ongoing programs. All projects and programs that meet the objectives of the Destination Development Plan and are within the respective market areas of cultural tourism, eco tourism, edu tourism, health and wellness tourism, or sports tourism will be considered.

   Projects must relate to tourism enrichment activities, which for these purposes consist of all elements – physical, experiential and emotional – that contribute to a destinations experience. This does not include manufactured products such as, but not limited to, videotapes, DVD's, books or souvenirs, unless the Guam Visitors Bureau determines that such items contribute directly to the enhancement of Guam's cultural and brand awareness, and is of specific value and use to the Guam Visitors Bureau. Capital improvement projects, infrastructure, and business or organizational start-up plans will *not* be considered. Programs must be undertaken and completed between **October 1, 2015 and September 30, 2016**.

3. How much money is available for this Grants-in-Aid program?

   The Guam Visitors Bureau has allocated certain funds to the Destination Development Plan in FY 2015. The actual amount allocated to any grant applicant will be determined by a review panel based on established rating criteria and point system. Awards are subject to the availability of revenue allotted to GVB from the Tourist Attraction Fund. The Guam Visitors Bureau reserves the right to utilize all or a portion of funds allocated to this grant program. Additionally, should Tourist Attraction Fund revenues not match budgeted projections, the Guam Visitors Bureau reserves the right to re-allocate this budgeted amount.

4. Is there a limit to the amount of funding that can be requested in each proposal/application?

   Up to $15,000.00 may be approved per project. However, with our funding limitations, $5,000.00 is the preferred amount awarded.

5. Can multiple proposals/applications be submitted?

   Only one proposal/application per applicant per project will be accepted. An applicant may, however, respond to different requests for proposals throughout the fiscal year. Applicants receiving appropriations from the Tourism Attraction Fund in this fiscal year are not eligible to apply for any GVB funding within the same fiscal year.

6. What is the timeline for this process?

Deadline to submit a proposal/application is **5:00 pm, September 30, 2015.** GVB Management will review and determine its eligibility and make recommendations on the ceiling amount. Appropriate members of the selection panel will review proposals/applications. Evaluations and recommendations will be made to the full Committee. The Committee's motion then goes before the GVB Board of Directors for information purposes. Notification letters will be mailed via regular U.S. Postal Service the week following the GVB Standing Committee Meeting at which the grant award is addressed and acted upon by the Committee.

7. Will another Call Out for this Grants-in-Aid program be issued later in the year?

   This Grants-in-Aid Program covers programs from **October 1, 2015 to September 30, 2016.** The Guam Visitors Bureau will reserve a portion of the funds for use as new unforeseen opportunities arise throughout the year. Funding for projects will be contingent upon the ability of the applicant to meet the criteria and objectives of the Destination Development Plan, and on the availability of funding from the Guam Visitors Bureau.

8. What is considered "in-kind" contributions?

   Any contribution to the project other than cash is considered "in-kind". This would include, but not be limited to, volunteer hours, supplies, or services invested in the project free of charge. A reasonable dollar value must be accounted and factored into the in-kind contribution.

9. What type of proof of matching funds is acceptable?

   Acceptable proof of matching funds includes, but is not limited to, a letter of commitment, copy of check, receipts of deposit, bank statement, or a copy of an agreement between the grantee and another sponsor. A list of sponsors and/or in-kind contributions ***is not*** acceptable proof and ***will not*** be accepted by GVB.

10. How are payment scheduled determined? What documentation is required for payment on the contract to be made?

    The payment schedule is negotiable after the grant is executed. For the payments to be processed, the grantee must submit a signed invoice and all deliverables required for the payment to be processed per the award letter. The Guam Visitors Bureau is required to retain 25% of the approved funding for final payment to be made once the agreement has been fulfilled. For the final payment to be made, additional deliverables include a final report and final budget on the forms provided.

GUAM VISITORS BUREAU
DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM

APPLICANT INSTRUCTIONS

All of the following items must be submitted as part of your proposal/application package by **5:00 pm, September 30, 2015**, for your proposal/application to be considered for funding.

1. Complete the attached "Application Form." Do not recreate

2. Prepare a detailed description of your project in accordance with the attached outline. *[Attachment A]*

3. Prepare a detailed budget for your project using the attached budget format. Be sure to identify all sources of funding in addition to the Destination Development & Maintenance Program funds you are seeking. *[Attachment B]*

4. Other required documents:
   A. Organization's most recent annual financial statement certified as to its accuracy by an officer of the organization.
   B. Budget for the previous event/project, if applicable.
   C. Funding history for a recurring event/project, listing funds received in the previous year(s), if applicable.
   D. A Corporate Resolution or By-laws is also required at the time your proposal/application is submitted. This document is needed to verify the person(s) authorized to sign legal documents on behalf of the organization. *[Attachment C]*

5. The total proposal/application package shall include all of the documents listed in 1-4 above. Failure to provide these documents in a manner described herein will provide a basis to reject your proposal /application as being non-responsive.

6. Please do *not* use report covers, binders or include extraneous materials with the proposal/application packet.

7. Please note that if your proposal /application is selected for funding and a contract/agreement is awarded, your proposal/application and contract/agreement becomes a public document, available for public inspection. Unless you identify any information that you deem to be proprietary, all information stated in your proposal/application will be made available for public inspection.

8. Submit original proposal/application to: **Mr. Jon Nathan Denight**
   General Manager
   Guam Visitors Bureau
   401 Pale San Vitores Road
   Tumon, Guam 96913

GUAM VISITORS BUREAU
DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM
APPLICATION FORM

ORGANIZATION

Name of Organization: Guam Basketball Confederation Tax ID No.: _____

Mailing Address: P.O. Box 3346, Hagatna, Guam 96932

Contact Person: Tony Thompson Title: President

Telephone: (671) 734-2261 Mobile: (671)482-7181 Pager: _____ Fax: _____

Email Address: tony.thompson@fiba.com

Website Address: _____

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

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

b. Date Filed: March 20, 2017 EIN #: 98-0065230

c. 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: 2008 FIBA Oceania U18 Youth Tournament

Amount: $15,000

Date: Sept 28 - Oct 4, 2008

PROPOSED EVENT

Name of Proposed Event: U17 Oceania Basketball Championship

Proposed Location: University of Guam, Calvo Fieldhouse

Proposed Date (s): 07/09/17 - 07/16/17 Amount Requested: $25,000

Indicate how funds will be used: To offset cost for food, lodging, and transportation

Estimated number of people who will benefit from the project:

Spectators	Participants
[✓] Local Residents	[✓] Local Residents
[✓] Visitors	[✓] 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)
- [x] Health & Wellness Tourism
- [x] Sports Tourism
- [ ] Other: _____

PROJECT DESCRIPTION/HISTORY (Maximum Four Pages) - See Annex 2

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) - See Annex 3

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 competition.* 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): Tony Thompson

Fiscal Officer/Second Responsible: Maree Pelkey

Contact with Organization: Tony Thompson

Date of Application: 3/20/17

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.

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

Indicator 1	2016 Actual	2017 Estimate/Projection	2018 Estimate/Projection
Total Number of attendees (including participants) to project		3000+	
Number of attendees/participants from off-island		300	
Number of first-time versus repeat visitors		300	
Number of responses & inquiries resulting from advertising & promotional activities		500	
Number of responses & inquiries resulting from a webpage, if applicable			
Economic impact of the project on-site (include formula used to calculate impact)		See appendix.	
Economic impact of the project (include formula used to calculate impact)		See appendix.	
Number of impressions categorized by type of media		See appendix.	
Estimated dollar value of media coverage categorized by type of media, if applicable		See appendix.	
Other indicator (please specify)			
Other indicator (please specify)			
Other indicator (please specify)			

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.								
2.								
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.								

MONTHLY 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.								

TV 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.								

RADIO 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.								

TOTAL MEDIA EXPOSURE VALUE: $

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					

Attachment C

(Organization's Letterhead)

SAMPLE - CORPORATE RESOLUTION

I, (Name) _____, **(Title)** _____ of **(Organization Name)**

_____, 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 _____ day of **(Month)**

_____, **20__**, 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)** _____

_____, 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) _____, this _____ day of **(Month)**

_____, **200__**.

_____

Signature & Title*

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

Certified By

Tony Thompson/Maree Pelkey — President/Treasurer

Print Name — Title

Signature — 3/20/17 — Date

CHECKLIST

INDIVIDUALS (Did you include the following?)

- ☐ 1. Detailed budget breakdown (cash expense, in-kind contribution & cash income)
- ☐ 2. Resume / Biography
- ☐ 3. Three letter (s) of personal recommendation and/or letters of support
- ☐ 4. Samples of artwork (i.e., photographs, cd, etc.)

ORGANIZATIONS (Did you include the following?)

- ☑ 1. Detailed budget breakdown (cash expense, in-kind contribution & cash income)
- ☑ 2. Recent annual audit
- ☑ 3. Copy of your organization's Certificate of Incorporation and IRS letter granting Federal Tax Exempt Status
- ☑ 4. Articles of Incorporation / By-Laws

****NOTE: Grant Applications submitted without the required documents by the grant deadline date will not be accepted.**

FOR GVB OFFICE USE ONLY

Date Received: _____ Received by: _____

Amount Requested: _____ Amount Recommended: _____

Funding Source: _____ Account No.: _____

Board Approval Date: _____ Amount Approved: _____

Date Financial Report Due: _____ Date Financial Report Received: _____

By Cultural Heritage Officer/Community Development Officer: _____

GENERAL BACKGROUND

1. DESCRIPTION OF ORGANIZATION:
   The Guam Basketball Confederation (GBC) is the National Federation for basketball on Guam. With our men's senior national team coming off of gold medal performances in the 2015 Pacific Games, a Gold medal in the 2016 Oceania 3x3 Zone championships and a bronze medal in the Men's U18 Oceania Championships. These accomplishments show good momentum coming into the 2017 round of events.

   FIBA, the Federation of International Basketball Associations, is the world governing body for basketball. Founded in 1932, they bring together 213 National Basketball Federations from all over the world. FIBA organizes and oversee international competitions that include the FIBA Basketball World Cup, the Olympic Basketball Tournament and 3x3 basketball. They establish the official basketball rules as well as the regulations that govern the relationships between the different members of the basketball community. They have five Regional Offices in Africa, Americas, Asia, Europe and Oceania.

   Since 1999, FIBA Oceania, in conjunction with the National Federation, has provided funds to employ local people as National Basketball Development Officers (NBDO) in many of the federations in the region. NBDOs have been employed in American Samoa, Cook Islands, Fiji, French Polynesia, Guam, Kiribati, Marshall Islands, Micronesia, Palau, PNG, Samoa, Solomon Islands, Tonga and Vanuatu.

2. QUALIFICATION STATUS:
   GBC has be recently awarded the rights to host the 2017 Oceania Championships scheduled for July of this year. GBC does have the experience in running competitions like this with hosting past tournaments and friendly competitions before. A few tournaments to mention, Guam Invitational Basketball Tournament (Guam v Manila) this was in July of 2016. Also hosting the 2014 friendship basketball tournament with a team coming from Manila and Korea to face our own Andersen Bombers and the Men's Senior National Team.

PROJECT DESCRIPTION/HISTORY

1. DESCRITPTION OF PROPSED PROJECT

   The U17 Oceania Championships is a regional basketball tournament that Guam has been awarded to host. Participating countries are but not limited to Australia, New Zealand, New Caledonia, Tahiti, Fiji, Papua New Guinea, Samoa and Guam. But this event will be open to all 2 National Federations in the Oceania Region.

   Sub-committees have been assigned and are moving forward with their tasks. This tournament will be a major sporting event for Guam. This tournament will show that Guam is a capable host for such an international event.

   The Guam Basketball Confederation (GBC) has assigned Event Subcommittees responsible for various Event Management Tasks, including Basketball Operations & Facility Management, Team Logistics & Transportation, Sponsorship, Concessions, Marketing & Media, to include Broadcasting and Livestream Production, as well as Public Relations. GBC has also retained Event Management support from Tropical Productions, Inc. (TPI), to assist as an in-kind sponsor along with other sponsors providing event support.

2. GOALS & OBJECTIVES

   The goal of this tournament is to promote the game of basketball at a higher level of competition to our community. By playing a country like Australia who has a high world ranking in basketball and are constantly qualifying for the Olympics Guam has the opportunity to witness this higher caliber of basketball. This will also help show our island our goal as a National Federation to strive for.

   Promoting Guam as an ideal sports destination. Show casing UOG Calvo Fieldhouse and other sports and recreation facilities on the island shows we have the proper facilities to accommodate a large scale sporting event. This event will also provide GBC with international exposure through FIBA Social Media channels.

   Inviting other Oceania countries to participate promotes the diverse region we live in. Show casing and learning each other's cultural differences.

   This event will also prepare for possible event hosting for Asia Cup qualifying games coming up in 2018.

   This tournament will provide additional visitors to our island with seven countries providing teams for both the men's and women's divisions to include their families will help support visitor arrivals for the summer.

3. TARGET AUDIENCE

   The FIBA Organization is an International Basketball Federation with Regional Offices. Guam is covered under the Oceania Division and will host 22 National Federations within the region. Amongst the teams will be officials, members, players, volunteers, and supporters.

This tournament is a U17 youth tournament. Promoting the sport of basketball at this level to our youth can help with over health and wellness as well as the spirit of competitiveness team work and cultural networking.

A tournament with this type of competition will definitely provide an event for families to come and watch with hopes of one day these kids will want to play basketball at the highest level in our region.

The Guam Basketball Confederation (GBC) has assigned Event Subcommittees responsible for various Event Management Tasks, including Basketball Operations & Facility Management, Team Logistics & Transportation, Sponsorship, Concessions, and Marketing & Media, to include Broadcasting and Livestream Production, as well as Public Relations. GBC has also retained Event Management support from Tropical Productions, Inc. (TPI), to assist as an in-kind sponsor along with other sponsors providing event support.

4. COMMUNITY SUPPORT & INVOLVMENT

Community support will be keys to a successful tournament. Volunteers will be trained in technical skills to international standards, including FIBA Licensed statisticians and scorekeepers.

Relationship building will be key between GBC, FIBA and local corporations and government organizations to find common ground on partnerships for this tournament. GBC will need a one Guam approach to make this a memorable experience for all participants and visitors.

Team Guam coaches will be scouting top players island wide to represent Team Guam in the U17 Tournament. This event will give the young local athletes a chance to participate in an international event and showcase their talent to spectators worldwide.

Community Partners will include, but are not limited to, The Governor's Office, The University of Guam, Father Duenas Memorial School, Department of Parks & Recreation, The Guam Economic Development Authority, The Guam Visitor's Bureau, The Guam International Airport Authority, The Guam Fire Department, The Guam Police Department, The Barrigada Mayor's Office, Tanota Partners, Pepsi Bottling Guam & Gatorade, The Stations of KUAM, and Tropical Productions, Inc.

5. PROJECT SUSTAINABILITY

It is the intent of GBC and FIBA to host more major competitions in Guam for years to come, drawing hundreds to thousands of inbound players, coaches and fans to participate and attend games. In addition to competitions, Guam serves as a potential location for training basketball players and teams at all levels, including youth, scholastic, college, professional, and international federations. GBC is currently in discussion with national federations from Japan, Philippines, and Taiwan, hoping to host them in Guam in coming years for training and competition. The development of The Guam National Basketball Training Center in Tiyan will showcase a state-of-the-art training and competition facility for local and

international teams in the region, leading up to the Olympic Games in Japan in the near future.

Promoting basketball is our main goal. With promoting basketball development and competition on Guam is what we look to achieve not only for this event but for many future events. This will serve as a test to identify possible gaps and shortfalls in preparation for hosting the Asia Cup Qualifiers in 2018.

PROJECT IMPACT

1. BENEFIT AND OUTCOMES:

The FIBA U17 Oceania Tournament can generate a considerable amount of direct and indirect economic activity for Guam. It will attract hundreds of visitors, athletes, supporters, and spectators, from around the region and these participants will promisingly spend money on accommodations, restaurants, retail, local attractions, etc. having a significant economic impact. Over the period of their stay lots of revenue can be rendered to our tourism industry as well as for outside local businesses. It will serve as a gateway experience to promote our island and build long term tourism revenue.

Our tournament will also give Guam a chance to grow its reputation as a capable host country for international events. It will allow international exposure of Guam Basketball through all media platforms and give Guam an opportunity to reach FIBA spectators worldwide.

Furthermore the Guam Basketball team will have a chance to compete amongst top regional athletes for a spot in the 2018 Asia Cup Qualifying games. It will attract young "talent" throughout the community and region for a shot at further advancing their early sport careers. Competing in the FIBA league will train the players in technical skills at a higher international standard.

Lastly, the benefit of this sport tournament will extend to the local community here on Guam. Being a small island in the Pacific an international sport event such as this will promote the quality of life. It's an opportunity for our island in engage our youth in the sport of basketball and be a part of something bigger and better.

2. INDICATORS:

The FIBA Oceania U17 Tournament to be hosted in Guam this July will put Guam on the international sports map as we host 17 national teams from 9 countries in the region for a major World Cup Qualifying Tournament. We hope to impress upon these visiting nations, including athletes, coaches, trainers, officials and staff members, that Guam has the facilities, experienced personnel, and community support to mount major international sporting events. Guam will benefit for years to come from the diversification of promotion to more and more countries all located in the Pacific and Oceania region, and success in this event will absolutely lead to more engagement with major nations in Asia as well.

We anticipate excellent attendance throughout event games to be held at Guam's largest indoor facility for sports, The UOG Calvo Field House. Basketball enthusiasts will be treated to competition showcasing the best young talent in Oceania. The event will promote sports in general, healthy competition between nations, and teamwork. Team Guam will rally our community in support and pride, helping to improve the quality of life for Guamanians.
As the crowds attend the games, our partners and corporate sponsors will have the opportunity to engage with them, and also showcase their support for Team Guam and GVB's mission to increase sports tourism to Guam going forward.

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

Guam will be the host for 2017 FIBA Oceana's U17 Guam Basketball Tournament 17 teams including Team Guam boys and girls will compete. In addition to earned media to increase awareness of the importance and significance of this tournament, we will purchase media plans to rotate radio spots and TV commercials, advertisement in Guan's most popular media brands and #1 selling magazines - Uno Magazine and The Guamanian Magazine, along with utilizing out-of-home LED billboard advertising and digital media to increase frequency and maximize exposures with these platforms. Media will be heavily pushed 2 weeks prior to the first day of tournament so news and advertisement will be fresh and relevant to encourage maximum attendance at all games.

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

DAILY PUBLICATION

NO.	MEDIA	ISSUE/ON AIR DATE	CIRCULATION/ RATING	SIZE/TIME	TYPE OF MEDIA	COVERAGE	CONTENTS	MEDIA EXPOSURE VALUE
1	Trivision	June 25 to July 16, 2017	3 weeks	:15	Billboard		TV Teaser	$ 1,000.00

WEEKLY PUBLICATION

NO.	MEDIA	ISSUE/ON AIR DATE	CIRCULATION/ RATING	SIZE/TIME	TYPE OF MEDIA	COVERAGE	CONTENTS	MEDIA EXPOSURE VALUE
1	Facebook	June 25 to July 16, 2017	3 weeks		Digital		Call to action, team highlights, count down, score updates	$ 500.00
2	Instagram	June 25 to July 16, 2017	3 weeks		Digital		Call to action, team highlights, count down, score updates	$ 500.00
3	Guam Sports Network	June 25 to July 16, 2017	3 weeks		Digital		Website ad, news and score updates	$ 1,000.00

MONTHLY PUBLICATION

NO.	MEDIA	ISSUE/ON AIR DATE	CIRCULATION/ RATING	SIZE/TIME	TYPE OF MEDIA	COVERAGE	CONTENTS	MEDIA EXPOSURE VALUE
1	Uno Magazine	June/July	1x	Full page ad	Print		Teaser ad	$ 1,000.00
2	The Guamanian Magazine	May/June	1x	Full page ad	Print		Teaser ad	$ 1,000.00

TV PUBLICATION

NO.	MEDIA	ISSUE/ON AIR DATE	CIRCULATION/ RATING	SIZE/TIME	TYPE OF MEDIA	COVERAGE	CONTENTS	MEDIA EXPOSURE VALUE
1	KUAM TV8 & TV11	June 25 to July 16, 2017	3 weeks	:30	TVC		TV Commercial	$ 3,000.00

RADIO PUBLICATION

NO.	MEDIA	ISSUE/ON AIR DATE	CIRCULATION/ RATING	SIZE/TIME	TYPE OF MEDIA	COVERAGE	CONTENTS	MEDIA EXPOSURE VALUE
1	I94 FM	June 25 to July 16, 2017	3 weeks	:30	Radio		Radio spot	$ 1,000.00
2	ISLA63	June 25 to July 16, 2017	3 weeks	:30	Radio		Radio spot	$ 1,000.00
3	Hit Radio 100 FM	June 25 to July 16, 2017	3 weeks	:30	Radio		Radio spot	$ 1,000.00
4	MegaMix FM	June 25 to July 16, 2017	3 weeks	:30	Radio		Radio spot	$ 1,000.00
5	Boss 104 FM	June 25 to July 16, 2017	3 weeks	:30	Raio		Radio spot	$ 1,000.00

TOURNAMENT BOOKLET

NO.	MEDIA	ISSUE/ON AIR DATE	CIRCULATION/ RATING	SIZE/TIME	TYPE OF MEDIA	COVERAGE	CONTENTS	MEDIA EXPOSURE VALUE
1	Booklet				Print			$ 2,000.00

Total Media Exposure Value $ 15,000.00

Doc. No. 34GL-17-0614.*

Income

Cash Contributions	
FIBA Oceania	$0
GVB	$0
Corporate Sponsorships	$0
	$0
Other Revenue	
Admissions	$0
Drink Concessions	$0
Food Concessions	$0
FIBA Clinics	$0
	$0
Total Income	$0

Expenses

Administration		
Meeting Expenses	$500	
Supplies	$1,500	
Open/Closing Ceremonies	$1,000	Gifts for Visiting Teams
Staff Photographers	$2,000	
Staff Videographers	$4,000	
Computer Lines/Wi-Fi	$1,000	
	$10,000	
Marketing		
Tournament Booklet	$2,000	Printing Costs
Radio	$5,000	
Television	$3,000	
Digital & Print	$2,000	
Public Relations	$2,000	
Billboard	$1,000	Tri-Vision
	$15,000	
Facility		
Gym Rental	$7,500	UOG Calvo Field House & Training Center
General Cleaning & Prep	$1,500	
VIP Room Expense	$2,000	Food & Beverage / Staff
	$11,000	
Team Logistics		
Team Accommodations	$55,000	(breakfast included)
Meals	$45,000	Lunch + Dinner
Buses	$30,000	Team Transports
Staff Accomodations	$8,000	FIBA Officials / Staff
Car Rental	$2,000	Officials / Staff
Gas	$2,000	Officials Vehicles
	$142,000	
Event Operations		
Staff Uniforms	$4,000	
Basketballs & Supplies	$4,000	
Game Officials	$0	Volunteer
Table Officials	$0	Volunteer
Medals / Trophies	$0	FIBA Provided
Medical Stand By	$3,000	*required by FIBA
Medical Equipment	$500	
Security & Staffing	$3,000	Facility & Team Logistics Staff
	$14,500	
Miscellaneous		
	$1,000	
	$1,000	

Total Expenses $193,500

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

In order to fund this event budget, our plan is to secure Grants from FIBA, as well as from GVB and other Government of Guam organizations willing to lend their support.

Primarily, we hope to secure corporate sponsorship in order to fund the budget and/or provide all the needed items to operate a high quality event this July.

It was determined that no admissions will be charged for public to attend these games, as we would like to promote an open opportunity for engagement between event partners and the largest possible amount of attendees.

FIBA will determine the level of financial support for this event in the near future based on our plan and needs.

Please note: a significant amount of this budget is based on our requirement as host nation to provide Accommodations, Meals and Ground Transportation for the 17 visiting teams, while our Guam athletes and officials will be included in this expense.

What are the plans for future expansion and continued funding?

We anticipate that this event will funnel future FIBA Tournaments to Guam, as we have hosted the FIBA Oceania U18 Championship Tournament back in 2008. As with the previous tournament, GVB, along with other partner corporate sponsors, funded our successful event and we hope that they continue to support this year's FIBA Oceania U17 Championships and possible ones in the future.

This Tournament will give us the opportunity to attract other international sport competitions to be held here on our island, it will allow for Guam to become a top sport tourism destination in the Pacific region. When well executed, Guam will be a continued host for all FIBA Oceania Tournaments to come.

This single event will drive awareness through FIBA nations world-wide, and give Guam the opportunity to shine as a sports tourism destination. We anticipate significant viewers of the games via Live Stream, and FIBA will be promoting results on a daily basis on their global platforms during and after the event. The publicity and marketing values Guam will receive will be outstanding.

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

FIBA, the Federation of International Basketball Associations, is the world governing body for basketball. Founded in 1932, they bring together 213 National Basketball Federations from all over the world. FIBA organizes and oversee international competitions that include the FIBA Basketball World Cup, the Olympic Basketball Tournament and 3x3 basketball. They establish the official basketball rules as well as the regulations that govern the relationships between the different members of the basketball community. They have five Regional Offices in Africa, Americas, Asia, Europe and Oceania.

Since 1999, FIBA Oceania, in conjunction with the National Federation, has provided funds to employ local people as National Basketball Development Officers (NBDO) in many of the federations in the region. NBDOs have been employed in American Samoa, Cook Islands, Fiji, French Polynesia, Guam, Kiribati, Marshall Islands, Micronesia, Palau, PNG, Samoa, Solomon Islands, Tonga and Vanuatu. GBC is the sanction for Guam under the FIBA Organization.

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

Regional and Global Exposure: As a qualifying tournament for next year's U18 FIBA World Cup, this event hosting in Guam will be promoted through all FIBA Global networks, including all major nations in FIBA ASIA. Winners of this event in Guam will move on to compete against other winners from around the world in FIBA's World Cup of Basketball for young players in coming years. Australia, in particular, is ranked in the top 10 in the world for both men and women, and will attract significant attention to this competition as they compete to once again lead the region against the best teams in the world. Guam's U18 team finished successfully with a Bronze medal behind Australia and New Zealand in 2016. We hope to put Guam on the map and continue to climb the world rankings with another strong finish.

FIBA will connect our Oceania Tournament with their media platforms. They have a reach via static content on FIBA.com with up to 4.2 million views per month. On their social media platforms, FIBA has 3.5 million likes on Facebook, around 456,591 follows on Instagram, and 332,757 followers on Twitter. FIBA will also have a YouTube live steam channel, which covers about 268,000 international subscribers.

Local Exposure: As hosts of the FIBA Oceania U17 Championships, our local focus will be driving awareness and excitement around the games. Our local promotional program will drive attendance to games through exposure online, in print, television, radio, billboard, and sports media coverage by all networks.

In order to engage our public and spread awareness throughout the island, the Guam Basketball Confederation will conduct media tours with key figures, such as players and coaches. By doing so, the organization can get the message out to the public and implement a strong presence within the community. The organization will also hold a press conference that will involve all major parties, sponsors, teams, organizations, media networks, etc. in efforts to make an impactful local outreach.

Guam will be the host for 2017 FIBA Oceana's U17 Guam Basketball Tournament 17 teams including Team Guam boys and girls will compete. In addition to earned media to increase awareness of the importance and significance of this tournament, we will purchase media plans to rotate radio spots and TV commercials, advertisement in Guan's most popular media brands and #1 selling magazines - Uno Magazine and The Guamanian Magazine, along with utilizing out-of-home LED billboard advertising and digital media to increase frequency and maximize exposures with these platforms. Media will be heavily pushed 2 weeks prior to the first day of tournament so news and advertisement will be fresh and relevant to encourage maximum attendance at all game