

A winter landscape featuring a sunset over a frozen lake. The sun is low on the horizon, casting a warm glow across the sky and reflecting on the ice. The foreground is covered in snow with long shadows cast by bare trees and bushes. The background shows a line of trees and a few buildings under a cloudy sky.

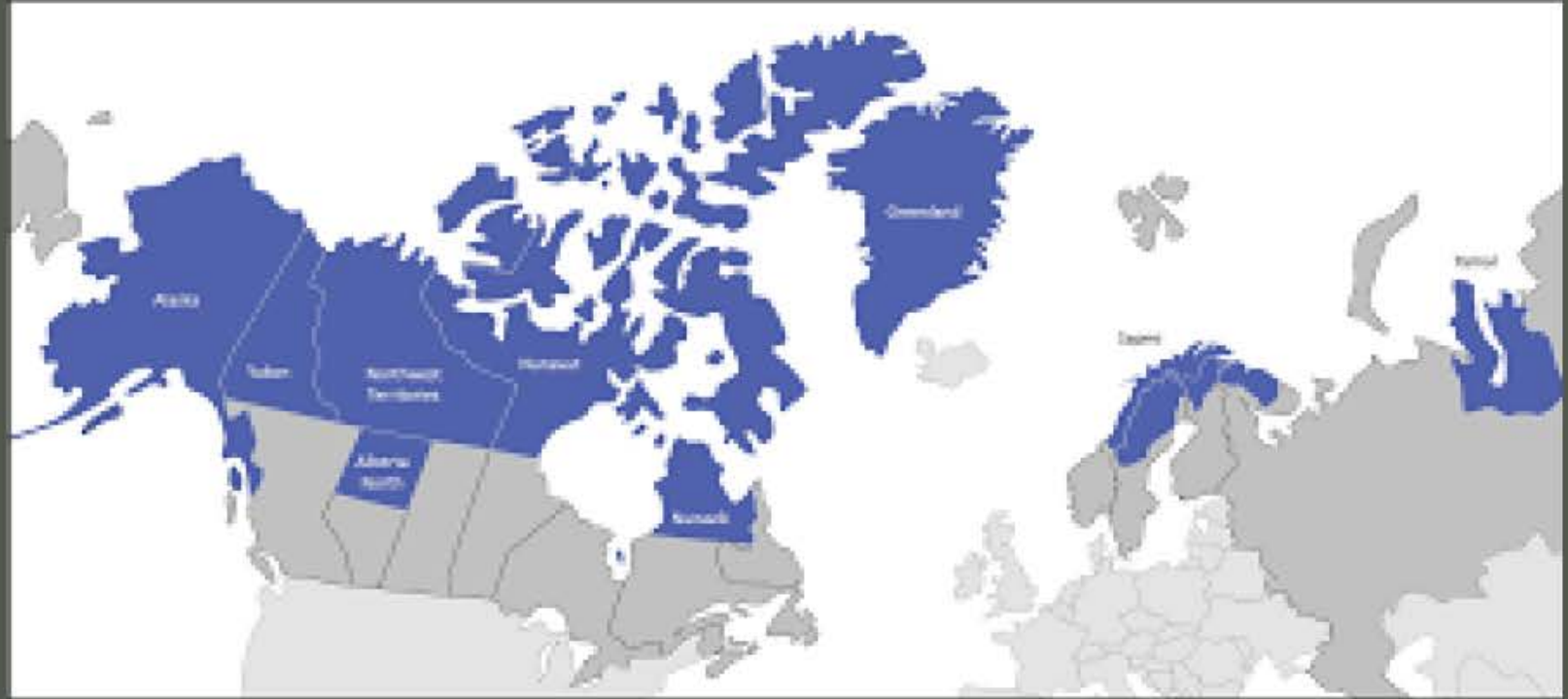
MAT-SU BOROUGH 2024

Arctic Winter Games Bid Presentation

WHO PARTICIPATES

**2,000 youth from across
the Arctic**

- **Alaska**
- **Yukon Territories**
- **Northwest Territories**
- **Northern Alberta**
- **Nunavut**
- **Nunavik Quebec**
- **Greenland**
- **Yamal (Russia) and**
- **Sapmi (Scandinavia)**



ARCTIC WINTER GAMES

**IS COMPRISED OF 21 SPORTS, IN FOUR CATEGORIES:
TRADITIONAL SPORTS, NORDIC SPORTS, INDOOR SPORTS, AND
ICE SPORTS AS WELL AS A WEEK LONG CULTURAL EXCHANGE
PROGRAM.**

Bid Development

PARTNERSHIP COMMITMENT

A local non-government organization will be formed to fill the role of Host Society.

COORDINATE EVENTS & ACTIVITIES

Schedule all the 21 sporting events, organize officials, volunteers, awards and more.

FUNDRAISING, MARKETING AND COMMUNICATIONS

To seek out state and private grants, solicit funds from local governments, and secure business sponsorships.

CARE, LODGING, AND FEEDING

The Host Society will provide lodging, meals and entertainment to athletes, coaches and special guests at the athlete villages, which will be in MSB schools.

TRANSPORTATION TO EVENTS

The Host Society will provide bus services to athletes throughout the week and offer shuttle services to events.

SAFETY AND MEDICAL SERVICES

Security at athlete villages and events will be provided as well as onsite medical care.

MSB Staff Responsibilities



SERVE ON THE HOST SOCIETY BOARD

The Host Society is comprised of community members and professionals as well as MSB staff.

SUPPORT THE COORDINATION OF FACILITIES, PARTNERSHIPS & LOGISTICS

Cultural Events, Lodging, Sporting events,
Transportation, Food, Entertainment

PROVIDE FINANCIAL SUPPORT

If the Host Society is unable to raise the necessary funds through donations and projected sales, the MSB will be responsible for covering the remaining costs.

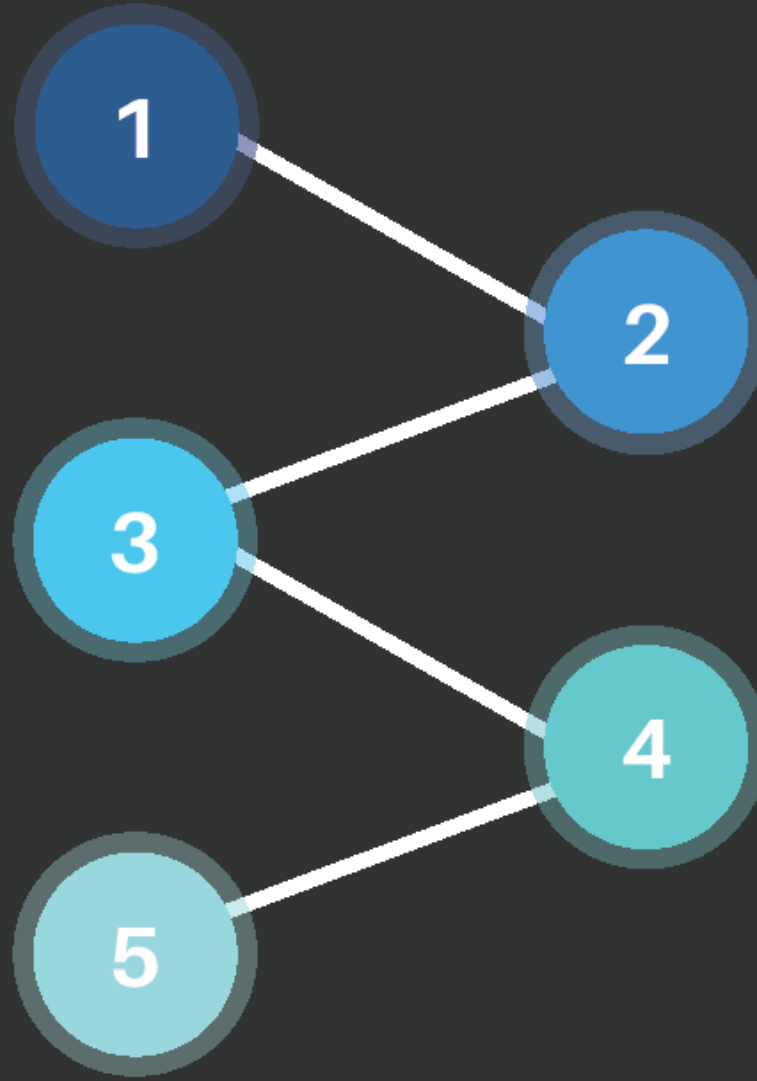
ARCTIC WINTER GAMES

Host Society 5 step process

Bid is Awarded
March 2021

Board of Directors &
Committee Seats are
Designated
May 2021

Implementation
Committees are
formed
May 2021



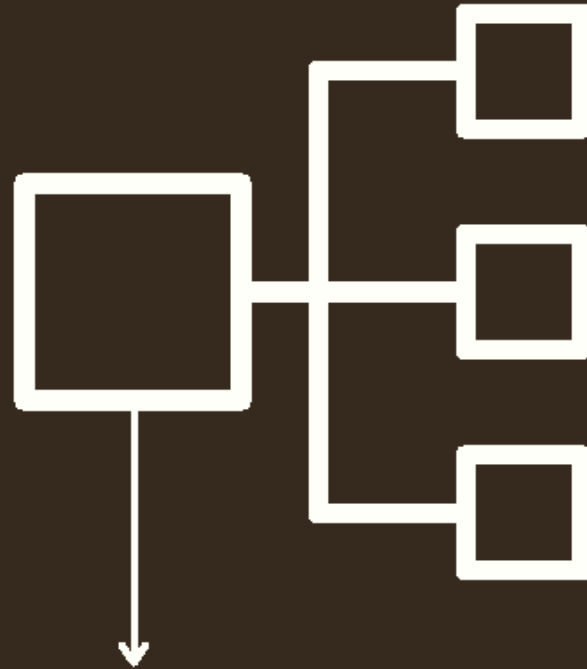
Mat-Su CVB recruits team
to draft incorporation
documents for the Host
Society
April 2021

Facilities Plan,
Business Plan,
Communications Plan
& Fundraising Plan are
initiated
June 2021

HOST SOCIETY ORGANIZATIONAL CHART

Staffing Plan

Executive Director



Administrative Assistant

Fundraising & Sponsorship
Director

Marketing &
Communications Director

Board of Directors

HOST SOCIETY BOARD OF DIRECTORS

12 TO 15 MEMBERS

President	Community
Vice President	MSB Staff
Treasurer	MSB Staff
Technical Sport	Community
Facilities	MSB Staff
Care and Comfort	MSB Staff & Community
Cultural Programs	Community
Marketing and Communications	MSB Staff & Community
Fundraising	MSB Staff & Community
Information Technology	MSB Staff & Community
Volunteers	Community
Legacy	MSB Staff

Eight MSB Departments

1-3 staff from
each Department
will serve on the

Host Society
Board or on a
Committee for
the next three +
years



288 hours per person

Time commitment one meeting per month, three
years, plus additional committee work

No new staff

Existing staff will do the work

No Overtime Expectation



Estimate of Expenses

Administration	\$ 2,000,000
Marketing and Promotion	\$ 1,000,000
Care and Comfort	\$ 1,250,000
Sport	\$ 1,200,000
Culture and Ceremonies	\$ 500,000
Volunteer Training	\$ 300,000
Information Technology	\$ 125,000
Legacy	\$ 300,000
Total	\$ 6,675,000



Estimate of Revenue

State of Alaska Operating	\$ 2,000,000
Excess Revenue Fairbanks Games	\$ 50,000
Mat-Su Borough Operating (to date)	\$ 250,000
Other Municipal Operating	\$ 100,000
Grants - Cash	\$ 2,000,000
Donations - Cash	\$ 500,000
Donations - In-Kind	\$ 1,200,000
Admissions	\$ 225,000
Merchandise	\$ 300,000
Total	\$ 6,675,000

A person wearing a red jacket, black pants, and a blue helmet is cross-country skiing on a snowy slope. The background is a dense forest of birch trees with white bark and bare branches. The skier is in a dynamic pose, leaning forward with arms extended. The overall scene is bright and clear, suggesting a sunny day in winter.

BID PACKAGE DUE FEBURARY 15TH

Partnerships: Mat Su Convention and Visitors Bureau,
MSBSD, City of Palmer, Chambers of Commerce, Cook
Inlet Regional Council, Chickaloon Native Village,
Glenn Massay Theater, Athletic clubs and more



Questions ?