



“DISCOVER NATIVE AMERICA” TRIBAL TOURISM MARKETING PROJECT

2016-AIANTA

A. Executive Summary

Applicant:	American Indian Alaska Native Tourism Association 2401 12th Street NW, Albuquerque NM 871042-2302, 505.724.3592 main, 505.212.7023 fax, www.aianta.org and NativeAmerica.Travel	
Partners:	Ed Hall, U.S. Department of the Interior, Bureau of Indian Affairs	
Commerce:	Robert Queen Ron Erdmann Paul G. Bergman, Jr. Chrystal Denys Donatello Osti	Director of the New Mexico U.S. Export Assistance Center Deputy Director of Research, Office of Travel & Tourism Industries Director of the Colorado U.S. Export Assistance Center Commercial Specialist, U.S. Commercial Service, UK Commercial Specialist, U.S. Commercial Service, Italy
Federal Share:	\$175,447	
Match:	\$384,020 (\$178,748 Cash / \$205,272 Inkind)	
Project Period:	October 1, 2016 – September 31, 2019	
Project Exports:	American Indian Travel & Tourism	
Post-Project Exports:	\$5,505,840	
Foreign Markets:	United Kingdom and Italy	
Market Size:	The ITA estimates that American Indian tribes garner about 5% of the 34 million overseas visitors to the United States, including 3.8% of the 4,149,000 from the United Kingdom; 4.7% of the 963,540 Italians	
U.S. Market Share:	Total Travel & Tourism Receipts from United Kingdom \$13.5 billion; Italy \$3.3 billion.	
Industry:	Travel & Tourism	
Project Description:	Tourism is one of this country’s leading industries and the engine that drives many tribal economies. AIANTA has identified the United Kingdom and Italy as countries the tribes want to expand travel and tourism. AIANTA proposes to work with Commercial Services to participate in tradeshow and to develop “Discover Native America.” This creative three-year project would engage more tribes and Native businesses in exporting and would provide regional training and technical assistance by expert trade and marketing specialists to strengthen the competitiveness of Indian companies. In addition, a marketing and public relations component will use a web-based marketing platform to showcase Indian Country destinations, attractions, points of interest, landscapes and tours.	



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Table of Contents

A. Executive Summary	2
B. The U.S Travel Industry.....	3
C. Travel & Tourism in Indian Country	3
D. Project Description.....	4
1) The Goals of the project are:.....	5
E. Work Plan	5
1) Target market economic conditions:.....	6
2) Engage Tribes in U.S. Travel & Tourism Pavilions for Major Tradeshow.....	6
a. Showcase USA-Italy— Verona, Italy (March)	7
b. World Travel Market – London, England (November)	7
3) Training and Technical Assistance on International Marketing	7
a. Training.....	7
b. Pre-Show Training Seminars	7
c. Pre-Show One-on-One	8
d. Trade Show Participation.....	8
e. Post-Fair Follow Up.....	8
f. Tasks	8
4) Marketing & Public Relations.....	8
a. Tasks	8
b. Use AIANTA’s Destination Website for Indian Country.....	9
Tasks	9
F. How “Discover Native America” Addresses Five ITA Priorities.....	9
1) U.S. industry's ability to meet potential market demand	9
G. Partnerships.....	10
H. Performance Measurement	11
1) ITA Performance Measures	11
2) Performance Measure Recording and Reporting System	11
a. Job Creation	12
b. Evaluations:.....	12
c. Reporting:	12
I. Credentials	12
J. Key Staff.....	13
K. Work Flow Chart	15
L. Report Forms	16
M. Mock Up With ITA Logo	20

B. The U.S Travel Industry

Travel and tourism is the largest services export industry for the United States. Last year, 75 million international tourists visited the United States and pumped a record \$220.8 billion into local economies, helping to support 1.1 million jobs supported by international visitor spending. These numbers make tourism America's number one service export comprising 31% of all services exports in 2014, and it was 9% of all goods and services exports.

In fact, according to the Bureau of Economic Analysis travel and tourism exports in 2014 were larger than the USA's exports of consumer goods (\$198 billion), automobiles (\$160 billion), and foods, feeds and beverages (\$144 billion). So, it has a large impact on the U.S. economy. Travel as an export is also a growth industry for the country increasing by 31% since 2010, compared to the 26% growth in all services exports and 27% growth in goods exports.¹



The U.S. Department of Commerce projects international travel to the United States will continue experiencing strong growth through 2020, based on the National Travel and Tourism Office's 2015 Fall Travel Forecast. By 2020, the NTTO forecasts that the United Kingdom will see a 19% increase in visitors when compared to 2014, Germany will increase by 12%, and Italy by 11%. AIANTA hopes to increase its share in each of these three growth markets.

C. Travel & Tourism in Indian Country

Indian Country is a unique part of the national and international visitor experience in America. Tourism is an economic driver in Indian Country, providing a bright future for tribes committed to creating strong cultural tourism programs. Tribal programs have produced cultural, social and economic successes that promote environmental protection and historic preservation while sharing traditions and cultural legacies to domestic and international visitors.

Indian Country is just beginning to benefit from this export. It is estimated that 5% or 1,652,000 of the 34 million overseas visitors to the United States visited Indian Country. Indian country has seen its visitors grow from a low point of 693,000 overseas visitors in 2007 to the record total of 1,652,000 in 2014.

American Indian communities saw a 10% increase in international visitors from 2013 to 2014, from 1,506,000 to 1,652,000.² But, while Indian Country has seen growth from international visitors, at the local level tribes still suffer from the need for funding infrastructure, capacity building and marketing. MDCP would go far in helping market our destinations and expand our market share.

Encouraging overseas visitors to visit Indian Country, not only supports tribes, but adds to America's bottom line. In 2012, the White House released a new National Travel and Tourism Strategy. The Strategy sets a goal of drawing 100 million international visitors by 2021, which is expected to generate \$250 billion annually in visitor spending by 2012.³ The American Indian Alaska Native Tourism Association (AIANTA)

¹ 2014 U.S. Travel and Tourism Statistics, Office of Travel and Tourism, International Trade Administration

² Top International Markets for Native American Tourism, prepared by Ron Erdmann, U.S. Department of Commerce, International Trade Administration, National Travel & Tourism Office, September 2015

³ 2012 National Travel & Tourism Strategy, Task Force on Travel & Competitiveness, Chaired by the Secretary of Commerce and Secretary of the Interior, January 2012

contributed to the plan's development and is working with the government and industry to implement it.

For eighteen years, AIANTA has served as the organization providing Indian Country with the voice and tools needed to advance tourism. AIANTA works closely with the U.S. Department of Commerce, Commercial Service, Industry & Analysis, National Travel and Tourism Office and others to make research data and training available via website, newsletters and workshops.

Based upon research obtained from the National Travel & Tourism Office on overseas visitors to Indian Country, we know numerous traveler characteristics of these visitors are good for the entire industry. International travelers to Indian Country are the kind of visitor other travel destinations strive to attract. Destinations prefer the vacation market rather than business and VFR travelers (visiting friends and relatives) who go to specific places based on their purpose of trip. Vacation travelers go to places that offer what they want. Seventy percent of the overseas travelers to Native American sites are on a vacation compared to 58% for all overseas travelers. Additionally, the length of stay for visitors to Indian Country was 30 days on average compared to the 18 days for all overseas visitors. These extra 2+ weeks "available" in their travel pattern should help build a stronger case to partner with Indian Country destinations and organizations.

Perhaps more importantly, overseas visitors to Indian Country contribute more per capita to the U.S. tourism bottom line than visitors to other destinations. The Commerce Department tells us that overseas travelers who visit Indian country stay 12 nights longer in the U.S. than the average traveler, visit more states and more cities, take more domestic flights, rent more cars, visit more national parks and monuments, visit more small towns and rural areas and visit more historical areas, cultural and heritage sites, art galleries and museums.

Furthermore, for both the number of states (2.4 to 1.5) and destinations visited (3.6 to 2.0) the numbers are much higher for those who visit Indian Country. This demonstrates an even stronger benefit for partnering with tribes to market to these visitors. Because of the higher vacation travel, longer stays and tendency to visit more destinations, these travelers are far more likely to rent a car (47% to 35%) and to take another domestic flight within the United States (43% to 30%), which would benefit these industry enterprises to work with Native American destinations.

The benefits don't stop there. In reviewing activities Indian Country overseas travelers participate in, these travelers are two to four times more active than average overseas travelers. The largest benefactors, in rank order, are: National Parks/Monuments, small towns/countryside, historical locations, and cultural, ethnic and heritage sites. Each saw participation rates 36-43% higher for overseas travelers to Native American sites than for all overseas visitors. In fact, nearly 78% of visitors to Indian Country also visited a National Park in 2014, this is 43 percentage points higher than the average overseas visitor to the United States participation in this activity. The top two countries who visit National Parks are the United Kingdom and Germany, two of the markets AIANTA focuses on.

D. Project Description

AIANTA's "*Discover Native America*" Tribal Tourism Marketing Project will help American Indian Tribes to export their tourism into new global markets. *Discover Native America* is a creative three-year project that would engage more tribes and Native businesses in major travel and tourism tradeshows.

This project builds on AIANTA's work to provide education and capacity building to tribes and tribal businesses in the travel, tourism and recreation industries; to increase visitation to tribal destinations while providing visitors with a genuine cultural and heritage experience; to develop partners with public lands

agencies and other members of the tourism industry; and, to increase awareness of tribal tourism and to generate media attention to drive travel to Indian Country.

AIANTA has worked with many International Trade Administration (ITA) representatives and looks forward to making more connections. This project would include working closely with Robert Queen, Director of the New Mexico U.S. Export Assistance Center; Ron Erdmann, Deputy Director of Research, Office of Travel & Tourism Industries; Paul G. Bergman, Jr, Director of the Colorado U.S. Export Assistance Center and Commercial Services Staff Chrystal Denys UK, and Donatello Osti, Italy.

1) **The Goals of the project are:**

- Present tourism as a viable opportunity to create new businesses, jobs and increase current tourism business in tribal destinations through international marketing and sales.
- Increase awareness of tribal tourism and create the desire to travel to tribal destinations.
- Generate media attention to drive travel to Indian Country
- Create business leads through participation in targeted international trade shows.
- Generate exports and increased visitation to Indian Country.

AIANTA has been involved in outreach to Germany through the ITB Berlin trade show for seven years. After research and consultation with several International Trade Administration (ITA) current and retired personnel, AIANTA identified two new markets they wish to add: the United Kingdom and Italy.

2014		Percentage Visiting Indian Country	Number Visiting Indian Country	Average Spending By Country *
Regions/Countries	Number of Travelers To the U.S.			
Italy	963,540	4.7%	44,000	\$2,159
United Kingdom	4,149,000	3.8%	151,000	\$2,434

* Average spending per traveler is based upon total arrivals and spending within the country only, excluding passenger fare spending per traveler in 2014.⁴

The table shows the interest and potential receipts from the target countries (compare to 5%, or 1,652,000 of the 34 million overseas visitors to the US who visited Indian Country in 2014.)⁵ These countries show strong interest and spending patterns. The following figures are taken from the International Trade Administration, Office of Travel and Tourism Industries Survey of International Travelers for: 1996-2014.⁶

The UK ranks third in overall arrivals to the United States (behind Canada and Mexico, respectively), and thus the UK is the number one overseas market. The UK traveler is often a repeat visitor, which presents an additional opportunity for destinations and travel product offerings which are beyond the traditional gateways. (See G.1. Target Market Economic Conditions for more on the selection of the UK and Italy.)

The project proposes to work with Commercial Services Domestic Offices and the Overseas Commercial Services Staff Chrystal Denys UK, and Donatello Osti, Italy. The project would provide training and technical assistance on international trade and marketing to strengthen and increase participants' success.

E. Work Plan

⁴ U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries, http://travel.trade.gov/outreachpages/inbound_general_information.inbound_overview.html

⁵ Data obtained from our office as the U.S. Department of Commerce, Industry & Analysis, National Travel & Tourism Office, February 2014

⁶ U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries, July 2013

For seven years, Aianta hosted tribal enterprises at the Brand USA Pavilion during the world's leading travel trade show, ITB in Berlin, Germany. ITB is the leading Business-to-Business platform for global tourism, with more than 170,000 visitors, 113,000 tourism professionals and 11,000 companies from 180 countries. All levels of the industry are present: tour operators, booking



Aianta's Award Winning Booth at ITB Berlin 2014

agents, travel agents, destinations, airlines, hotels, car rental companies, suppliers, buyers, destinations and media. In 2014 Aianta won one of the top 10 Best Exhibitor Awards. The success of this participation has led to this proposal, to expand outreach to other European Markets.

Aianta has also represented Indian Country at IPW for the last five years as a part of Federal Row. IPW draws more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and close to 1,200 international and domestic buyers from more than 70 countries. More than 400 international and domestic media attend this show.

1) Target market economic conditions:

The United Kingdom UK is the largest overseas market in terms of visitation numbers and the #1 spending overseas source market for the United States of America. The UK economy is the fastest growing in the developed world. The second half of 2013 brought encouraging news about the improving economic situation in the UK with consumer confidence on disposable income hitting a two year high in the third quarter of 2013, leading many in the industry to believe that now could be the right time to capitalize on this increasing optimism.

The good economic news is filtering to the travel industry with bookings for 2014 up by as much as 20% for some U.S. destinations and overall running at a rise of between 8-10% year on year.⁷ Based upon the NTTO market profiles for the U.K., a majority of the visitors are vacation travelers, just like the average overseas visitors to Indian Country. It is a heavy repeat market which probably means the travelers are looking for new experiences like a niche market on Native Americans. Historically, the U.K. was the top market interested in Native American types of experiences for six of the last nine years, but it has slipped to the second spot for the last three years. So, there is an interest. Our hope is to show them new tribal experiences and bring them back to Indian Country.

The Italians also have a distinct interest in visiting Indian Country with a peak 8.5% interest rate by their 936,000 visitors. Italians spend an average of \$4,315 when on travel. In fact, Italians remain Europe's highest spenders when traveling in the U.S. Since 2012 Italian arrivals have grown year on year and are projected to increase between 4%-5% in 2016.

2) Engage Tribes in U.S. Travel & Tourism Pavilions for Major Tradeshows

The project will include participation in two major travel trade shows: Showcase USA-Italy in Verona, Italy, which is held in March and the World Travel Market held in London, England, in November. The participating tribes and Native businesses will sign agreements to track leads, contracts, income and jobs generated by the tradeshows. In addition to appointments with tour operators, Aianta will coordinate media interviews and photo opportunities.

⁷ Brand USA World in Review 2013-14, Brand USA, 2013

a. Showcase USA-Italy— Verona, Italy (March)



Organized by the U.S. Commercial Service and the Visit USA Association Italy, this specialized show is an ideal event for new-to-market companies. Showcase USA – Italy is the only event in Italy dedicated exclusively to U.S. destinations. U.S. exhibitors have the opportunity to meet individually with 25-30 major Italian tour operators and travel media in one-on-one prescheduled appointments.

b. World Travel Market – London, England (November)



Staged annually in London, World Travel Market (WTM) is one of the leading global event for the travel industry. It provides a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business. More than 50,000 senior travel industry professionals, government ministers and international press, visit to network, negotiate and discover the latest industry opinion and trends at WTM. WTM generates more than \$3.6 billion in travel industry contracts.

3) Training and Technical Assistance on International Marketing

AIANTA will provide training and consultation to all participants attending the trade shows. This will include training sessions at AIANTA's American Indian Tourism Conference and pre-show seminars, pre-show one-on-one sessions and post-show follow up.

a. Training

AIANTA will focus on training and technical assistance as the #1 driver to increase participation and ultimately business. AIANTA will also provide international marketing training at its annual American Indian Tourism Conference and in pre-show workshops. The project will target Native American tourism enterprises that have developed successful tourism products, with a special focus on resort hotels that have cultural destinations (museums, monuments, art shows and festivals).

Topics:

- Assessing your international marketing readiness
- Creating your tourism product for the international visitor
- Itinerary building to accommodate international visitors
- Hosting international visitors – understanding cultural issues, language issues, currency exchange, transportation needs, late hotel checkouts/ early arrivals.
- Pricing, packaging and marketing your tourism product
- Understanding the international distribution system, i.e., tour operators, receptive tour operators, etc.
- Working with the media and organizing FAM tours
- Financing your international tourism marketing strategy
- Understanding the cultural diversity of your target markets

b. Pre-Show Training Seminars

There are two trade shows and one annual conference each year of the three year project. Two to three months prior to participating at the trade shows, AIANTA will conduct a series of pre-show training sessions for trade show participants. Content will focus on the upcoming show. International industry specialist(s), Commercial Service Officers, and Domestic locally engaged staff of the Commercial Service will be invited to participate/present during these webinars. Export finance experts, such as representatives from local Small Business Administration and Export-Import Bank, will be invited to participate as well.

Topics:

- Assessing your international marketing readiness
- How to prepare for international travel and tourism shows

- Target market information – United Kingdom and Italy from Office of Travel & Tourism Industries/National Travel & Tourism Office

c. Pre-Show One-on-One

AIANTA will coordinate with each interested firm's local Domestic Commercial Service USEAC so that within one month of the pre-show seminars, they reach out together to the firms that have registered interest in participating in the trade shows. These outreach calls will be individualized. Interested firms will be asked if they have all of the elements in place to be ready for the show, e.g. logistics firms that can facilitate exports, export financing, etc. Each business will be reminded of the need to report export successes.

d. Trade Show Participation

AIANTA will encourage using services such as Commercial Service's Gold Key or International Partner Search that helps companies take next steps. The financial benefit that AIANTA offers is a trade fair participation package that consolidates participants and reduces the amount that each participants would pay. Details are set forth in the Success Agreement. Participants will be charged a fee to offset booth and registration fees -- \$1200 for the UK, \$500 for Showcase Italy.



AIANTA at IPW Trade Show

e. Post-Fair Follow Up

AIANTA will coordinate with each participating business' local USEAC so that within one month of the trade show, they: offer assistance following up with trade leads, ask the firm to report exports generated by their participation in the trade fair.

f. Tasks

- Develop training calendar and materials
- Recruit trainers
- Conduct training sessions
- Provide training on how to track and submit contacts, destinations, leads, contracts, income and jobs generated by the project

4) Marketing & Public Relations

Marketing and public relations is an important component in this project. AIANTA will expand its partnerships with media/press, magazine publications, online tourism web sites, travel blog sites and social media travel sites for increased exposure. AIANTA will provide marketing and publication materials that highlight the tribal tourism destinations participating in the trade show to increase awareness of these destinations. AIANTA's Public Relations and Media Specialist will distribute press releases and use social media and other media outreach to promote the participants attending the show, bringing attention to Indian Country tourism as well as the individual destinations.

a. Tasks

- Prepare media outreach plan, press releases and media kit for each target market
- Coordinate media events at each show; participate in media events identified through partners, like the US Embassies and ITA partners
- Produce digital and social media efforts to promote destinations and partners
- Work with Commercial Services staff in the U.K. and Italy to help identify press

b. Use Aianta's Destination Website for Indian Country

In fall of 2015, Aianta launched “*NativeAmerica.travel*,” a visually appealing and interactive destination website that showcase Indian Country attractions, tours, cultural centers, museums, lodging, restaurants, galleries, recreation, historic sites, monuments and other points of interest. Information include contacts, dates and hours of operation, special issues/ requirements of visitors, and costs.

The site offers travel experiences which travelers can search by region, state, tribe or interest. *NativeAmerica.travel* makes it easier for travelers and travel professionals to locate destinations and explore Native America and all it has to offer international visitors.



The site is divided into regions, with a gallery of Experiences within each region, such as spending a night in a Navajo Hogan, or exploring a canyon with a Native guide. The other gallery is Destinations which can be searched geographically.

All 567 tribes have been invited to add a profile on the website, although only those with tourism programs open to the public will have pages with destinations and attractions. Participants in the trade shows will have one-on-one support to update their tribal profile and attractions on the website. They will learn to use the sites tools to upload photos, events and products directly on their page(s) to attract the visitors they are targeting. A wide screen monitor will be available at the trade booth so participants can share their destinations with visitors.

Tasks

- Teach tribal representatives to update their destinations and attractions
- Use the website for tribal representatives to upload visitor data
- Work with the tribal representatives one-on-one to update their websites and develop pertinent content
- Develop website marketing materials to present at trade shows.

F. How “Discover Native America” Addresses Five ITA Priorities

This project supports five of the six ITA priorities:

1. To create or sustain U.S. jobs by increasing or maintaining exports;
2. To increase exports to major emerging markets with rapid growth and new customers;
3. To increase exports by any of the following U.S. industries: travel/tourism;
4. To engage more U.S. businesses in major international tradeshows and other significant foreign outreach activities; and,
5. To help current exporters to expand to more markets.

1) U.S. industry's ability to meet potential market demand

Many of the tribes have well established tourism programs, with destinations, hotels, restaurants cruises, art shows, festivals, cultural events and other attractions. Aianta will encourage participating tribes to enter partnerships and collaborations with nearby attractions to present regional tour packages.

Aianta will recruit a diversity of tribal participants with successful programs to participate, with an

emphasis on tribes with resort properties and tours. Past tribal participants in Aianta's booth at ITB-Berlin include: state inter-tribal organizations like the Native American Tourism of Wisconsin, Native American Tourism of Minnesota, Nevada Indian Territory the Office of Hawaiian Affairs and Native Hawaiian Hospitality from Hawaii; tribal tourism programs from the Chickasaw Nation, Muscogee (Creek) Nation, Seminole Tribe and Navajo Nation Hospitality Enterprise; and businesses like Top of the World Hotel and Tundra Tours from Alaska; Keepers of the Sacred Tradition of Pipemakers of Minnesota, Monument Valley Simpson's Trailhandler, Monument Valley Tours and We-Ko-Pa Resort (Yavapai Apache); with interest from the Grand Canyon Resort Corporation (Hualapai Indian Tribe), Southern Ute Cultural Center & Museum and Coeur d'Alene Casino Resort Hotel. Aianta's database has listings for 50 tribally owned casino hotels and resorts, 32 hotels and motels, 91 tribal museums and cultural centers, 43 tribal tourism offices, 30 tribal golf courses, and 15 Indian owned tour companies.

G. Partnerships

This project sees working closely with Robert Queen, Director of the New Mexico U.S. Export Assistance Center; Ron Erdmann, Deputy Director of Research, Office of Travel & Tourism Industries; Paul G. Bergman, Jr, Director of the Colorado U.S. Export Assistance Center and Commercial Services Staff Chrystal Denys UK, and Donatello Osti, Italy.



AITC 2013, Tulsa, Oklahoma

Every year Aianta holds an annual American Indian Tourism Conference. Past ITA trainers have included Julie Heizer, Deputy Director, Industry Relations, Office of Travel & Tourism Industries; Elizabeth Walsh, Commercial Specialist for Tourism-Germany; Paul Bergman, Director of the US Export Assistance Center in Denver, Ron Erdmann, Deputy Director of Research, Office of Travel & Tourism Industries, International Trade Administration; and, Donatello Osti, Commercial Specialist for Tourism-Italy. Aianta worked closely with Sandra Necessary when she served as Director of the US Export Assistance Center in Albuquerque. She later came to work with Aianta.

Each year, Ron Erdmann presents information about the international visitation trends to Native American communities, where the visitors are coming from and what they want to do when they come to tribal destinations. This session provides tribes with data and statistics to better understand the visitor trends in the region, nationally and internationally to help plan cultural tourism for their communities. Aianta has held several conversations with Mr. Erdman about the need for better data on Indian Country Tourism.

Aianta worked with Dr. Anastasia Xenias, Senior International Trade Specialist for the US Commerce Department to obtain proposals from six professional Native performance groups for an American Indian cultural experience requested by the German's at the 2016 Hannover Meese Trade Fair in Germany. Unfortunately none was selected, but the relationship was built.

Paul G. Bergman, Jr, Director of the U.S. Export Assistance Center in Denver, Colorado and covers the States of Colorado and Wyoming spoke at our 2015 Aianta Conference in Durango, Colorado and has worked in the past in developing several international marketing plans.

Aianta works with Robert Queen, Director, Director of the U.S. Export Assistance Center covering New Mexico and El Paso, Texas, to promote educational opportunities provided by ITA to the tribes. This year Mr. Queen nominated Aianta to receive an E-Award.

Aianta has a cooperative agreement with the Department of Interior which includes development of international tourism trade. Ed Hall, Bureau of Indian Affairs Department of Transportation, is our contract

officer. The BIA-DOT has provided leadership for inter-agency tourism initiatives and task forces, such as the Lewis & Clark Bicentennial and Sesquicentennial of America's Civil War, for numerous MOUs with private partners, such as the Western States Tourism Policy Council, Southeast Tourism Society and National Geographic Geotourism.

AIANTA's partnership with the National Parks Service has resulted in two publications, "American Indians and the Civil War" and tour opportunities of monuments and battlefields and "American Indians and Route 66" promoting tribal tourism along both routes.

For several years, Aianta has collaborated with Brand USA to provide editorial content on Indian Country in the international travel guide Discover America. In November 2014, Brand USA and Aianta collaborated on a familiarization tour, giving German travel agents a personalized tour of the American Southwest, visiting a dozen tribal experiences, including the Fort McDowell Yavapai Nation, the Indian Pueblo Cultural Center, and the Tohono O'odham Indian Reservation.

AIANTA is working with George Washington University to build a curriculum for tribal tourism development to strengthen the tribes' workforce. In 2012, Aianta established a scholarship fund to encourage young people to enter into the travel, tourism and hospitality industry. U.S. industry's after-sales service capability in target markets.

Every year, Aianta takes part in the U.S. Travel Association's IPW the largest generator of travel to the U.S. Aianta represented Indian Country tourism as part of the BIA booth on Federal Row at the Annual IPW (formerly International Pow Wow).

H. Performance Measurement

A quarterly reporting system will track contacts, destinations, tour development, leads, cooperator events and income generated by the tradeshow, regional meetings, website, social media and training sessions. Participating tribes and businesses will be required to keep records, and the project will train tribal staff to gather data, update destinations and other attractions on the destination website.

1) ITA Performance Measures

Exports generated by the project are calculated and presented in the budget narrative. Specific goals:

	Year	End of Project
Number of businesses participating in each trade show (6 per show):	12	36
Number of trade shows Aianta participates in (2 year):	2	6
Number of contracts w/operators (average 2 contracts per business):	24	72
Increase the number of new programs and itineraries:	5	5
Increase in visitation (24 tours, average 20 visitors):	480	1440
Increase export revenue (\$3,825 average UK + Italy):	\$1,835,280	\$5,505,840
Increase in number of jobs created:	5	15
Increase in Aianta memberships	10	30
Increased earned media:	\$50,000	\$150,000

2) Performance Measure Recording and Reporting System

Indian Country needs more data on its tourism industry and the benefits they provide to their communities and neighbors. Aianta will work with all tribes to develop a web based platform for reporting visitor statistics. Participants in this program will be required to report contacts, contracts, media and numbers of visitors.

a. Job Creation

The outcome of the international marketing training will allow existing, successful tribal tourism programs to tailor authentic Native American and Alaska Native tourism experiences to the international marketplace. In turn, these new markets will create job opportunities for current businesses and generate new businesses. One of the measurements will be new members to Aianta, which we estimate at 10 each year and 30 by the end of the project. The conservative estimate for new jobs is 5 new jobs each year, with 15 new positions added by the end of the project.

b. Evaluations:

Every tradeshow and training session will include an evaluation by the participants and trainers. The following results will be measured: attendance, attendee type (tribal government, entrepreneur, artist, media, etc.); speaker presentation and information value; location, event dates, accommodations; target audience. A 75% approval rating for each event is the goal.

c. Reporting:

Adherence to the timeline; quarterly reports submitted on time and budget compliance throughout the project will be measure of good management. Two forms have been designed to track performance. Participant will sign a Participant Success Agreement for each trade show agreeing to provide results from participating in the project. Following each show, a Success Survey will be sent to detail leads, contracts, media and increases in revenue and employment.

I. Credentials

Aianta is a national nonprofit association formed by a grassroots movement of tribal leaders and individuals in 1999. Aianta's headquarters are located in Albuquerque, New Mexico. The association is governed by a board comprised of tribal tourism leaders with representation from six regions.

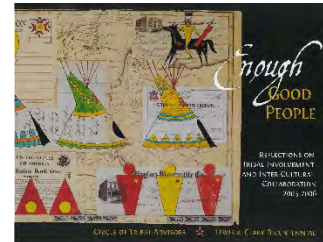
Aianta plays a critical leadership role in Indian Country, it is the only national organization working with tribes and the tourism industry to *"define, introduce and grow"* American Indian, Alaska Native and Hawaiian Native travel, tourism and recreation that *"honors and sustains traditions and values while supporting the long-range development goals of the tribes."*

For more than a decade, Aianta has served as the national center for providing tourism and recreational travel technical assistance, training and capacity building to American Indian nations. Aianta has built strong working relationships between tribes and federal agencies regarding their joint concern over the management of public lands and tourism. The partnership led to a cooperative agreement between Aianta and the DOI, with Aianta helping to, "Advance the domestic and international public's awareness of travel and tourism on Federal lands and to encourage use of these travel and tourism opportunities in an environmentally sensitive manner to produce long term economic, business development, educational, and recreational benefits, especially in rural areas."⁸

Aianta's Board President Sherry L. Rupert served on the U.S. Department of Commerce Travel and Tourism Advisory Board (TTAB). Aianta co-sponsors Destination Capitol Hill in Washington, DC, with the Southeast Tourism Society to raise awareness of tribal tourism interests, needs and priorities. Aianta is working on establishing an education and training program, including certificate and degree programs in tribal tourism development, with George Washington University.

⁸ Memorandum of Understanding Between the U.S. Forest Service, Bureau of Indian Affairs, Bureau of Land Management, Bureau of Reclamation, Fish & Wildlife Service, National Park Service and Aianta, September 2012

AIANTA partners with the National Park Service (NPS) to develop authentic interpretation of American Indian cultural heritage landscapes, economic opportunities for Native concessionaires and tribal tourism businesses, and training and career path opportunities for NPS Native employees. As mentioned before Aianta partnered with NPS to publish “Enough Good People” on the Lewis and Clark Bicentennial, “American Indians and the Civil War” on the Commemoration of the Civil War, and most recently “American Indians and Route 66” with the NPS Route 66 Corridor Project.



In addition to the tribes and public lands agencies, Aianta has developed strong partnerships with many State Tourism offices, AMTRAK, the National Geographic Society, the National Museum of the American Indian, Tauck Tours, and George Washington University.

J. Key Staff

The project will use the expertise of current Aianta members and will hire a part time International Outreach Specialist. The International Outreach Specialist (50% FTE) will oversee planning, training, marketing and the trade missions. Project support from Aianta staff include: The Executive Director (10% FTE) for strategic planning, general oversight, personnel decisions, working with the Board of Directors and will take part in the trade missions. The Public Relations and Media Specialist (10% FTE) is responsible for media training for participants, marketing plans, advertising, promotional materials and media. The Membership and Development Coordinator (15% FTE) will work with the International Outreach Specialist on sustainability, development and finding support for the ongoing International Outreach Program, as well as assist with gathering statistics on visitor, new businesses and jobs created. The Administrative Coordinator (10% FTE) will arrange logistics and travel for program staff, and will be responsible for processing accounts payable for the project. The Website and IT Coordinator (3% FTE) will work with trade show participants on updating their sites on NativeAmerica.Travel.

International Outreach Coordinator Position Description: The Coordinator will manage Aianta’s International Outreach Program (IOP), “Introducing America’s Native Nations to the World.” The Coordinator will promote travel to Indian Country in foreign markets at international travel tradeshows to maximize exposure to Native American tourism destinations, and to generate greater interest from international tour operators, travel agents and consumers. The Coordinator will identify tribal tourism enterprises and Native owned tourism businesses that are ready to enter the international export industry and encourage their participation in Aianta’s trade show program. The Coordinator will prepare educational materials for tribal tourism and conduct training sessions on marketing to the tourism industry and how to effectively participate in travel/trade shows. The Coordinator will network with industry partners, state and federal agencies and the US Commercial Service to share their resources with tribes/businesses. The Coordinator will work with tribes/businesses to encourage the creation of regional tourism packages to market at international tourism tradeshows. The Coordinator will partner with the Aianta Public Relations and Media Specialist to find ways to increase media exposure and awareness, including finding ways to document via photography and video, the achievements of trade show participants, and stories created, for future membership, partnership, and outreach efforts. The Coordinator will work with the Membership Coordinator to gather visitor statistics and results from participants.

Camille L. Ferguson, Executive Director is the Executive Director of Aianta. A Tlingit from the Kiksadi Clan and a member of the Sitka Tribe of Alaska, she served as the Economic Development Director for Sitka Tribe of Alaska for 15 years. She managed the Tribe's Tourism Department, Transportation Department, Gaming Department, Tribal Tannery, and Shee Atika Corporation’s Native-owned hotel, Totem Square Inn. Camille began her career in the visitor industry working for Sitka Tours where she expanded the Tribe’s cultural tour program, oversaw the Community House Meeting & Convention Center,

established the Made in Sitka Gift Shop, was instrumental in the development of Sitka's Public Transit/Tribal Transit system, and gained national recognition for the Naa Kahidi Dancers. She was president of the Sitka Convention & Visitors Bureau (CVB) and founded the annual Alaska Heritage and Cultural Tourism Conference. In 2011, she received the Alaska Travel Industry's highest award, the Denali Award for Professionalism and Leadership. In 2012, she received the Alaska Mobility Coalition's Dan Moreno Award for making significant contributions in tribal transportation.

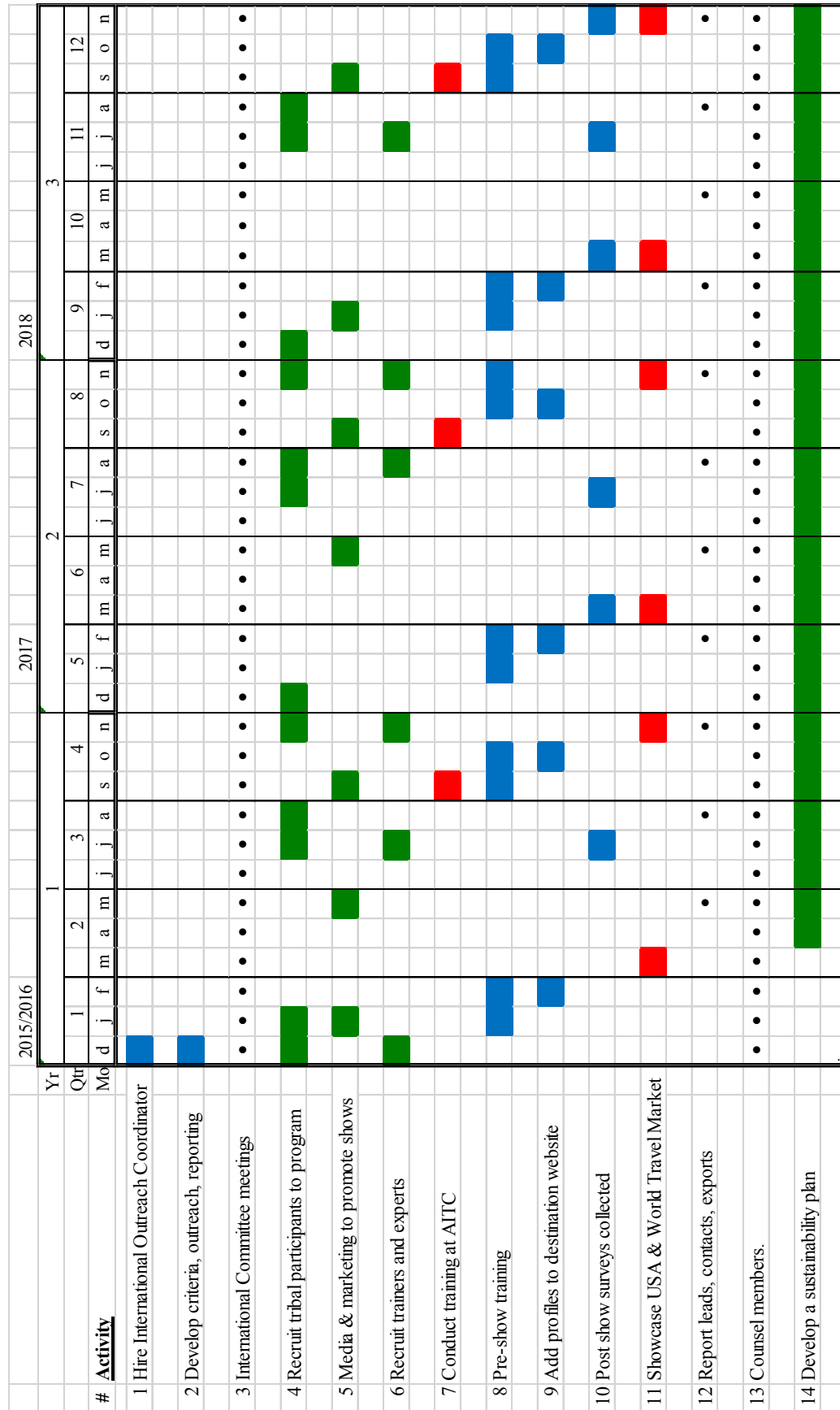
Rachel Cromer Howard, Public Relations and Media Specialist has served as a community relations and media relations specialist for a variety of clients, including tribes and tribal enterprises nation-wide and several multi-million dollar community development companies. Her social media and media relations work ranges from real estate and sporting organizations to international politics, Rachel honed in on her media production expertise working for a television station where she managed and created television commercials and promotions. Here, Rachel was also instrumental in the strategic development of advertising campaigns and promotional events. Rachel is a graduate from the University of New Mexico, where she received a Bachelor of Arts degree in Mass Communication and Journalism, with a concentration in Strategic Communication, and was an active member and leader of various PR organizations.

Gail E. Chehak, Membership and Development Coordinator, is a Klamath Tribal member who has worked extensively in the areas of economic development, environmental protection, arts and tourism. In her career she served a number of tribal organizations: Natural Resources/Management & Development for the National Congress of American Indians; Arts & Tourism Coordinator for the Affiliated Tribes of Northwest Indians; Public Relations Officer for the Columbia River Inter-Tribal Fish Commission. Gail co-authored Native Peoples of the NW: Traveler's Guide to Land, Art & Culture, while working as Arts & Tourism Coordinator for the Affiliated Tribes of Northwest Indians. She served as Oregon Governor John Kitzhaber's Delegate to the Washington, D.C. White House Conference on Travel & Tourism in 1995. In addition, she has worked as the Executive Director of the Indian Arts and Crafts Association, Assistant Manager of the Indian Craft Shop at the Department of the Interior and Executive Director of Indian Art Northwest.

Sherrie Bowman, Administrative Coordinator, is a tribal member from the Pueblo of Laguna, New Mexico. She comes to AIANTA with more than 18 years of experience in the hospitality and tourism industry. Starting at the Indian Pueblo Cultural Center in 1985, she worked her way to the position of special events coordinator/public relations representative. As special events coordinator she was responsible for all special events at the center including arts and crafts shows, American Indian Week activities, America Japan Week co-sponsored by Albuquerque's sister city, Veteran's Day celebration, Multi-Cultural Festival, Senior Citizen's Day and many other events throughout the year. Sherrie also has business experience with the New Mexico Indian Tourism Association (NMITA). Sherrie has an associate of applied science degree in hospitality & tourism and an associate degree in liberal arts.

Sandra Anderson, IT & Website Development Coordinator is a citizen of the Navajo Nation and she is from the Towering House clan and born for the Towering House clan. Her maternal grandfather is from the Meadow People clan and her paternal grandfather is from the Bitter Water clan. With a strong background in accounting, finance, strategic planning and information technology, Sandra brings a lot to the AIANTA team. She is highly experienced in helping companies reach their organizational and financial objectives. Sandra received her Bachelor of Arts degree in anthropology and a second degree in Native American studies from the University of New Mexico (UNM) in Albuquerque. She is a graduate student at UNM in the Community and Regional Planning Program with an emphasis in Indigenous Planning.

K. Work Flow Chart



L. Report Forms



Participant Success Agreement for Trade Show

American Indian Alaska Native Tourism Association (AIANTA) has identified the World Travel Market (WTM) as the best new market for many of our members. We want to help you to capitalize on opportunities to develop new export clients in this promising market. The U.S. Commerce Department's International Trade Administration (ITA) has agreed to pay for one-third of this project's costs through its Market Development Cooperator Program (MDCP).

Thanks to the MDCP award and the partnership with ITA and BIA, the following benefits are available for participation at World Travel Market in London, England. This Participation Agreement is between the American Indian Alaska Native Tourism Association (AIANTA) and _____

It is understood that AIANTA will provide the following:

- Meeting space within AIANTA's Pavilion
- Stage for cultural presentations or displays
- Brochure display
- Big Screen monitor (Shared time)
- Services related to booth maintenance
- Media and Social Media Promotion
- Opportunities for pre-scheduled media and tour operator appointments
- Pre-show "Know Before You Go" training
- Access to AIANTA's International Outreach Consultants
- Provide information on other opportunities as they arise

Participant agrees to the following:

- Have travel and tourism packages to include itineraries, brochures and a website to offer, with the option for cultural demonstrations
- Agree to provide data regarding results of participation at World Travel Market
- Display materials representative of your destination, tribal affiliation and culture
- Brochure(s) and/or website
- Participate in data collection and provide participation results to AIANTA
- Provide testimonial for yearend report on experience at World Travel Market
- Reduction of the trade fair fees results in the participant paying a \$1200 participant fee to AIANTA no later than World Travel Market
- Arrange and incur all travel and/or shipping related expenses
- Provide on-site staff during regular tradeshow hours
- Abide by the rules and regulations set by the World Travel Market

Our partner, ITA, needs to be able to show that its financial assistance to Aianta is a worthwhile investment of U.S. tax dollars. So, as a condition of benefiting from this project, you agree to report as set forth below.

a. Photographs and video.

ITA or Aianta may arrange to take photographs or shoot video of project activity. ITA and Aianta will use such media to promote the project, to describe what progress has been made generally, and to promote MDCP generally in the association and non-profit community. If ITA wants to publicize any of your successes, it will always show you what it proposes to do and secure your express approval in writing.

b. Sharing export results with ITA.

Each quarter, as a World Travel Market participant, you report to Aianta the destination market, value, and brief description of each export and/or export-related developments that are generated, in whole or in part, by participating in World Travel Market. If you prefer not to report this information to Aianta, you may report it to an ITA official, who will not, in such case, divulge details of such individual sales to Aianta. Failure to report will remove you from the project and participation in future trade shows.

c. Confidentiality with ITA.

ITA does not share your submitted export information publicly unless you specifically authorize it to do so. ITA professionals who have access to your success information have security clearances. They are accustomed to handling classified diplomatic cables and other media and transmissions that contain sensitive information.

I certify that I am, that my company is, or that I or my company represents: (a) a United States citizen; (b) a corporation, partnership or other association created under the laws of the United States or of any State; or (c) a foreign corporation, partnership, or other association, more than 95 percent of which is owned by persons described in (a) and (b) above; AND I am, my company is, or the entity I or my company represents is, exporting, or seeks to export goods or services produced in the United States, or goods or services that contain at least 51 percent U.S. content.

I understand that this certification is a requirement to participate in the MDCP project activity described above and that an intentionally false certification may result in termination of participation in such activity.

Signature: _____ Date: _____

Contact Person: _____ Title: _____

Organization: _____ Phone: _____

Email: _____ Fax: _____



Success Survey for Trade Show

Thank you for participating in our booth at World Travel Market (WTM). Our partner, ITA, needs to be able to show that its financial assistance to AIANTA is a worthwhile investment of U.S. tax dollars. So, your report is very valuable to us.

Each quarter, as a World Travel Market participant, you report to AIANTA the destination market, value, and brief description of each export and/or export-related developments that are generated, in whole or in part, by participating in World Travel Market.

ITA does not share your submitted export information publicly unless you specifically authorize it to do so. ITA professionals who have access to your success information have security clearances. They are accustomed to handling classified diplomatic cables and other media and transmissions that contain sensitive information.

Please help us to gauge results from AIANTA's participation in the World Travel Market and other international activities. We hope that you made successful contacts during your participation in World Travel Market. Please tell us about them below by completing the survey and returning it via e-mail, to Gail Chehak at gchehak@aianta.org and aianta.international@gmail.com. Failure to report will remove you from the project and participation in future trade shows.

DIRECT SALES

Any direct sales and business partnerships with foreign companies that you met during your participation at WTM. For example, did you book any tours with anyone you met at the WTM. If so please complete the following information:

Country	Name of Tour Operator	Itinerary	# of tour packages sold	# of people on tour	# days they stayed	Check one of the following:		
						New to Export	New Market	Increase to Market

APPOINTMENT OF AN IN-COUNTRY REPRESENTATIVE

As a result of your participation in WTM did you make contact with a foreign tourism/travel organization that you have signed as your representative in that country to market your travel product? If so, please complete the following:

Country	Check one of the following:			Initial Sales Value \$	Projected Sales Value in \$
	New to Export	New Market	Increase to Market		

PLACEMENT IN A TOUR OPERATOR CATALOG

As a result of your participation in WTM did you make contact with any tour operators who have placed your travel product in their tour operator catalog? Please indicate such below:

Country	Check one of the following:			Initial Sales Value \$	Projected Sales Value in \$
	New to Export	New Market	Increase to Market		

PUBLICITY & MEDIA COVERAGE

Publicity and media coverage are very important for tourism companies as it leads to increased exposure in a country, which in turn can help to increase the number of visitors to your travel destination. If as a result of your participation in WTM your travel organization received publicity from a foreign entity such as a travel magazine, TV or radio station, newspaper, etc., please indicate such by completing the following and if known, please provide the name of the media outlet:

Country	Travel Journal	Magazine	TV	Radio

How many of these media outlets wrote stories about your tours/culture? _____

How many visited you on your tour to write or film stories about your culture and tours? _____

Please provide the names and dates of the publications/media that published stories about your tours/culture.

- 1) _____
- 2) _____
- 3) _____

Please provide an estimate of the number of travelers or any other metric you can provide to determine an impact of this effort.

Estimate on increased revenue (Please circle one): No Change 5% 10% 20% 30% 40% 50%

Have you added any new employees due to increased business (Please circle one)? Yes No If yes, how many _____

Explanation of Terms:

“New to export” indicates that this was your first international sale ever.

“New to market” indicates that this is your first time making a sale in a particular country.

“Increase to market” indicates that you have already made sales into a country but as a result of contacts you made at WTM, you have made additional sales into that country.

“Itinerary” – where did they go – your location only or were they planning to go to other sites, if known.

M. Mock Up With ITA Logo

**AIANTA**
American Indian Alaska Native
Tourism Association



**EXPLORE
NATIVE AMERICA**

*Images from
www.Native.America.travel,
AIANTA premier destination
website for Indian Country*



**EXPERIENCE
NATIVE AMERICA**

Photo: Peter H. & Christine Thompson

SHARE YOUR DESTINATION

AIANTA is bringing Indian Country to the World Travel Market London 2017. Share your destination at this leading global market. Receive training and tips on international travel exporting. World Travel Market, the leading global event for the worldwide travel and tourism industry. Almost 52,000 senior travel industry professionals, government ministers and international press, gather every November to network, negotiate and discover the latest industry opinion and trends at WTM.

For more information:
Call (505) 724-3592, visit www.aianta.org
or www.wtmworld.com

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DEPARTMENT OF COMMERCE
UNITED STATES OF AMERICA

INTERNATIONAL
TRADE
ADMINISTRATION

JOIN AIANTA AT THE WORLD TRAVEL MARKET IN LONDON, ENGLAND



“DISCOVER NATIVE AMERICA” TRIBAL TOURISM MARKETING PROJECT

Budget Attachments

A. Budget Narrative	22
B. Worksheet – Budget Period.....	25
C. Worksheet – Personnel	26
D. Worksheet – Activity.....	27
E. AIANTA Audit (October 2013 – September 2014	28



“DISCOVER NATIVE AMERICA” TRIBAL TOURISM MARKETING PROJECT

A. Budget Narrative

In 2010, Aianta and BIA signed a cooperative agreement to provide tribal tourism education, training and other services, funded through the Bureau of Indian Affairs-Division of Transportation (BIA-DOT) Administrative Funds under the Intermodal Surface Transportation Efficiency Act (ISTEA). The funds complement this project with activities that fall within current Aianta staff descriptions. This enhanced support is estimated at \$18,900 in year 1; \$9,467 in year 2 and \$20,054 in year 3, for a total of \$58,421, plus 16% fringe benefits for an additional \$15,083 for the project.

The project anticipates three sources of program income for this project, which will help it become a self-sustaining program.

Tradeshow Participation Fee: The six (6) participants are asked to pay a \$500 fee to participate in Showcase Italy fee and \$1200 for the World Travel Market, for a total of \$10,200.

Trade Show Sponsors: Aianta will secure 5 sponsors @ \$5,000 each, or a total of \$25,000 in sponsorships for the trade show booths, giving sponsors promotional opportunities and recognition.

American Indian Tourism Conference: Attendance at the AITC is a part of the project. Conference fees collected from the six (6) participants will be designated to help with the project, for a total of \$2,400.

Website Marketing: Aianta is exploring the potential of generating income by charging a fee for advertising on Aianta's destination website.

In-Kind Support from Members & Partners: Several trainers are expected to donate their time and travel to participate in meetings. Aianta's International Outreach Committee is comprised of five (5) professional volunteers in the industry who are donating their time for a one-hour meeting every month. In-kind is based on past experiences and professional rates. The total in-kind support from volunteers is \$2,000 each year for trainers. For a total of \$5,000 each year.

Increased Membership: Aianta is a membership-based organization. The increased marketing and training benefits to our members will result in increased memberships which can be used for programs which benefit its members, like this one.

1) PERSONNEL — \$94,272

Personnel compensation is based on going rates in the area. Funding will allow Aianta to hire an International Trade Specialist and pay for 3% of the Membership & Development Coordinators time. Existing staff will provide support for the project as part of their ongoing work to support tribal tourism development and promotion. Year two and three include a 3% increase in base pay.

International Outreach Coordinator will spend 50% FTE [REDACTED] to coordinate this project and serve as the team leader for other staff, she will coordinate the tradeshow, training and marketing, [REDACTED]

Membership & Development Coordinator will spend 10% FTE [REDACTED] assisting with outreach and development of an ongoing sustainable program, for [REDACTED]

2) FRINGE BENEFITS - \$15,083

Fringe Benefits are projected at 16% of the FTE and include FICA/Medicare; SUTA; medical, dental, vision and life insurance; and disability. Year 1 is budgeted at \$4,880; Year 2 is budgeted at \$5,026; Year 3 is budgeted at \$5,177.

3) DOMESTIC TRAVEL — \$26,242

Providing regional training for tribes is an important component to this project.

American Indian Tourism Conference (AITC), project staff and consultants will be encouraged to attend. The budget includes travel costs for 6 tribal representatives, the Project Coordinator and one presenter to attend the track on international trade. The 2017 will be in Green Bay, Wisconsin, 2018 and 2019 will be selected by the end of 2016. Expenses are based on Green Bay at \$149 for the conference hotel rates, \$64 federal per diem for meals, \$500 average airfare. AIANTA will pay for the speaker, breakfast and lunch for the four (4) days of the conference for all eight (8) participants (\$40 of \$64 per diem). Years two and three have 3% increases.

4) INTERNATIONAL TRAVEL — \$49,970

International travel is budgeted for two major trade shows to market tribal tourism destinations and tours. All travel expenses are based on U.S. State Department international per diem rates and current airline quotes for the estimated time periods. Travel is based on two (2) staff and six (6) participants. Participants are responsible for their own travel.

Showcase USA - Italy, Milan budget includes eight (8) travelers at \$1,280 for airfare, per diem and lodging are included in the trade show fees, for a total of \$3,200 for Year 1 and a 3% increase for years 2 and 3.

World Travel Market – London, UK budget includes eight (8) travelers at \$1,500 for airfare, \$170 per diem and \$336 lodging for four (4) nights for a total of \$33,040 for Year 1 and a 3% increase for years 2 and 3.

5) EQUIPMENT — none

6) SUPPLIES — \$1,800

Office supplies are budgeted at \$50 a month for a total of \$600.

7) CONTRACTUAL — \$17,700

In kind support from volunteer International Outreach Committee members is based on 5 member spending one (1) hour a month on meetings, for a total of 60 hours at a rate of \$50 an hour, for a total of \$3,000. Trainers for the pre-show trainings and the international track at the American Indian Tourism Conference is based on 5 trainers spending 4 hours training at a rate of \$100 an hour, for a total of \$2,000. AIANTA's Accountant CPA firm, McKinney and Associates, is budgeted for a total of 2 hours a month at \$75 an hour for a total of \$900.

8) OTHER — \$62,000

Other includes fees for booths and registration, and shipping for the tradeshow:

American Indian Tourism Conference includes the conference fee of \$400 for six (6) participants, for a total of \$2,400.

Showcase USA-Italy includes registration fees of \$2,500 for eight (8) travelers, for a total of \$20,000; and \$1,000 for shipping materials, for a total of \$21,000.

World Trade Market - UK includes a booth fee is \$40,000 and \$1,000 shipping for a total of \$41,000

TOTAL PROJECT COSTS: \$ 559,462

Year 1 \$183,007

Year 2 \$186,237

Year 3 \$190,223

TOTAL REQUEST TO MDCP: \$175,447

Year 1 \$57,445

Year 2 \$58,769

Year 3 \$59,233

AIANTA MATCH: \$178,748

Year 1 \$58,562

Year 2 \$59,058

Year 3 \$61,128

INKIND MATCH: \$205,272

Year 1 \$67,000

Year 2 \$68,058

Year 3 \$69,862

AIANTA

American Indian Alaska Native Tourism Association

Discover Native America

Categories		1st Year				2nd Year				3rd Year			
		Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share		
			AIANTA				AIANTA				AIANTA		
			Pgm Income	Other			Pgm Income	Other			Pgm Income	Other	
					In-Kind				In-Kind				In-Kind
DIRECT EXPENSES		e	f	g	h	i	j	k	l	m	n	o	p
1 2 3	PERSONNEL												
	Domestic	30,500	0	0	0	31,415	0	0	0	32,357	0	0	0
	International												
3	TOTAL	30,500	0	0	0	31,415	0	0	0	32,357	0	0	0
FRINGE BENEFITS													
4	Dom. Rate = 16.0%	4,880	0	0	0	5,026	0	0	0	5,177	0	0	0
5													
6	TOTAL	4,880	0	0	0	5,026	0	0	0	5,177	0	0	0
TRAVEL													
7	Domestic	1,435	0	2,595	8,490	1,478	0	2,673	8,745	1,522	0	2,753	9,007
8	International	7,330	0	4,130	38,510	7,550	0	4,254	39,665	7,777	0	4,382	40,855
9	TOTAL	8,765	0	6,725	47,000	9,028	0	6,927	48,410	9,299	0	7,135	49,862
10	EQUIPMENT	0	0	0	0	0	0	0	0	0	0	0	0
11	SUPPLIES	600	0	0	0	600	0	0	0	600	0	600	0
12	CONTRACTUAL	900	0	0	5,000	900	0	0	5,000	0	0	900	5,000
13	OTHER	11,800	27,200	8,000	15,000	11,800	27,200	8,000	15,000	11,800	27,200	8,000	15,000
TOTAL DIRECT													
14	Sum from above	57,445	27,200	14,725	67,000	58,769	27,200	14,927	68,410	59,233	27,200	16,635	69,862
15	Sum all direct columns	Sum line 16 columns e, f, g, h 166,370				Sum line 16 columns i, j, k, l 169,306				Sum line 16 columns m, n, o, p 172,930			
INDIRECT EXPENSES		e	f	g	h	i	j	k	l	m	n	o	p
16	Indirect Rate 10.0%			16,637				16,931				17,293	
17	% of Total (line 20)			9.1%				14.4%				9.1%	
TOTAL		e	f	g	h	i	j	k	l	m	n	o	p
18	Dir.+Indir.	57,445	27,200	31,362	67,000	58,769	27,200	31,858	68,410	59,233	27,200	33,928	69,862
19	% of Total (line 20)												
All Expense Columns													
20	Total	Sum line 16 columns e, f, g, h 183,007				Sum line 16 columns i, j, k, l 186,237				Sum line 16 columns m, n, o, p 190,223			

AIANTA

American Indian Alaska Native Tourism Association

Discover Native America - Personnel Expenses

#	Explanation & Calculation							1st Year				2nd Year				3rd Year			
								Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share		
									AIANTA				AIANTA				AIANTA		
									Pgm Inc	Other			Pgm Inc	Other			Pgm Inc	Other	

AIANTA

American Indian Alaska Native Tourism Association

Activity Calculation

# Explanation & Calculation											1st Year				2nd Year				3rd Year			
											Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share		
												AIANTA		In-Kind		AIANTA		In-Kind		AIANTA		In-Kind
												Pgm Inc	Other			Pgm Inc	Other			Pgm Inc	Other	
Travel domestic																						
1 American Indian Tourism Conference 5-day, 2 days arrival, departure 149 64 5 1,065 500 8 12,520											1,435	2,595	8,490	1,478	2,673	8,745	1,522	2,753	9,007			
Travel (domestic) TOTAL											1,435	0 2,595	8,490	1,478	0 2,673	8,745	1,522	0 2,753	9,007			
Travel international federal per diem rates)																						
1 Showcase Italy in Milan, March 3-day, 2 days arrival, departure 0 1,500 100 8 12,800											3,200	9,600	3,296	9,888	3,395	10,185						
2 World Travel Market in London, November 3-day 2 days arrival, departure 336 170 5 2,530 1,500 100 8 33,040											4,130	4,130 28,910	4,254	4,254 29,777	4,382	4,382 30,670						
TOTAL											7,330	0 4,130 38,510	7,550	0 4,254 39,665	7,777	0 4,382 40,855						
Equipment																						
0											0											
TOTAL											0	0 0 0	0	0 0 0 0	0	0 0 0 0						
Supplies																						
3 Office Supplies 600											600		600		600	600						
TOTAL											600	0 0 0	600	0 0 0	600	0 600 0						
Contractual																						
4 Committee Members 5 x 1 hrs/month 50 60 3,000											3,000		3,000			3,000						
5 Trainers 5 @ 4 hours 100 20 2,000											2,000			2,000		2,000						
6 Bookkeeping Service @ 2 hour/month 75 12 900											900		900			900						
TOTAL 5,900											900	0 0 5,000	900	0 0 5,000	0	0 900 5,000						

AIANTA

American Indian Alaska Native Tourism Association

# Explanation & Calculation					1st Year				2nd Year				3rd Year			
					Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share		
						AIANTA		In-Kind		AIANTA		In-Kind		AIANTA		In-Kind
						Pgm Inc	Other			Pgm Inc	Other			Pgm Inc	Other	
Other																
7 American Indian Tourism Conference					2,400				2,000 2,400				2,000 2,400			
8 Showcase Italy.(includes meals and lodging;)					5,000 15,000				5,000 15,000				5,000 15,000			
9 World Travel Market Booth					6,800 27,200 6,000				6,800 27,200 6,000				6,800 27,200 6,000			
10 Shipping					2,000				2,000				2,000			
TOTAL					11,800 27,200 8,000 15,000				11,800 27,200 8,000 15,000				11,800 27,200 8,000 15,000			
Travel (dom)					1,435 0 2,595 8,490				1,478 0 2,673 8,745				1,522 0 2,753 9,007			
Travel (int'l)					7,330 0 4,130 38,510				7,550 0 4,254 39,665				7,777 0 4,382 40,855			
Equipment					0 0 0 0				0 0 0 0				0 0 0 0			
Supplies					600 0 0 0				600 0 0 0				600 0 600 0			
Contractual					900 0 0 5,000				900 0 0 5,000				0 0 900 5,000			
Other					11,800 27,200 8,000 15,000				11,800 27,200 8,000 15,000				11,800 27,200 8,000 15,000			
TOTAL					22,065 27,200 14,725 67,000				22,328 27,200 14,927 68,410				21,699 27,200 16,635 69,862			

American Indian Alaska Native Tourism Association

Financial Statements and Supplementary Information

Year Ended September 30, 2014

Table of Contents

Independent Auditor's Report	1
Financial Statements	
Statement of Financial Position	3
Statement of Activities	4
Statement of Functional Expenses	5
Statement of Cash Flows	6
Notes to Financial Statements	7
Supplementary Information	
Schedule of Expenditures of Federal Awards	12
Notes to Schedule of Expenditures of Federal Awards	13
Other Reports	
Independent Auditor's Report on Internal Control Over Financial Reporting and on Compliance and Other Matters	14
Independent Auditor's Report on Compliance for Each Major Federal Program and on Internal Control Over Compliance	16
Schedule of Findings and Questioned Costs	18
Schedule of Prior Audit Findings	20

Independent Auditor's Report

Board of Directors
American Indian Alaska Native Tourism Association
Albuquerque, New Mexico

Report on the Financial Statements

We have audited the accompanying financial statements of American Indian Alaska Native Tourism Association (the "Association") which comprise the statement of financial position as of September 30, 2014, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of American Indian Alaska Native Tourism Association as of September 30, 2014, and the changes in its net assets and its cash flows for the year ended in accordance with accounting principles generally accepted in the United States.

Other Matters

Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the basic financial statements as a whole. The accompanying schedule of expenditures of federal awards, as required by U.S. Office of Management and Budget Circular A-133, *Audits of States, Local Governments, and Non-Profit Organizations*, is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the basic financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States. In our opinion, the information is fairly stated, in all material respects, in relation to the financial statements as a whole.

Other Reporting Required by *Government Auditing Standards*

In accordance with *Government Auditing Standards*, we have also issued our report dated April 6, 2015, on our consideration of American Indian Alaska Native Tourism Association's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts and grant agreements, and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering American Indian Alaska Native Tourism Association's internal control over financial reporting and compliance.

Wipfli LLP

Wipfli LLP

April 6, 2015
Rhineland, Wisconsin

American Indian Alaska Native Tourism Association

Statement of Financial Position

September 30, 2014

<i>Assets</i>	
Current assets:	
Cash and cash equivalents	\$986,282
Accounts receivable	23,632
TOTAL ASSETS	\$1,009,914
<i>Liabilities and Net Assets</i>	
Current liabilities:	
Accounts payable	\$97,611
Accrued payroll and related expenses	11,938
Deferred revenue	553,264
Total current liabilities	662,813
Unrestricted net assets	347,101
TOTAL LIABILITIES AND NET ASSETS	\$1,009,914

American Indian Alaska Native Tourism Association

Statement of Activities

Year Ended September 30, 2014

Revenues, gains, and other support:

Grant revenue	\$853,067
Sponsorships	63,600
Membership dues	18,082
Registrations and booth fees	12,290
Contributions	1,980
Other income	11,040
Other program revenue	90
Special event revenues - Net of costs of direct benefits to donors	(739)

Net revenues	959,410
Investment income	321

Total revenues, gains, and other support	959,731
--	---------

Expenses:

Program services	471,851
Management and general	403,870
Fundraising	2,913

Total expenses	878,634
----------------	---------

Change in net assets	81,097
Net assets - Beginning of year	266,004

Net assets - End of year	\$347,101
--------------------------	-----------

American Indian Alaska Native Tourism Association

Statement of Functional Expenses

Year Ended September 30, 2014

	Program Services	Management and General	Fundraising	Total
Salaries	\$80,953	\$238,307	\$0	\$319,260
Other employee benefits		23,528		23,528
Payroll taxes	7,773	24,632		32,405
Fees for services	95,322	42,501	15,000	152,823
Advertising and promotion	21,985	5,566		27,551
Office supplies and postage	1,455	16,146	413	18,014
Information technology	5,930	10,103		16,033
Occupancy		11,859		11,859
Travel	82,413	7,567		89,980
Conferences, conventions, and meetings	174,731	2,273		177,004
Insurance		1,400		1,400
Miscellaneous	1,289	4,988	2,500	8,777
Total	\$471,851	\$388,870	\$17,913	\$878,634

American Indian Alaska Native Tourism Association

Statement of Cash Flows

Year Ended September 30, 2014

Increase (decrease) in cash and cash equivalents:

Cash flows from operating activities:

Change in net assets	\$81,097
----------------------	----------

Adjustments to reconcile change in net assets
to net cash provided by operating activities:

Changes in operating assets and liabilities:

Accounts receivable	377,458
Prepaid expenses	139
Accounts payable	73,589
Accrued payroll and related expenses	10,667
Deferred revenue	47,010

Net cash provided by operating activities	508,863
---	---------

Change in cash and cash equivalents	589,960
-------------------------------------	---------

Cash and cash equivalents - Beginning of period	396,322
---	---------

Cash and cash equivalents - End of period	\$986,282
---	-----------

American Indian Alaska Native Tourism Association

Notes to Financial Statements

Note 1 Summary of Significant Accounting Policies

Nature of Activities

The American Indian Alaska Native Tourism Association (the "Association") is a non-profit association of Native American tribes and tribal businesses organized in 1999 to advance Indian Country tourism. The Association is made up of member tribes from six regions: Eastern, Plains, Midwest, Southwest, Pacific, and Alaska. The purpose of the Association is to serve as the voice and resource for its constituents in advancing tourism, assist tribes in creating infrastructure and capacity, provide technical assistance, training and educational resources to tribes, tribal organizations, and tribal members. Approximately 89% of the Association's total revenue was received under their federal grant received from the U.S. Department of Transportation.

Basis of Presentation

Net assets and revenue, expenses, gains, and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets of the Association and changes therein are classified and reported as follows:

- Unrestricted net assets are the net assets of the Association that are neither permanently restricted nor temporarily restricted. Thus, they include all net assets whose use has not been restricted by donors or by law.
- Temporarily restricted net assets are subject to donor-imposed stipulations that may or may not be met, either by actions of the Association and/or the passage of time. When a restriction expires, temporarily restricted net assets are transferred to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. Currently, the Association does not have any temporarily restricted net assets.
- Permanently restricted net assets are subject to donor-imposed stipulations that they be maintained permanently by the Association. Generally, the donors of these assets permit the Association to use all or part of the income earned on any related investments for general or specific purposes. Currently, the Association does not have any permanently restricted net assets.

American Indian Alaska Native Tourism Association

Notes to Financial Statements

Note 1 **Summary of Significant Accounting Policies** (Continued)

Use of Estimates

The preparation of financial statements in accordance with accounting principles generally accepted in the United States requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Cash and Cash Equivalents

The Association considers all highly liquid debt instruments with an original maturity of three months or less to be cash equivalents.

Accounts Receivable

Accounts receivable are stated at the amount management expects to collect from outstanding balances. The carrying amounts of accounts receivable are reduced by allowances that reflect management's estimate of uncollectible amounts, if applicable.

Contributions and Unconditional Promises to Give

Contributions are considered to be available for unrestricted uses unless specifically restricted by the donor or where donor-imposed stipulations are met in the year of contribution.

Unconditional promises to give cash and other assets are reported at fair value at the date the promise is received, less an allowance for promises estimated to be uncollectible. The gifts are reported as either temporarily restricted or permanently restricted support if they are received with donor stipulations that limit the use of donated assets.

The Association reports gifts of property and equipment as unrestricted unless explicit donor stipulations specify how the donated assets must be used. Gifts of long-lived assets with explicit restrictions that specify how the assets are to be used and gifts of cash and other assets that must be used to acquire long-lived assets are reported as restricted support. Absent explicit donor stipulations about how long those long-lived assets must be maintained, the Association reports expirations of donor restrictions when the donated or acquired long-lived assets are placed in service.

American Indian Alaska Native Tourism Association

Notes to Financial Statements

Note 1 **Summary of Significant Accounting Policies** (Continued)

Deferred Revenue

Funds received but not earned as of the date of the statement of financial position have been classified as deferred revenue. Revenues will be recognized in future periods as the expenses are incurred.

Revenue Recognition

Federal, state, and local contract revenues represent grants and contracts with the various funding sources. In general, grant revenues are recognized under the following methods:

- Cost reimbursement contracts are reimbursed based on expenses incurred. The revenues are recognized in the accounting period when the expenses are incurred.
- Performance contracts are reimbursed based on accomplishment of contract objectives without regard for expenditures. Performance revenues are recognized in the accounting period when the contracted services have been performed.

Advertising Costs

The Association expenses advertising costs as incurred. Advertising costs totaled \$27,551 for the year ended September 30, 2014.

Functional Expenses

Expenses are charged to each program based on direct expenditures incurred. Occupancy, administration, and other costs, which are not directly chargeable, are allocated.

American Indian Alaska Native Tourism Association

Notes to Financial Statements

Note 1 **Summary of Significant Accounting Policies** (Continued)

Tax Status

The Association is a not-for-profit organization exempt from income taxes under Section 501(c)(3) of the Internal Revenue Code, except on net income derived from unrelated business activities. The Association is classified as a publicly-supported organization which is not a private foundation under Section 509(a) of the Code. The Association is also exempt from New Mexico franchise or income tax.

The Association assesses whether it is more-likely-than-not that a tax position will be sustained upon examination on the technical merits of the position, assuming the taxing authority has full knowledge of all information. If the tax position does not meet the more-likely-than-not recognition threshold, the benefit of that position is not recognized in the financial statements.

The Association recorded no assets or liabilities for uncertain tax positions or unrecognized tax benefits. Federal returns for the years ended 2011 and thereafter remain subject to examination by major tax jurisdictions.

Subsequent Events

Subsequent events have been evaluated through April 6, 2015, which is the date the financial statements were available to be issued.

Note 2 **Concentration of Credit Risk**

The Association maintains cash balances at several banks. Accounts at these banks are insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000. The Association's cash balances at times exceed insured limits as designated by FDIC. Management has assessed the risk of potential loss due to these concentrations and feels that the risk is minimal.

American Indian Alaska Native Tourism Association

Notes to Financial Statements

Note 3 Grant Management Contract

The Association hires a grant administrator, Great Lakes Inter-Tribal Council, Inc. The Association paid \$5,748 in management fees to the Great Lakes Inter-Tribal Council, Inc.

Note 4 Operating Leases

The Association leases space for operation of its programs. The operating lease payments for the year ended September 30, 2014, were \$11,859. Future minimum lease payments on the lease after September 30, 2014, was \$11,954.

American Indian Alaska Native Tourism Association

Schedule of Expenditures of Federal Awards

Year Ended September 30, 2014

Grantor Agency/Pass-Through Agency Program Title	Federal CFDA Number	Agency I.D. Number	Expenditures Grantor
<u>U.S. Department of Transportation</u>			
<u>Direct Programs</u>			
Highway Planning and Construction	20.205		
Organizational Development and Operations			
January 1, 2012 to December 31, 2014		A12AC01264	\$401,975
Regional Outreach			
January 1, 2012 to December 31, 2014		A12AC01264	5,337
Expand Tribal Tourism Education and Training			
January 1, 2012 to December 31, 2014		A12AC01264	128,834
Create a Strategic Plan for Tribal Spatial Data Infrastructure			
January 1, 2012 to December 31, 2014		A12AC01264	15,650
Development International Tourism/Outreach/Website			
January 1, 2012 to December 31, 2014		A12AC01264	130,300
Form and Nurture Partnerships			
January 1, 2012 to December 31, 2014		A12AC01264	114,095
Raise Public Awareness of the Significance of Tribal Tourism			
January 1, 2012 to December 31, 2014			56,876
TOTAL FEDERAL AWARDS			\$853,067

See Independent Auditor's Report.

See accompanying notes to schedule of expenditures of federal awards.

American Indian Alaska Native Tourism Association

Notes to Schedule of Expenditures of Federal Awards

Note 1 Basis of Presentation

The accompanying schedule of expenditures of federal awards (the "Schedule") include the federal grant activity of the Association under programs of the federal government for the year ended September 30, 2014. The information in this Schedule is presented in accordance with the requirements of the Office of Management and Budget (OMB) Circular A-133, *Audits of States, Local Governments, and Non-Profit Organizations*. Because the Schedule presents only a selected portion of the operations of the Association, it is not intended to and does not present the financial position, changes in net assets, or cash flows of the Association.

Note 2 Summary of Significant Accounting Policies

Expenditures reported on the Schedule are reported on the accrual basis of accounting. Such expenditures are recognized following the cost principles contained in OMB Circular A-122, *Cost Principles for Non-Profit Organizations*, wherein certain types of expenditures are not allowable or are limited as to reimbursement.

Independent Auditor's Report on Internal Control Over Financial Reporting and on Compliance and Other Matters

Board of Directors
American Indian Alaska Native Tourism Association
Albuquerque, New Mexico

We have audited, in accordance with the auditing standards generally accepted in the United States and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States, the financial statements of American Indian Alaska Native Tourism Association (the "Association") which comprise the statement of financial position as of September 30, 2014, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements, and have issued our report thereon dated April 6, 2015.

Internal Control Over Financial Reporting

In planning and performing our audit of the financial statements⁰, we considered the Association's internal control over financial reporting ("internal control") to determine the auditing procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control. Accordingly, we do not express an opinion on the effectiveness of the Association's internal control.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect and correct misstatements on a timely basis. A material weakness is a deficiency, or combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented or detected and corrected on a timely basis. A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified.

Compliance and Other Matters

As part of obtaining reasonable assurance about whether the Association's financial statements are free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the determination of financial statement amounts. However, providing an opinion on compliance with those provisions was not an objective of our audit and, accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

Purpose of This Report

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the Association's internal control on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Association's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

Wipfli LLP

Wipfli LLP

April 6, 2015
Rhinelander, Wisconsin

Independent Auditor's Report on Compliance For Each Major Federal Program and on Internal Control Over Compliance

Board of Directors
American Indian Alaska Native Tourism Association
Albuquerque, New Mexico

Report on Compliance for Each Major Federal Program

We have audited the American Indian Alaska Native Tourism Association's (the "Association") compliance with the types of compliance requirements described in the U.S. Office of Management and Budget (OMB) Circular A-133 *Compliance Supplement* that could have a direct and material effect on the Association's major federal program for the year ended September 30, 2014. The Association's major federal program is identified in the summary of auditor's results section of the accompanying schedule of findings and questioned costs.

Management's Responsibility

Management is responsible for compliance with the requirements of laws, regulations, contracts, and grants applicable to its federal programs.

Auditor's Responsibility

Our responsibility is to express an opinion on compliance for the Association's major federal program based on our audit of the types of compliance requirements referred to above. We conducted our audit of compliance in accordance with auditing standards generally accepted in the United States; the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States; and the OMB Circular A-133, *Audits of States, Local Governments, and Non-Profit Organizations*. Those standards and OMB Circular A-133 require that we plan and perform the audit to obtain reasonable assurance about whether noncompliance with the types of compliance requirements referred to above that could have a direct and material effect on a major federal program occurred. An audit includes examining, on a test basis, evidence about the Association's compliance with those requirements and performing such other procedures as we considered necessary in the circumstances.

We believe that our audit provides a reasonable basis for our opinion for the major federal program. However, our audit does not provide a legal determination of the Association's compliance.

Opinion on Each Major Federal Program

In our opinion, the Association complied, in all material respects, with the compliance requirements referred to above that could have a direct and material effect on its major federal program for the year ended September 30, 2014.

Report on Internal Control Over Compliance

Management of the Association is responsible for establishing and maintaining effective internal control over compliance with the types of compliance requirements referred to above. In planning and performing our audit of compliance, we considered the Association's internal control over compliance with the types of requirements that could have a direct and material effect on a major federal program to determine the auditing procedures that are appropriate in the circumstances for the purpose of expressing an opinion on compliance for the major program and to test and report on internal control over compliance in accordance with OMB Circular A-133, but not for the purpose of expressing an opinion on the effectiveness of internal control over compliance. Accordingly, we do not express an opinion on the effectiveness of the Association's internal control over compliance.

A deficiency in internal control over compliance exists when the design or operation of a control over compliance does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect and correct noncompliance with a type of compliance requirement of a federal program on a timely basis. A material weakness in internal control over compliance is a deficiency, or combination of deficiencies, in internal control over compliance such that there is a reasonable possibility that material noncompliance with a type of compliance requirement of a federal program will not be prevented or detected and corrected on a timely basis. A significant deficiency in internal control over compliance is a deficiency, or a combination of deficiencies, in internal control over compliance with a type of compliance requirement of a federal program that is less severe than a material weakness in internal control over compliance, yet important enough to merit attention by those charged with governance.

Our consideration of internal control over compliance was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control over compliance that might be material weaknesses or significant deficiencies. We did not identify any deficiencies in internal control over compliance that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified.

The purpose of this report on internal control is solely to describe the scope of our testing of internal control over compliance and the results of that testing based on the requirements of OMB Circular A-133. Accordingly, this report is not suitable for any other purpose.

The image shows a handwritten signature in black ink that reads "Wipfli LLP". The signature is written in a cursive, flowing style.

Wipfli LLP

April 6, 2015
Rhineland, Wisconsin

American Indian Alaska Native Tourism Association

Schedule of Findings and Questioned Costs

Year Ended September 30, 2014

Section I - Summary of Auditor's Results

Financial Statements

Type of auditor's report issued Unmodified

Internal control over financial reporting:

Material weakness(es) identified? No

Significant deficiency(ies) identified
not considered to be material weakness(es)? No

Noncompliance material to financial statements noted? No

Federal Awards

Internal control over major programs:

Material weakness(es) identified? No

Significant deficiency(ies) identified
not considered to be material weakness(es)? No

Type of auditor's report issued on compliance
for major federal programs Unmodified

Any audit findings disclosed that are required to
be reported in accordance with OMB Circular A-133,
Section 510(a)? No

Identification of major federal programs:

CFDA Number

Name of Federal Program or Cluster

20.205

Highway Planning and Construction

Dollar threshold used to distinguish between
Type A and Type B programs \$300,000

Auditee qualified as low-risk auditee? Yes

American Indian Alaska Native Tourism Association

Schedule of Findings and Questioned Costs (Continued)

Year Ended September 30, 2014

Section II - Financial Statement Findings

None

Section III - Federal Award Findings and Questioned Costs

None

Application for Federal Assistance SF-424

* 1. Type of Submission: <input type="checkbox"/> Preapplication <input checked="" type="checkbox"/> Application <input type="checkbox"/> Changed/Corrected Application		* 2. Type of Application: <input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision		* If Revision, select appropriate letter(s): <input type="text"/> * Other (Specify): <input type="text"/>	
* 3. Date Received: <input type="text" value="03/14/2016"/>		4. Applicant Identifier: <input type="text"/>			
5a. Federal Entity Identifier: <input type="text"/>			5b. Federal Award Identifier: <input type="text"/>		
State Use Only:					
6. Date Received by State: <input type="text"/>		7. State Application Identifier: <input type="text"/>			
8. APPLICANT INFORMATION:					
* a. Legal Name: <input type="text" value="American Indian Alaska Native Tourism Association"/>					
* b. Employer/Taxpayer Identification Number (EIN/TIN): <input type="text" value="45-0541654"/>			* c. Organizational DUNS: <input type="text" value="9635702260000"/>		
d. Address:					
* Street1: <input type="text" value="2401 12th Street NW"/>					
Street2: <input type="text"/>					
* City: <input type="text" value="Albuquerque"/>					
County/Parish: <input type="text" value="Bernalilio"/>					
* State: <input type="text" value="NM: New Mexico"/>					
Province: <input type="text"/>					
* Country: <input type="text" value="USA: UNITED STATES"/>					
* Zip / Postal Code: <input type="text" value="87104-2302"/>					
e. Organizational Unit:					
Department Name: <input type="text"/>			Division Name: <input type="text"/>		
f. Name and contact information of person to be contacted on matters involving this application:					
Prefix: <input type="text" value="Ms."/>		* First Name: <input type="text" value="Camille"/>			
Middle Name: <input type="text"/>					
* Last Name: <input type="text" value="Ferguson"/>					
Suffix: <input type="text"/>					
Title: <input type="text" value="Executive Director"/>					
Organizational Affiliation: <input type="text" value="American Indian Alaska Native Tourism Association"/>					
* Telephone Number: <input type="text" value="505.724.3592"/>			Fax Number: <input type="text" value="505.212.7023"/>		
* Email: <input type="text" value="gcchhak@aialanta.org"/>					

Application for Federal Assistance SF-424

* 9. Type of Applicant 1: Select Applicant Type:

N: Nonprofit without 501C3 IRS Status (Other than Institution of Higher Education)

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

* Other (specify):

* 10. Name of Federal Agency:

Department of Commerce

11. Catalog of Federal Domestic Assistance Number:

11.112

CFDA Title:

Market Development Cooperator Program

* 12. Funding Opportunity Number:

ITA-INA-OPCM-2016-2004724

* Title:

Market Development Cooperator Program 2016

13. Competition Identification Number:

2563054

Title:

14. Areas Affected by Project (Cities, Counties, States, etc.):

Add Attachment

Delete Attachment

View Attachment

* 15. Descriptive Title of Applicant's Project:

Discover Native America: Tribal Tourism Marketing project will help American Indian Tribes and Native owned businesses export tourism to new global markets in the United Kingdom and Italy.

Attach supporting documents as specified in agency instructions.

Add Attachments

Delete Attachments

View Attachments

Application for Federal Assistance SF-424**16. Congressional Districts Of:*** a. Applicant * b. Program/Project

Attach an additional list of Program/Project Congressional Districts if needed.

Add Attachment

Delete Attachment

View Attachment

17. Proposed Project:* a. Start Date: * b. End Date: **18. Estimated Funding (\$):**

* a. Federal	<input type="text" value="172,411.00"/>
* b. Applicant	<input type="text" value="384,020.00"/>
* c. State	<input type="text" value="0.00"/>
* d. Local	<input type="text" value="0.00"/>
* e. Other	<input type="text" value="0.00"/>
* f. Program Income	<input type="text" value="0.00"/>
* g. TOTAL	<input type="text" value="556,431.00"/>

*** 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

- ☐ a. This application was made available to the State under the Executive Order 12372 Process for review on .
- ☐ b. Program is subject to E.O. 12372 but has not been selected by the State for review.
- ☒ c. Program is not covered by E.O. 12372.

*** 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)**☐ Yes ☒ No

If "Yes", provide explanation and attach

Add Attachment

Delete Attachment

View Attachment

21. *By signing this application, I certify (1) to the statements contained in the list of certifications and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances** and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)**

☒ ** I AGREE

** The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

Authorized Representative:

Prefix: * First Name:

Middle Name:

* Last Name:

Suffix:

* Title: * Telephone Number: Fax Number: * Email: * Signature of Authorized Representative: * Date Signed:

BUDGET INFORMATION - Non-Construction Programs

OMB Number: 4040-0006
Expiration Date: 01/31/2019

SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. MDCP	11.112	\$	\$	\$ 175,447.00	\$ 384,020.00	\$ 559,467.00
2.						
3.						
4.						
5. Totals		\$	\$	\$ 175,447.00	\$ 384,020.00	\$ 559,467.00

Standard Form 424A (Rev. 7- 97)
Prescribed by OMB (Circular A -102) Page 1

SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1)	(2)	(3)	(4)	
	MDCP	N/A			
a. Personnel	\$ 94,272.00	\$	\$	\$	\$ 94,272.00
b. Fringe Benefits	15,083.00				15,083.00
c. Travel	27,092.00	166,059.00			193,151.00
d. Equipment	0.00	0.00			
e. Supplies	1,800.00	600.00			2,400.00
f. Contractual	1,800.00	15,900.00			17,700.00
g. Construction	0.00	0.00			
h. Other	35,400.00	150,600.00			186,000.00
i. Total Direct Charges (sum of 6a-6h)	175,447.00	333,159.00			\$ 508,606.00
j. Indirect Charges		50,861.00			\$ 50,861.00
k. TOTALS (sum of 6i and 6j)	\$ 175,447.00	\$ 384,020.00	\$	\$	\$ 559,467.00
7. Program Income	\$	\$	\$	\$	\$

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Prescribed by OMB (Circular A -102) Page 1A

SECTION C - NON-FEDERAL RESOURCES					
(a) Grant Program		(b) Applicant	(c) State	(d) Other Sources	(e)TOTALS
8.	MDCP	\$ 384,020.00	\$	\$	\$ 384,020.00
9.					
10.					
11.					
12. TOTAL (sum of lines 8-11)		\$ 384,020.00	\$	\$	\$ 384,020.00

SECTION D - FORECASTED CASH NEEDS					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$ 57,445.00	\$ 19,925.00	\$ 18,095.00	\$ 8,995.00	\$ 10,430.00
14. Non-Federal	\$ 125,562.00	\$ 72,815.00	\$ 31,176.00	\$ 4,909.00	\$ 16,662.00
15. TOTAL (sum of lines 13 and 14)	\$ 183,007.00	\$ 92,740.00	\$ 49,271.00	\$ 13,904.00	\$ 27,092.00

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT					
(a) Grant Program		FUTURE FUNDING PERIODS (YEARS)			
		(b)First	(c) Second	(d) Third	(e) Fourth
16.	MDCP	\$ 57,445.00	\$ 58,769.00	\$ 59,233.00	\$
17.					
18.					
19.					
20. TOTAL (sum of lines 16 - 19)		\$ 57,445.00	\$ 58,769.00	\$ 59,233.00	\$

SECTION F - OTHER BUDGET INFORMATION	
21. Direct Charges: 50861	22. Indirect Charges: 50861
23. Remarks:	

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Standard Form 424A (Rev. 7- 97)
Prescribed by OMB (Circular A -102) Page 2

ASSURANCES - NON-CONSTRUCTION PROGRAMS

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0040), Washington, DC 20503.

PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE OFFICE OF MANAGEMENT AND BUDGET. SEND IT TO THE ADDRESS PROVIDED BY THE SPONSORING AGENCY.

NOTE: Certain of these assurances may not be applicable to your project or program. If you have questions, please contact the awarding agency. Further, certain Federal awarding agencies may require applicants to certify to additional assurances. If such is the case, you will be notified.

As the duly authorized representative of the applicant, I certify that the applicant:

1. Has the legal authority to apply for Federal assistance and the institutional, managerial and financial capability (including funds sufficient to pay the non-Federal share of project cost) to ensure proper planning, management and completion of the project described in this application.
2. Will give the awarding agency, the Comptroller General of the United States and, if appropriate, the State, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.
3. Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.
4. Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.
5. Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. §§4728-4763) relating to prescribed standards for merit systems for programs funded under one of the 19 statutes or regulations specified in Appendix A of OPM's Standards for a Merit System of Personnel Administration (5 C.F.R. 900, Subpart F).
6. Will comply with all Federal statutes relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps; (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. §§6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) §§523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§290 dd-3 and 290 ee- 3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.
7. Will comply, or has already complied, with the requirements of Titles II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of Federal or federally-assisted programs. These requirements apply to all interests in real property acquired for project purposes regardless of Federal participation in purchases.
8. Will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

9. Will comply, as applicable, with the provisions of the Davis-Bacon Act (40 U.S.C. §§276a to 276a-7), the Copeland Act (40 U.S.C. §276c and 18 U.S.C. §874), and the Contract Work Hours and Safety Standards Act (40 U.S.C. §§327-333), regarding labor standards for federally-assisted construction subagreements.
10. Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is \$10,000 or more.
11. Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) protection of wetlands pursuant to EO 11990; (d) evaluation of flood hazards in floodplains in accordance with EO 11988; (e) assurance of project consistency with the approved State management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. §§1451 et seq.); (f) conformity of Federal actions to State (Clean Air) Implementation Plans under Section 176(c) of the Clean Air Act of 1955, as amended (42 U.S.C. §§7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Water Act of 1974, as amended (P.L. 93-523); and, (h) protection of endangered species under the Endangered Species Act of 1973, as amended (P.L. 93-205).
12. Will comply with the Wild and Scenic Rivers Act of 1968 (16 U.S.C. §§1271 et seq.) related to protecting components or potential components of the national wild and scenic rivers system.
13. Will assist the awarding agency in assuring compliance with Section 106 of the National Historic Preservation Act of 1966, as amended (16 U.S.C. §470), EO 11593 (identification and protection of historic properties), and the Archaeological and Historic Preservation Act of 1974 (16 U.S.C. §§469a-1 et seq.).
14. Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.
15. Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. §§2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for research, teaching, or other activities supported by this award of assistance.
16. Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. §§4801 et seq.) which prohibits the use of lead-based paint in construction or rehabilitation of residence structures.
17. Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act Amendments of 1996 and OMB Circular No. A-133, "Audits of States, Local Governments, and Non-Profit Organizations."
18. Will comply with all applicable requirements of all other Federal laws, executive orders, regulations, and policies governing this program.
19. Will comply with the requirements of Section 106(g) of the Trafficking Victims Protection Act (TVPA) of 2000, as amended (22 U.S.C. 7104) which prohibits grant award recipients or a sub-recipient from (1) Engaging in severe forms of trafficking in persons during the period of time that the award is in effect (2) Procuring a commercial sex act during the period of time that the award is in effect or (3) Using forced labor in the performance of the award or subawards under the award.

SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL	TITLE
Camille Ferguson	Executive Director
APPLICANT ORGANIZATION	DATE SUBMITTED
American Indian Alaska Native Tourism Association	03/14/2016

Standard Form 424B (Rev. 7-97) Back

CERTIFICATION REGARDING LOBBYING

Applicants should also review the instructions for certification included in the regulations before completing this form. Signature on this form provides for compliance with certification requirements under 15 CFR Part 28, 'New Restrictions on Lobbying.' The certifications shall be treated as a material representation of fact upon which reliance will be placed when the Department of Commerce determines to award the covered transaction, grant, or cooperative agreement.

LOBBYING

As required by Section 1352, Title 31 of the U.S. Code, and implemented at 15 CFR Part 28, for persons entering into a grant, cooperative agreement or contract over \$100,000 or a loan or loan guarantee over \$150,000 as defined at 15 CFR Part 28, Sections 28.105 and 28.110, the applicant certifies that to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, 'Disclosure Form to Report Lobbying,' in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure occurring on or before October 23, 1996, and of not less than \$11,000 and not more than \$110,000 for each such failure occurring after October 23, 1996.

As the duly authorized representative of the applicant, I hereby certify that the applicant will comply with the above applicable certification.

*** NAME OF APPLICANT**

American Indian Alaska Native Tourism Association

*** AWARD NUMBER***** PROJECT NAME**

Discover Native America: Tribal Tourism Marketing

Prefix:

Ms.

*** First Name:**

Camille

Middle Name:*** Last Name:**

Ferguson

Suffix:

*** Title:** Executive Director

*** SIGNATURE:**

Camille Ferguson

*** DATE:**

03/14/2016