

I Sengsong Chamorro (Chamorro Village)

A Report To Our Citizens



FISCAL YEAR 2014: OCTOBER 1, 2013 TO SEPTEMBER 30, 2014

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GOALS

- (a) To foster an environment that promotes local products, and the native cultures/traditions of Guam.
- (b) To provide support facilities for seminars, workshops, fairs and special activities for the local community.
- (c) To create and promote an incubator environment for entrepreneurial businesses to grow and eventually expand into the open market.
- (d) To develop a comprehensive marketing program that would promote the business activities within the Chamorro Village.

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Mission Statement

In keeping with the spirit of Public Law No. 14-154, which is to provide and maintain a facility that will promote local products and produce of Guam, the Department of Chamorro Affairs will strive to achieve its mission through the encouragement, promotion and support of local products of Guam, and through the showcasing of Guam's culture and traditions.

ABOUT I SENGSONG CHAMORRO (CHAMOROR VILLAGE)

- ◇ The Guam Public Market was originally created as an entity of the Department of Commerce in 1978, through Public Law No. 14-154, Section 47400 of the Government Code. The primary mission of the public market is: To maintain and operate under its control a public market or markets for Guam products at such place or places as the Director may deem proper. Any such market shall be maintained and operated at all times in a sanitary and orderly manner beneficial to both producers and patrons alike. Producers and sellers desiring to use space within such market to display or sell their produce shall be levied a uniform fee based on the amount of space used and period of such use.
- ◇ In showcasing the pride of Guam's culture and traditions, the concept of a 'Chamorro Village' became the intended facility design theme concept. In 1990 and 1991, the public market redevelopment project was approved by the Governor and the Legislature through bond issue authorized by Public Law No. 20-14 and appropriation contained in Section 14 of Chapter III of Public Law 21-03.
- ◇ April 8, 1998, Wednesday Night Market opened.
- ◇ In 1999, Chamorro Village, Wednesday Night Market was selected the Most Outstanding Local Tourism Attraction in 1998 by the Guam Visitors Bureau, Excellence In Tourism Award.
- ◇ March 2002, Public Law 26-76, abolished the Department of Commerce and transferred the ISC division to Guam Economic Development and Commerce Authority (GEDCA).
- ◇ June 2002, Governor's Executive Order, 2002-14, transferred ISC to the Department of Chamorro Affairs.
- ◇ Sept. 2005, Public Law 28-68, officially transferred the ISC division to Chamorro Affairs
- ◇ June 22nd to July 18th, 2012, supported Buy Local Campaign at ISC.
- ◇ May 2006, Chamorro Village was selected the Outstanding Contribution to Tourism by the Guam Visitors Bureau, Excellence In Tourism Award.
- ◇ In 2013, Chamorro Village was nominated as the Most Outstanding Local Tourism Facility by the Guam Visitors Bureau, Excellence In Tourism Award.
- ◇ In 2013, Chamorro Village Maintenance was nominated for Integrity by the Governor's MagPro Award of Excellence for Public Service
- ◇ December 5, 2014, I Sengsong Chamorro celebrated its 20th Anniversary.

STAFFING

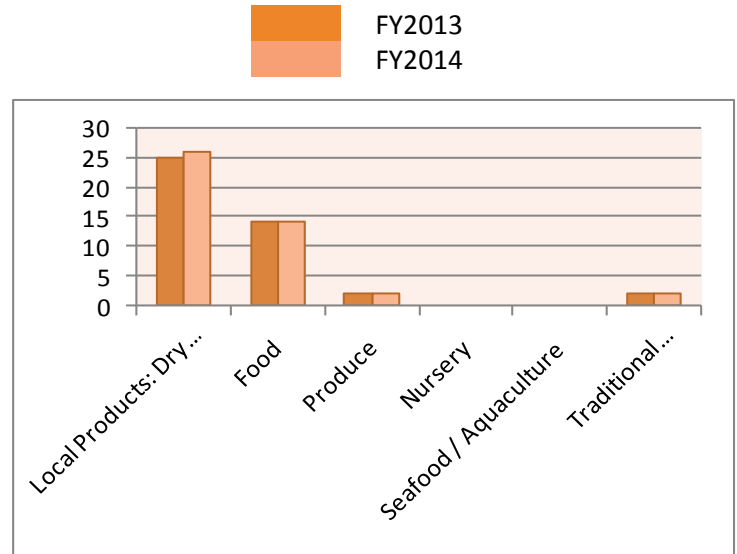
The President of the Department of Chamorro Affairs oversees the I Sengsong Chamorro (Chamorro Village) and works closely with the employees of ISC. I Sengsong Chamorro division has 6 full-time employees consisting of a Manager, Administrative Assistant, Maintenance Supervisor, Program Coordinator I and (2) Laborers.



Performance Reports

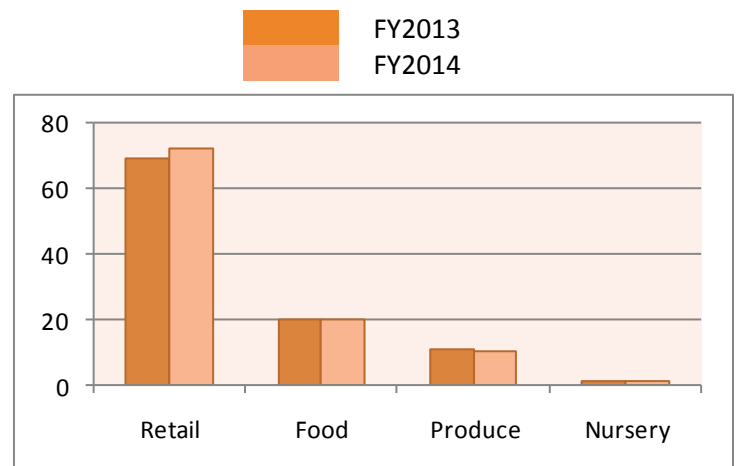
NUMBER OF MERCHANTS	2013	2014
Local Products: Dry Goods/Local and Contemporary Arts & Crafts	25	26
Food	14	14
Produce	2	2
Nursery	0	0
Seafood / Aquaculture	0	0
Traditional Arts/Crafts/Activities	2	2
TOTAL	43	44

NUMBER OF MERCHANTS



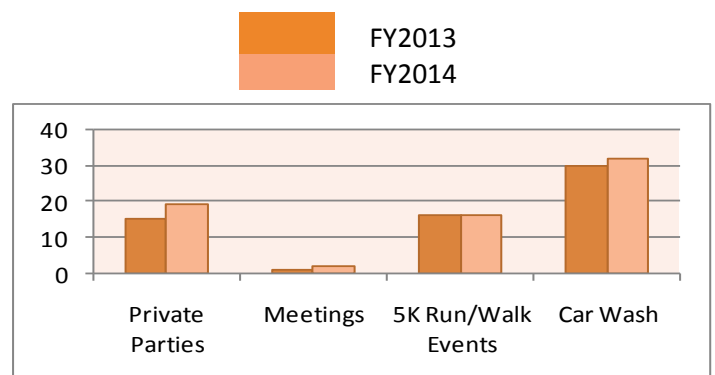
NUMBER OF PARTICIPATING WEDNESDAY NIGHT MARKET VENDORS	2013	2014
Retail	69	72
Food	20	20
Produce	11	10
Nursery	1	1
TOTAL	101	103

NUMBER OF PARTICIPATING WEDNESDAY NIGHT MARKET VENDORS



NUMBER OF ACTIVITIES	2013	2014
Private Parties	15	19
Meetings	1	2
5K Run/Walk Events	16	16
Car Wash	30	32
TOTAL	62	69

NUMBER OF ACTIVITIES



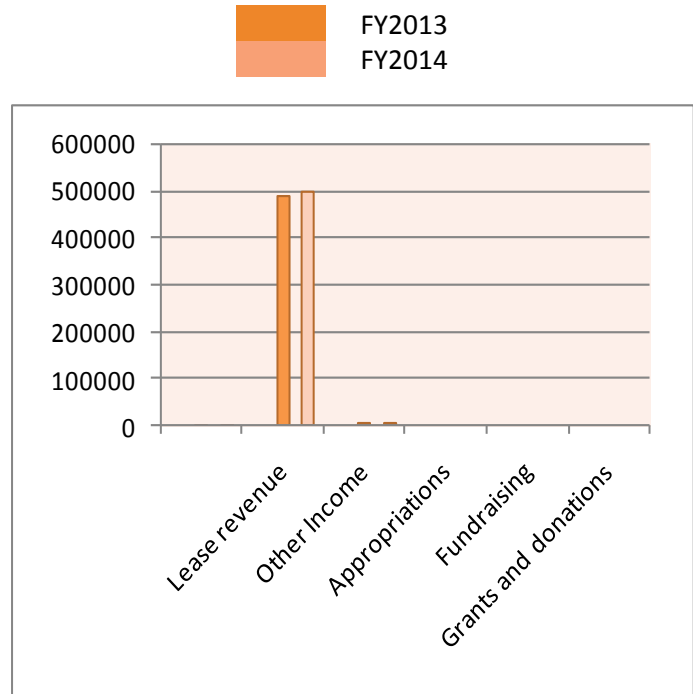
Financial Reports

I SENGSONG CHAMORRO (CHAMORRO VILLAGE)

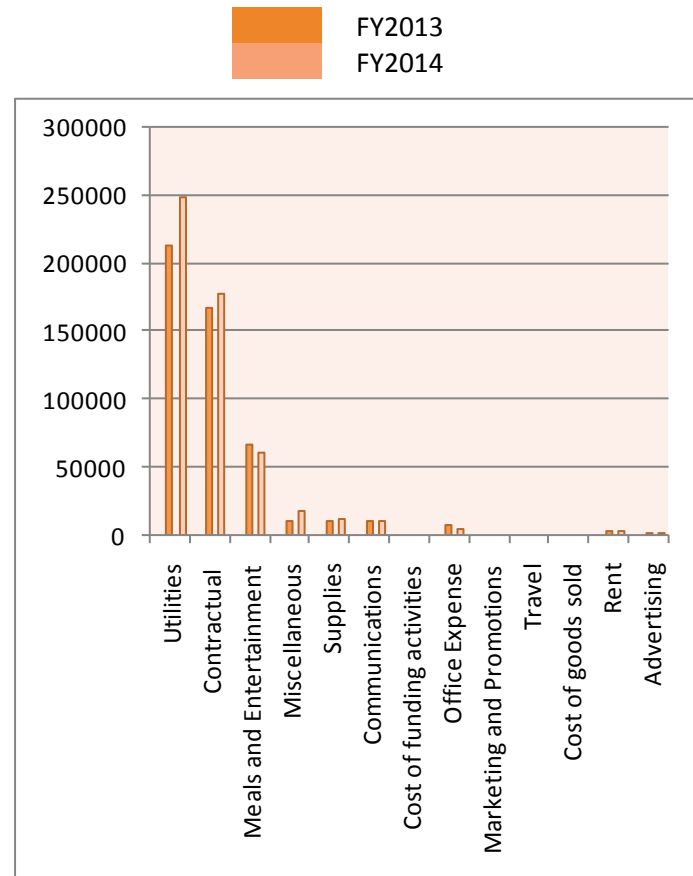
Audit Financial Statement

Revenues	2013	2014
Lease revenue	\$489,951	\$499,156
Other Income	\$4,371	\$8,030
Appropriations	\$0	\$0
Fundraising	\$0	\$0
Grants and donations	\$0	\$0
Total Revenues	\$494,322	\$507,186
Expenses:		
Utilities	\$212,456	\$248,851
Contractual	\$166,677	\$177,542
Meals and Entertainment	\$66,244	\$59,400
Miscellaneous	\$10,944	\$16,638
Supplies	\$9,869	\$11,113
Communications	\$10,392	\$9,577
Cost of funding activities	\$0	\$0
Office Expense	\$6,938	\$4,111
Marketing and Promotions	\$0	\$0
Travel	\$0	\$0
Cost of goods sold	\$0	\$0
Rent	\$2,673	\$2,389
Advertising	\$1,803	\$770
Total Expenses	\$487,996	\$530,391
Change in net Position	\$6,326	(\$23,205)
Net position at beginning of year	\$40,864	\$34,538
Net position at end of year	(\$34,538)	(\$57,743)

FINANCIAL STATEMENT REVENUES



FINANCIAL STATEMENT EXPENSES



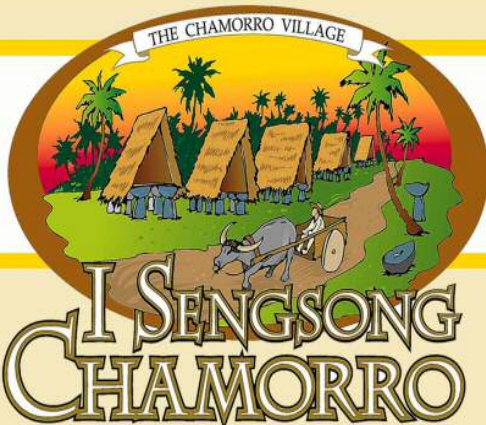
Upcoming Future Outlooks

FUTURE OUTLOOK

- ◇ The Chamorro Village will be updating its Rules and Regulations by 2016.
- ◇ The Chamorro Village will be expanding its operation to include 32 Guma I Sengsong Village Houses that will be used for the 12th FESTPAC Festival Village.
- ◇ Promoting more local operations at the Chamorro Village.
- ◇ Upgrades and Improvements of the facility.

We value your feedback!

Did you find this report informative? Is there other information you would like to see? Please let us know by contacting the Chamorro Village Office at chamorroville@dca.guam.gov



OPEN DAILY

MON-SAT: 10AM - 6PM • SUN 10AM - 3PM

Hagatna, Guam - Tel: 475-0377 Fax: 475-0376

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**LOCAL CUISINE • LOCAL ARTS & CRAFTS • LOCAL NOVELTY GIFTS
• LOCAL JEWELRY • LOCAL CLOTHING AND MUCH MORE!**

FOOD & RESTAURANTS

Asu Smokehouse.....	689-9424
Bokka.....	888-6543
Casa Bonita.....	969-7179
Chamorro Island Bar B.Q.....	477-4227
Cham's Cuisine.....	472-0416
Island Cuisine.....	888-9853
Jamaican Grill Restaurant.....	472-2000
Kusinan Ari.....	477-1604
Pacific Lighthouse Restaurant....	475-4242
Palms Hut.....	898-3690
Pearl's Fast Food.....	472-3827
Terry's Fast Food.....	477-7970

SPECIALITY SHOPS

Guam Chocolate & Pastry.....	472-1308
Sweet Escape.....	472-3477

PRODUCE SHOP

Salas Gardens.....	979-1049
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ORGANIZATIONS

Hurao Inc.....	472-5858
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GUAM MASTER CRAFTERS

Ifil Master Carver	
Robert Taitano.....	653-5366
Taotaomon'na Tattoo Studio.....	477-7273

RETAIL SHOPS

A&A Variety Gift Shop.....	472-8388
A&L Crafts.....	472-5775
Accessorize Me.....	687-3215
Blue Amber Trio.....	998-0560
Chamorro Brand Gifts & Clothing.....	472-0889
Che'lu.....	472-4358
Coconut Villa Gift Shop.....	477-7467
Handicraft by Kinky.....	988-3946
I Pution: The Star 24.....	482-5151
iT'S Sew Jayne.....	688-2365

RETAIL SHOPS

L.M.Y. Clothing & Souvenirs.....	988-5404
Micronesian Jewelers.....	477-1178
MJ's Handicrafted Gifts.....	678-2232
Modemore.....	688-3133
Mon's Fashion & Gift Shop.....	477-6667
Our Crafts.....	477-7240
Peakcraft International.....	888-8185
Smart Cut Fashion.....	477-3494
Surf Beads.....	472-4757
The Guam Gallery of Art.....	472-9659
Warehouse Pacific.....	483-2060