

EDC Tasks and Follow-Up Action Items.

Task #1 Socio-Economic Indictors Study/On-line Business Survey

Follow Up Action Items

1. Presentation at Business Luncheon.
2. Expanded study to include detailed Valdez Business Survey.
3. Findings from both studies were used to place a high priority on housing issues and senior services.
4. Use select key indicators from data for future tracking of Valdez socio-economic changes.
5. Worked with city's efforts to address housing matters (Please Note: The housing challenges in Valdez has been identified in nearly every meeting, focus group, and all types of surveys in the last two years).

Task #2. Valdez Visitor's Statistics Study

Follow Up Action Items

1. Presentation at Business Luncheon.
2. Data is being used by VCVB to change marketing strategy including booking and tracking approaches. The report confirms the changing make-up of visitors.
4. Data will be used with CoV on advancement of Community Branding Project.

Task #3 Year Round Mountain Recreation Site Study

Follow Up Action Items

1. Presentation at Business Luncheon.
2. EDC staff has tentatively set up a meeting with AIEDA staff and two of the project champions.
3. Use data directly and indirectly with the development of Valdez training platform materials and winter visitor industry.

Task #4 Survey of Visitor Service Quality matters with Tour Operators and Business Focus Groups

Follow Up Action Items

1. Direct contact with select visitor industry representatives.
2. Continued efforts to work with the Fairbanks ADA advocacy group along with local efforts in address public access issues.

Task #5 Evaluation Business Training and Assistance Program Options

Follow Up Action Items

1. Per Council approval, UAA/BDC-SBA will provide a series of business training classes in Valdez over a 12 month period starting in winter, 2017.
2. EDC staff will work with UAA/BDC-SBA on class evaluations and long term relevance and efficiency evaluation.
3. Work with UAA/BDC-SBA and other on future relevant training for key new and old as well as large and small businesses in Valdez.