

Elise Sorum-Birk

From: Elise Sorum-Birk
Sent: Tuesday, October 7, 2025 4:09 PM
Subject: FW: Placemaking project- Economic Development
Attachments: Banners with community logo.pdf; Valdez Voices & Visions Grant Narrative and supporting information 1 (1).pdf

Good Afternoon Commissioners-

Please see the update for you from Economic Development Director Martha Barberio on the ongoing “placemaking” project.

If you have any questions or feedback please feel free to email me with them.

Best,
Elise

From: Martha Barberio <MBarberio@ValdezAK.Gov>
Sent: Wednesday, October 1, 2025 4:05 PM
To: Elise Sorum-Birk <ESorumBirk@ValdezAK.Gov>
Subject: Placemaking project- Economic Development

Dear Beautification Commission Members,

I am writing to provide an update on the *Valdez Voices & Visions* placemaking project. This is a multi-phase initiative that is included in both the **Ports & Harbors Master Plan** and the **Economic Development Strategic Plan**, underscoring its importance in advancing our community’s long-term goals.

Both the Economic Development Department and the Ports & Harbors Department have set aside funds in 2025 and 2026 to move this project forward in phases. In addition, the Economic Development Department has applied for outside funding through a **\$50,000 T-Mobile Hometown Grant** and a **\$35,000 Rasmusson Foundation Grant**. In partnership with the Valdez Museum, we have already successfully implemented the **“Old Town” signage phase**, establishing an important foundation for this broader vision.

This project clearly falls within economic development because it will enhance the visitor experience, increase cultural and historic interpretation, and create vibrant public spaces that benefit both our residents and visitors. By incorporating local artists throughout the process, we are ensuring that the story of Valdez is told authentically and creatively.

Attached to this email you will find the **banner designs** that will be installed next year along Egan Drive, around the Kelsey Dock and Harbor areas, and at the airport. I have also attached the **narratives submitted with the grant applications** to provide you with a more in-depth understanding of the project’s scope and impact.

We will continue to keep the Beautification Commission apprised as each phase progresses and before new elements are revealed. Thank you for your continued support of this important community project.



Martha Barberio, CEcD

Director, Economic Development

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