

**Budget Narrative - Discover Valdez**  
City of Valdez - Economic Development Department  
FY25



**Budget Narrative—2026**  
**Discover Valdez**  
**(Valdez Convention & Visitors Bureau)**

**INCOME:**

**Goal:**

To further fulfill our mission and comply with all funding requirements, Y2026 Funding Strategies include:

**Highlights:**

- New Annual Special Events Added to 2025 Budget
- A Valdez Exhibition will be created for year-round by donation entry
- Merchandise Sales will Resume at all events and online
- Advertising continues as a revenue generator

**41100 City of Valdez Grant:**

- Status Quo being requested with inflation consideration

**42000 Membership Income**

42100 King Membership:

- @ \$600 per membership -Based on projection 2026

**42200 Silver Membership:**

- @ 200\$ per membership - Based on 3-year avg. actual + projection

**42400 Adventure Corridor Membership**

- @ 25\$ per partner

**42500 Pink Membership:**

- Free - Basic Membership

**42900 Membership Discounts Given:**

**Membership Income - Total:**

**\$9,700**

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**43000 Cooperative Advertising:**

**43100 VCVB Wall Advertising:**

**43200 Vacation Guide Addl Listing:**

**43210 Trade Show Banner:**

**43230 TV Video/Ad Display (lounge):**

**43300 Vacation Guide Color Ad:**

**43400 VIC Display Cases: +\$2,050**

- 3 FULL SIZE AT \$350= \$1050; 5 1/2 SIZE @ \$200 = \$1000

**43500 Wall Mounted TV:**

**43900 Advertising Discounts Given:**

- 5% Early Bird Special

**Cooperative Advertising – Total:**

**\$36,300**

**44000 Retail Sales:**

- Conservative estimate based on current marketing strategy
- Merchandise includes unique, high quality made in Alaska, Valdez, and US products and gifts
- Sales online and at booth spaces for GASS, FOSS

**44100 Clothing:**

- 

**44200 Collectibles:**

- 

**44300 Food:**

- 

**44400 Discounts Given:**

- 

**Retail Sales – Total:**

**\$10,000**

**45000 Digital Advertising**

**45100 Clickable Link to website:**

-

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**45200 Consumer Newsletter Mention:**

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**45300 Consumer Newsletter Spotlight:**

- 

**45400 Meta**

**45600 Virtual Map:**

**INACTIVATE**

- CHANGES TO CLICKABLE LINK; MAP FREE TO MEMBERS

**45700 Consumer Leads:**

**45800 Listing Only:**

**Digital Advertising - Total**

**300**

**46100 Donations Received:**

- Based on avg. actual

**46200 Interest Income:**

- Based on 3-year avg. actual

**46300 Special Event Income:**

**\$510,500**

**Event # 1- Snow Fest and Snow Ball:**

**Snow Fest** – Winter Parade; Snow Sculpture competition, home sculpture competition; local business engagement games; snow projection movie night; snow games

**Snow Ball** - A top-level formal event with sponsors, a Valdezean silent auction, and dinner with entertainment; the Valdez Formal event of the year; highest quality event (it will be no prom)

**Event # 2 – Black Bear Festival**

Bears are out and the kids are out! The kids and family event of the year right after school gets out: parades (kiddie, pet, truck parade and touch a truck); field day games; bubble/ foam party; potentially rides; petting zoo; family friendly music; participating businesses can play the kids V-town scavenger hunt

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**Event # 3 - Sea Kayaking Symposium – Paddling Film Festival**

In support of the Prince William Sound College, events include a dinner and film, educational and artistic opportunities locally

**First Annual West Coast Paddling Festival and Paddling Film Festival:**

Located in one of the world's most beautiful paddling destinations: Paddling of all kinds comes to Valdez for events, games, races; education; a film festival; takes place on weekdays to bring in visitors during hotel Vacancies

**Event # 4 – Discover Valdez Presents Valdez Fair and Rodeo**

Fair with vendors, carnival rides, music, and games –in the heart of a Valdezean Summer

**Event # 5 - “Alaska Cup World Championship Chainsaw Carving”:**

This would be the fourth annual carrying on a city tradition; potential to add additional beautification through sculpture art; four days prior to Oktoberfest so can be used for Oktoberfest décor

**Event # 6 - Oktoberfest and Homebrew**

An annual fan favorite, this festival brings a uniquely German twist to Valdez; competition, street fair, music, games, events, and education unite in a family-friendly festival

**Event # 7 - Discover Valdez Award Show**

This “game show “Awards night will have a unique twist: valdez community members; game night, family and community fun; a Discover Valdez twist on a game show

**Exhibition - Experience Valdez:**

Highly immersive and interactive by donation exhibition

**TOTAL INCOME**

**\$1,235,250**

**EXPENSE:**

**Goal:**

To fund Mission Goals, Expenses Required:

- Support increased revenue with expenses associated with expansion of commitments
- Supply necessary number of staff to support expanding program goals and offer quality services
- Support organizational needs for necessary functioning

**Highlights:**

- Membership tiers resume, reflecting current bylaws
- New Annual Special Events Budget
- Valdez Exhibition will resume in Production for year-round by donation entry
- Merchandise Sales will Resume online and events
- Advertising continues as a revenue generator

**61000 Payroll Expenses:**

2026 Projected Operating Hours: April 15- Sept 15- 7 days a week; Sept 15 – April 15 5 days a week

**Organization Operations**

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Cruise Ship days Open @ 8:00 am. – First Boarding Call

Personnel:

- The transition from services manager to Operations Manager continues to fill in missing gaps at the organization, support special events management, and ties each department together under one line on the org chart -- allowing the executive director to focus on executive level tasks and maximizing our resources
- We introduce an event coordinator to facilitate the event production.
- Continued Full time Valdez representation supports EDC's Priority #5 to "Promote Valdez as a Destination"; Being open Year-Round and expansion of the special events program requires continued increase in staffing

**61100 Executive Director:**

- **Executive Officer**  
Responsible for steering the organization and managing its operations to uphold the Mission and strategic direction of Discover Valdez
  - Salaried position
  - Includes Cap of 4% potential salary increase

**61200 Bookkeeper/ Membership Coordinator (Formerly Membership Manager)**

**Liaison between Org. and its members:**

- Duties include processing new applications for membership; Supplying information to prospective members; Maintaining relationships with members and partners; Upholding extensive membership and fulfillment obligations database; Providing updates through periodic newsletters and emails.
- 40 hours per week @ 52 weeks

**61300 Operations Manager (Formerly Services Manager)**

**Manager of day-to-day activities within VCVB:**

- Duties include: Ensuring efficient and effective operations; Responsible for managing various aspects including staffing; inventory management, and resource allocation; Collaborating with other departments such as finance, marketing, and human resources to streamline processes and achieve VCVB goals; Improving productivity, reducing costs, and enhancing customer satisfaction through optimized strategies; supports Executive Director in hiring, training, and supervising staff to ensure a capable and motivated workforce
  - 20 hours per week for 52 weeks

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**61350 Services Manager:**

**Full time Position for Scheduling and staff oversight:**

- Duties include creating schedule; overseeing Events staffing; supporting staffing adjustment requests; oversight of Visitor data and statistics; Formulating Reports; supporting the Operations Manager in various tasks as needed
- This is a return position that will be vital to supporting operations Manager through integration of special events
  - Year-round 40 hours weekly
  - Relieves the ambassador budget and offers stability to a difficult retention position

**61400 Seasonal Staff:**

**Ambassadors (Formerly Visitor Specialists):**

**Chosen Representatives of Discover Valdez and the Valdez community:** Responsible for representing Valdez with professionalism, integrity, and kindness; Offers knowledge and history of area; Operates in whatever capacity is needed to support the visitors in their experience.

- 2026 will be shifting to year-Round visitor support
- Estimate based on actual plus projection

**Events Coordinator**

**Specialist who develops and implements all events planning and production**

- Duties :event planning and prep; Support of Executive director in creating and delivering events plan, public relations and communications plans.
- This is a new position that supports all events; can be contracted work to relieve budget pressure

**61450 Media Specialist**

**Specialist who develops and implements all media planning and production**

- Duties: acts as liaison for all marketing and reroutes duties; reviews social media and media; creates media as needed

**TOTAL PERSONNEL WAGES:**

**\$331,940**

**Fringe & Benefits:**

**61700 Payroll Taxes – 11.5% of Personnel Wages**

**61800 Health, Dental, Vision**

- Total Cost for 3 FTE and 2 part time employees, year round
- Increase of 7% estimated for premiums Y2025

**61900 Career Development**

As we incorporate a couple of new positions and revisit organization success, training will be essential.

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While we will seek to use all-free training, offering the options for paid, relevant career development ensures that the standout employees seeking mutually beneficial training can expand the organization and their careers.

**Payroll Expenses - Total** **\$326,787**

**62000 Insurance**

**62100 General Liability**

**62200 Board Insurance**

**62300 Workers Compensation**

**Insurance - Total** **\$4,170**

**63000 Operating Costs**

**63100 Administrative**

**63110 Rent**

- \$3000 Per Month

**63120 Waste Water Sewer**

- 2022-2024 Actual

**63130 Electricity**

**63140 Heating Fuel**

•

**63150 Equipment Rental and Maint**

KONICA MINOLTA PREMIER FINANCE; CVTC PHONE SYSTEM \$160 MO. AVG; buffer rental; forklift rental \$1000

**Administrative – Total** **\$66,450**

**63200 Communication**

**63210 Telephone Office**

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**63220 Telephone Mobile**

- contract cancelled

**63230 Internet**

- will change with new phone system

**63240 Website Maintenance**

**63245 Website CRM**

**63250 Blog**

**63260 Computers/Tech. Equipment**

**Communication Total**

**\$42,670**

**63300 Supplies**

**63310 Office Supplies**

**\$7,455**

- Office Supplies - Budget 2025
- Need New Account: 63320 ?

Displays (approved 2025):

- +Display case purchase 4@725=2900
- 215x2 corner block =430
- 2 sided gondola 469x2=938
- 36" Diameter with 1.25" round handrail #3100050 \$189.95 x 2= \$380
- Sizer Rolls Package: 1,000 labels/count per roll, Small-XXL, \$12.55 per package x 10 = \$125  
Small – xxxl x 6 @ 3.25 = 20
- Hand Labeling gun + Labels =\$100
- T" - Shirt Body Form, Black@ 9.50 x 3 = 29
- Single ring display holders, natural wood @ 3.50 x 6 = 21
- Slatwall/Pegboard 10 Cap Rack = 12

Total: =7500

**63320 Printing**

**63330 Cleaning Fees**



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<b>Supplies - Total</b>	<b>\$11,700</b>
<b>51000 Cost of Goods Sold</b>	
<b>51100 Retail COGS</b>	
<b>51200 Collectibles COGS</b>	
<b>52100 Food COGS</b>	
<b>51400 Spoilage COGS</b>	
• Zero Budget	
<b>Cost of Goods Sold – Total</b>	<b>\$8000</b>
<b>63400 Guides</b>	
<b>63410 Guide Postage / Shipping</b>	
<b>63420 Guides Distribution</b>	
<b>Guides - Total</b>	<b>\$10,000</b>
<b>63500 Fees</b>	
<b>63510 Bank Service Charge</b>	
<b>63520 Licenses and Permits</b>	<b>\$200</b>
• State of Alaska, \$50 Bi-annual	
•	
<b>63530 Software / Subscriptions</b>	
• Dropbox=\$144	
• Microsoft=\$750+420 = \$1170	
• Zoom=\$192	
• Teamviewer =\$299	
• Creately=\$96	
• Mailchimp=\$39	
• LastPass =\$37	
• QRFY=\$240	
• RFP Files x 4 @ 39.99 =160	
• Canva=\$150	
• Google=\$260	
• Square add on @ \$480	
• Additional Staffing Requirement Microsoft + Adobe + Canva +Lastpass	
• Introduction of Placer technology (see	

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**63540 Credit Card Acceptance Fees**

**63550 Penalty & Late fees**

- Zero Budget

**Fees - Total** **\$23,550**

**63600 Professional**

**63610 Accounting Fees**

**63620 Financial Audit**

**Professional - Total** **\$39,150**

**63700 Beautification \$500** **\$500**

- Flowers; upgrade flower boxes

**64000 Program Work**

**64100 Advertising**

**64110 Internet and Web Ads**

**64120 Social Media Boosts**

**64130 Displays at DMO**

- Budget 2024
- Copper Chamber \$2500
- New Tok Display Wall, CCC displays necessary

**64140 Radio and TV Ads**

**64150 Print Guides and Mags**

- Budget 2025 +
- Increase to bring back previous advertisement Guides and Mags
- Bells Travel = \$3500
- Scott Travel =2500
- SEPi RV TOK, Denali, Whitehorse=2500
- Bearfoot = \$2275
- Denali Times 3397
- Kennecott McCarthy – 735
- Edible Alaska – 1800
- Visit Anchorage 150
- Matsu 50
- Additional advertisements to specialize advertisements

**Advertising – Total** **\$31,645**

**64200 Marketing**

**64210 ATIA Coop Opportunities**

**64220 Valdez Vacation Guide**

**64230 Photo Contest**

**64260 Public Relations**

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**Marketing - Total**

**\$77,000**

**64300 Trade Shows**

**64310 Exhibits**

**64320 Familiarization Trips**

**64330 Membership Dues**

- ATIA - 425
- ABA- 650
- US Travel Association 2267
- Add on ATIA FAM 280
- National Tour Association 800

**64340 Registration Fees**

- Seatrade \$4500 – 5 Nights
- Smart Meetings – Referred to both Discover Valdez and City of Valdez – \$6500, 4 nights
- NTA – \$1500 – 5 nights
- Gowest \$3800 – 5 nights
- Sponsorship \$500
- TT Mailing \$1000
- ATIA Conference \$1000 4 nights
- GASS: \$1250 – 4 nights
- Fairbanks Outdoor Show: \$1250 - 4 nights
- Plus new conventions on chart

**64350 Sponsorships**

**64360 Contractual Services – needs moved to a different location**

Seed Media

**Trade Shows - Total**

**\$27,645**

**65000 Travel and Sales**

**65100 Transportation**

- Airflight and Baggage +
- Out of State Flights @ 1000
- Taxi – Uber – Rental Car @ Average 2022-24 Actual

**65200 Hotel- Trade/Consumer**

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- Covers 5 conferences and 2 outdoor shows

**65300 Meals - Trade/Consumer**

- M&IE - Days of Travel x GSA Per Diem Alaska Rate 2025 @ base
- Day Travel Allotments

**Travel and Sales - Total** **\$30,600**

**66000 Special Events**

**66100 Board and Member Meetings**

**66200 Special Events Contingency**

- 25% Event Average Cost Expense Contingency

**66300 Board Member Training**

**66400 Special Events**

- ROI Estimate

**Special Events Expense - Total** **\$270,500**

**Total Expense** **\$1,235,250**

**Other Expense**

**70001 Contingency Expenses**

**Total Other Expense** **\$10,000**

**2026 Total Net Income** **\$0**

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References: In Process

61000

- Wage Increase: PayScale's 2024 Compensation Best Practices Report, released in March, predicted a higher average base pay increase of **4.5%** in 2024.
- Roughly half (47% of US organizations report that their salary budgets for the 2024 cycle are lower.... median pay for 2024 Fell to 4.1% compared with 4.5% in 2023...salary budget increases for 2024 are at 4% , median merit budgets are at 3.5%
- <https://www.shrm.org/topics-tools/news/benefits-compensation/employers-planning-lower-pay-raises-in-2025>
- The [Salary Budget Planning Report](#) by WTW, a global advisory, broking and solutions company, overall salary budget increases are expected to hover around 3.9% in 2025  
<https://money.usnews.com/careers/articles/how-much-will-salaries-increase>

61800

<https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://www.kff.org/affordable-care-act/press-release/marketplace-insurers-are-proposing-a-7-average-premium-hike-for-2025/&ved=2ahUKEwjP1dWW1PuHAXU2GTQIHU7IMksQFnoECBkQAw&usg=AOvVaw1taoKMe7s5LatgWmAP3goz>