

DRAFT APPENDIX A TOURISM TASK FORCE REPORT

Appendix A:

Valdez Tourism Task Force Recommendations for Short Term Expenses*

Category	Cost Estimate
2025 MARKETING EXPENSES	
2025 External Advertising**	\$ 15,000.00
2026 Visitor Guide Printing**	\$ 40,000.00
2025 and 2026 Brochure Storage/ Distribution**	\$ 7,500.00
2025 Outstanding Website Monthly Fees**	\$ 9,000.00
2026 MARKETING EXPENSES	
2026 External Advertising**	\$ 30,000.00
2026 Website Monthly Fees	\$ 33,000.00
Website Overhaul and Search Engine Optimization Project (estimate)**	\$ 12,000.00
MONTHLY RENT FOR VISITORS CENTER (1 -YEAR)	
Monthly Rent (\$3000) for 2026 (does not include heat or utilities)	\$ 36,000.00
2026 SUMMER TEMPORARY STAFF	
Estimate for 2 seasonal city employees	\$ 43,000.00
TOTAL ESTIMATE ON SHORT TERM COSTS	\$ 225,500.00
<p>*Expenses are specific to categories identified by the task force as key components of avoiding a major disruption to tourism services in 2026 and not inclusive of all outstanding liabilities of the Valdez Convention and Visitor’s Bureau or all possible future expenses.</p>	
<p>** Portions of these categories were included in the initial recommendation for an initial appropriation of \$100,000 made by the task force on March 4, 2026.</p>	