

Economic Development Report 1st Quarter 2019

Housing: Developing an RFP to bring to the Economic Diversification Commission for developing the Woodside subdivision after the committees' comments and suggestions. I will bring to council, for approval, to put out on the street for developers to bring back their proposals for those parcels. After this RFQ is completed and approved, it will be a template for future land development throughout the city.

Business Lunch and Learn: I am holding quarterly business lunches to keep the businesses and community informed on various topics relating to "Doing Business in Valdez"

The first luncheon was March 19, 2019 and 51 people attended. We had VERY positive feedback for this first session. The topic was cruise ships and what that meant for business owners. There was great discussion on vendors, welcoming the cruise ships, transportation around town, also about our yearly visitors to Valdez in general. It created a good discussion on how businesses could help each other. We also decided to come together at the end of the season and share our experiences, comments, questions and concerns with the group to make the "Valdez Experience" better for next year.

Marketing: We are coordinating marketing material for **Doing Business in Valdez, Cruise Valdez, and Explore Valdez** for the Ports and Harbors department.

Communication: In the council priorities work sessions in September, I heard there is not enough communication going out to the public to keep them informed. I have started a postcard campaign in 2019 to market to the public, all events that the City of Valdez is sponsoring or supporting monetarily. I have attached copies of the postcards that were put in every P.O. Box in the city. Starting in May, we will be digitally advertising our events at “The Hub” in Glennallen. We are also working with I.T. on digitally advertising happenings around town through strategically placed digital signage and T.V.’s.

Kimley Horn: I have been managing this project from the beginning. In May of last year, we have had an ongoing problem and the branding came to a stop and Council decided to move right in to the Comprehensive Plan. We did so last year, and Rochelle became involved with the process and the CPAC was formed. The CPAC is a very involved group of community members that are deeply committed to Valdez and its future. We are working through every aspect of the comprehensive plan as presented by Kimley Horn. On May 8, 2019 there will an executive session on this Comprehensive Plan and its future.

Events: We have many events planned this year, some old, some new. We have a beautifully renovated Kelsey Dock area and will be using that area this year for events, summer market days and cruise ships. We also have a new stage that we will be rolling out for our events. It is going to be a **VERY EXCITING** season this

year. The first big event with our new stage will be **Military Appreciation Day!!**

Transportation Summit: The objectives for this 3 day transportation business event, will be to shine the light on the Port of Valdez, in particular the Container Terminal, to industry executives. Invitees/delegates consist of decision makers from transportation venues. Speakers and topics will highlight Southern Alaska as an alternative and shorter way to import and export. The goal of this business development event will be to attract new business, strengthen and form new partnerships, all while marketing the Port of Valdez. In addition, the event also provides an opportunity to extend the booking/sales season for local businesses. Local and Industry businesses will be encouraged to buy into the event as sponsors and the exhibitor area.

Emergency Management: Since I took over Emergency Management, 40% of the employees had not completed their basic ICS classes, ICS 100,200,700,800. At the end of 2018, the **entire** city staff, except for 2 Directors, had completed their basic 100,200,700,800 ICS classes. Council will also be required to attend a training. We are in the process of re-writing our E.O.P. plan. We are also getting proposals from companies to do much needed additional training and exercises. This is a slow process and I have been working with the state just to get the basics down. We have many new staff members and just getting everyone on the same page, basic training wise has been a challenge.