



## 2025 Valdez Beautification Matching Grant Program Communications Plan

### Timeframe

January to March 2025

### Audience/Eligible Grant Participants

- Business owners who are also property owners
- Business owners who rent the property

### Messages

- Program introduction
- Program application process
- Program reminders
- Spread the word

### Methods

- Postcard mailer to eligible grant participant pool – informing them of the program
- Emails to pool – with grant application attached
- Phone calls to pool – confirming knowledge of the program and inviting them to lunch sessions.
- Post flyers on bulletin boards around town (Safeway, PO) and other locations (coffee shops, library, etc.)
- Facebook posts throughout application periods (COV and Online Bulletin)
- City News Flash stories
- City electronic signage
- KVAK and KCHU advertising
- Share with COV staff

### Events

- Lunch Sessions
  - Learn more about the grant program, ask questions (JAN)
  - Grant writing assistance (FEB)

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## Tasks

- Update eligible grant participant pool info (property tax rolls and business owner reports)
- Beautification Grant web page
  - 2025 Application Materials
  - Past grant recipients
  - Before/after photos
- Graphics
  - Postcard mailer
  - Email
  - Program Flyer
  - FB posts
- Create and schedule Facebook posts
- Update phone script
- Outreach to past recipients to collect testimonials
  - Testimonials can be used in program marketing

## Commissioner Outreach

- Share grant information, application, and flyers within their circle of influence
- Attend/facilitate lunch sessions
- Attend and share program information for radio events
- Share Facebook posts on personal pages

## Timeline of Events/Activities

### On or before January 10th

- Update the 2025 Valdez Beautification Match Grant Program (VBMGP) web page
- Update eligible grant participant pool info

### Week of January 13th

- City News Flash story
- Facebook post
- KVAK Advertising

### Week of January 20th

- Postcard mailer to eligible grant participant pool informing them of the grant program
- Phone calls to applicant pool
- Content for COV February Newsletter

On January 27th

- FAQ Lunch and Learn

Week of February 10th:

- Reminders on second lunch and learn- phone and email

On February 17th:

- Application assistance session

Week of March 3rd:

- KVAK Advertising for deadline reminder

Friday, March 21st:

- Grant application closes at 5 pm

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