



AWBC Valdez Initiative Impact Report (2023–2025)

Prepared for: City of Valdez

Prepared by: Alaska Women's Business Center (AWBC)

Date: May 29, 2025

Executive Summary

Since 2023, the Alaska Women's Business Center (AWBC), in partnership with the City of Valdez, has delivered targeted business support services to entrepreneurs in Valdez and the surrounding Prince William Sound region. Through quarterly in-person visits complemented by continuous virtual support, AWBC has provided coaching, training, and community-building activities aimed at fostering economic development and business resilience.

Key Outcomes (2023–2025)

- **Clients Served:** 85+ unique entrepreneurs
- **Coaching Hours Delivered:** 421.5+ hours
- **Coaching Sessions Conducted:** 124+
- **Trainings & Events Hosted:** 20+
- **Businesses Launched:** 8+
- **Capital Accessed:** Estimated \$200,000+ (includes a \$130,000 SBA loan)
- **Jobs Created:** 21
- **Jobs Retained:** 34
- **High-Engagement Clients (5+ hours):** 27

Client Demographics

- **Women-Owned Businesses:** 75%
- **Minority-Owned Businesses:** 30%
- **Veteran-Owned or Veteran-Serving Businesses:** 20%

Industries Served

- Professional Services (e.g., salons, therapy, bookkeeping)
- Food & Beverage (e.g., restaurants, mobile vendors, packaged goods)
- Tourism & Lodging (e.g., Airbnbs, guides, tours)
- Artists & Makers
- Trades
- E-commerce & Retail

Primary Business Needs Identified

- Business Plan Development & Licensing
- Marketing Strategy & Sales Planning
- Lending Readiness & Financial Literacy
- Hiring & Workforce Development
- Website Setup, POS, and Tech Tools
- Seasonal Preparation & Vendor Market Readiness

Program Delivery Structure

AWBC's engagement with Valdez entrepreneurs follows a structured quarterly approach:

- **Quarterly In-Person Visits (4–5 days):**
 - *Square One: Work for Yourself* Workshop
 - Drop-In Coaching Clinics
 - Scheduled 1:1 Coaching Sessions
 - Quarterly Training Workshops (co-hosted with Business Women of Valdez)
 - Business Mixers (Spring & Fall)
- **Continuous Virtual Support:**
 - Online Training Modules
 - Remote Coaching via Phone and Zoom

Signature Programs

- **Launch & Grow Cohort (2025):**
A 7-week business planning and development series designed for Valdez-based entrepreneurs. *Three Valdez businesses have successfully completed the full cohort*, receiving intensive support to refine their models, prepare for financing, and launch with confidence.
- **Business Women of Valdez Peer Network:**
Monthly accountability meetups and quarterly trainings hosted or co-hosted by AWBC with rotating topics including HR, pricing strategy, and marketing funnels. Quarterly trainings are open to all local entrepreneurs.
- **Valdez Small Business Conference (Supported the City's event held May 2025):**
Two-day conference bringing training, coaching, roundtables and inspirational speakers to the local businesses, including AWBC-supported businesses. Stakeholders, funders, and community members are invited to attend.

Outreach Methods

To ensure broad engagement, AWBC employed multiple outreach strategies:

- Direct phone calls and in-person invitations
- City emails to licensed business owners
- Business Women of Valdez group communications
- Social media campaigns on Facebook and Instagram
- Event promotions and follow-ups

Regional Stakeholder Engagement

AWBC's efforts extended beyond Valdez, engaging stakeholders that contribute to the supply chain and/or same industries as Valdez entrepreneurs:

- McCarthy
- Cordova
- Glennallen
- Copper Center
- Whittier
- Tatitlek

Key Stakeholders:

- Chugach & Ahtna Native Corporations
- Prince William Sound College (PWSC)
- Prince William Sound Economic Development District (PWSEDD)
- SBA Alaska, Discover Valdez, and Department of Labor training programs
- Local Valdez experts in bookkeeping, insurance, law, finance, and e-commerce

Impact Over Time

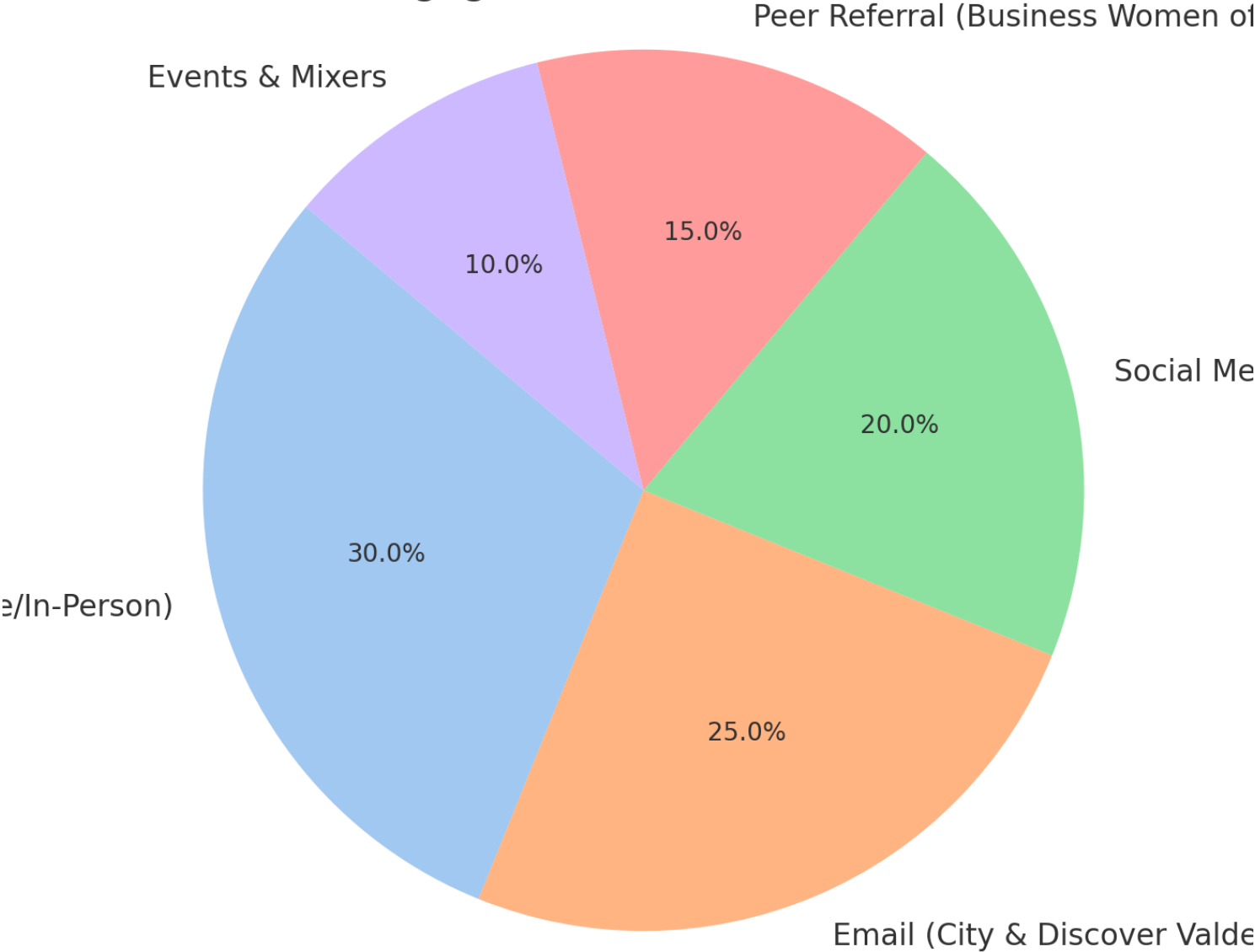
AWBC's consistent presence and support have led to:

- Increased business confidence and problem-solving capabilities
- Enhanced access to capital and funding opportunities
- Growth in business operations and workforce development
- Strengthened peer mentorship and community collaboration

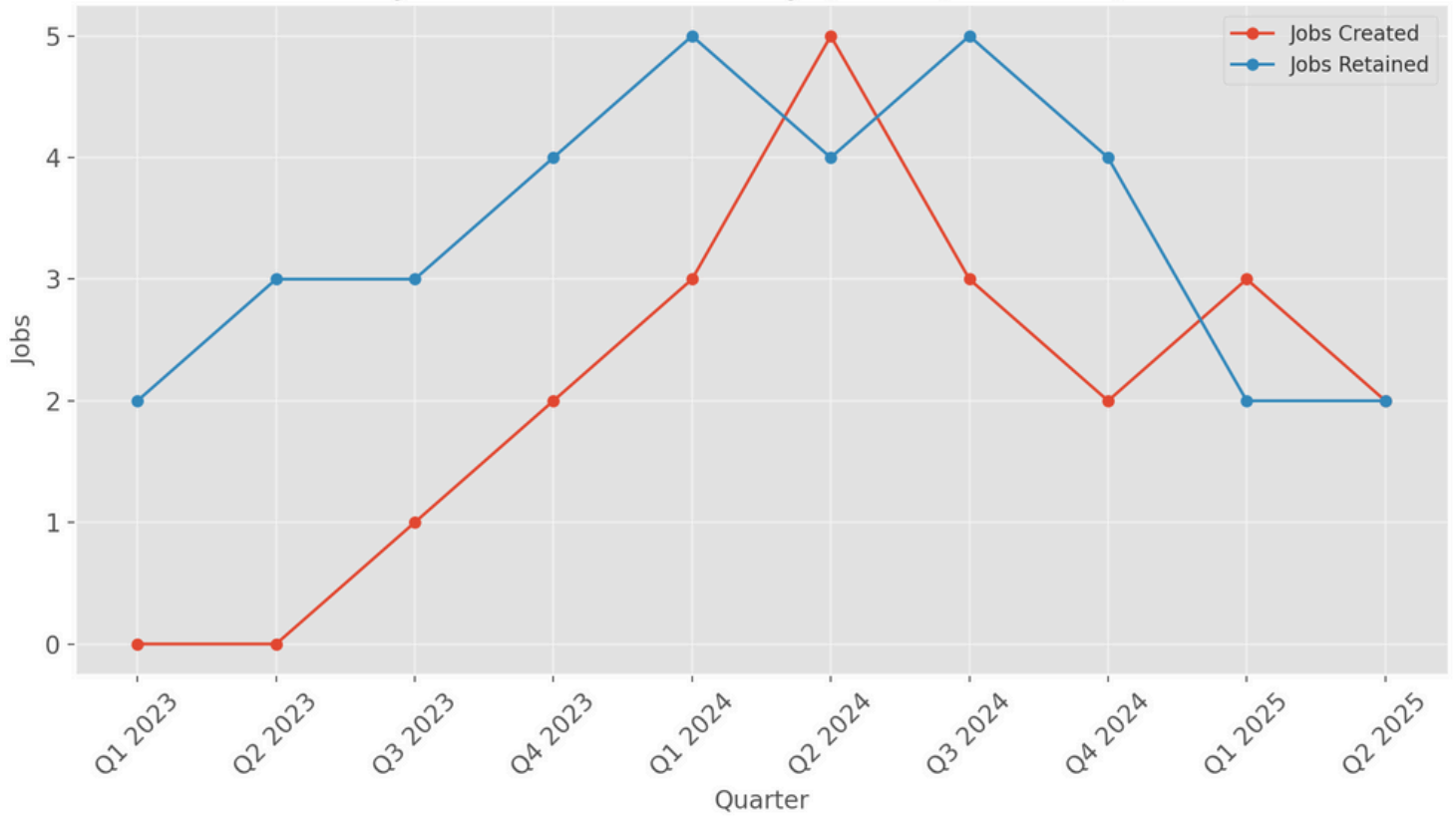
Conclusion

The AWBC Valdez Initiative has significantly contributed to the economic vitality of Valdez and the surrounding region. Through structured in-person engagements and continuous virtual support, AWBC has empowered entrepreneurs to overcome challenges, access resources, and build sustainable businesses. Continued investment in such initiatives will further enhance the region's economic resilience and growth.

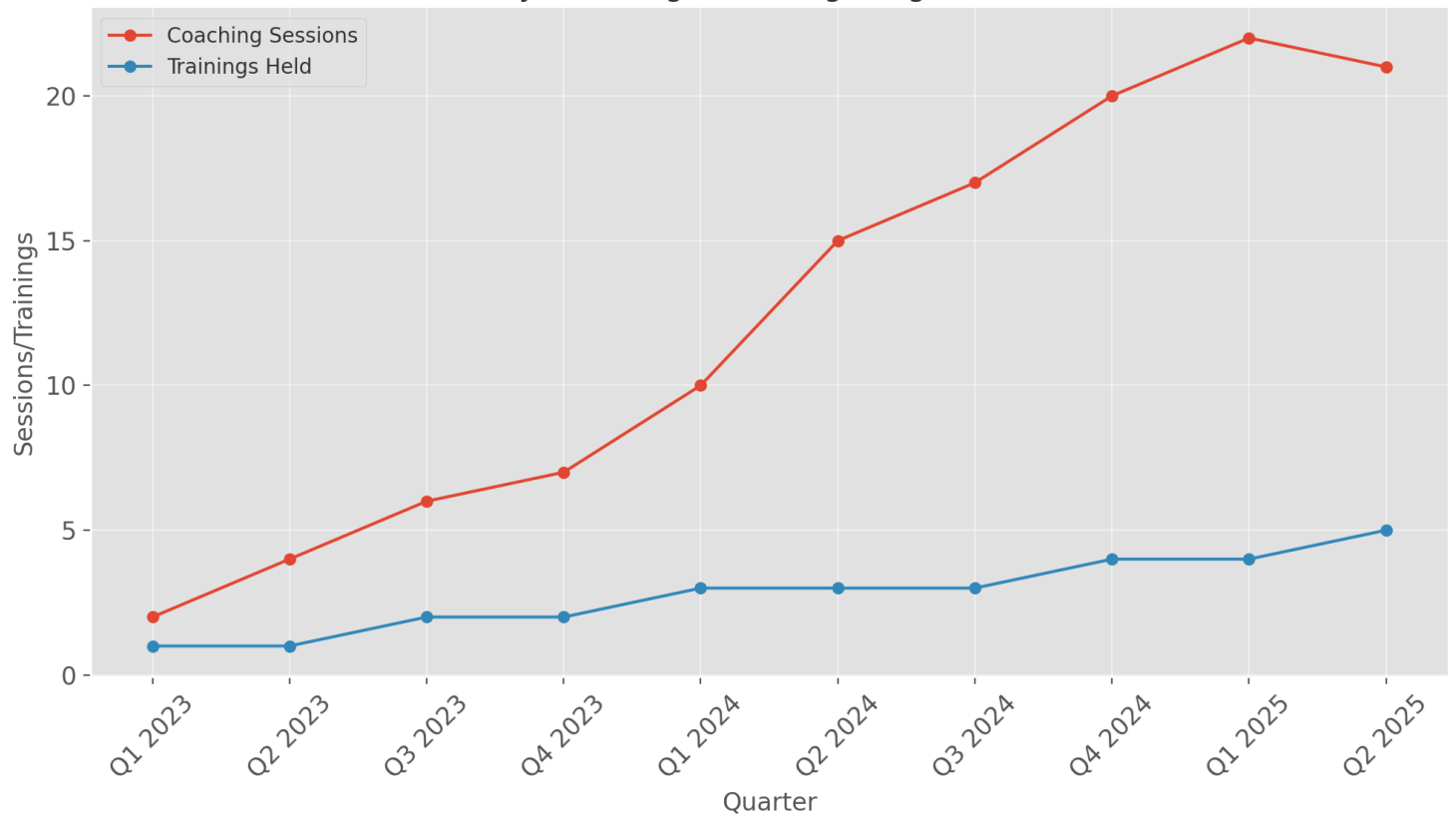
Client Engagement Sources (2023–2025)

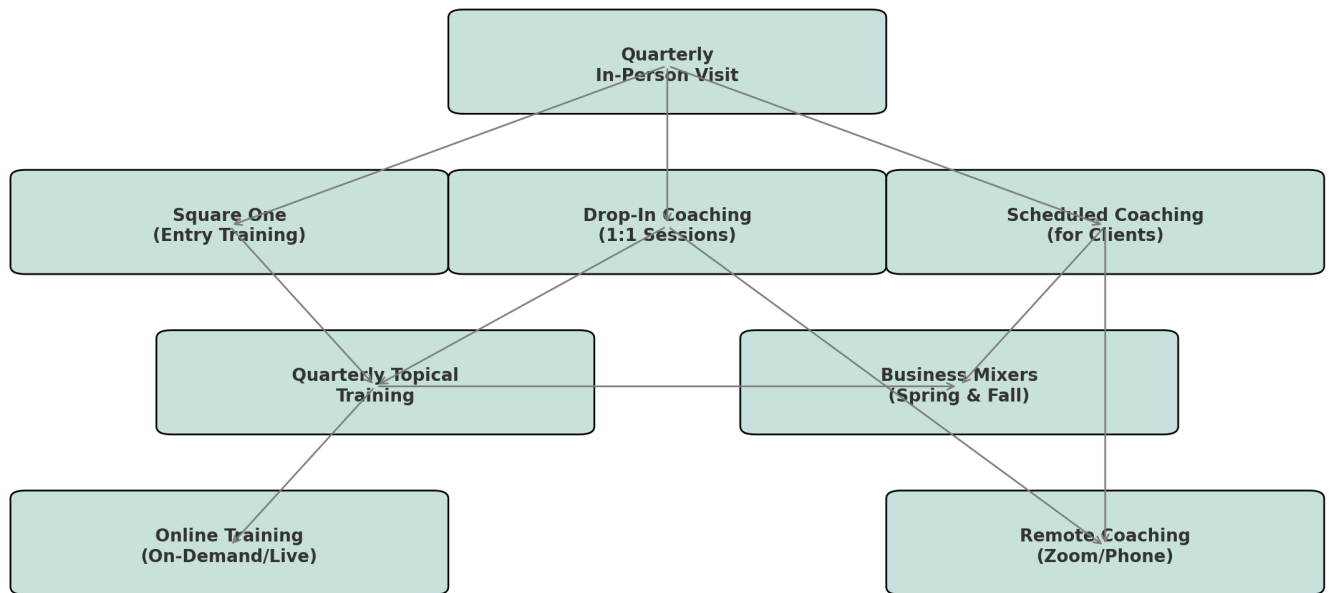


Jobs Created & Retained by Quarter (2023-2025)

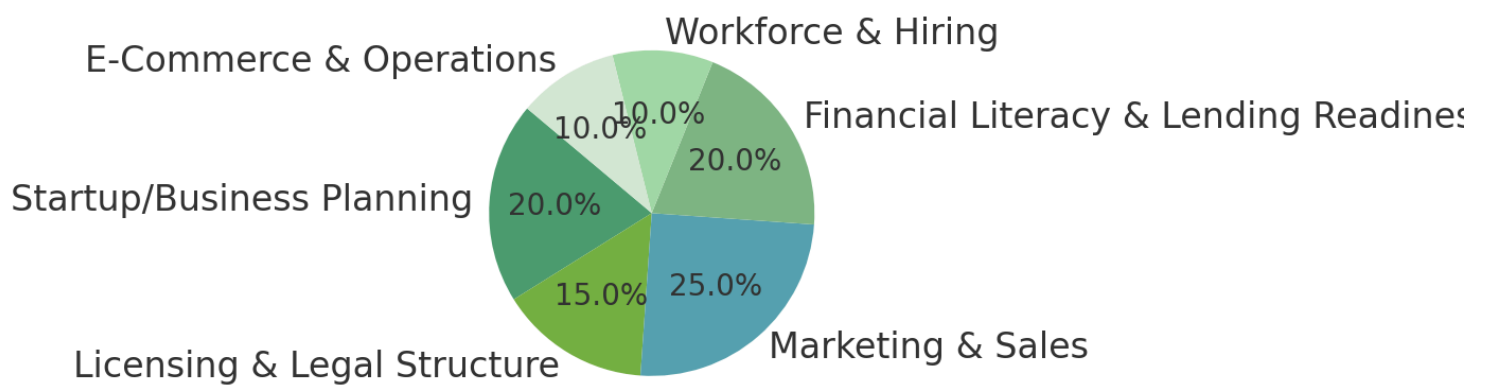


Quarterly Coaching & Training Usage (2023-2025)





Top Business Needs Identified by Valdez Entrepreneurs (2023–2025)





SQUARE ONE: WORK FOR YOURSELF

BUSINESS WORKSHOP

June 27 @ 5:00 pm - 6:45 pm
Valdez Consortium Library

FREE TO ALL

Have Questions?
Contact us
907-531-2215



PLEASE REGISTER: businessimpactnw.org/event/valdez-square-one-work-for-yourself-in-person/

You're invited to a week of FREE business events and support!

SHOW UP TO GROW YOUR BUSINESS



TUES. 6/24
GROWLER BAY



BUSINESS WOMEN MEET-UP
6PM



WED. 6/25
IN-PERSON



COACHING
10AM-1PM



THURS. 6/26
LIBRARY



SQUARE ONE CLASS
5PM-6:45PM





FRIDAY, 6/27
IN-PERSON



COACHING
10AM-1PM



AWBC
ALASKA
Alaska Women's Business Council
A Business Impact NW Affiliates

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