



## Economic Diversification & Stimulus

# 2018 High Notes

Valdez Rock Climbing Fest - 300

Chugach Fat Bike Bash -

Bicycling.com now

Alaska Airlines Beyond Spring 2019

No Man's Land Film Fest

Telluride and Banff Mountain Film Fests

Confluence Fly-In Juneau - delegation

Alaska Trails Conference - speaker

Renewed State Parks contract

First draft of Trails Master Plan heading to June 30 completion

Confluence - support from University of Anchorage and Ak DCCED

# **Sample Media**

Elevation  
Outdoors

*Colorado  
regional*

*Trust your instincts.*

# TAKE THE LEAP

It's time to go *Valdez, AK*

The place Winter calls

# HOME

Chillax

Climb 40-story Ice Structures

Bikeran Iceberg

Shred Untracked Lines For Days

**2018 Prime Time Events**

Valdez Ice Climbing Festival  
Feb. 16th - 19th

Chugach Fat Bike Bash  
April 6th - 8th

Details & more info @ [Levitation49.org](http://Levitation49.org)

Levitation49 peopleforbikes

AMERICAN ALPINE CLUB

CITY OF VALDEZ, ALASKA

# Rock and Ice - digital banner



A digital banner for the Valdez Ice Climbing Festival. The background is a photograph of a climber in a red jacket and black pants ascending a massive, translucent blue frozen waterfall. The climber is positioned on the right side of the frame, with ropes and ice tools visible. The sky is a clear, deep blue. In the bottom left corner, there is a large, stylized logo for the festival. The logo features a mountain peak, a sun, and two ice axes. The text 'American Alpine Club presents' is in the top left. The festival name 'Valdez ICE CLIMBING FESTIVAL' is in the center, with 'FEB 16th-19th 2018' to the right. Below the logo are several sponsor logos: PETZL, Black Diamond, CAMP, CASSIN, adidas outdoor, and the City of Valdez Alaska seal. On the right side, below the climber, is text announcing special guest climbers. In the bottom right corner is an orange button with white text.

American Alpine Club  
presents

**Valdez**  
**ICE CLIMBING**  
**FESTIVAL**

**FEB**  
**16th-19th**  
**2018**

**PETZL**

**Black Diamond**

**CAMP**

**CASSIN**

**adidas outdoor**

**CITY OF VALDEZ ALASKA**

Featuring special guest climbers  
**Conrad Anker, Chad Jukes,  
Jeff Shapiro & Katie Bono**

**Sign Up Now!**

# Rock and Ice Annual Ascent Issue



## Valdez

### Alaska's Year-Round Adventure Basecamp

- 46 Named Ice Climbing Routes
- 121 Uncrowded Sport Routes from 5.7 - 5.12b
- 22 Easy-access Crag along 43-mile Thompson Pass Corridor

Legendary backcountry skiing and snowboarding, fat biking, paddling, bikepacking, glacier hiking, northern lights & midnight sun. Walk to crags from Blueberry Lake or Valdez Glacier Campgrounds.



June 8th - 10th  
2018



Feb 15th - 18th  
2019

[ValdezAdventureAlliance.com](http://ValdezAdventureAlliance.com)

SPONSORED by





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[ValdezAdventureAlliance.com](http://ValdezAdventureAlliance.com)

SPONSORED by



# Outdoors NW - WA & OR



A poster for 'Adventure Outside the Lines' featuring two women suspended by purple ropes against a backdrop of snow-capped mountains and a cloudy sky. One woman is wearing a large orange and black butterfly costume, and the other is wearing a red mermaid tail. The text 'Adventure Outside the Lines' is written in large, bold, purple letters across the center. Below it, on the left, is 'Chugach Fat Bike Bash April 6th - 8th' and on the right is 'Valdez Rock & Flow Fest June 8th - 10th'. At the bottom, it says 'Valdez, AK #WomenCanDoToo ValdezAdventureAlliance.com'. There are three small inset photos at the bottom: a group of people, a person rock climbing, and a person on a flowline. Credits for photos by Zach Davidson, Thomas Rapp, and Todd Clark are on the sides.

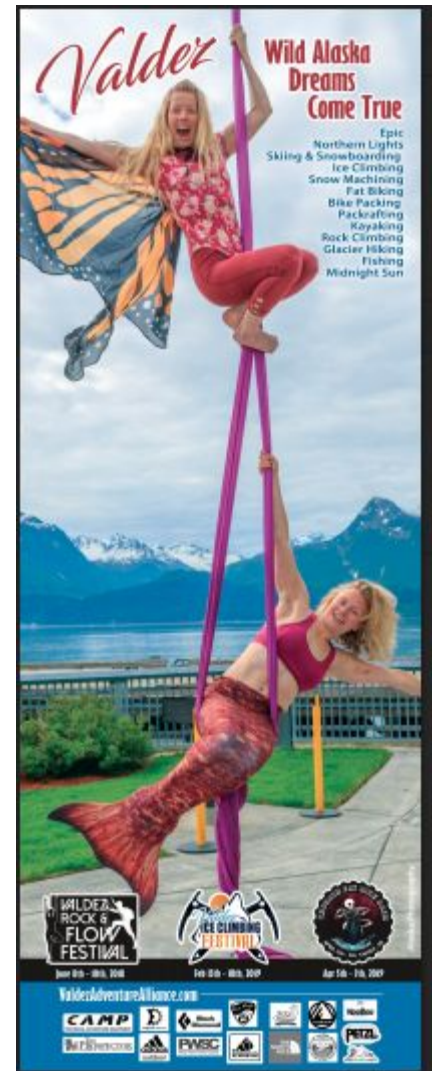
**Adventure Outside the Lines**

**Chugach Fat Bike Bash**  
April 6th - 8th

**Valdez Rock & Flow Fest**  
June 8th - 10th

Valdez, AK  
#WomenCanDoToo  
ValdezAdventureAlliance.com

Photos by Zach Davidson  
Photos by Thomas Rapp  
Photos by Todd Clark



A poster for 'Valdez Wild Alaska Dreams Come True' featuring two women suspended by purple ropes against a backdrop of snow-capped mountains and a blue sky. One woman is wearing a large orange and black butterfly costume, and the other is wearing a red mermaid tail. The text 'Valdez Wild Alaska Dreams Come True' is written in large, bold, red letters across the top. Below it, on the right, is a list of activities: 'Epic Northern Lights Skiing & Snowboarding Ice Climbing Snow Machining Fat Biking Bike Packing Packrafting Kayaking Rock Climbing Glacier Hiking Fishing Midnight Sun'. At the bottom, there are three logos: 'WILDEZ ROCK & FLOW FESTIVAL', 'ICE CLIMBING FESTIVAL', and 'FISHING'. Below the logos are the dates 'June 8th - 10th, 2018', 'Feb 8th - 10th, 2019', and 'Apr 16th - 18th, 2019'. At the very bottom is the website 'ValdezAdventureAlliance.com' and a row of logos for sponsors including CAMP, D, FMS, and others.

**Valdez Wild Alaska Dreams Come True**

Epic Northern Lights  
Skiing & Snowboarding  
Ice Climbing  
Snow Machining  
Fat Biking  
Bike Packing  
Packrafting  
Kayaking  
Rock Climbing  
Glacier Hiking  
Fishing  
Midnight Sun

**WILDEZ ROCK & FLOW FESTIVAL**  
June 8th - 10th, 2018

**ICE CLIMBING FESTIVAL**  
Feb 8th - 10th, 2019

**FISHING**  
Apr 16th - 18th, 2019

ValdezAdventureAlliance.com

CAMP D FMS and other logos

# Rock and Ice magazine

**JUNE 8th - 10th**  
**VALDEZ ROCK & FLOW FESTIVAL**  
PRESENTED BY

CLIMBING  
YOGA  
SLACKLINE  
AERIAL SILKS  
LIVE MUSIC  
CAMPING  
20 HOURS OF DAYLIGHT

[ValdezAdventureAlliance.com](http://ValdezAdventureAlliance.com)

# Online Front Page Story - Bicycling.com

≡ **Bicycling** BIKES & GEAR TRAINING NEWS

SUBSCRIBE FOLLOW Q

## Fat Bikers Run Downhill Comp on Steep, Snowy Chugach Mountains

THE CHUGACH FAT BIKE BASH BROUGHT A NEW KIND OF DOWNHILL EXCITEMENT TO VALDEZ, ALASKA

**B** BY BERNE BROUDY



Valdez, Alaska, is a former gold-rush town squeezed into the edge of a fjord on Prince William Sound and pressed up against the Chugach Mountains. Heli skiers flock here each spring and winter to carve down the steep fins and through the powdery bowls and couloirs that plunge from mountaintops to the sea around town.



**BURBERRY**

[SHOP NOW](#)

MORE FROM

**News**

# Chugach Fat Bike Bash

FIRST Ever  
Super Fat  
Downhill on  
World Extreme  
Skiing  
Championship  
Venue

ONLY bike race  
in the world that  
takes riders  
over icebergs



# Utapped Potential

So much more than just an events company

Creating **New Off-Peak Tourism Season** Visitors. Marketing targets: Alaska, Colorado, Washington/Oregon and social media marketing to niche markets bike and climbing

**Confluence:** Elevating the conversation statewide yet maintaining roots here

Willing to be your partner to develop more infrastructure to be visitor-ready for **cruise ships**; could serve as your trails planning, development and maintenance arm

The implementation arm of all the **Kimley-Horn** data that suggests a bigger role for Valdez Outdoor identity



# Outdoors Means Business

Lee Hart, Executive Director

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