

Application Form

Profile

Lee

First Name

hart

Last Name

Email Address

Valdez Mailing Address (PO BOX # or HCI BOX #)

490 Resurrection Loop

Home Address

City

Primary Phone

Alternate Phone

Suite or Apt
State

Postal Code

Levitation 49

Employer

Executive Director

Occupation

Which Boards would you like to apply for?

Economic Diversification Commission: Submitted

How did you learn about this vacancy? *

☒ City Website

Interests & Experience

Why are you interested in serving on a City of Valdez board or commission?

I am obsessed about the economic future of Valdez. I'm alarmed at the state of our local economy and am confident I can bring fresh ideas and directions for the board to consider as well as looking forward to helping shape ideas already on the table.

Please outline your education, work, and volunteer experience which will assist you in serving on a City of Valdez board/commission.

Bachelor's degree in journalism. Lifelong communicator, public relations and marketing pro. I have volunteered on numerous boards, mostly for events in other cities where I've lived. I am an appointee to the statewide BLM Resource Advisory Committee so I have awareness of statewide natural resources management issues, priorities and projects.

Question applies to Economic Diversification Commission

Please mark the industry sector seat for which you are applying (choose one). *

☒ Winter Tours & Attractions

Question applies to Economic Diversification Commission

Please describe your qualifications to represent your selected industry sector.

49s mission is economic diversification through mountain sports. Levitation 49 is engaged in winter tours and attractions in that we host two sports festivals during the winter. The Valdez Ice Climbing Fest and Chugach Fat Bike Bash. As operators of four local state park units, we are also involved in summer tours and attractions. L

Question applies to Economic Diversification Commission

Please describe your vision for the economic future of Valdez.

More than any other community in Alaska, Valdez will enjoy year-round adventure travel tourism. New businesses will flourish to support the active independent traveler and health-focused workforce that will be attracted to Valdez. There will be a mix of housing available to support all life stages from youth to retirement. More businesses will be open year-round because the local economy will be more self-supporting. Valdez will be a hub of outdoor recreation, mariculture, local farm to table restaurants and locally brewed and/or distilled alcoholic beverages. A conscious effort will be made to foster and support more artists through public art installations.

[lee_hart_visualcv_resume.pdf](#)

Upload a Resume or Letter of Interest

LEE HART

Valdez, AK • 303.898.4141 • BrandAmp@gmail.com

brandamp.com/services/



Marketing & Communications Strategist

SUMMARY

Energetic, versatile and results-oriented business professional with track record of producing extraordinary results through excellent strategic planning, creativity and accountability. Specializing in clients who seek values-based, ethical, winning approaches as well as boundless exuberance, unparalleled excellence and gonzo proactivity.

Work experience

1999 - Present

MARKETING & COMMUNICATIONS

CONSULTANT

- Co-founder and Executive Director, Levitation 49, dedicated to economic diversification through mountain sports in Valdez, AK. In the organization's first year we doubled participation in ice and rock climbing fests, launched a fat bike event, launched and hosted a statewide outdoor recreation leadership conference and took over management and maintenance of four state park units.
- Founder of Confluence: Summit on the Outdoors, a leadership conference for business owners, land managers, and non-profits and other stakeholders in the outdoor recreation economy.
- Founder and president of Brand Amp, strategic brand communications. Design and develop strategic brand-building marketing communications plans, trade relations, community relations, promotions, and grass roots outreach for domestic and international brands that have included included Outdoor Industry Association, Collegiate Peaks Geotourism, Chaffee County Visitor's Bureau, Jackson Kayak, World Kayak, Outlast Technologies, Phenix Ski & Sports, Mammut, Buff USA, Professional Ski/Snowboard Instructors of America
- Instrumental in helping Jackson Kayak to grow to the leading seller of whitewater kayaks worldwide in just four years with little or no advertising and no sales rep network.
- Design and launch nationwide grassroots grow the game initiative for World Kayak forging relationships with national allies including National Park Service, US Fish and Wildlife Service, National Association of State Parks directors, President's Challenge and Rapid Media Publishing (US and Canada)
- Grew tourism promotion tax revenues from \$200K - \$300 in four years. Won awards from the governor's office for outstanding community tourism initiative and from tourism trade association for excellence in brand launch campaign.
- Experienced strategist and negotiator developing and executing ways to leverage resources to create and deliver impactful events on limited budgets. Client examples: Teva Mountain Games, the Olympics of outdoor adventure sports; Outdoor Industry Association Rendezvous, the annual professional development conference for industry leaders in human powered outdoor recreation industry; Nielsen Media Group Outdoor Retailer Summer Market trade show.
- Advocate for adventure travel and sustainable tourism. Guest speaker at conferences in the US and abroad.

1992 - 1998

Marketing Director

UNITED STATES TENNIS ASSOCIATION

- Designed and developed action plans and budgets for multi-million dollar grass roots initiative. Result: more than TRIPLED the number of new players to the sport in one season
- Managed and allocated 300K budget - in-house and outside resources - to support key seasonal and regional initiatives and execute promotional programs

- Responsible for all facets of coordination of external and internal special events of all sizes; including site bidding, contracts, media, sponsorship servicing, etc.; 100 percent budget compliance
- Hands-on training and experience in working collaboratively with others to develop consensus not only within diverse groups with dramatically divergent goals;
- Success at understanding and looking for creative ways to maximize resources to make events and projects look far bigger and more professional than what may seem possible on shoestring budgets.

1986 - 1990

Associate Editor

EVERGREEN NEWSPAPERS, INC.

- Wrote news and feature articles, edited submissions, designed pages. Primary beats: land use issues & politics
- Colorado Press Association award winner for Best Series: Three-part series on discrimination in a small mountain town

Interest

Regale friends with great yarns from working/sailing throughout the Caribbean and transatlantic; certified ski and snowboard instructor; experienced adventurer at home and abroad (conversational French and Spanish); rock climber, guppy class kayaker; stand up paddle crusader, mountain bike/fat bike enthusiast.

Education

Journalism

Colorado State University

References

Available Upon Request