

Economic Development Report

Housing: In March, an RFP was written for development of City owned property for affordable housing. I submitted to the EDC on April 26, 2019 this RFP for their approval. EDC approved this release. I then partnered with Cap Facilities and Planning & Zoning to get this moving. We then scheduled and took part in a meeting to discuss housing development with the Acting City Manager and the City Clerk.

The Acting City Manager, Cap Facilities, Planning & Zoning, City Clerk and I had a meeting and decided to submit three city owned properties to council. I will attach maps of properties and specific incentives the city can offer on these individual properties to developers to create housing. We will also recommend the area that is most ready for development. In turn, council can approve such property to move forward with an RFP.

I also attended the Senior Citizen Board meeting June 18, 2019. I have been in contact with several board members who would like to see movement again on senior housing. I am working with them to find a solution. They have 23 people on their waiting list for housing. I am working with Planning and Zoning on this issue to get it moved to the forefront. I will also be exploring grant options in regards to the Senior Center as well as the City for a Public/Private partnership. We are hopeful there might be some positive movement in the right direction in the near future.

I have also started the process of the Strategic Housing plan I budgeted for this year. This research investment has far-reaching implications on quality of life and economic opportunity for Valdez residents. The plan will provide a common understanding of Valdez's housing gaps and a roadmap for addressing the most pressing housing needs in the community.

Business Lunch and Learn:

We do not have a date yet, but the next lunch and learn will be a representative from the Alaska Small Business Administration. She will advise business owners of all the programs and grants available for expansion and business start-ups. This will help our businesses who want to start as well as expand their businesses in our community. There are some great ideas out there for start-ups with our tourist population increasing.

Marketing:

Our Maps for the cruise ships were a big hit. We will be adding some icons to the new print run. We received feedback from passengers and the community and will implement. We are still working on marketing material **for Doing Business in Valdez, Cruise Valdez, and Explore Valdez** for the Ports and Harbors department.

Wayfinding, cruise ship info placement, new banners for Kelsey Dock, new signs around town with new maps and information for community as well as tourists, replace old weathered signage with updated and new information, rack card holders for marketing businesses at airport are all projects I am currently working on. I have also ordered the bronze plaque for the Alyeska Statue at Kelsey Dock.

Communication:

The post cards have been a huge hit. I have heard lots of positive feedback. We have had a few concerns that we are marketing CSO's. The Acting City Manager has requested that we scale back our postcard campaign to the just city events. We are now just sending out postcards for "city sponsored events" to keep the community more informed on events Valdez is sponsoring only.

Kimley Horn:

Stop work order is in place.

Events:

Saturday, May 25, 2019 **Military Appreciation Day** was a big success!!! The weather was a big factor. We had more than double last year. Last year we had around 125-150. This year we had over 300. We also debuted our new stage... It made things more professional and the Mayor did an outstanding job. We had three speakers and the 9th Army band played for three hours. Mother Nature let loose as we were cleaning up.

On Sunday, May 26, 2019, we had 10 boats leave the harbor full of military personnel of E-6 and lower for a day of fishing. The seas were very choppy for all. Some caught fish and some fed the fish.

The Opener music festival was June 14 & 15, 2019. We featured locals, David Reynolds, The Moondoggies, 32 Degrees, Area 907, from Anchorage, and Hannah Bethel from Nashville, TN. Mother Nature somewhat cooperated on Friday, June 14, 2019. We had around 200 event participants. The beer on the pier was a success. We had some complaints about not being near the music.... We have adjusted that for the July 4th event and will continue to learn from each event going forward.

On Saturday, June 15, 2019 it rained and we didn't have as good a turn out as the day before. Although, when I counted we had 68 cars lined up (on both sides) along Fidalgo and Hazelet with people in their cars and their windows rolled down listening to the music. Since this was our first music fest, we have some adjustments to make for next year.

We have had some people ask, why did you have this in the parking lot and not at the new Kelsey Dock renovated area? To that I say, we didn't know the status of the Yellow building and when planning months in advance for these events, it made sense to do them all in the parking lot in case there was construction on the yellow building. Next year may be a different story or the same. Our goal is to make that whole area

our events venue, music and otherwise, public and private. We are still working out the kinks and suggestions are welcomed!!