

CITY OF VALDEZ
APPLICATION FOR LEASE OF CITY OWNED LAND

Application Fee: \$50.00 (Non-refundable)

FEE WAIVED FOR 2017 PER RES# 12-72

This form is to be completed by an individual or an organization proposing to lease City-owned land. Complete in full and to the best of your knowledge. Please explain any omissions and use additional pages where appropriate. If requested, proprietary and financial information of applicants that is so marked will be kept confidential.

The completed application shall be returned to the Valdez Community & Economic Development Department located in City Hall along with the Application fee.

A deposit of \$3,000 will be required prior to the City initiating any required appraisal or land survey. The deposit will be used to offset the cost of the appraisal and land survey. If additional funds are necessary, the applicant will be billed as part of the lease. If there is a balance, it will be applied to the first year's lease payment. This deposit will be the cumulative amount of any required appraisal, land survey or Phase I environmental analysis according to the following schedule:

- | | |
|--|---------|
| * If a survey and/or appraisal are required: | \$3,000 |
| * If a Phase I Environmental Analysis only is required: | \$3,000 |
| * If a survey or appraisal and Environmental Analysis are required:
(Required on all industrial land) | \$5,000 |

1. Name of Individual Completing Application Form:

Name: Patricia Relay Phone: 907-835-2764
Daytime/ Message

Mailing Address: PO Box 8, Valdez, AK 99686

2. If other individual(s) or an organization(s) will be a party to this application, indicate below. Attach additional pages as needed:

a) Name Donna Lane Phone: 907-255-5863

Mailing Address PO Box 3464, Valdez, AK 99686

Relationship to other applicant(s) Board President and Direct Supervisor

b) Organization's name Valdez Museum & Historical Archive, Association, Inc.

Address PO Box 8, Valdez, AK 99686

Primary Contact: Patricia Relay

Title: Executive Director

Daytime Phone #: 907-835-2764

3. TYPE OF ORGANIZATION: (Check one)

Individuals_____	Business Corporation_____
General Partnership_____	Non-Profit Corporation <u>X</u>
Limited Partnership_____	Non-Profit Association_____
Other_____	

If non-profit, has IRS Tax Exempt Status been obtained? Yes X No____
If yes, attach letter of determination.

Note: Please submit, as appropriate, the following items with this application:

1. Current Alaska business license; **AK Certificate of Compliance**
 2. Designation of signatory authority to act for organization of other individuals; **See VMHA By-laws Article XII pg. 8**
 3. Certificate and articles of incorporation;
 4. Partnership agreement and amendments; **See existing LMA**
 5. Charter/by-laws for non-profits;
 6. Most recent annual financial statement;
- For more info: www.valdezmuseum.org/about-us/ Annual Reports, IRS 990s and past audits.**

4. Legal Description AFFECTED BY APPLICATION:

Located in Township_____Range_____Section, _____Meridian

Lot/ Block/ Tract/ Subd. _____Plat # _____

Other Description 217 Egan Drive & 436 Hazelet - middle section

Tax # _____No. of Acres _____

5. DESCRIBE PROPOSAL. ATTACH NARRATIVE FOR FURTHER DESCRIPTION AND A SITE PLAN (the description should include the use; value and nature of improvements to be constructed; the type of construction; and, the estimated dates for construction to commence and be completed).

Not Applicable

6. WHAT IS THE TERM OF THE LEASE DESIRED?

4 successive periods of 5 years

7. IF THE REQUEST FOR A LEASE AT LESS THAN FAIR MARKET VALUE, PROVIDE JUSTIFICATION.

The City of Valdez owns and operates the museum. The City owns the real property and and the object and artifacts.

The City provides funding for general operations. The Museum corporation raises funds for the mission driven educational

programs, exhibition, presentation and stewardship of the collections. If fair market value is required, the Museum would not

be able to provided the community of Valdez with adequate services and the City would have to fund operations at a higher level.

8. PLEASE STATE WHY YOU BELIEVE IT WOULD BE IN THE “BEST INTEREST OF THE CITY” TO APPROVE YOUR PROPOSAL AND PROCESS YOUR APPLICATION. See List of Core Services

It s in the best interests of the Museum, the residents of the City and the public at large, that the City lease the Current Sites,

the Current Building, the Current Personal Property and the Current Collections to the Museum Corporation and that

the Museum Corporation undertake primary responsibility for managing and operating the Museum to document the human story that has

impacted the destiny of Alaska and the history of the world. Communities need gathering places and the Museum serves that purpose.

9. CURRENT STATUS OF LAND. DESCRIBE ANY EXISTING IMPROVEMENTS, PROVIDE PHOTOGRAPHS IF POSSIBLE.

Occupied by the VMHA. No improvements have been made to the real property.

10. HAS APPLICANT PREVIOUSLY PURCHASED OR LEASED CITY LAND OR RESOURCES? x YES NO. IF YES, PROVIDE LEGAL DESCRIPTION, TYPE OR PURCHASE OR LEASE, AND STATUS.

See attached expired and notated Lease Management Agreement

11. IF APPLICANT IS A BUSINESS OPERATION, LIST PRESENT BUSINESS ACTIVITIES.

The Museum Corporation's purpose and use of the property is to manage a local an regional history museum, historical archive, and

to carry our educational activities related to the interpreting and promoting historical awareness.

12. IF REQUIRED, ARE YOU PREPARED TO SPEND FUNDS FOR THE FOLLOWING:

YES	NO	
<u> </u>	<u>X</u>	a) Performance bond
<u> </u>	<u>X</u>	b) Damage deposit
<u>X</u>	<u> </u>	c) General liability insurance
<u>X</u>	<u> </u>	d) Worker's compensation insurance
<u> </u>	<u>X</u>	e) Survey and platting
<u> </u>	<u>X</u>	f) Appraisal fee
<u> </u>	<u>X</u>	g) Closing fees, which may include title insurance, document preparation, escrow closing, and recording
<u>X</u>	<u> </u>	h) Any federal, state and local permits required
<u>See Attached LMA</u>	<u> </u>	i) Maintenance costs (present or future)

13. LIST THREE (3) CREDIT OR BUSINESS REFERENCES:

Name	Address	Phone #
Liz Rieswig	CVTC, PO Box 337, Valdez AK 99686	907-835-2231
John Anderson	North Pacific Fuel Valdez 328 Fidalgo Dr. Valdez AK 99686	907-835-8850
Jessie Gallatin	CVEA PO Box 45 Glennallen, AK 99588-0045	907-835-4301

14. HAS APPLICANT, OR AFFILIATED ENTITY, EVER FILED A PETITION FOR BANKRUPTCY, BEEN ADJUDGED BANKRUPT OR MADE AN ASSIGNMENT FOR THE BENEFIT OF CREDITORS?

No

15. IS APPLICANT, OR AFFILIATED ENTITY, NOW IN DEFAULT ON ANY OBLIGATION TO, OR SUBJECT TO ANY UNSATISFIED JUDGEMENT OF LIEN? YES X NO IF YES, EXPLAIN:

COMPLETE THE FOLLOWING APPLICANT QUALIFICATION STATEMENT
FOR EACH INDIVIDUAL APPLICANT OR ORGANIZATION.
ATTACH ADDITIONAL STATEMENTS IF NEEDED.

APPLICANT QUALIFICATION STATEMENT

I, Patricia Relay
(Individual Name)

I, Donna Lane
(Individual Name)

I, _____ On Behalf of Valdez Museum & Historical Archive
(Representative's Name) (Organization's Name)

PO Box 8, Valdez AK 99686
(Address)

(City, State) (Zip)

do hereby swear and affirm for myself as applicant or as representative for the
organization noted above that:

The Applicant is a citizen of the United States, over the age of nineteen;
and

If a group, association or corporation, is authorized to conduct business
Under the laws of the State of Alaska; and

Has not failed to pay a deposit or payment due the City in relation to
City-owned real property in the previous five (5) years; and

Is not currently in breach or default on any contract or lease for real
Property transactions in which the City has an interest; and

Has not failed to perform under or is not in default of a contract with the
City; and

Is not delinquent in any tax payment to the City.

I HEREBY CERTIFY THAT THE INFORMATION CONTAINED HEREIN IS TRUE
TO MY KNOWLEDGE.

Patricia Relay 3/24/2021
Applicant Signature Date

Donna Lane 3/22/2021
Applicant Signature Date

Patricia Relay
Print Name

Donna Lane
Print Name

Comdev/data/forms/LandLease&SalesForms/AppforLeaseofCityLand

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

LIST OF CORE SERVICES

GENERAL OPERATIONS: THE ORGANIZATION ENGAGES IN MAINTAINING AND OPERATING MUSEUMS, ARCHIVES, AND SITES FOR COLLECTIONS.

COLLECTIONS AND EXHIBITIONS: THE COLLECTIONS CONTAIN BOTH ARCHIVAL MATERIAL AND ARTIFACTS THAT REPRESENT THE HISTORY OF OUR REGION. THE PURPOSE OF COLLECTING THESE PHYSICAL REPRESENTATIONS OF OUR PAST IS TO PRESERVE THEM FOR FUTURE GENERATIONS AND TO PROVIDE OUR OWN GENERATION WITH THE EVIDENCE OF HUMAN SOCIETY BEFORE US AND TO MAKE THE COLLECTIONS ACCESSIBLE TO ALL.

THE EXHIBITS WITHIN THE MUSEUM TELL VARIOUS STORIES ABOUT THE REGION'S HISTORY BASED ON THE COLLECTIONS. VARIOUS PERSPECTIVES ARE USED TO INTERPRET THE PAST, WITH AN EMPHASIS ON AUTHENTICITY, ACCURACY, AND INCLUSIVITY. THE EXHIBITS ARE INTENDED TO EDUCATE AND ENLIGHTEN VISITORS AS WELL AS LEAVE THEM WITH A GREATER UNDERSTANDING OF HISTORY, HUMANITY, AND THEMSELVES.

EDUCATION AND PUBLIC PROGRAMS: THE EDUCATION PROGRAM EXISTS TO DEVELOP IN LOCAL CHILDREN A DEEPER APPRECIATION FOR HISTORY AND HUMAN EXPERIENCE. THE PROGRAM IS BASED ON PARTNERSHIP WITH VALDEZ CITY SCHOOLS AND IN USING PRIMARY SOURCES TO HELP CHILDREN EXPLORE HISTORY WITH THEIR OWN MINDS AND HANDS AND FIND MEANING FOR THEMSELVES.

THE PUBLIC PROGRAMS HIGHLIGHT THE DIVERSITY OF PEOPLE IN VALDEZ'S PAST AND PRESENT, SERVE AS FORUMS FOR PUBLIC DISCUSSION AND FINDING COMMON GROUND, PROVIDE SOCIAL OPPORTUNITIES FOR RESIDENTS, OFFER A MEETING GROUND FOR VISITORS AND LOCALS, AND OPEN THE EYES OF RESIDENTS TO A WORLD OF EXPERIENCE BEYOND OUR OWN COMMUNITY. LECTURES, SPECIAL EVENTS, MEMBERSHIP PROGRAMS, RECEPTIONS, AND OTHER FUNCTIONS TARGET AN EVER-BROADENING RANGE OF AUDIENCES.

Valdez Museum & Historical Archive
Institutional Profile

I. Relevant Facts & Statistic

- a) History: Rudimentary museum established in 1901 by 1898 prospector to Valdez Joseph Bourke with collections located at original town site. Since 1901 individuals, community groups and local government have found strategic ways to preserve, protect and interpret the VMHA collection.
- b) Mission: VMHA “preserves, presents, and interprets the heritage and culture of Valdez, the Copper River Basin, and Prince William Sound, Alaska.”
- c) Governance & Administration: In 1996 VMHA was formed as a private 501c (3) Non-Profit organization. The VMHA 11-member Board of Directors are appointed by the City of Valdez City Council. The VMHA Board governs the corporation; supervises a paid Executive Director; and is accountable to the voting membership, made up of the members of the City Council.
- d) Facilities: Owned by the City of Valdez, the VMHA exhibits, collections and program offerings occupy two distinct locations, situated 4 blocks apart.
- e) Humanities Staff Size & Composition: Full complement of staff is 4 full time and 6 part time. Two full time curators oversee humanities offerings. Four part time provide content assistance, give tours and greet the public. The remaining staff support administration, marketing, communications, store sales, membership and fundraising.
- f) Humanities Collections: Owned by the City of Valdez, VMHA collections tell the human story of our region, consisting of a variety of artifacts, objects, textiles, photographs, and documents. The collection is distinct in that, from among the records of life in a small frontier town, spring the telling of five major national events: The Gold Rush, The 1964 Earthquake, Construction of the Trans-Alaska Pipeline System, the Exxon Valdez Oil Spill and World Extreme Skiing.
- g) Affiliation: VMHA is in contract with the City of Valdez to manage museum operations.

II. Data on Recent Humanities Activities

- a) Types of Offerings: Year-around includes - general admission, artist talks, humanities-based exhibits and workshops; Tuesday Nite History Talks; storytelling and public discourse; Cultural Immersion Series; Alaska Native culture and practice programs with tradition bearer experts; Visual Thinking Strategies (VTS) and primary source teaching at the Museum and in the classroom; research services into VMHA humanities collections; collections management internships; two-time Big Read Collaborating Partner; virtual education presentations using online platforms; and guided tours of the region.
- b) Percentage of Total Offerings that are Humanities: 100% of our offerings are humanities based – cultural, socio economic, historical, ethnographical, artistic, and literary. We also teach natural history, science, geography, geology, all wedded to the human condition.
- c) Size and nature of Audience Served: VMHA serves two distinct audiences, tourist and locals. Roughly 24,000 people visit the Museum annually. Visitors come from other states, other Alaskan regions along with members of the international community. The local audience consists of 3,800 year around residents. Museum staff connect with locals repeatedly throughout the year, making 5,539 contacts.
- d) Cost to Participants: VMHA receives generous grants to keep cost down. General admission ranges from Free to \$9.00; workshops range from Free to \$60.00; and presentations range from Free to \$10.00
- e) Evidence for Success of Humanities Activities: Success can be attributed to annual visitation, survey results, visitor interviews and summative evaluation data.

ACORD™

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

12/01/2020

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer any rights to the certificate holder in lieu of such endorsement(s).

PRODUCER USI Insurance Services NW 3800 Centerpoint Dr., Suite 540 Anchorage, AK 99503 855 874-1300	CONTACT NAME: Tara Koloski, CIC, CISR	
	PHONE (A/C, No, Ext): 855 874-1300	FAX (A/C, No): 855 216-9730
INSURED Valdez Museum & Historical Archive Association, Inc. PO Box 8, 217 Egan Drive Valdez, AK 99686-0008	E-MAIL ADDRESS: tara.koloski@usi.com	
	INSURER(S) AFFORDING COVERAGE	
	INSURER A: GuideOne Mutual Insurance Company	NAIC # 15032
	INSURER B: United States Liability Insurance Co.	25895
	INSURER C:	
	INSURER D:	
INSURER E:		
INSURER F:		

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			1442667	01/01/2021	01/01/2022	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$1,000,000 MED EXP (Any one person) \$5,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$3,000,000 PRODUCTS - COMP/OP AGG \$3,000,000 \$
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY			1786825	01/01/2021	01/01/2022	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> EXCESS LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$2500			1442668	01/01/2021	01/01/2022	EACH OCCURRENCE \$3,000,000 AGGREGATE \$3,000,000 \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		Y/N N/A	010001559	01/01/2021	01/01/2022	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE - EA EMPLOYEE \$1,000,000 E.L. DISEASE - POLICY LIMIT \$1,000,000
B	Directors & Officer Employ Practice Fiduciary			NDO1571880D	01/01/2021	01/01/2022	\$1,000,000 \$1,000,000 \$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

CANCELLATION

City Of Valdez
212 Chenega Street
Valdez, AK 99686

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

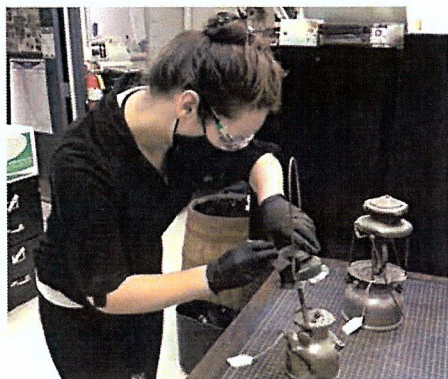
AUTHORIZED REPRESENTATIVE

Cheryl S. Brubaker



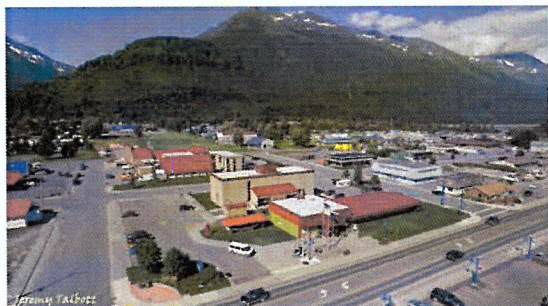
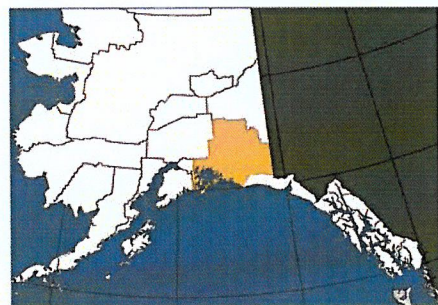
ECONOMIC IMPACT

TOURISM
**23,926 VISITORS
SERVED ANNUALLY**



EMPLOYMENT
**4 FULL TIME JOBS
10 PART TIME**

27 COMMUNITIES SERVED
VALDEZ-CORDOVA CENSUS AREA
40,340 SQUARE MILES



LOCAL ECONOMY
**\$1,208,500 SPENT
ON GOODS AND SERVICES**

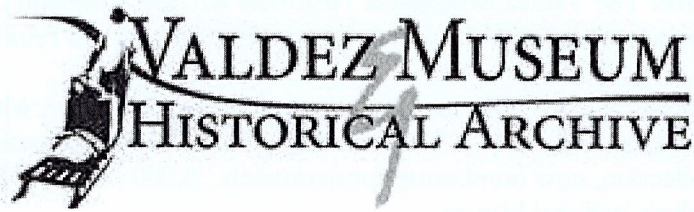


EDUCATION
**5,539
K - 12 STUDENTS REACHED**

P.O. Box 8 / 217 Egan Drive, Valdez, Alaska (907) 835-2764

www.valdezmuseum.org

"Valdez Museum preserves, presents, and interprets the heritage and culture of Valdez, the Copper River Basin, and Prince William Sound, Alaska."



Strategic Plan

2018 – 2022

Adopted on the 16th day of August in the year 2012 by the VMHA Board of Directors. Revised: 17th
day of April, 2014 by the VMHA Board of Directors
Revised: 16th day of April, 2015 by the VMHA Board of Directors
Revised: 17th day of May, 2018 by the VMHA Board of Directors

Goal 1: The Valdez Museum & Historical Archive will be a sustainable organization.

A. Expand and develop new sources of revenue.

	Milestones	Action Items	Responsible Party	Timeline/ Status	Comments
I.	Write a 5 year business plan to focus on earned revenue sources	Research best practices in developing a business plan	All	Winter/Spring 2019	
II.	Write and implement a Fund Development Plan	Increase unrestricted donations	Executive Director	Ongoing	
		Increase non-city grants	Staff	Ongoing	
		Host 2 cultivation events a year (small scale)	Membership Committee	Spring and Late Fall	
		Implement annual membership drive	Board & Membership Committee	Spring Annually	
		Implement an Annual Appeal	Board & Staff	May Annually	
		Implement 1 Raffle annually	Board	December Annually	
		Increase endowment through strategic planned giving	Endowment Committee & Executive Director	Organizational meeting needed	
III.	Develop mission driven products to sell in the store	Two new products a year (striving for Alaskan made, or made in USA)	Museum Services Manager, Administrative Marketing Coordinator & Staff	Ongoing	
IV.	Develop fee based public programs	Offer 4 year around workshops annually	Curator of Education & Public Programs	Ongoing	

			Education & Public Programs		
		Maintain monthly volunteer tracking system	Museum Services Manager	Ongoing	Updated Regularly
III.	Provide professional development opportunities for paid staff	Budget for Professional Staff to attend a minimum of 1 conference a year	Finance Committee & Executive Director	Annually	
IV.	Provide enhanced training for summer staff	Develop training materials to include museum history and interpretation. Set training schedule.	Staff	Annually: Spring and	
V.	Build more active relationship with members	Offer 2 Behind the Scenes and 2 Special Tours/Events a year of Museum Collections	Curator of Collections & Exhibitions, & Communication & Marketing Manager	Annually Spring and Fall	2 Offered, Only 1 Completed
		Engage actively with members: ie phone calls	Board President, Membership Chair, and Executive Director	Ongoing	

C. Improve efficiency of existing infrastructure

	Milestone	Action Items	Responsible Party	Timeline/ Status	Comments
I.	Implement energy efficient improvements	Reduce electric energy consumption. Turn on display lighting when first patron of day arrives, turn off display lighting when patrons leave.	All Staff	Ongoing	

III.	Maintain and Improve Permanent and Temporary Exhibits	Present 4 – 5 temporary exhibitions per year: a) Remove and install to professional levels of presentation and care. b) Maintain an exhibits calendar at a minimum of 2 years in advance	Curator of Collections & Exhibits	Ongoing	
		Perform minor upgrades to one long-term history exhibit per year	Curator of Collections & Exhibits	Ongoing	
		Establish programmatic advisory groups for exhibit-specific projects.	Staff	As Needed	
		Maintain existing exhibits, including monitoring, repair and upkeep as needed	Staff	Ongoing	
IV.	Maintain and Improve Educational Programs	Develop an educational program based upon partnerships with Valdez schools	Curator of Education & Public Programs	Ongoing	
		Teach by integrating originals from the VMHA's collection	Curator of Education & Public Programs	Ongoing	
		Provide opportunities for learners of varying ages	Curator of Education & Public Programs	Ongoing	
		Teach at the museum, in Valdez and the larger region served by the VMHS	Curator of Education & Public Programs	Ongoing	
		Create a well-organized education storage system	Curator of Education & Public Programs	Ongoing	

Goal 3: The Valdez Museum & Historical Archive will have a dynamic communication program.

A. Increase Public Awareness

	Milestones	Action Items	Responsible Party	Timeline/ Status	Comments
I.	Develop an Advocacy Plan	Create a Communications Plan	Advocacy Committee, Executive Director and Administrative Marketing Coordinator	Q4 2018	
		Create a Case Statement	Advocacy Committee, Executive Director and Administrative Marketing Coordinator	Q1 2019	
II.	Develop a Marketing Plan	Conduct a marketing audit: a) Identify demographics, stakeholder, potential partners, assets and liabilities b) Define best way to market to local, state, regional and national outlets	Advocacy Committee, Executive Director and Administrative Marketing Coordinator	Q1 2019	
		Budget accordingly for optimal local, state, regional and national placements.	Finance Committee, Executive Director	Ongoing	
III.	Maintain a unified VMHA Brand	Create materials to raise awareness	Administrative Marketing Coordinator	Ongoing	

Goal 4: The Valdez Museum & Historical Archive will have a consolidated infrastructure.

	Milestones	Action Items	Responsible Party	Timeline/ Status	Comments
I	Develop and present a strategy agreement between the City of Valdez and the Valdez Museum	Draft a Memo of Agreement between the VMHA & COV, outlining scope of work between both parties	Building Committee & Executive Director	Q3 2018	Draft MOA submitted in Q2 2018 – under COV Legal review
II	Communicating on Behalf of the Museum	Mount a Did you Know Campaign with the community	Board & Staff	Q4 2018	
		Conduct a public opinion survey	Board & Staff	Q4 2018	Survey is ready to launch
III.	Strategize Interim Changes for Maximum Impact	Be ready for “Plan B” alternate solutions for operations	Board & Staff	?	