



## Agenda Statement

**File #:** 21-0444 **Version:** 1  
**Type:** New Business **Status:** Filed  
**File created:** 9/2/2021 **In control:** Economic Diversification Commission  
**On agenda:** 9/15/2021 **Final action:** 9/15/2021  
**Title:** 2022 Milepost

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
9/15/2021	1	Economic Diversification Commission		

### **ITEM TITLE:**

2022 Milepost

**SUBMITTED BY:** Martha Barberio, Economic Development Director

### **FISCAL NOTES:**

Expenditure Required: [Click here to enter text.](#)

Unencumbered Balance: [Click here to enter text.](#)

Funding Source: 352-8300-55500

### **RECOMMENDATION:**

Receive & File

### **SUMMARY STATEMENT:**

The 2021 & 2022 Milepost came out of the Mayor's Task Force for Economic Recovery. This year we have submitted pictures of Valdez to be featured on the front cover. We also will have pages 5& 6 (thinner pages) to be used as coupons. They will perforate the page to be easily torn out. We need to come up with a plan to get businesses to purchase a coupon space. This will be available to all businesses for participation. The business will have to pay a fee and offer a coupon amount. This will be especially important in getting travelers to Valdez in 2022 because of the Canadian border being open for RV traffic.

The link to view our ad for 2021 is [https://spaces.hightail.com/space/SnAR5a8yYa<https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fspaces.hightail.com%2fspace%2fSnAR5a8yYa&c=E,1,uE-RT0J5WBFE47C-s7MdAXC3\\_q81B1nRNfPMLUI1LRfty5Rp5KEH-plXmqHRR40I32CDdEeGuyeyWotEwBpjXcqgkFu-cVjcJQeYhZLbLqzLvKkKvLWhLnZM9Cta&typo=1>](https://spaces.hightail.com/space/SnAR5a8yYa<https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fspaces.hightail.com%2fspace%2fSnAR5a8yYa&c=E,1,uE-RT0J5WBFE47C-s7MdAXC3_q81B1nRNfPMLUI1LRfty5Rp5KEH-plXmqHRR40I32CDdEeGuyeyWotEwBpjXcqgkFu-cVjcJQeYhZLbLqzLvKkKvLWhLnZM9Cta&typo=1>)

In 2022 we will have pages front through 6, pages 5 & 6 will be perforated for the coupons.