

ALASKA

NORTHERN OPPORTUNITY

Alaska's Economic Strategy

Strategy Committee Meeting,
February 27th, 2017

Agenda Overview

- Introduction of members and staff
- Project progress update
- Current goals – based on current Community / Industry / Strategy Committee feedback
- Additional goal area discussion
- Formulation of action items based on goals

Community Forums

Past

- Kenai Peninsula
- Mat-Su
- Fairbanks
- Bethel
- Nome
- Kotzebue
- Kodiak
- Glennallen
- Valdez

Upcoming

- Ketchikan: March 1
- Barrow: March 9
- Juneau: March 10
- Anchorage: March 22

Northern Opportunity Public Survey

The screenshot shows a web browser window displaying a SurveyMonkey survey. The browser's address bar shows the URL: <https://www.surveymonkey.com/r/FFC6CXG>. The survey header features the "ALASKA" logo in blue and yellow, with "NORTHERN OPPORTUNITY" written below it. The main heading is "Alaska's Economic Strategy". The introductory text reads: "Northern Opportunity: Alaska's Economic Strategy is engaging with Alaskans and leveraging the commitment of the private sector to establish a blueprint for statewide collaboration that will maximize our unique advantages, helping Alaska to compete in the national and global market." The first question is "1. What are your top three reasons for living in Alaska?". It includes three input fields labeled "Reason #1", "Reason #2", and "Reason #3". The second question is "2. What would make Alaska a better place to live?", followed by a large text input area.

- Received 593 responses
- Ran from September to January
- Representative of all regions of the state

Northern Opportunity Business Survey

ALASKA
NORTHERN OPPORTUNITY

Business Survey
Northern Opportunity: Alaska's Economic Strategy

1. Which of the following best describes the industry sector in which your business operates?

- Agriculture
- Alaska Native Corporations or Village Corporations
- Arts, Culture, Entertainment and Recreation
- Business / Economic Development
- Construction
- Educational Services
- Finance, Insurance or Real Estate
- Fisheries
- Food Services
- Health Care / Human Services
- Information / Communications

- Currently live
- Working with chambers of commerce and business associations to promote
- New collateral
- Social media and earned media for promotion.
- Closing at the end of March

Website updates:

- Updated public facing website – highlights current findings



The State of Alaska's Division of Economic Development is formulating a strategy that guides our state's economic growth for the future. Business owners and leaders – take this short survey and share your ideas on Alaska's Northern Opportunity.

[Take the Business Survey!](#)

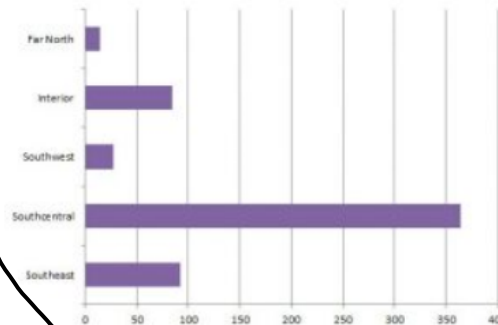
[Individual Survey Data](#)

Survey Results

The individual survey collected about 600 responses from around the state. Here is a sneak peek at what we've heard and seen from this information. There's more to come, but some snippets of information to get you started:

Who we heard from: Overall, the responses are consistent with the population disbursement of the state, with a majority of responses coming from the south central region, followed by other population centers, with the more rural areas having the fewest respondents.

Responses by region:



Vermont CEDS Example: 8 Steps to Success

1. Make Financing Accessible
2. Educate a Great Workforce
3. Build for the Future
4. Help Businesses Flourish
5. Enhance the Vermont Brand
6. Preserve Our Working Landscape
7. Cultivate Innovation
8. Plan for Resilience

Kenai Peninsula Example

Goal 4.0 Business Climate and Entrepreneurship: Enhance Borough-wide entrepreneurship ecosystem and business climate.			
Objective	Strategies and Actions	Metrics/Impacts	Key Partners
4.1 Support health and resiliency of regional businesses through business retention and expansion initiative.	<ul style="list-style-type: none"> • Use BR&E data to assess needs of business community and promote resiliency during downturn • Act as broker between businesses and services, such as voc-tech and Small Business Development Center 	<ul style="list-style-type: none"> • Number of surveys completed • Number of hot button Issues tracked • Number of businesses provided with assistance • Number of businesses reporting favorable views of business climate • Number of jobs created 	<ul style="list-style-type: none"> • Municipalities • Chambers • SBDC • AVTEC • KPC • Alaska Workforce Investment Board • Alaska Department of Labor and Workforce Development
4.2 Promote economic opportunities resulting from responsible development of natural resources.	<ul style="list-style-type: none"> • Continue engagement of oil and gas sector • Educate public on economic benefits of oil, gas, mining, and timber 	<ul style="list-style-type: none"> • Value of new private investment 	<ul style="list-style-type: none"> • Oil and gas industry • Mining • Fishing • Farming
4.3 Develop new, and strengthen existing, services and support systems for entrepreneurs.	<ul style="list-style-type: none"> • Evaluate role of legacy programs such as KPEDD microloan and incubator • Assess new programming such as business plan competitions, angel investment, technical assistance • Develop networking events for entrepreneurs • Assist displaced industry workers in launching new businesses 	<ul style="list-style-type: none"> • New programs launched • Number of events held • Number of start-ups • Amount of funding received 	<ul style="list-style-type: none"> • SBDC • Center for Economic Development

Goal Areas

Manage Change

- **Finance and Investment:** *maximize the productive use of capital for business expansion*
- **Business Development:** *cultivate a resilient business climate that supports growth and expansion* Retention
- **Innovation and Entrepreneurship:** *position Alaska to thrive in a technologically advanced global economy*
- **Enterprise Infrastructure:** *build the transportation and technological foundations of economic growth*

Additional Goal Options

Military Govt spending

- Grow capacity to conduct statewide economic development

Communication Strategy

nimble to address close-in changes

* Federal
Coast Guard
Maintain
Current
Presence

New techniques -

- Changes in environment = Changes in measurement/technique
- Enterprise economic development - Address specific community needs/wants
- Lean Economic Development
- Balance new and existing industry / business
- Public / Private Partnerships

Additional Goal Options

AK's position is more of a developing Country than a State

- Support the growth of emerging sectors in state economy: renewable energy, cold climate tech, maritime, health care

Energy Storage

P³? Partnerships

Overall systems

Ag based - Marijuana / Peonies

High value / low weight / low volume

- Import Substitution

Monitize

Solve global shipping issues vs. just local

Procurement Reforms to encourage Buying Alaskan

Additional Goal Options

* Where does this belong? Should be elevated in importance

- Human capital development: cultivate high-end skillsets suited to the knowledge economy
 - Potentially add to Business Development Goals
 - Full range of employees -
 - Address Challenges regarding lack of AK talent pool
 - Cost of outside labor is part of the high cost to do business in AK
 - Where does AK's workforce come up short?

Additional Goal Options

- Improve quality of life elements to attract and retain a talented workforce

Place Making
Worker Well-Being
Healthcare Avail. + Costs
Community Safety

* Community development v. Economic Development
* Additional Section: Barriers to economic Development

Additional Goal Options

- Others?

Metrics: Finance and investment

Identify Both Sides of the Finance Equation
Lender vs. Business - metric around this?

Problem is less the access to funding - vs. Bankable deals

Structure of funding - J.S.
N or S Carolina - will send

- Expand use of microfinance and crowdfunding
- Evaluate expanded role of state financing entities
- Promote Alaska to outside investors (domestic and international)
- Diversify sources of capital (earned capital vs entitlement)
- Identify/engage investors on sideline awaiting opportunity
- Utilize consistent methodology for vetting investments (AIDEA example)
- Conduct assessment of capital needs in Alaska - vs. diversify sources of capital

Education Programs

* Quantify different Areas of business development
Pathways to Capital - Matching borrowers to the right program

Metrics: Business Development

*Market the ANIC / native Business
Global Success in DC / Nationally*

Cultural Emphasis needed in promoting AK Business

- Continue and expand business retention and expansion programs to support existing businesses
- Explore use of incentives for economic development
- Generate and disseminate new tools for rural business development
- Identify ways to support exporting businesses - *Address Barriers*
- Identify and mitigate challenges and barriers to publically traded companies in AK

*Partnership on driving
down the cost to do
business in
AK*

** Consolidated marketing effort for all State Sectors
Piggyback on existing publicity*

*Military +
Private Sector*

Metrics: Innovation and Entrepreneurship

Tracking of licenses of intellectual property *Tracking investment in later-stage financing*

- Develop “intellectual infrastructure”
- Support research with commercial applications within University of Alaska *Royalty revenue in university*
- Encourage innovation in energy-related technology
- Monetize AK-specific expertise in remote geographies/cold climates
- Utilize federal assets in Alaska—NIST, DOE
- Manufacture for high value/~~import substitution~~

Move to its own Section

Leverage

Metrics: Enterprise Infrastructure for Community purpose

Permitting for Access to resources - Measurement

- Finance and build infrastructure to access natural resources
- Increase engagement of ANC's in infrastructure development
- Encourage development of intermodal hubs and ports
- Expand use of public-private partnerships
- Update and implement key provisions from the Alaska Broadband Task Force Report

• Community Ability to own + operate Public assets

Satisfying
Enterprise +
Community needs