

# ALASKA

NORTH TO OPPORTUNITY

## Northern Opportunity

DEPARTMENT OF COMMERCE, COMMUNITY, AND ECONOMIC DEVELOPMENT  
DIVISION of ECONOMIC DEVELOPMENT

1/26/2017



# What is a Comprehensive Economic Development Strategy (CEDS)?

- Reviews economic and demographic conditions
- Evaluates state's strengths, weaknesses, opportunities, and threats
- Uses an inclusive, public process to gather input
- Sets a goals, objectives, and action steps for coming 5 years
- Includes clear metrics and benchmarks
- Includes resiliency planning component

## Comprehensive Economic Development Strategy

- Northern Opportunity uses past efforts and existing regional CEDS as a foundation
- The project is guided by proven U.S. Economic Development Administration (EDA) requirements and has received EDA funding support
- The process is overseen by a Strategic Committee comprised of industry and community leaders
- The division is partnering with the Alaska Regional Development Organizations (ARDORs) and other economic development organizations

## The Approach



# Strategy Committee

- The US EDA requires the CEDS Strategy Committee represent the main economic interests of Alaska.
- Must include private sector representatives as a majority of its membership, and should also include: public officials, community leaders, representatives of workforce development boards, representatives of institutions of higher education, minority and labor groups, and private individuals.
- This committee will assist in the process of engaging industry, community, economic development organizations (EDO), and other stakeholders in the process to ensure a balanced approach for this statewide process.

## Community Forums

### Completed:

- Mat – Su Valley
- Kenai
- Fairbanks
- Bethel
- Nome
- Kotzebue
- Kodiak

### In progress:

- Anchorage
- Valdez/Copper Valley
- Juneau
- Ketchikan
- Barrow
- Bristol Bay



## Industry Input:

DED has gathered or is working with the following industry groups to gather input for the strategy.

- United Fisherman of Alaska
- Alaska Minerals Commission
- Alaska Regional Development Organizations
- Alaska Travel Industry Association
- Alaska Miners Association
- Alaska Startup Weekend
- Alaska Process Industry Careers Consortium
- Bureau of Indian Affairs Provider Conference
- Resource Development Council
- Alaska Oil and Gas Association
- Alaska Forest Association
- ANCSA Regional Association
- Alaska Telephone Association



## ***Vision***

Alaska will have a stable and sustainable economy that generates quality jobs, capital investment, and new revenue to benefit the people and businesses of Alaska.

## ***Mission Statement***

The purpose of Northern Opportunity: Alaska's Economic Strategy is to arrive at a consensus among Alaskans regarding our economic future, which will result in the articulation of priorities and goals for the state economy. These efforts will promote new investment and economic opportunity for the benefit of all Alaskans.

## NorthernOpportunity.com

The screenshot shows a web browser window with the URL <https://northernopportunity.com>. The page layout includes a header with the **ALASKA** logo and the tagline "Help shape Alaska's future!". Below the header is a large video player titled "ALASKA NORTHERN OPPORTUNITY Alaska's Economic Strategy". The video player shows a play button and a progress bar. Below the video player is a text block that reads: "The Alaska Division of Economic Development needs your feedback to develop an economic strategy for Alaska. Take this short survey to share your thoughts about our economy and your vision for a prosperous Alaska." Below this text is a yellow button labeled "Take the Survey". On the right side of the page is a sidebar titled "What's New" containing three news items, each with a date and a brief description.

**ALASKA**  
NORTHERN OPPORTUNITY  
Alaska's Economic Strategy

Help shape Alaska's future!

**What's New**

12-15-16  
Northern Opportunity was featured in a KNOM piece about the U.S. Department of Commerce's Economic Development Administration visit to the Bering Strait Region last week.

12-5-16  
Learn more about comprehensive economic development strategies

12-2-16  
The Northern Opportunity team has been busy conducting community and industry meetings

**ALASKA**  
NORTHERN OPPORTUNITY  
Alaska's Economic Strategy

03:27 HD

The Alaska Division of Economic Development needs your feedback to develop an economic strategy for Alaska. Take this short survey to share your thoughts about our economy and your vision for a prosperous Alaska.

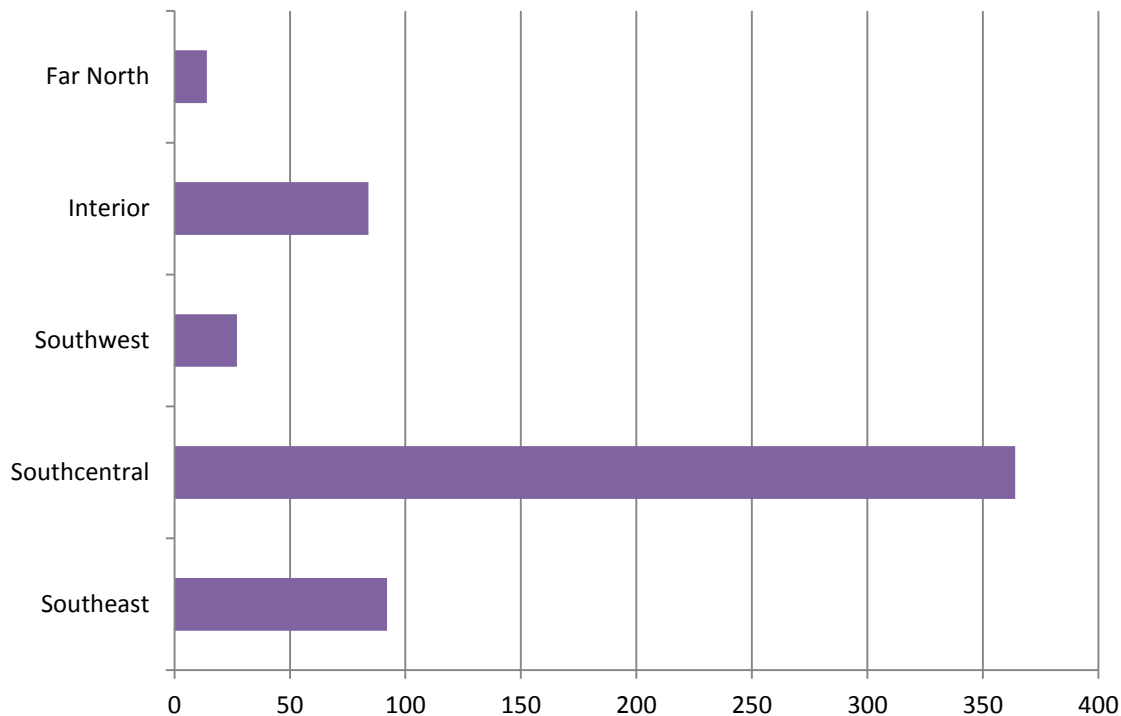
**Take the Survey**

# Northern Opportunity Public Survey

The screenshot shows a web browser window displaying a SurveyMonkey survey titled "ALASKA NORTHERN OPPORTUNITY". The survey is titled "Alaska's Economic Strategy". The text on the page 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 survey consists of two questions. Question 1 is "1. What are your top three reasons for living in Alaska?" and has three text input fields labeled "Reason #1", "Reason #2", and "Reason #3". Question 2 is "2. What would make Alaska a better place to live?" and has a single large text input field.

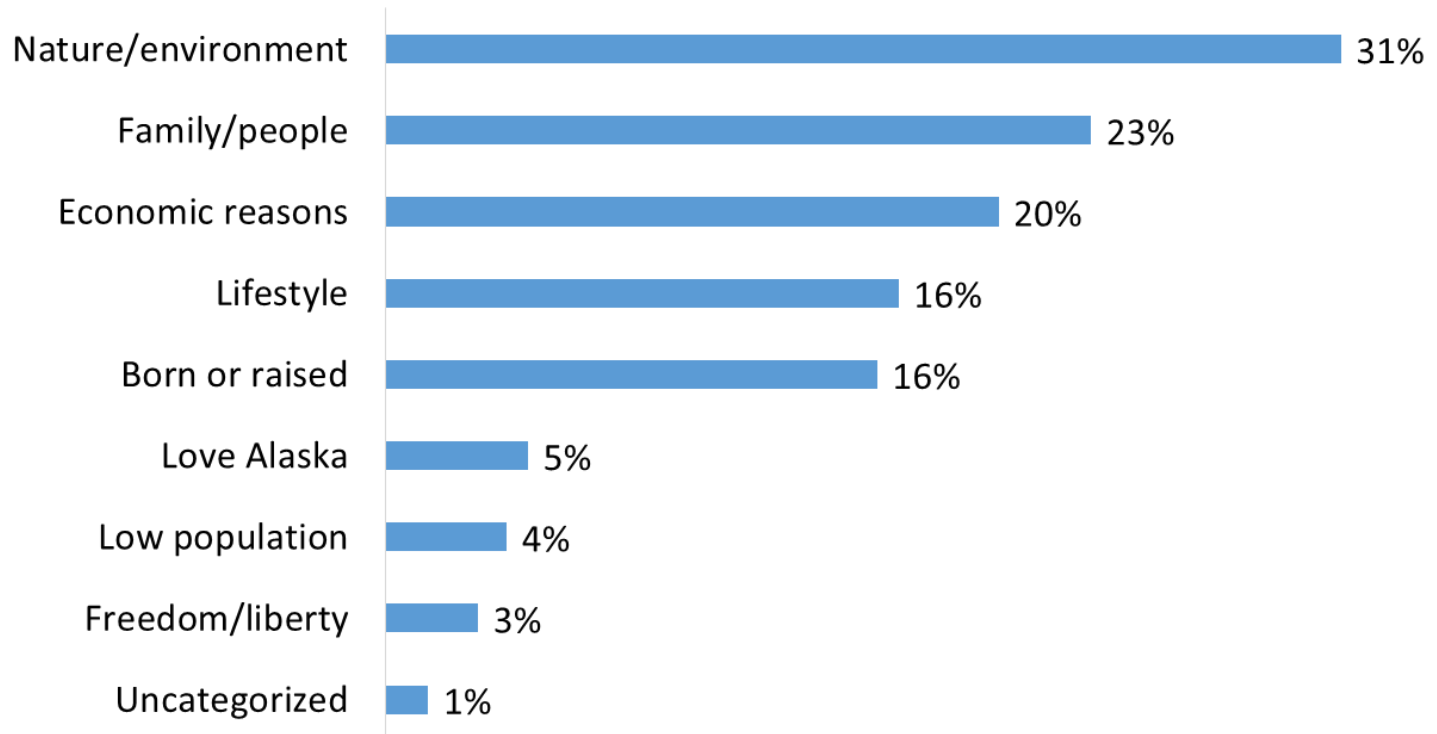
- Received almost 600 responses as of 1/22/2017
- Ran from October to January
- Representative of population disbursement

## Who We've Heard From:

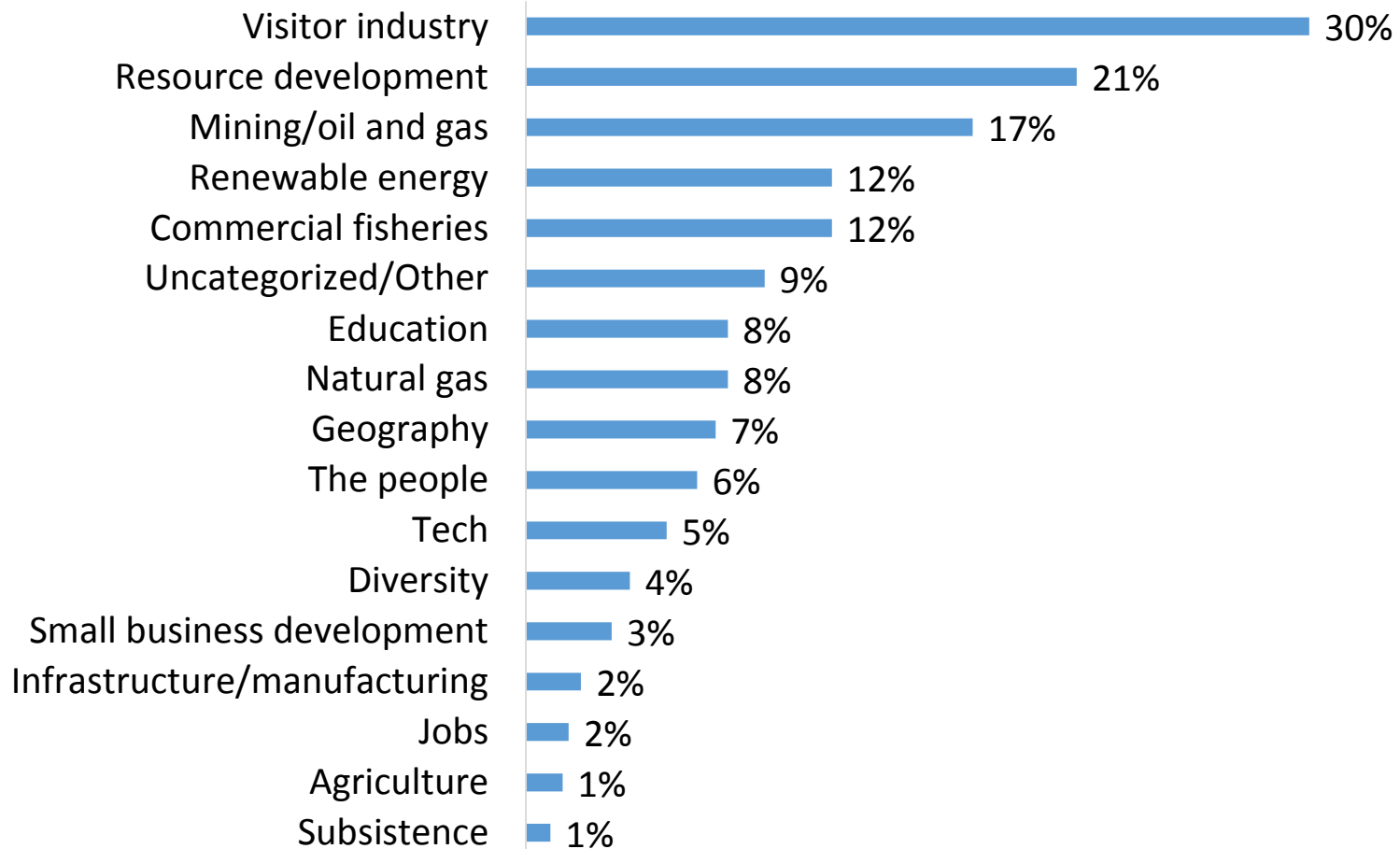


- Far North: 2.41%
- Interior: 14.46%
- Southwest: 4.65%
- Southcentral: 62.65%
- Southeast: 15.83%

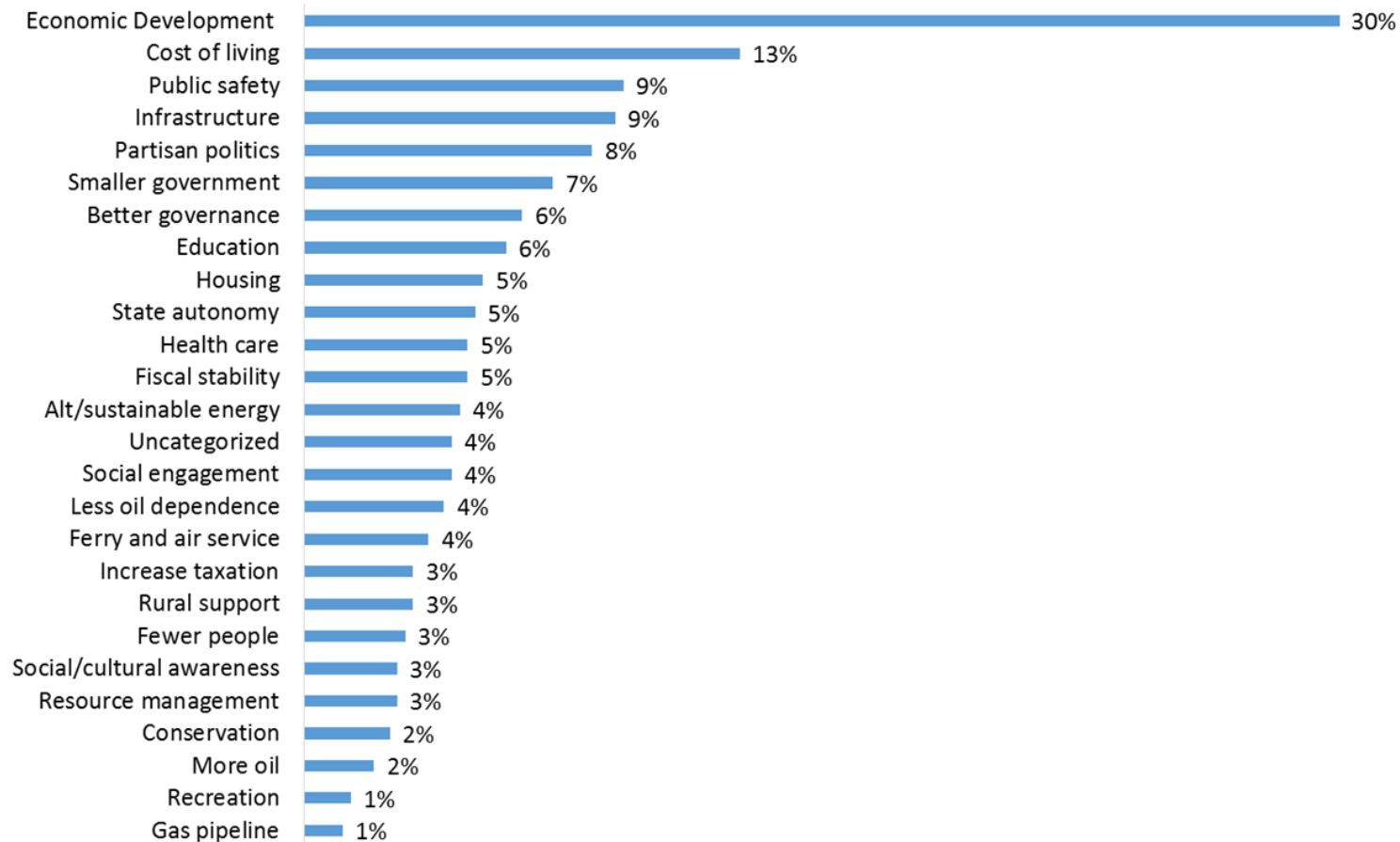
## What We've Heard: Top Reason for Living in Alaska – Preliminary Results



## What We've Heard: What are our biggest opportunities?



# What We've Heard: What would make Alaska a better place to live?



# Northern Opportunity Business Survey

- Gauge perception of conditions of economy, industry, and business climate
- Barriers to business growth or success
- Policies or initiatives that would encourage growth (assists with goal formation)
- Launching this week!

## What we've heard: Preliminary Goal Areas

- Finance and Investment
- Business Development
- Innovation and Entrepreneurship
- Enterprise Infrastructure
- Workforce Development



## What's Next?

- Complete the information gathering & public engagement process
- Draft document with Strategy Committee input
- Public Comment – 30 Days
- Final Strategy released
- Implementation
- Yearly updates based on implementation & changing economic conditions
- Five year review and re-write

# Thank You

## Questions?