



# Fairbanks North Star Borough Comprehensive Economic Development Strategy (CEDS)

Economic Development Commission (EDC)  
CEDS Kick Off Meeting

2:30 pm March 23, 2021

Virtual



# Introductions and Purpose

# Land Acknowledgement

*Dena'inaq e'tnen'aaq'  
gheshtnu ch'q'u yeshdu.* (Dena'ina)

Translation by J. Isaak and S. Shaginoff-Stuart

*I live and work on the  
land of the Dena'ina.* (English)

A Land Acknowledgement is a formal statement that recognizes and respects Indigenous Peoples as traditional stewards of this land and the enduring relationship that exists between Indigenous Peoples and their traditional territories.

<http://convention.myacpa.org/nashville2020/inclusion/land-acknowledgement/>

For more information:

<https://nativegov.org/a-guide-to-indigenous-land-acknowledgment/>



# The Project Team



AGNEW  
::BECK

- Shelly Wade, AICP
- Molly Mylius

Supporting team members:

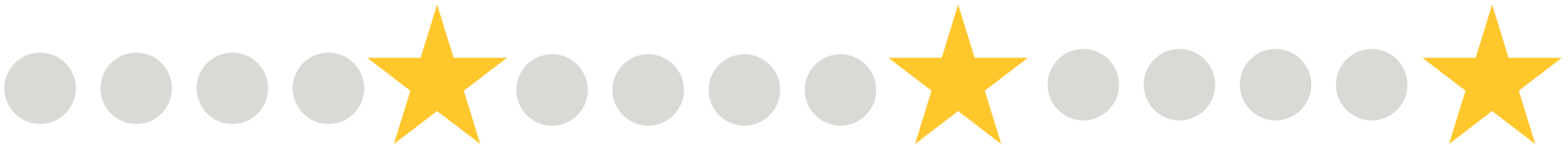


# Project Purpose

**To develop an updated Five-Year FNSB Comprehensive Economic Development Strategy (CEDS).**

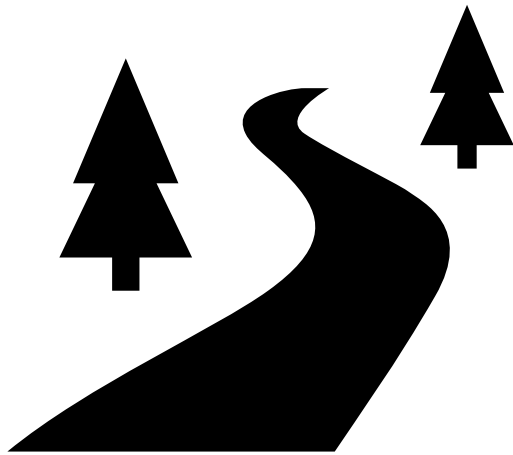


CEDS must go through a robust update every five years, with shorter, less intensive updates annually.



# CEDS Purpose

A CEDS is a locally-based, regionally-driven economic development planning document that guides local government and community action.



It serves as a road map to economy resilience and prosperity.

# What does a CEDS do?

Brings the private and public sector together to develop a regional plan that strengthens our economy and community.

*CEDS recommendations identify how to:*

- Secure and support businesses
- Create more and better paying jobs
- Improve quality of life
- Increase resilience to changes, threats

# Project Timeline

## Start

- February 1<sup>st</sup>, 2021

## Final CEDS Completion

- by July 1<sup>st</sup>, 2022

## CEDS Adoption

- by October 1<sup>st</sup>, 2022

## CEDS Submission to EDA

- by October 31<sup>st</sup>, 2022



EDA = Economic Development Administration



# Detailed Schedule

	2021									2022						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	→
<b>Project Website</b>	•															Adoption
<b>Stakeholder Interviews</b>																
<b>Interactive Presentations</b>																
<b>Community Open Houses</b>				••												
<b>Economic Summit</b>																
<b>E-Newsletters</b>	•		•	•					•	•			•		•	
<b>Social Media</b>	•		•	•					•	•			•		•	
<b>Public Notices, News &amp; Radio</b>				•						•			•		•	
<b>Key Phases</b>	<i>Project Kickoff</i>		<i>Open Houses</i>		<i>SWOT Analysis</i>		<i>Vision &amp; Goals</i>		<i>Economic Summit</i>		<i>Public Review Draft</i>			<i>Final CEDS</i>		→

Key: shaded = ongoing engagement, preparation, and outreach

• = major activity/deliverable

# EDC Meetings

We will prepare monthly written and/or verbal presentations to EDC, plus work sessions at the following intervals:

Timing	#1 March '21	#2 June '21	#3 Sept '21	#4 Dec '21	#5 March '22	#6 May '22
Focus	Kickoff meeting and SWOT activity	Pilot proposed approach for open houses, share draft content	Conduct visioning session and review SWOT findings	Prepare for economic summit; conduct pilot run of proposed summit activities	Session to review draft CEDS, including proposed strategies	Review public comment summary, approve proposed edits



# EDC Roles and Responsibilities

# Role of EDC

- **Review draft materials**; help make sure what is presented is accurate and complete.
- **Work productively** with other Commission Members, project staff, and partners even when there are differences of opinion.
- Help **identify priorities** in the CEDS.
- **Advocate for adoption** of the CEDS.
- Support CEDS **implementation and monitor progress**.
- **Support public involvement** efforts (next slide).

# Public Involvement-Specific EDC Roles

- Review and provide input on the **public involvement plan**.
- Help **spread the word about outreach opportunities** by sharing information and engagement opportunities with your networks.
- Attend **monthly meetings and quarterly work sessions** to help guide the project.
- Attend the **economic summit** (January 2022).



# Public Involvement Plan

# Public Involvement Goals

**1**

Develop an overarching process and schedule for engaging different stakeholder groups

**2**

Create communal ownership of the CEDS

**3**

Create opportunities for stakeholder engagement with a focus on the most effective ways to reach priority stakeholders

**4**

Update residents, businesses and other stakeholders throughout the planning process

# Target Audiences

*Who is missing?*

## Community

- FNSB residents
- Municipalities

## Regional Businesses and Organizations

- Construction
- Economic Development Member Organizations
- Education
- Energy
- Housing and Land Use
- Military
- Natural Resources
- Tourism and Recreation
- Trade, Transportation & Utilities
- Tribal Entities
- Neighboring Regions

## State and Federal Agencies

- State Agencies
- Alaska Railroad Corporation
- Alaska Mental Health Trust Authority
- Interior Delegation
- University of Alaska Center for Economic Development
- Alaska Small Business Development Center
- U.S. Army Corps of Engineers
- Economic Development Administration



# Public Involvement Strategies

*What | Why | When*



# Public Involvement Strategies

*What | Why | When*



**Community Open Houses**



**Economic Summit**



**Work Sessions**

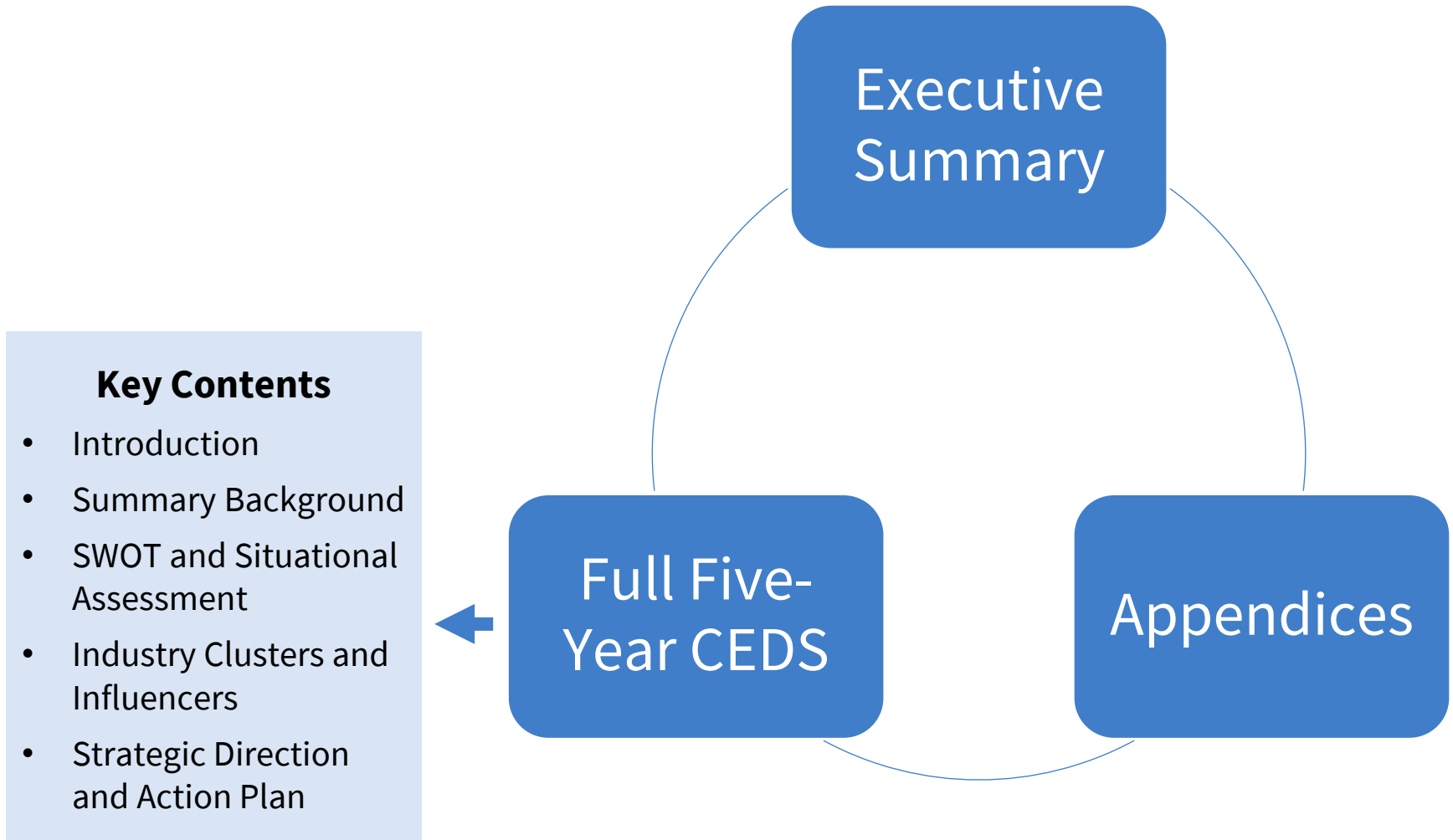
# Other Supporting Activities

- E-Newsletters
- Public Notices, News Announcements, Local Radio
- Social Media

	2021									2022						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	→
E-Newsletters	●		●	●					●	●			●		●	Adoption
Social Media	●		●	●					●	●			●		●	
Public Notices, News & Radio				●						●			●		●	
Key Phases	Project Kickoff		Open Houses		SWOT Analysis		Vision & Goals		Economic Summit		Public Review Draft		Final CEDS		→	

# CEDS Outline

# CEDS Organization



# Clusters and Influencers

- **Economic Clusters:** *key sectors that drive the FNSB economy, generate new revenue, increase wealth, create jobs, add new/expand local businesses.*
- **Community Influencers:** *supportive infrastructure and foundations that clusters rely on to grow and flourish.*



*From St. Paul Island CEDS*

# Proposed FNSB CEDS Topics/Sectors

Industry Clusters	Community Influencers
Education + Research	Communications
Energy	Housing and Land Use
Healthcare	Transportation
Military	Utilities
Natural Resources	Workforce Development
Tourism	

# SWOT Activity



# SWOT Analysis

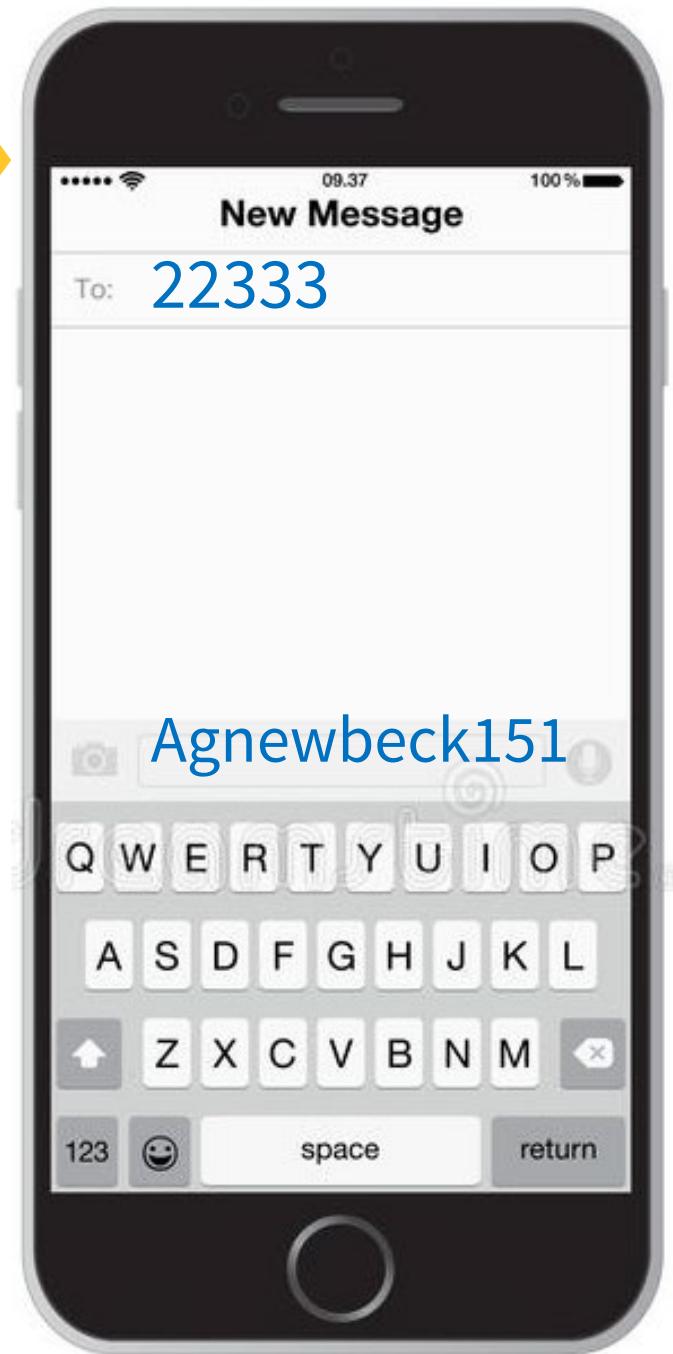
**SWOT Analysis Objective:** *identify contributors and barriers to economic resilience*  
| for FNSB | for clusters | for influencers |

	Internal	External
Positive	Strengths	Opportunities
Negative	Weaknesses	Threats

# How to Join Poll Everywhere

Text “Agnewbeck151” to  
#22333

*(not case sensitive –  
can be all caps, all lowercase or a mix)*



# Poll Everywhere Results: What is your favorite spring activity?



# Poll Everywhere Results: What factors contribute to the success of the FNSB economy?

- Community
- Federal \$\$
- Government employment
- Low energy costs
- Low energy costs
- Opportunity
- People
- Subarctic position on the globe

## Poll Everywhere Results: What factors are barriers to the success of the FNSB economy?

- Access to markets is expensive
- Cost of living
- End of the road
- End of the supply chain for logistics
- Energy cost
- High cost of energy
- Location
- Options (ie, shopping online instead)
- Polarized interests
- Seasonal swings

# Next Steps and Wrap-Up

# Next Steps

- Task 1: Work Plan
  - Finalize Work Plan by March 26<sup>th</sup>
- Task 2. Data Collection, Analysis, Document Review
  - Finalize CEDS Outline by March 26<sup>th</sup>
  - Initiate data collection and background document review in April
- Task 3 Public Involvement, Outreach & Participation Strategy
  - Public Involvement Plan by March 26<sup>th</sup>
  - Develop website for April launch

# Thank you!

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