



Fairbanks North Star Borough

Comprehensive Economic Development Strategy (CEDs)

May 25, 2021 Economic Development Commission Meeting CEDs Progress Report

Presented by Brittany Smart, FNSB Mayor's Office

Updated 05-18-2021

Task 2: Data Collection, Analysis, Document Review

- Launched literature review and data collection activities; initial data collection will focus on population, workforce, and general industry data.
- The project team is also starting to identify and refine a list of supplemental industry-specific data points for cluster and influencer topics; we will likely seek EDC input on the proposed data list later this summer.

Task 3: Stakeholder Engagement Updates

- Expanded project website with key content: <https://fnsbceds.com/>.
- Finalized project flyer and added to website (also attached here).
- Further refined the public involvement plan; key upcoming community events:
 - June 19th: Booth at Midnight Sun
 - July 13th: Presentation at the Chamber's General Membership Luncheon (tentative)
 - July 24th: Booth at Golden Days
 - July 30th – August 8th: State Fair (part of joint project booth highlighting various FNSB projects underway)
- Completed project presentation and work session with Explore Fairbanks board of directors and staff at their annual retreat (April 21, 2021).
- Identified priority stakeholders to talk with and initiated interviews, including with:
 - Jinnel Choiniere, Greater Fairbanks Chamber of Commerce
 - Joni Simpson, FNSBSD Career & Technical Education Coordinator
 - Aaron Welterlen, W.V. Builders, Inc.

Proposed Focus for June EDC Work Session

- Review summer engagement calendar and approach.
- Conduct visioning exercise.
- Review Regional Snapshot (a graphic overview and summary of the FNSB to use for stakeholder engagement, featuring highlights from data collection and literature review).



2021 Fairbanks North Star Borough

Comprehensive Economic Development Strategy (CEDS) Update

Purpose

Develop an updated Five-Year FNSB Comprehensive Economic Development Strategy (CEDS). A CEDS is a locally based, regionally driven planning document that guides local government and community action.

A CEDS:



Serves as a road map to economic resilience and prosperity.



Brings the private and public sector together to develop a regional strategy and action plan.



Must go through a robust update every five years, with less intensive updates annually.



Identifies projects and makes recommendations to support businesses, create more and better paying jobs, improve quality of life, and increase resilience.

Project Schedule

Spring - Summer 2021

Discover and Listen

- Invite input
- Compile and analyze data

Fall - Winter 2021

Draft and Review

- Create vision, goals, strategies
- Host Economic Summit
- Prepare draft CEDS

Spring 2022

Finalize and Activate

- Adopt the CEDS
- Take action on CEDS recommendations

Contact Us

Brittany Smart

FNSB Project Manager
907-459-1302 (direct)
907-328-8027 (call or text)
brittany.smart@fnsb.gov

Shelly Wade

Public Involvement Lead
907-242-5326 (call or text)
shelly@agnewbeck.com



Learn More and Get Involved

www.FNSBCEDS.com

What does a CEDS include?

Numbers

that tell the FNSB story – people, economy, regional comparisons

An economic vision

that describes what we want our future economy to look like

Goals, objectives, and strategies

that are specific, measurable, and describe what we hope to accomplish over the next five years

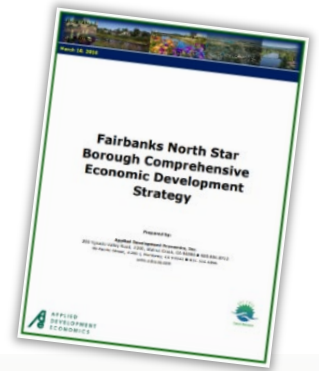
Implementation plan

that describes how we'll work on our priorities and measure progress

Comparative analysis

that examine the strengths, weaknesses, opportunities and competitive advantages/disadvantages for FNSB overall and by sector

Our world is changing. We are updating the FNSB's economic development strategy to respond to change and prepare for the future. You can view the previous CEDS (updated in 2016) on the project website: <https://fnsbceds.com>



How can we grow and sustain our economy?

The CEDS will look at key components of the FNSB economy such as:

Industry Clusters

key sectors that drive the FNSB economy

- Education & Research
- Energy
- Healthcare
- Military
- Natural Resources (Agriculture, Forestry, Mining)
- Visitation

Community Influencers

supportive foundations that are needed to grow and flourish

- Communications
- Government
- Housing and Land Use
- Quality of Life
- Transportation
- Utilities
- Workforce Development