



Fairbanks North Star Borough Comprehensive Economic Development Strategy (CEDS)

Economic Development Commission (EDC)
CEDS Visioning Work Session

2:30 pm June 22, 2021

In-Person, Juanita Helms Administration Center

Land Acknowledgement

*Dena'inaq ełnen'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/>





Public Involvement Update

Recently Completed Activities

- June 19th: Booth at the Midnight Sun Festival
- Round table conversations with:
 - May 26th: Mining representatives
 - June 18th: Energy representatives
 - June 22nd: Agriculture representatives
- Economic Development Commissioner interviews also underway

Upcoming Activities

- July 13th: Presentation at the Chamber's General Membership Luncheon
- July 24th: Booth at Golden Days
- July 30th – August 8th: State Fair *(part of joint project booth highlighting various FNSB projects underway)*
- Additional roundtable and sector-specific conversations

Public Involvement – Question for EDC

	2021									2022						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	→
Project Website																Adoption
Stakeholder Interviews																
Interactive Discussions																
Community Events																
Community Discussions																
Economic Summit																
E-Newsletters																
Social Media																
Public Notices, News & Radio																
Key Phases	Project Kickoff		Research & Events		Community Discussions		Draft Vision & Goals		Economic Summit		Public Review Draft			Final CEDS		→

Economic Summit: mid/late January or early February 2022.
Are there any known conflicts we should avoid when scheduling?



Review the Economic Snapshot

Economic Snapshot - front

See packet for full-sized version



What does FNSB look like today?



At over 7,000 square miles, the **second-largest borough** in Alaska; northern location presents strategic Arctic opportunities



The **economic hub** of Interior Alaska, providing healthcare, jobs, education, and retail to over 40 communities



Higher concentrations of **military, mining, utilities, and civilian government** employment compared with the U.S. overall



Nearly one-third of residents have a **bachelor's degree or higher**; home to the **University of Alaska Fairbanks**



A more **transitory population** than the state overall, with over 15,000 people moving into or out of the Borough annually



A **higher cost of living** than the national average and is slightly higher than Anchorage

What factors are impacting the FNSB economy?

Population 	<ul style="list-style-type: none"> Experienced rapid growth between 1950 and 2010. Since 2010, population has remained steady, with 97,159 residents in 2020. While overall population has stayed flat, high numbers of residents migrate into and out of FNSB every year. 	Military
Pandemic 	<ul style="list-style-type: none"> Unemployment rate reached a high of 12.4% in April 2020. Leisure & Hospitality saw the greatest pandemic-induced employment declines (loss of 1,600 jobs from 2019 to 2020), although the industry has started to recover. 	State Finances
Workforce	<ul style="list-style-type: none"> Residents are educated and participating in the economy. FNSB has a higher labor force participation rate (72%) than the state average, and a low unemployment rate compared with other Alaska regions. 	

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, etc.)
- ❖ Visitation

Community Influencers

Supportive foundations needed to grow and flourish

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

Economic Snapshot - back

See packet for full-sized version

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

CEDS Purpose 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.



View the previous CEDS (updated in 2016) on the project website

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

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

Opportunities to Get Involved and Learn More



June 19, 2021
Midnight Sun Festival



July 13, 2021
Greater Fairbanks Chamber of Commerce Virtual Business Luncheon



July 24, 2021
Golden Days



July 30 – August 8, 2021
Tanana Valley State Fair



Mid-September 2021
Community Discussions
(Fairbanks, North Pole)



January 2022
Economic Summit

The project planning team will also be conducting interviews and meeting with businesses and organizations in summer and fall 2021. Want to connect? Reach out to our project team.

Contact Us

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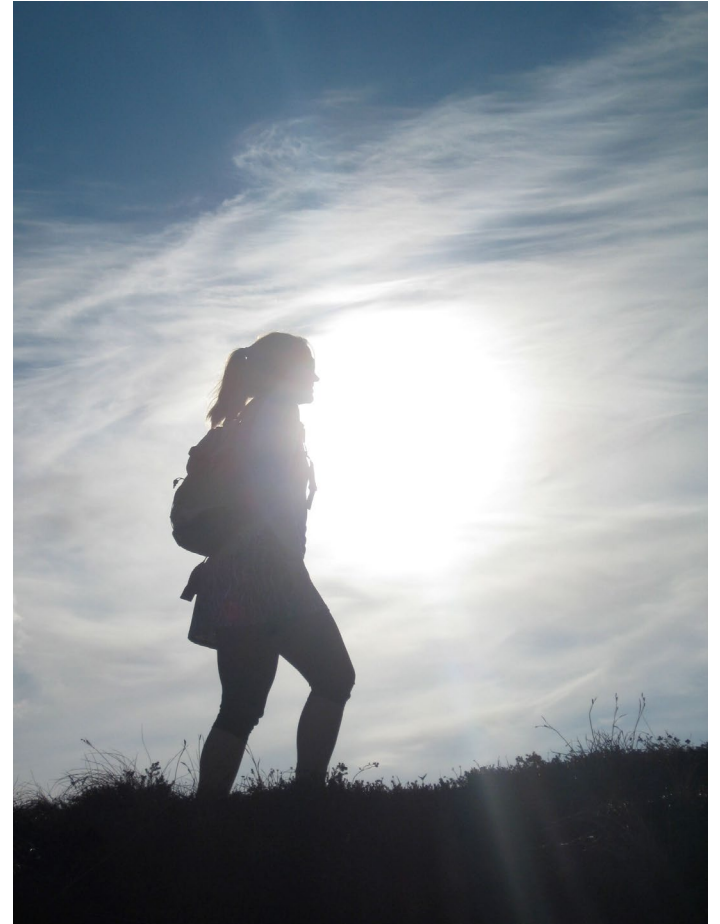


Visioning Activity

What is a vision?

A vision statement identifies what we are working toward.

Where do we want to be in 5, 10, 20 years?



What are some example visions?

Northern Opportunity (statewide CEDS) 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.

Southeast Conference Vision:

Promote strong economies, healthy communities, and a quality environment in Southeast Alaska.

Southwest Alaska Municipal Conference Vision:

Vibrant, connected, and sustainable communities for Southwest Alaska.

Kenai Peninsula Borough CEDS “Overarching Goal”:

High Quality of Place and High Quality of Life

Example vision – from our region

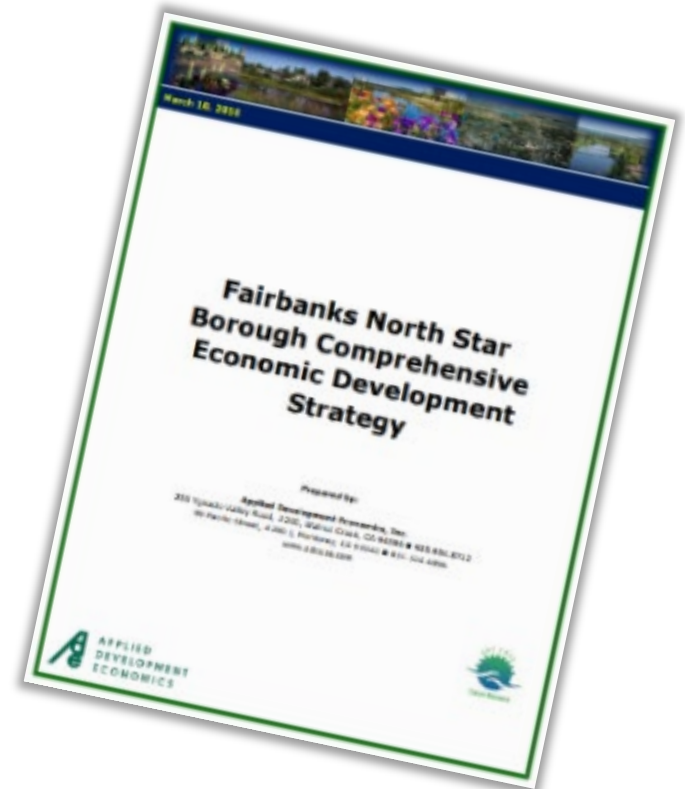
Salcha-Badger Road Area Plan Vision

The Salcha-Badger Road area is comprised of communities in the Fairbanks North Star Borough renowned for their:

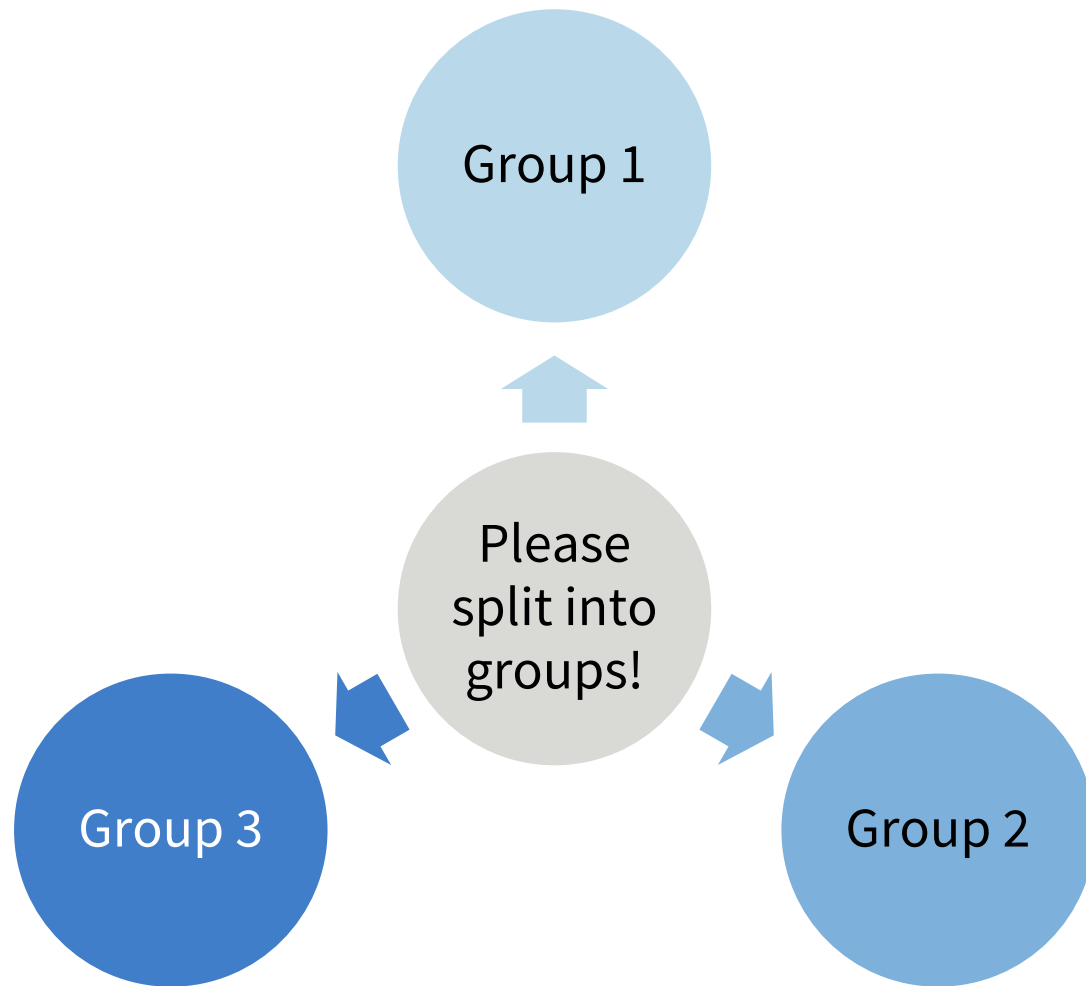


2016 FNSB CEDS Vision

To improve the FNSB residents' quality of life and standard of living by developing goals, establishing objectives and implementing strategies that sustain, enhance or increase economic and social opportunities for local residents.



Headline Activity – Create Groups



Headline Activity: What does success look like?

- It's 5 years from now.
- There is a story about the FNSB economy in the news.
- What is the headline? What do you want it to say?
- ***Individually:*** Take 2 minutes to write a headline.

Headline Activity (continued)

- ***In your group:*** Compare and combine your individual headlines into one shared headline.
 - What does it say? Are there any accompanying graphics, video or audio clips?
 - Where exactly would you like the headline to appear?



Headline Activity

- ***As a full group:***

- Share your headline.

- Identify common themes.



Wrap-Up and Next Steps

EDC Engagement & Your Role

Our team will:

- Complete EDC interviews over the next month.
- Continue to provide monthly written progress reports.
- Prepare for our next EDC CEDS work session: September 2021
(review SWOT findings, prepare for community discussions).

Your role:

- *Share the flyer and regional snapshot with your networks.*
- *Promote and participate in project discussion and activities through the summer.*
- *At any time, connect with our team with questions and/or ideas.*

Thank you!

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