

Interior Alaska Economic Summit, February 22-23, 2022

Feedback on the Proposed Vision: Discussion Themes (Consolidated from all Breakout Sessions)

To view results from the other sessions, visit <https://fnsbceds.com/>

Proposed Vision (as shared at the Summit):

Interior Alaska: The Land of the Midnight Sun & Golden Heart of Alaska is a global economic hub, where families, businesses, adventurers, and opportunities thrive.

Repeated Themes

- Remove “Land of the Midnight Sun” → Keep “Golden Heart”
- Feels generic → Remove “global” → Add local/regional, environment, diversity, Arctic
- Everyone should see themselves in the vision – are we being equitable?

Detailed Comments *(*stars indicate the number of times a recommendation was repeated)*

- “Midnight Sun and Golden Heart of Alaska”
 - Remove Midnight Sun*****
 - Midnight Sun is seasonally limiting; this is less relevant if Fairbanks is aiming to be a year-round destination*
 - Fairbanks is not technically the land of the midnight sun
 - Choose one or the other****
 - “Golden Heart” is gimmicky
 - Change to “Midnight Sky”
- “Global Hub”
 - Not just global – also local, regional****
 - Hub doesn’t seem like the right word***
 - Is it realistic for us to be an economic hub?
 - FNSB is a spoke – and that has global implications
 - “Global Hub” is a false promise; Fairbanks is a local hub with global connections
 - Is Fairbanks a global hub, or a big small town? Very different feel/tone
 - Recommend replacing “global” with “Arctic”
 - We are part of a global visitor industry
 - The build up to global is hopeful
- Inclusion – Who’s Missing?
 - Needs to be equitable to all residents; people centered*
 - Consider adding:
 - Innovators***
 - Entrepreneurs*

- Individuals*
 - Students
 - Dreams and Dreamers: Dreams can be achieved here
- Not Unique Enough: feels generic, like it could be for anywhere in Alaska***
- Missing Concepts to Consider Adding
 - Environment/Lands/Water*****
 - Diversity***
 - Culture, Art**
 - Education**
 - Natural Resources*
 - Arctic*
 - Beauty
 - Military
 - Sustainable
 - Community
- More Forward-Looking****
 - Not just what we are, but where we want to be***
 - Plan for the future! Not enough emphasis on the future.
 - Make the vision statement actionable
- Concepts people like
 - “Opportunities Thrive”***
 - Sounds happy
- Other
 - Want it to be short and impactful**
 - Regenerative economy concept – thriving, but at what cost?
 - Nothing here for my kids
 - There is nothing inspiring if I wanted to move here and set up a business
 - Not specific on money, which is good.
 - By 2027, compete with Anchorage
- Alternate Wording Suggestions
 - Could shorten to remove specific references and say, “...where opportunities thrive.”
 - The Golden Heart of Alaska is a global economic hub where dreams and opportunities for families, businesses and adventurers thrive.
 - The Golden Heart where opportunities and dreams can thrive.
 - The Golden Heart of Alaska is a global economic hub where families, businesses, adventurers thrive and dreams endure as part of a rich, diverse culture in harmony with its unique and diverse environment and cultures.
 - The extraordinary winter, land of the aurora-filled night ski & Golden Heart of Alaska is a regional economic hub where diverse families, businesses, adventurers and opportunities can thrive.

The golden heart making beating life in the Interior of Alaska.