# **Appendix G: Outreach Materials**

- Project Flyer
- Regional Snapshot
- Interior Alaska Economic Summit Flyer
- E-Newsletter #1, "Save the Date: 2022 Interior Alaska Economic Summit" (sent December 22, 2021)
- E-Newsletter #2, "Interior Alaska Economic Summit, Feb. 22-23, 2022 Check out the Preliminary At-a-Glance Agenda" (sent January 21, 2022)
- E-Newsletter #3, "Interior Alaska Economic Summit: Next Week! Read On For Details" (sent February 18, 2022)
- E-Newsletter #4, "Interior Alaska Economic Summit, Feb. 22-23, 2022 Results" (sent March 9, 2022)
- E-Newsletter #5, "It's here! Draft FNSB CEDS is ready for you!" (sent May 6, 2022)



# 2021 Fairbanks North Star Borough

# **Comprehensive Economic Development Strategy** (CEDS) Update

A CEDS:

# **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.





prosperity.

Serves as a road map to Brings the private and economic resilience 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.

**Contact Us** 

**Brittany Smart** 

# **Project Schedule**

Spring - Summer 2021 Discover and Listen	<ul><li>Invite input</li><li>Compile and analyze data</li></ul>	FNSB Project Manager 907-459-1302 (direct) 907-328-8027 (call or text)
Fall - Winter 2021 Draft and Review	<ul> <li>Create vision, goals, strategies</li> <li>Host Economic Summit</li> <li>Prepare draft CEDS</li> </ul>	brittany.smart@fnsb.gov Shelly Wade Public Involvement Lead 907-242-5326 (call or text)
Spring 2022 Finalize and Activate	<ul><li>Adopt the CEDS</li><li>Take action on CEDS recommendations</li></ul>	<u>shelly@agnewbeck.com</u>



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: <u>https://fnsbceds.com</u>



# 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

# STRONGER. THRIVING. MORE RESILIENT.

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

STAR B

**State Finances** 

Workforce

Our world is changing. We are updating the FNSB's 2016 economic development strategy to respond to change and prepare for the future.

135s

**Pandemic** 

Peak

unemployment:

12.4%

Housing

New construction

needed:

~100

units



Many military households remain in FNSB

• Unemployment rate reached a high of 12.4%

pandemic-induced employment declines

construction from 2017-2020 but progress

has slowed due to multiple factors including

high lumber costs. The community is working

after discharge; 12% of businesses are

Leisure & Hospitality saw the greatest

(loss of 1,600 jobs from 2019 to 2020).

• Incoming EAFB personnel need housing.

FNSB saw an increase in new housing

together to meet the need.

veteran owned.

in April 2020.

numbers of residents migrate into

Over the past several years there have •

and out of FNSB every year.

• The State of Alaska lacks a

municipalities.

comprehensive fiscal plan.

FNSB has a higher labor force

state average, and a low

other Alaska regions.

been deep cuts to UAF and local

participation rate (72%) than the

unemployment rate compared with

# **Industry Clusters**

Key sectors that drive the FNSB economy

- ✤ Agriculture
- Energy
- Forestry
- Health Care
- ✤ Mining
- Research & Innovation
- Visitor Industry



February 2022



#### **COST OF LIVING**

- A higher cost of living than the U.S. average
- Slightly higher than Anchorage

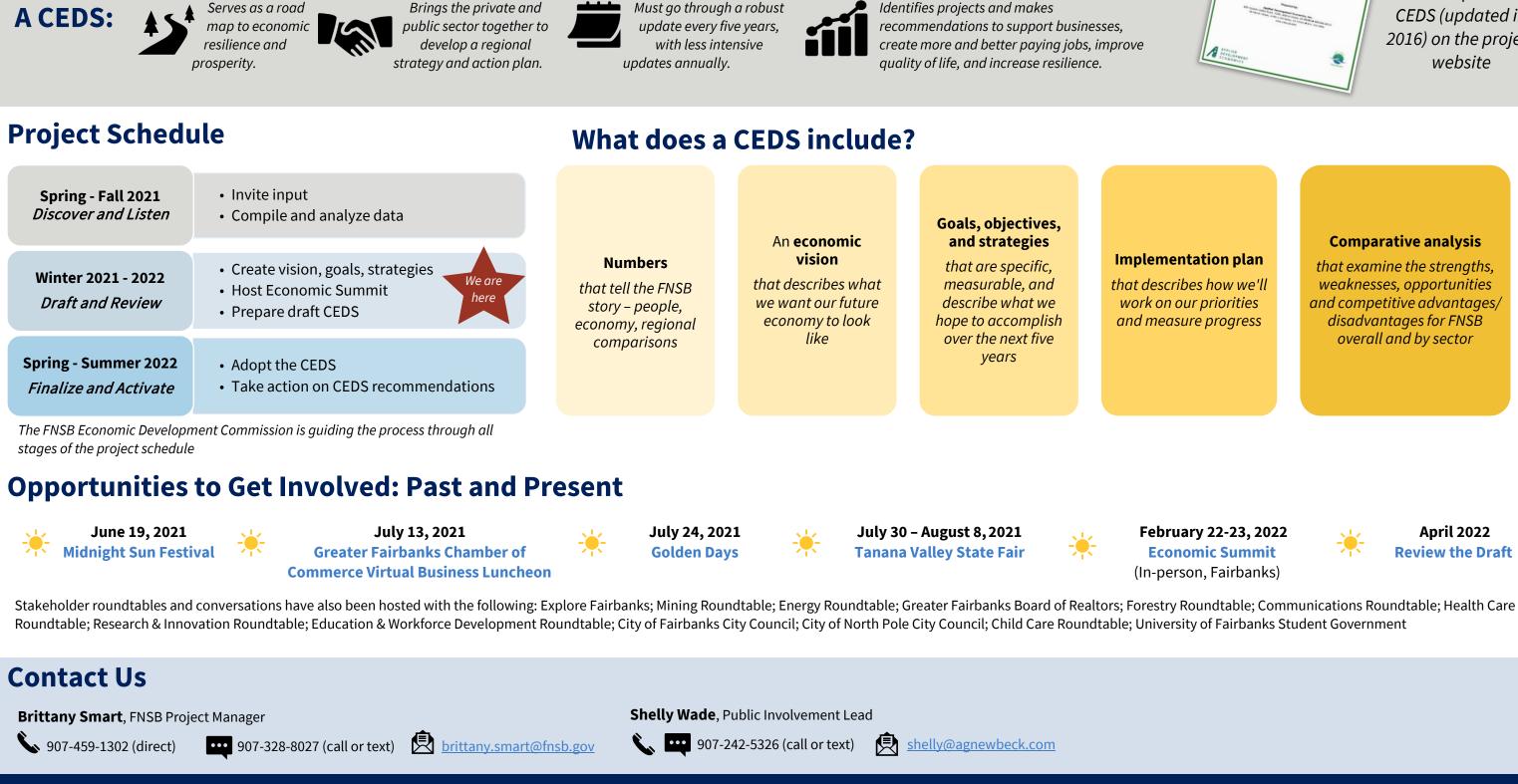
# Community Influencers

Supportive foundations needed to grow and flourish

- ✓ Business Development & Entrepreneurship
- ✓ Communications (phone, internet)
- Education & Workforce Development  $\checkmark$
- Land Use, Housing, & Environment  $\checkmark$
- **Recreation & Entertainment**  $\checkmark$
- ✓ Transportation

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.



www.FNSBCEDS.com



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

#### **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

February 22-23, 2022 **Economic Summit** (In-person, Fairbanks)



April 2022 **Review the Draft** 

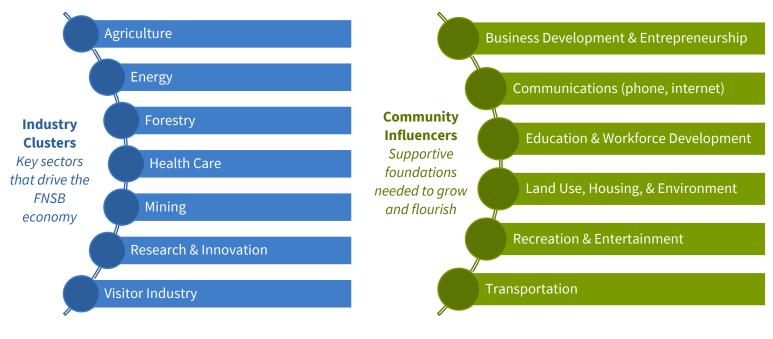


# February 22<sup>nd</sup> -23<sup>rd</sup> 2022 2022 Interior Alaska Economic Summit

The 2022 Interior Alaska Economic Summit will bring regional community, business, and industry leaders together to collaborate on economic opportunities as we work towards a stronger, more resilient Interior Alaska economy. The Summit is **free** and will be held at the Westmark in Fairbanks.

## **Topics for Breakout Sessions**

(at-a-glance agenda on reverse)



# **RSVP Today**

RSVPs strongly encouraged. RSVP at <u>www.surveymonkey.com/r/IAEconSummit</u>



# PURPOSE & OUTCOMES

- The 2022 Interior Alaska Economic Summit will inform development of the updated 5-Year Fairbanks North Star Borough Comprehensive Economic Development Strategy (CEDS).
- Participants will review and confirm CEDS components, including a shared economic development vision, goals, and 5-year priorities.
- The updated CEDS will better position the community for funding & investment opportunities.

### www.FNSBCEDS.com

### Interior Alaska Economic Summit: At-A-Glance Agenda

Updated February 18, 2022

### **Tuesday, February 22<sup>nd</sup> – Focus on Industry Clusters**

Time	Торіс		Virtual Option?
8:30 – 9:00 am	Continental	breakfast	
9:00 – 9:45 am	Opening Ple	enary: Welcome and Inspiration	Yes
9.00 - 9.45 am	Join for video &	audio via Zoom: <u>Click here</u>   Call-in for audio only: 1-888-475-4499, Meeting	g ID: 889 3313 5228
9:45 – 10:00 am	Break		
10:00 - 11:45 amIndustry Breakouts Round 1	Agriculture	No	
		Energy	No
11:45 am – 1:00 pm	Lunch – on your own		
1:00 – 2:45 pm Breakout Round 2	-	Forestry	No
		Health Care	No
2:45 – 3:00 pm	Break		
3:00 – 5:00 pm	Industry	Mining	No
	Breakouts	Research & Innovation	No
	Round 3	Visitor Industry	No

### Wednesday, February 23<sup>rd</sup> – Focus on Community Influencers

Time	Торіс		Virtual Option?	
8:30 – 9:00 am	Continental l	Continental breakfast		
	Influencer	Small Business Development & Entrepreneurship	No	
9:00 – 10:45 am	Breakouts Round 1	Communications (phone, internet connectivity)	No	
10:45 – 11:00 am	Break			
11:00 am – 12:45 pm	Influencer	Land Use, Housing, & Environment (includes utilities)	No	
	Breakouts Round 2	Recreation & Entertainment (includes retail, parks, trails)	No	
12:45 – 1:45 pm	Lunch – on your own			
1:45 – 3:30 pm	Influencer	Education & Workforce Development	No	
	Breakouts Round 3	Transportation (includes roads, aviation, rail, bike/pedestrian connections)	No	
3:30 – 4:00 pm	Break			
4:00 – 5:00 pm	Closing Plenary: Summary of Results and Next Steps Yes		Yes	
	Join for video & audio via Zoom: <u>Click here</u>   Call-in for audio only: 1-888-475-4499, Meeting ID: 889 3313 5228			

COVID-19 Mitigation Planning: view the mitigation plan here.

#### **Questions, comments? Contact us:**

- Brittany Smart, Fairbanks North Star Borough, 907-459-1302 (direct), 907-328-8027 (call or text), brittany.smart@fnsb.gov
- Shelly Wade, Agnew::Beck Consulting, 907-242-5326 (call or text), <u>shelly@agnewbeck.com</u>

#### Learn More about the Summit at <u>www.FNSBCEDS.com</u>

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# Save the Date 2022 Interior Alaska Economic Summit

# February 22-23, 2022

### Westmark Fairbanks Hotel & Conference Center

The 2022 Interior Alaska Economic Summit will bring regional community, business, and industry leaders together to collaborate on economic opportunities as we work towards **a stronger, more resilient Interior Alaska economy.** 

**Click HERE to RSVP today!** 

### **Preliminary Agenda**

#### February 22, 9:00 am - 5:00 pm

- Opening Plenary (in-person & virtual)
- Industry Breakouts (in-person only) see list below

#### February 23, 9:00 am - 5:00 pm

- Influencer Breakouts (in-person only) see list below
- Closing Plenary (in-person & virtual)

### **Breakout Topics: Industry Clusters**



### **Breakout Topics: Community Influencers**



### **Summit Purpose & Outcomes**

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#### (CEDS).

- Participants will **review and confirm CEDS components**, including a shared economic development vision, goals, and 5-year priorities.
- The updated CEDS will better position the community for funding & investment opportunities.

### **Questions, Comments? Contact us.**

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Learn more about the Comprehensive Economic Development Strategy at <u>http://www.fnsbceds.com/</u>



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Our mailing address is:



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# 2022 Interior Alaska Economic Summit

# February 22-23, 2022 Westmark Fairbanks Hotel & Conference Center

The 2022 Interior Alaska Economic Summit will bring regional community, business, and industry leaders together to collaborate on economic opportunities as we work towards **a stronger, more resilient Interior Alaska economy.** 

Click HERE to RSVP!

Download the Preliminary At-A-Glance Agenda

### **Preliminary At-A-Glance Agenda: Quick Glance**

### Tuesday, February 22 – Focus: Industry Clusters

Past Issues

	1		
9:45 – 10:00 am	Break		
entre velles more vellet	Industry	Agriculture	No
10:00 – 11:45 am Breakouts Round 1	Energy	No	
<i>11:45 am – 1:00 pm</i>	Lunch - on	your own	
1:00 – 2:45 pm Industry Breakouts Round 2	-	Forestry	No
		Health Care	No
2:45 – 3:00 pm	Break		
3:00 – 5:00 pm Breakouts Round 3	Industry	Mining	No
	Breakouts	Research and Innovation	No
	Round 3	Visitor Industry	No

Click on image to view larger version

### Wednesday, February 23 – Focus: Community Influencers

Time	Торіс		Virtual Option?
0.00 10.45	Influencer	Small Business Development & Entrepreneurship	No
9:00 – 10:45 am	Breakouts Round 1	Communications (phone, internet connectivity)	No
10:45 – 11:00 am	Break		
11:00 am – 12:45 pm Brea	Influencer	Land Use, Housing, & Environment (includes utilities)	No
	Breakouts Round 2	Indoor & Outdoor Recreation (includes entertainment, retail, parks, trails)	No
12:45 – 1:45 pm	Lunch – on your own		
1:45 – 3:30 pm Breakou	Influencer	Education & Workforce Development	No
	Breakouts Round 3	Transportation (includes roads, aviation, rail, bike/pedestrian connections)	No
3:30 – 4:00 pm	Break		
4:00 – 5:00 pm	Closing Pler	nary: Summary of Results and Next Steps	Yes

Click on image to view larger version

### **Summit Purpose & Outcomes**

- The 2022 Interior Alaska Economic Summit will inform development of the updated 5-Year FNSB Comprehensive Economic Development Strategy (CEDS).
- Participants will **review and confirm CEDS components**, including a shared economic development vision, goals, and 5-year priorities.

### **Questions, Comments? Contact us.**

- Brittany Smart, Fairbanks North Star Borough, 907-459-1302 (direct), 907-328-8027 (call or text), <u>brittany.smart@fnsb.gov</u>
- Shelly Wade, Agnew::Beck Consulting, 907-242-5326 (call or text), shelly@agnewbeck.com



# Learn more about the Comprehensive Economic Development Strategy at <u>http://www.fnsbceds.com/</u>



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# 2022 Interior Alaska Economic Summit

# Next Tuesday & Wednesday February 22-23, 2022 Westmark Fairbanks Hotel & Conference Center

The 2022 Interior Alaska Economic Summit will bring regional community, business, and industry leaders together to collaborate on economic opportunities as we work towards **a stronger, more resilient Interior Alaska economy.** 



Download the At-A-Glance Agenda

### Can't be there in person?

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- The **opening plenary** will feature introductions and background information on the FNSB Comprehensive Economic Development Strategy (CEDS), highlights of the FNSB economy, and an overview of the format and expectations for the Summit.
- The closing plenary we will feature highlights from the 2-day Summit and our next steps.

Join for video & audio via Zoom: <u>https://agnewbeck.zoom.us/j/88933135228</u> Call-in for audio only: 1-888-475-4499, Meeting ID: 889 3313 5228

### Summit Q & A

#1 What is the purpose of the Summit?	The 2022 Interior Alaska Economic Summit will <b>inform development of the updated</b> 5-Year FNSB Comprehensive Economic Development Strategy ( <b>CEDS</b> ).
#2 Do I need to register? Is there a cost?	This FREE Summit does not require a <b>formal registration</b> . We do request you RSVP if you intend to join us. You can RSVP <u>here</u> .
#3 Should I plan to attend the whole Summit?	No. While the full Summit spans two full days, it is structured so <b>participants can attend</b> <b>breakouts they find most relevant</b> to them.

# #4 What will happen in the breakout sessions?

For each sector/topic, participants will review and share feedback on preliminary goals, strategies, actions that will inform the CEDS – what is right? what is we missing? what should be changed?

# #5 Is there a virtual option to participate in the breakouts?

No. **The breakout sessions will be in person only.** Following the Summit, we will distribute breakout and all other Summit materials and

Su	bs	cri	be
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#6 What COVID-19 precautions will be in place?	We have <b>developed a simple COVID-19</b> <b>mitigation plan.</b> <u>View it here</u> . Masks are encouraged but not required. If you are feeling sick, please stay home.
#7 Will there be refreshments?	Starting at 8:30 am both days, there will be a <b>continental breakfast. Coffee and tea</b> will be available throughout the day. Lunch will be on your own.
#8 Can I bring outreach materials for my organization/business?	<b>Yes!</b> We will have a table set aside at the Summit for businesses and organizations to share things like flyers, brochures, and business cards.

### **Questions, Comments? Contact us.**

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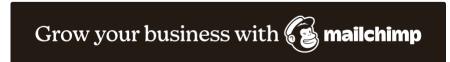
$\left( \right)$	RSVP!	
$\sim$		

Learn more about the Comprehensive Economic Development Strategy at <a href="http://www.fnsbceds.com/">http://www.fnsbceds.com/</a>

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# **2022 Interior Alaska Economic Summit**

### THANK YOU to everyone who attended the Summit!

The 2022 Interior Alaska Economic Summit brought regional community, business, and industry leaders together to collaborate on economic opportunities as we work towards **a stronger, more resilient Interior Alaska economy.** The Summit was free and held at the Westmark Hotel & Conference Center in Fairbanks on February 22 and February 23, 2022.

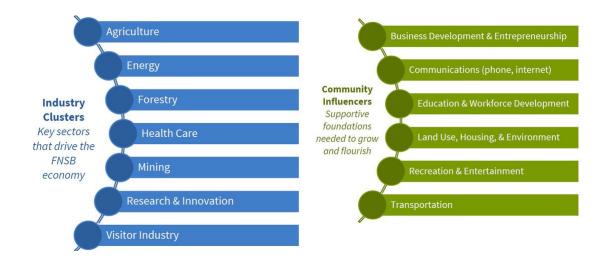
**CLICK HERE to view the Summit Results!** 



### What do the Summit Results include?

The Summit included an opening and closing plenary, and breakout sessions on the key CEDS topics listed below.

The results include sector 1-pagers and summaries of group discussions.



Visit the **project website** for additional Summit materials, including combined feedback on the **proposed economic vision statement** and recordings and slides for the **opening and closing plenary sessions**.





### **Questions? Comments? Contact us.**

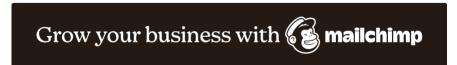
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Learn more about the Comprehensive Economic Development Strategy at <a href="http://www.fnsbceds.com/">http://www.fnsbceds.com/</a>



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# 2022-2026 FNSB CEDS Update

# The Public Review Draft is ready for review!

# Share your feedback today, Fairbanks community and partners!

The Fairbanks North Star Borough Economic Development Commission has been working on developing a new Comprehensive Economic Development Strategy (CEDS) for over a year.

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that will help our economy grow and build resiliency. "With the support of our contractor, Agnew::Beck Consulting, we are pleased with the high level of community engagement during the CEDS planning process, which included public outreach, targeted stakeholder group, and most recently, the Economic Summit held in February."

CLICK HERE to download the draft Executive Summary

**CLICK HERE to download the draft CEDS** 

Visit the **project website** for additional project information and to download sector-specific content. We will also be following up next week to sector representatives to request your targeted feedback.

Appendices will be posted to the website over the coming week.

### **How to Submit Comments**

- 1. Respond to our simple survey here.
- 2. Email or call our project team with your questions see contact information below.
- 3. Submit a comment via the web form at the bottom of the project website.

The comment deadline is June 10, 2022.

### **Questions? Comments? Contact us.**

- Brittany Smart, Fairbanks North Star Borough 907-459-1302 (direct) 907-328-8027 (call or text) brittany.smart@fnsb.gov
- Shelly Wade, Agnew::Beck Consulting 907-242-5326 (call or text) shelly@agnewbeck.com

Learn more about the Comprehensive Economic Development Strategy at http://www.fnsbceds.com/ It's here! Draft FNSB CEDS is ready for you!

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