

AGENDA STATEMENT

Economic Diversification Commission

AGENDA ITEM NO. _____

MEETING DATE: March 25, 2016

ITEM TITLE:

Discussion Item: Draft ED Strategy

SUBMITTED BY: Lamar Cotten, ED Staff

Lisa Von Barga, CED Director

CEDD Director: _____

FISCAL NOTES: Expenditure
 Required: \$0

Amount
Budgeted: \$0

Funding Source: N/A

EXHIBITS ATTACHED:

Resolution ____ Ordinance ____ Other: Draft Strategy; 2016 Workload Memo

SUMMARY STATEMENT:

BACKGROUND

The Economic Diversification Commission (EDC) charter calls for an interim goal of the Development of an Economic Diversification Strategy;

CURRENT STATUS

The City of Valdez conducted a series of community based strategic planning meetings through Spring 2012 in an effort to create the Valdez Strategic Plan 2013-2018. Through this process four broad goals along with a series of objectives and preliminary measures were identified. This effort was followed up with the creation of the interim EDC which in turn uses the process know as Strategic Doing to identify key potential economic diversification opportunities and to develop pathways to advancing such projects. Thirdly, over the past 11 months the City/EDC have conducted a number of meetings, and initiated a series studies linked to the community's economic future. They include:

- Port of Valdez-Competitive Market Analysis and Long Range Planning;
- City Valdez Baseline Socioeconomic Indicator Study;
- City of Valdez Online Business Survey;
- City Valdez Summer-Winter Visitor Survey;
- Valdez Quality of Service Survey;
- EDC business community focus group sessions;
- EDC Strategic Doing Process and follow-up research and analysis;
- Year Round Mountain Recreation Site Study;

*The Vision of Valdez: Capitalizing on the intrinsic qualities of our area and its people;
create a place our grandchildren will be proud to call home.*

- City/EDC member participation in the International Economic Development Conference; and
- Quality of Customer Service focus group sessions

From these completed and on-going studies along with the other communities based efforts, City/EDC staff has created a draft matrix of strategic economic initiatives, goals and tasks along with a road map of milestones or metrics to track their success. Once in final form this document would be updated-periodically as projects and programs are completed or established along with new milestones or metrics. Upon EDC direction, a draft copy would be presented to the public for review, comments and amendments. From there the strategy will be presented to the Council for approval.

Today's meeting is taking place for the Commission to review these ideas developed by staff, amend or delete them, and add items which may have been missed. Melissa Houston will be attending the meeting to help facilitate the Strategic Doing brainstorming process for any topics the Commission feels need more detailed work.