



Agenda Statement

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| 3/1/2017 | 1 | Economic Diversification Commission | | |

ITEM TITLE:

Commission & ED Staff Action Items

SUBMITTED BY: Lisa Von Barga, CED Director

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

None. Discussion item only.

SUMMARY STATEMENT:

Over the past year and a half the Commission has led a number of study efforts to gather baseline data and feasibility information. The question is, "What actions are we taking to make use of this information to ensure it does not sit on a shelf collecting dust?" I asked Lamar to develop a list of action items for each of the studies. He has provided a good first start and it is attached for the Commission's review.

For example:

The Year Round Mountain Recreation Site Study is complete. It is in the hands of the project champions. One of the reasons the study was completed is to get the information into the hands of the industry. How are we doing that? Should the City be developing a campaign to tell the world we are releasing this information? Should we work with the project champions to see how best to facilitate dissemination of this information to people in the industry in a way that is most

advantageous for them?

The Baseline Socio Economic Data showed a 25% increase in the Senior Population over a very short period of time. What follow-up work are we doing to see what the needs of that population are? Is it housing? Is it access to additional medical care? Is it social/recreational access and programming? Is it just general accessibility around the community? Whose responsibility is it to address the needs that are uncovered by asking these questions?

It is more probing questions like this (and the subsequent answers) that should help drive the annual (and beyond) action plan of the Economic Diversification Program of this City. We have this new data. Now let's make sure we make use of it to the maximum degree possible.

There is also older (but still recent and very relevant) information that can be found in documents like the Port Study by McDowell (about two years old); the CDQ Fleet Relocation Study by McDowell (about five years old); the Testing & Training Platform Feasibility Analysis (about seven years old). This can help drive recommendations for actions on existing or fledgling industries that have the ability to grow into something more significant than they are today.

This is an important discussion item for the Commission. I apologize I am going to be in Juneau and not able to attend.

Lamar's action list is attached for the Commission's review.