



SOUTHEAST CLUSTER INITIATIVE

Funded Under a Contract with the USDA Forest Service

Project Background

- Last fall USDA Forest Service and Rural Development held a series of “listening sessions” to hear how Department of Agriculture agencies could help improve the Southeast Alaska regional economies.
- August 13 the US Forest Service put out a Request for Proposals for
 - 1) A Southeast Alaska Asset Map
 - 2) Regional Strategic Plan
- Effective October 1, the Juneau Economic Development Council led partnership was awarded the contract.

Deliverables

- Prepare an Asset Map
 - Detailed roadmap provided by the Council on Competitiveness in their publication, *Illuminate*.
- Prepare a Strategic Plan
 - Cluster based economic development plan using same approach as that used state-wide by the Alaska Partnership for Economic Development (APED).

Project Team

- Juneau Economic Development Council, lead
- Southeast Conference – strong collaborative regional network
- Sheinberg Associates – regional planning and facilitation expert
- Alaska Map Company – statewide GIS specialist
- Brian Kelsey – leading national expert on asset mapping
- Ted Lyman – award winning international consultant in cluster development

JEDC Team's Approach to Work

- Close coordination with Forest Service throughout project.
- Regional collaboration.

Project will engage businesses, trade organizations, no-profits, local and tribal governments, industry and environmental organizations, Native corporations, local and regional economic development groups, state and federal agencies, labor groups, workforce development agencies, UAS, and members of the public
- Focus on action oriented initiatives.

Asset Mapping

Asset Map

JEDC team will compile a dynamic database that lists tangible and intangible regional assets.

▣ Database content will:

- Identify transportation, communication and energy transmission infrastructure
- Identify business, cultural, education, research, development and innovation assets
- Measure economic and financial metrics and workforce capital

▣ Business, community and executive leadership survey will:

- Identify perspectives and trends in regional business climate
- Identify underlying business culture

Asset Map

- Identifies:
 - Existing and emerging regional linkages and connectivity
 - Labor market needs and employment concentration
 - Clusters of economic activity
- Provides:
 - Baseline to judge future progress
 - Base for cluster development phase of project

Cluster Development Initiative

Cluster Working Group Approach

The asset mapping results will serve as the basis for identifying “clusters” of regional economic activity.

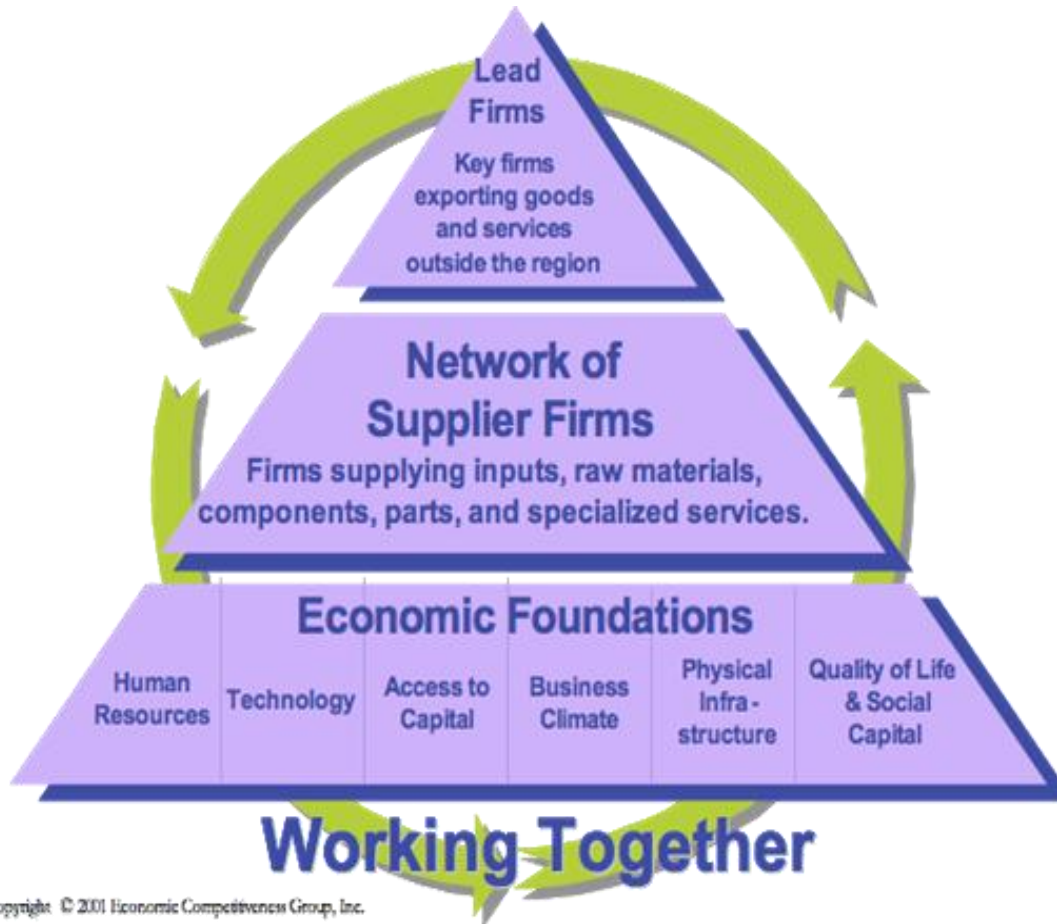
□ An economic cluster:

- a set of firms in the same or related field
- located in the same geographic area
- linked by service or supplier relationships, common customers and/or supporting institutions
- share reliance on regional labor market
- complement but also compete with one another
- draw productive advantage from their mutual proximity

Cluster Working Group Approach

- CWG approach promotes economic integration by participation from a broad industry “eco-system”:
 - Private industry – large firms headquartered outside region and local firms
 - Federal, state and local government agencies
 - Non- profit and environmental organizations
 - Trade organizations
 - Organized labor
 - Tribal governments and corporations
 - University staff and faculty
 - Local and regional economic development groups

Cluster Working Group Approach



Cluster Working Group Development and Implementation

The JEDC team will

- Identify, recruit and train an approximately 20 member working group for each cluster
- Provide facilitation for 3 large group meetings for each CWG
- Provide for sharing of work and feed back between each CWG
- Arrange for task oriented small-group meetings to access research and industry experts

Strategic Plan

- Each CWG will develop a business plan for industry expansion and economic development.
- Action initiatives will be recommended for:
 - Enhancing the region's technology and infrastructure foundations, including broadband
 - Workforce and human resource development
 - Improved access to funding and capital
 - Sources for generation of renewable, alternative energy
 - Innovative methods of utilization of the region's natural resources to expand business opportunities

Strategic Plan

- The Southeast Alaska Strategic Plan for economic development will be the aggregation of each CWG individual plan.
- “Champions” will be identified to lead the move from discussion to direct action.
- Southeast Conference empowered to continue CWG process at close of contract.

How you can be involved

Take the business climate survey at:
JEDC.org