

November 12, 2020

CEDS Update Project



PREPARED FOR:
Prince William
Sound Economic
Development District



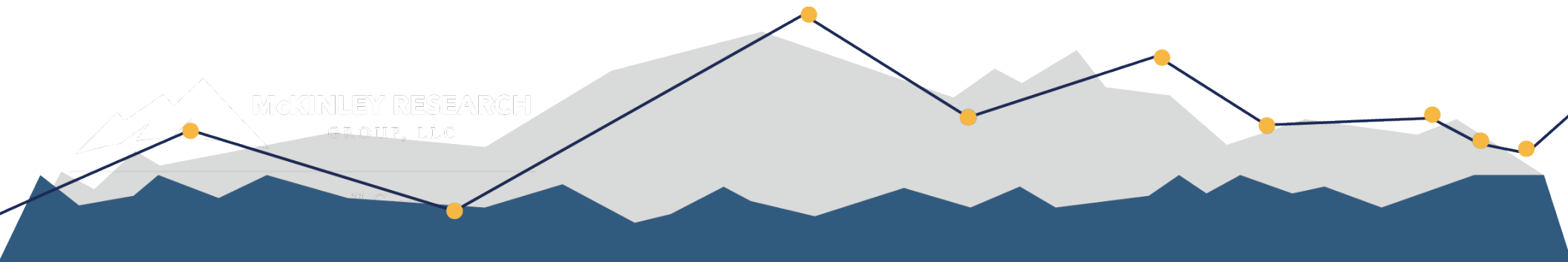
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Presentation Contents

- Introduction to McKinley Research Group and CEDS team
- Purpose of Comprehensive Economic Development Strategy (CEDS)
- CEDS Logic
- CEDS Methods
- CEDS Timeline
- CEDS Outline
- Questions

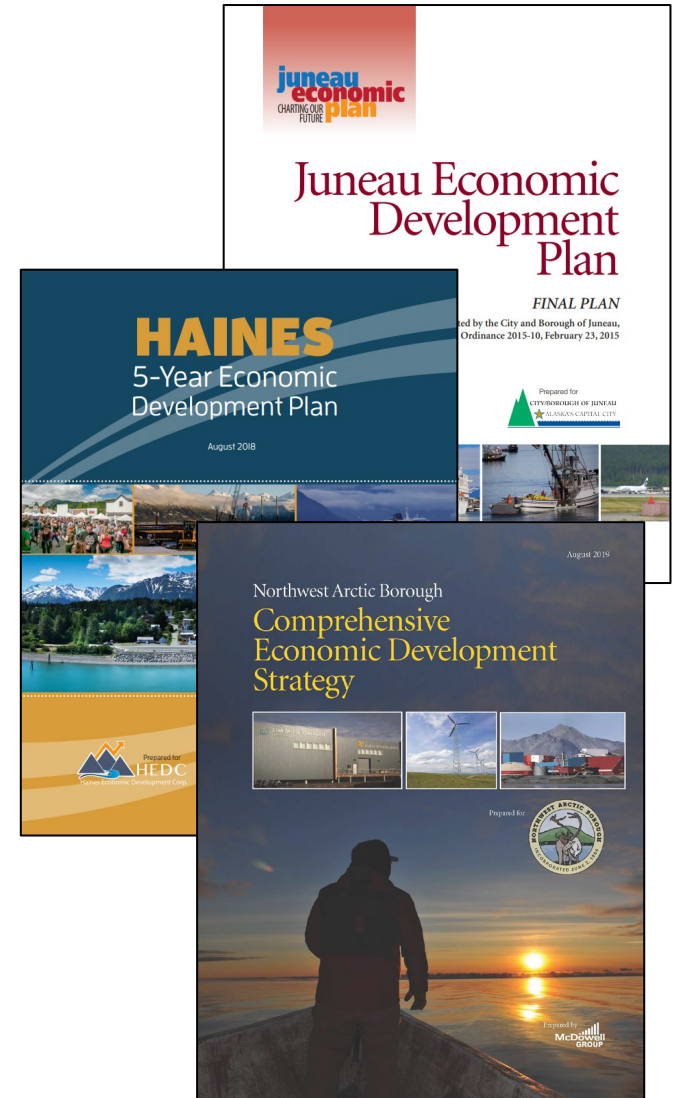




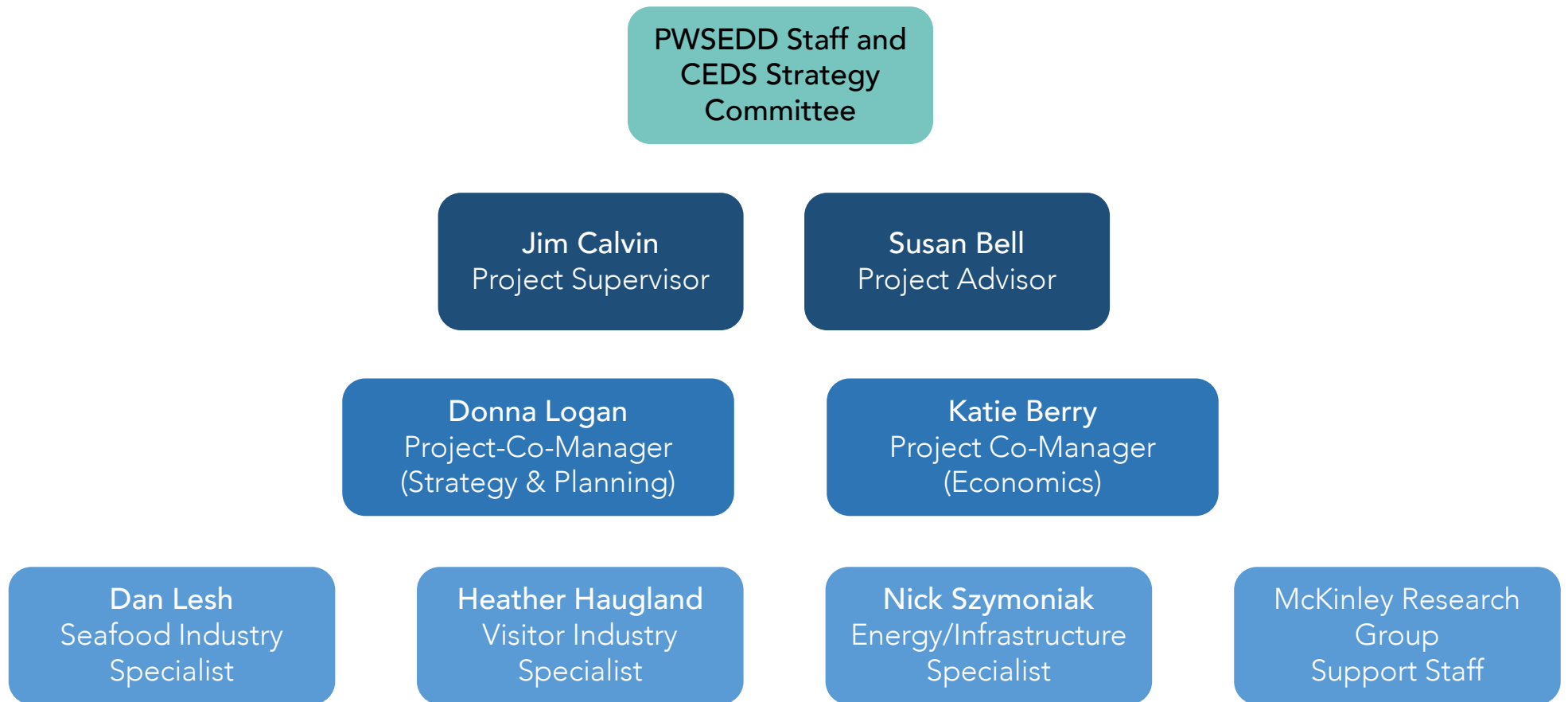
McKINLEY RESEARCH
GROUP, LLC

Formerly McDowell Group

- Multidisciplinary research and consulting firm since 1972
- 22 professional staff in Anchorage, Juneau, and Washington
- Several projects based in Prince William Sound EDD region, including ferry, dock, visitor industry, fisheries, healthcare, Alaska Native regional and village corporations
- Numerous economic development strategies



Project Team





CEDS Process Overview

Purpose of CEDS

- Strategy-driven plan for regional economic development
- Designed to build capacity and guide the economic prosperity and resiliency of PWSEDD
- Vehicle for alignment between economic development and other PWS regional plans
- Provides an avenue to engage community about what capacity building efforts would best serve economic development in PWS
- Updated at least every 5 years to qualify for EDA assistance under Public Works and Economic Adjustments Assistance programs
- Prerequisite for designation by EDA as an Economic Development District
- **NEW** – Emphasis on COVID impacts

Vision Statement

Where do we want to be in the next 10-20 years?



CEDS Methods

- Economic baseline research (2019 base year)
 - Socioeconomic data collection and analysis
 - Review of existing documents i.e. previous CEDS/ Sound Opportunities (2019), regional plans, etc.
- Community and stakeholder engagement
 - PWSEDD CEDS Strategy Committee
 - Stakeholder and key informant interviews
 - Project website
 - Interactive public forums/site visits (virtual)
 - Media/social media
- SWOT analysis and strategic action planning
- CEDS report development

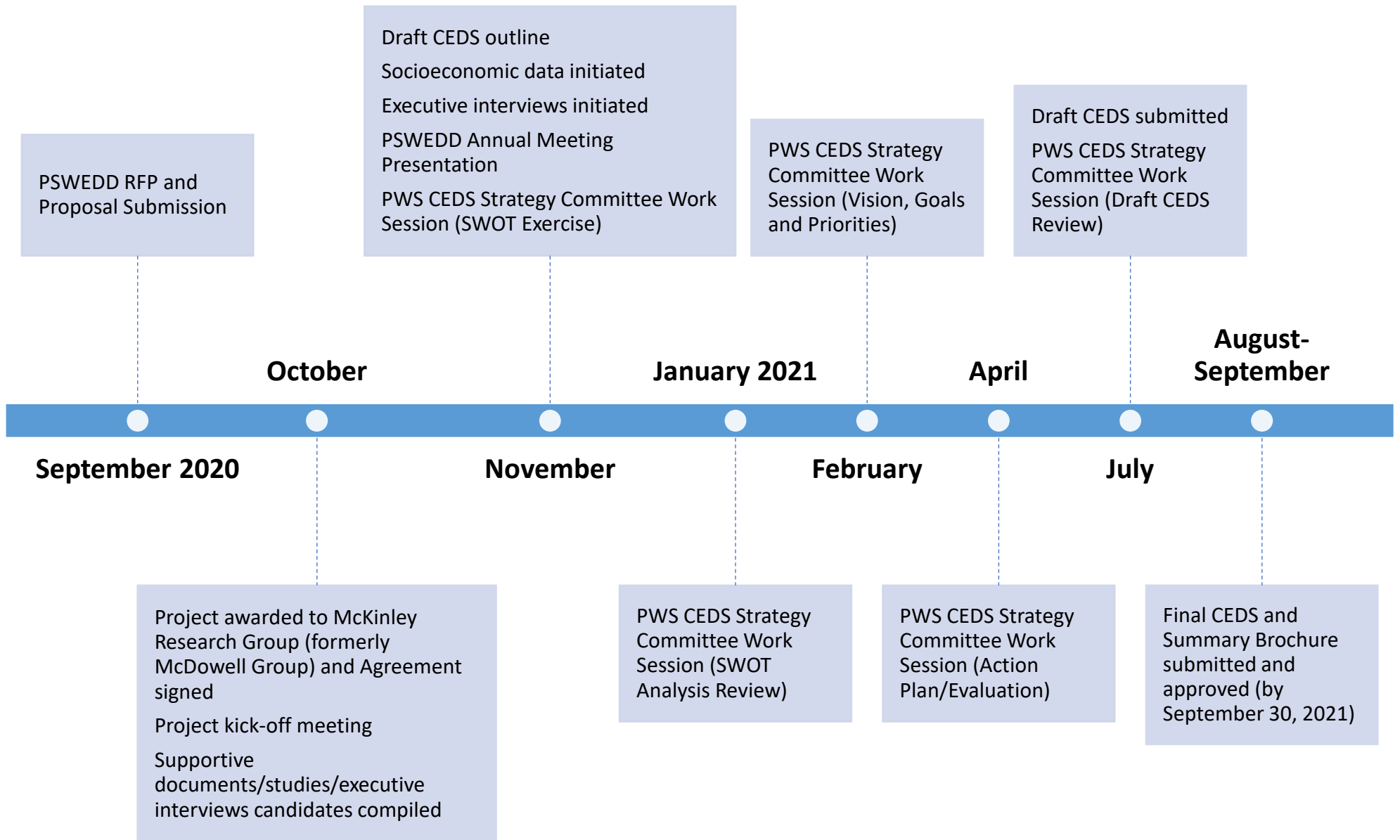
Economic Baseline
Research

Community and
Stakeholder
Engagement

SWOT Analysis and
Strategic Action
Planning

CEDS Report
Development

CEDS Timeline



CEDS Outline

- CEDs Overview
- Introduction and Methodology
- Summary Background
 - Regional Overview
 - Demographic and Socioeconomic Characteristics
 - Economic Clusters
 - Infrastructure Related to Economic Development
 - Other Factors Affecting Economic Performance



CEDS Outline

- SWOT Analysis
 - Strengths – Existing Internal Advantages
 - Weaknesses – Existing Internal Disadvantages
 - Opportunities – Potential External Improvements
 - Threats – Potential Negative Impacts
- Economic Resiliency
- Strategic Direction/Action Plan
- Evaluation Framework
- Appendices





Questions?

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