

# Haines 5-Year Economic Development Plan

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February 5, 2018 Open House

Prepared for:

Haines Economic Development Corporation



# About McDowell Group

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- Multidisciplinary research and consulting firm since 1972, with 16 professional staff in Anchorage, Juneau, and Bellingham
- Professional services including:
  - *Economic Development Research & Planning*
  - *Economic & Socioeconomic Impact Assessments*
  - *Surveys – Telephone, Mail, Internet & Personal Intercept*
  - *Market Demand Assessment and Financial Feasibility Studies*
- Expertise in seafood, visitor industry, mining, port development, health and social services, education

# Project Purpose

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*Create a community driven 5-year economic development plan that articulates goals, objectives, strategies, lead entities, timing, performance metrics, and other elements to facilitate successful implementation*

# Keys to Developing a Meaningful Plan

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- Understanding the Economy
  - Recognize the forces that have shaped and are shaping the economy
- Community Engagement
  - Initiatives with broad support are most likely to succeed
- Long-term Commitment
  - Need to pursue initiatives over a period of years
- Leadership
  - Consistent leadership that supports infrastructure and business development
- Partnerships
  - Capitalize on networks of public, nonprofit, and private partners

# Project Components

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- **Economic Baseline:** A comprehensive, data-driven report of the local economy, to measure the effectiveness of programs
- **Development Plan:** 1-year and 5-year action plans for economic development

# Economic Baseline

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- Serve as a foundation for an actionable economic development strategy
- Provide a baseline against which to measure progress towards economic goals
- Stand-alone resource document for program and policy development and business planning



# Development Plan

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- Create a 5-year economic development plan that identifies goals, objectives, and strategies
- Haines plan will:
  - Identify who will be responsible for action steps
  - When each step will be accomplished
  - Identify metrics for measuring success

# Key Project Tasks

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- Project kick-off meeting and site visit
- Secondary data collection and analysis
- Community survey
- Community and stakeholder outreach
- Strategy and plan development



# Your Input is Critical

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- Stakeholder and key informant interviews
- Statistically representative telephone survey
- Online survey
- Interactive public forums
- Student outreach
- Discussion groups
- Project website
- Social media

# Criteria for Development Initiatives

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- Job creation or retention
- Community economic resiliency
- Investment leverage
- Distribution of economic benefits
- Direct or indirect wealth creation
- Multiplier effects
- Expenditure and revenue impacts
- Community support and leadership

# Project Schedule

Project Task	Timeline
Project kick-off meeting and site visit	Feb 5-6
Secondary data collection and analysis	January through March
Stakeholder and business interviews	Feb 1 to Mid-March
Household survey research	Feb 1 to Mid-March
Deliver baseline data report	April 1
Community forum and work session	By mid-April
Discussion groups with students and others	Concurrent with forum
HEDC work session on Plan Elements	By May 1
Draft 5-Year Development Plan	By mid-May
Public forum to present Draft Plan	By June 1
Finalize all project deliverables	By July 1

# Characteristics of Successful Communities

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- Invest in themselves
- Are proactive and future-oriented, embrace change, and assume risk
- Pursue economic development strategies guided by a broadly-held local vision
- Use a comprehensive package of strategies and tools, rather than a piecemeal approach
- Celebrate their successes

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# Questions?

# Haines 5-Year Economic Development Plan

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Project documents and updates:

Haines Economic Development Corporation

[www.hainesedc.org](http://www.hainesedc.org)

