

Kenai Peninsula Comprehensive Economic Development Strategy (CEDS) Overview and Project Update especially designed for the Kenai Peninsula Borough Assembly


Kenai Peninsula Economic Development District
Tim Dillon, Executive Director
April 20, 2021




Kenai Peninsula Borough

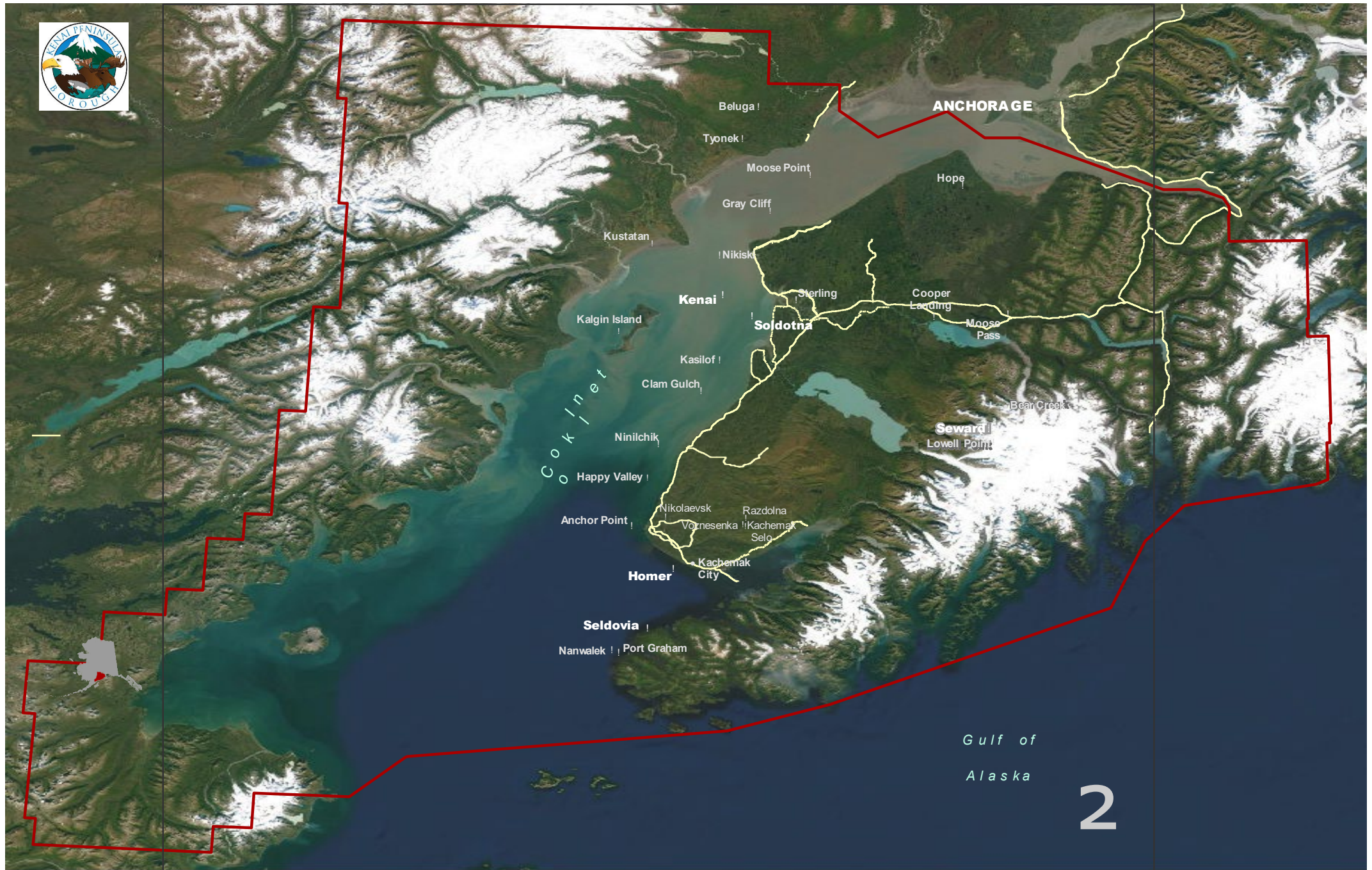
Imagery Source: ArcGIS Online World Imagery

Map Date: 9/19/2019

 Major Roads KPBBoundary

0 5 10 Miles


The information depicted hereon is for a graphical representation only of best available sources. The Kenai Peninsula Borough assumes no responsibility for any errors on this map





Who are we?

The Kenai Peninsula Economic Development District (KPEDD) is a private non-government resource focused on responsible/sustainable economic development for our region. Using a 30,000ft view of the economy, we locate financing and orchestrate community collaboration for economic planning and business incubation. We support infrastructure projects, workforce development and regional industries. KPEDD is funded by federal, state, regional and educational contracts.

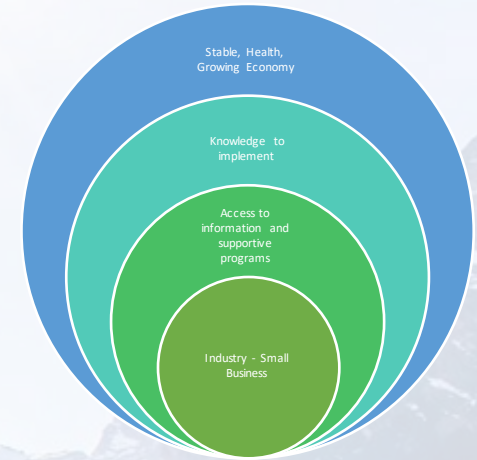


Comprehensive Economic Development Strategy (CEDS)

What is it? Why is it especially important right now?

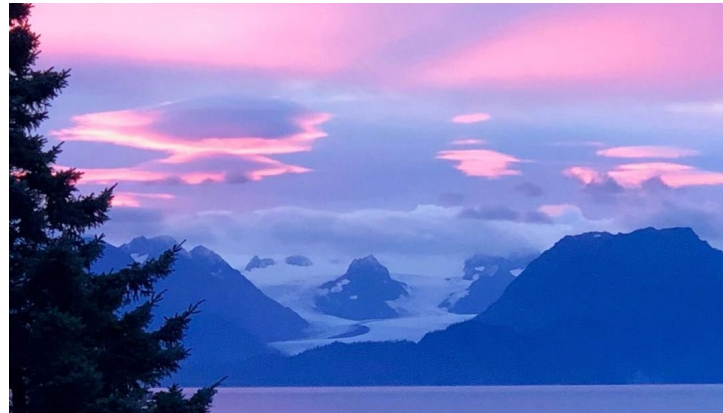
“The Comprehensive Economic Development Strategy (CEDS) contributes to effective economic development in America’s communities and regions through a locally-based, regionally-driven economic development planning process. Economic development planning – as implemented through the CEDS – is not only a cornerstone of the U.S. Economic Development Administration’s (EDA) programs, but successfully serves as a means to engage community leaders, leverage the involvement of the private sector, and establish a strategic blueprint for regional collaboration. The CEDS provides the capacity-building¹ foundation by which the public sector, working in conjunction with other economic actors (individuals, firms, industries), creates the environment for regional economic prosperity.”

- US Economic Development Administration



- ✓ **Regional Economic Development and Planning**
- ✓ **Opens Federal Funding Opportunities**
- ✓ **Builds leadership, enhances cooperation and fosters public ownership for our region**

OUTREACH: INDUSTRY GROUPS ON THE KENAI PENINSULA



- KPEDD is continuing its outreach efforts and sampling from major industries and business groups throughout the Peninsula. Through public forums, smaller engagement sessions, or one-on-one meetings with industry leaders, our focus will be to compile essential information that will assist in creating a more robust CEDS product. The acumen and insight will be invaluable in the Peninsula's economic trajectory and future.
- Oil and Gas Industry
- Fisheries Groups
- Maritime Trades
- Tourism
- Agriculture
- Medical
- NonProfits
- Chambers of Commerce

SWOT Analysis

Strengths: characteristics of the business or project that give it an advantage over others.

Weaknesses: characteristics that place the business or project at a disadvantage relative to others.

Opportunities: elements in the environment that the business or project could exploit to its advantage.

Threats: elements in the environment that could cause trouble for the business or project.

As of July 2020, KPEDD staff organized the KPEDD Board Retreat, as well as hosted the KPEDD Economic Future Forum just a few weeks ago. The outcome of the discussions created our focus of the SWOT analysis.

Through the CEDS development process, we will continue to be seeking to identify internal and external factors directly related to the economic climate and future of the Kenai Peninsula. Looking through the SWOT lens, we will better be able to address and achieve the CEDS goals as well as develop strategies for businesses to implement.

What additional strengths do you see for the Kenai Peninsula?



What additional opportunities do you see for the Kenai Peninsula?



What additional threats do you see for the Kenai Peninsula?



OVERARCHING CEDS GOAL QUALITY OF LIVING/PLACE

This includes continuing to develop the Kenai Peninsula “brand” for residents, visitors, and businesses and promoting expansion of recreational amenities and public access.





Comprehensive Economic Development Strategy Goals




Technology /Communications (Goal 1)

-

Expand broadband access across the Borough



Workforce and Human Capital (Goal 2)

-

Industry partnerships and VOC-tech

-

Attract, retain and train qualified workforce



Infrastructure and Land Use (Goal 3)

-

Industry focused infrastructure

-

Stability and resiliency in transportation infrastructure

-Mitigation/responsible use of lands



Business Climate and Entrepreneurship (Goal 4)

-

Outreach, education, and information sharing with government support of businesses



Regional Partnerships (Goal 5)

-

Coordinate with industry

-

Coordinate with municipalities, communities, and non-profits



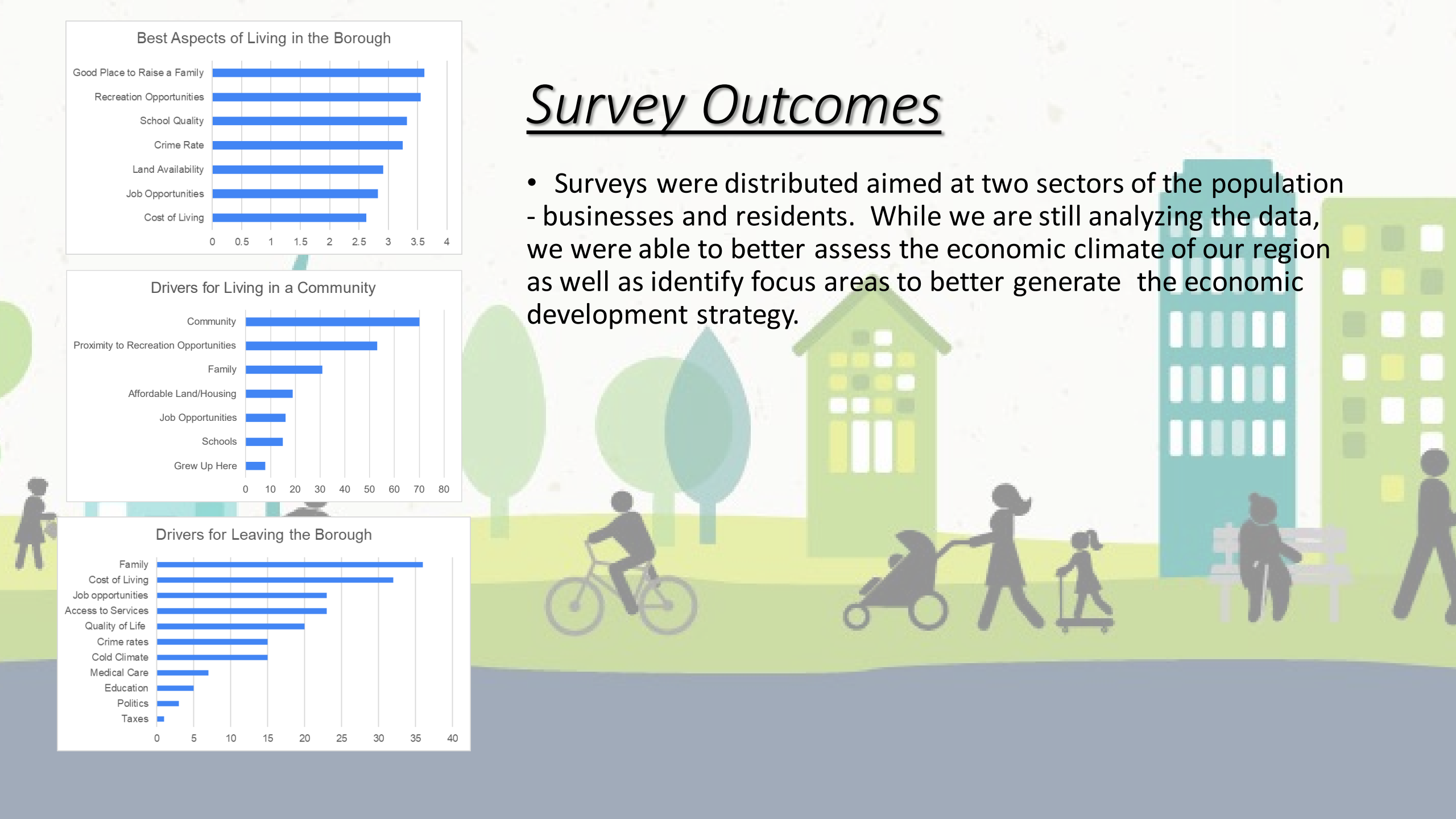
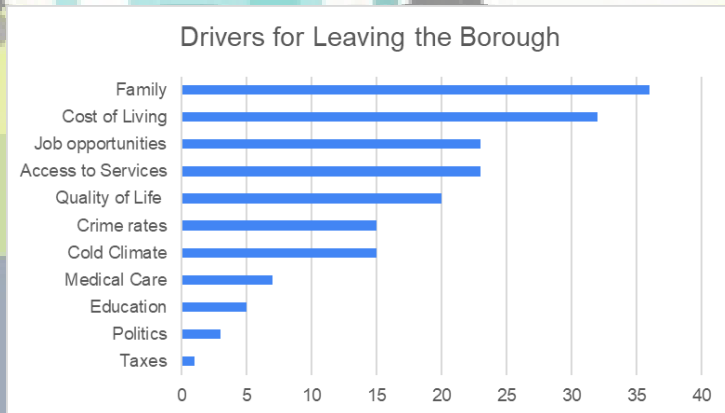
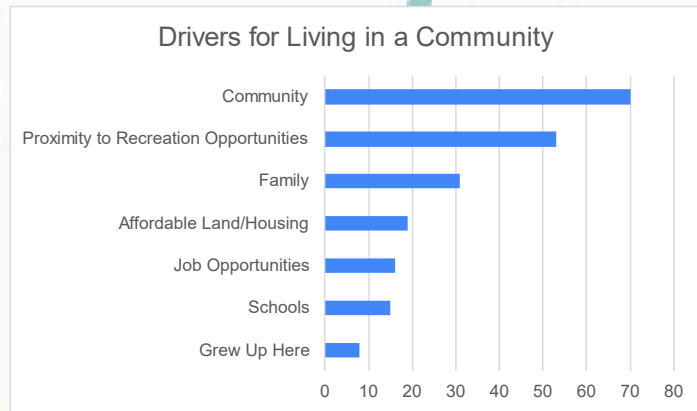
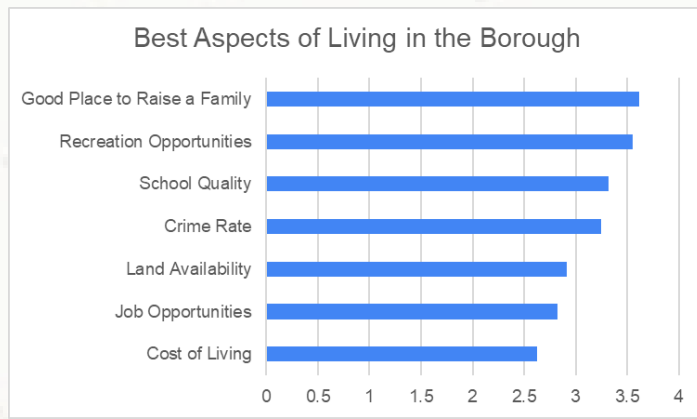
Over the last three months, KPEDD has had over 1,500 “touches” with its CEDS outreach efforts.



- *Economic Future Forum*
- *Chamber Luncheons*
- *Virtual meetings*
- *Regional Council Meetings*
- *Outreach and Engagement*
- *Surveys*
- *Connection*
- *Collaboration*

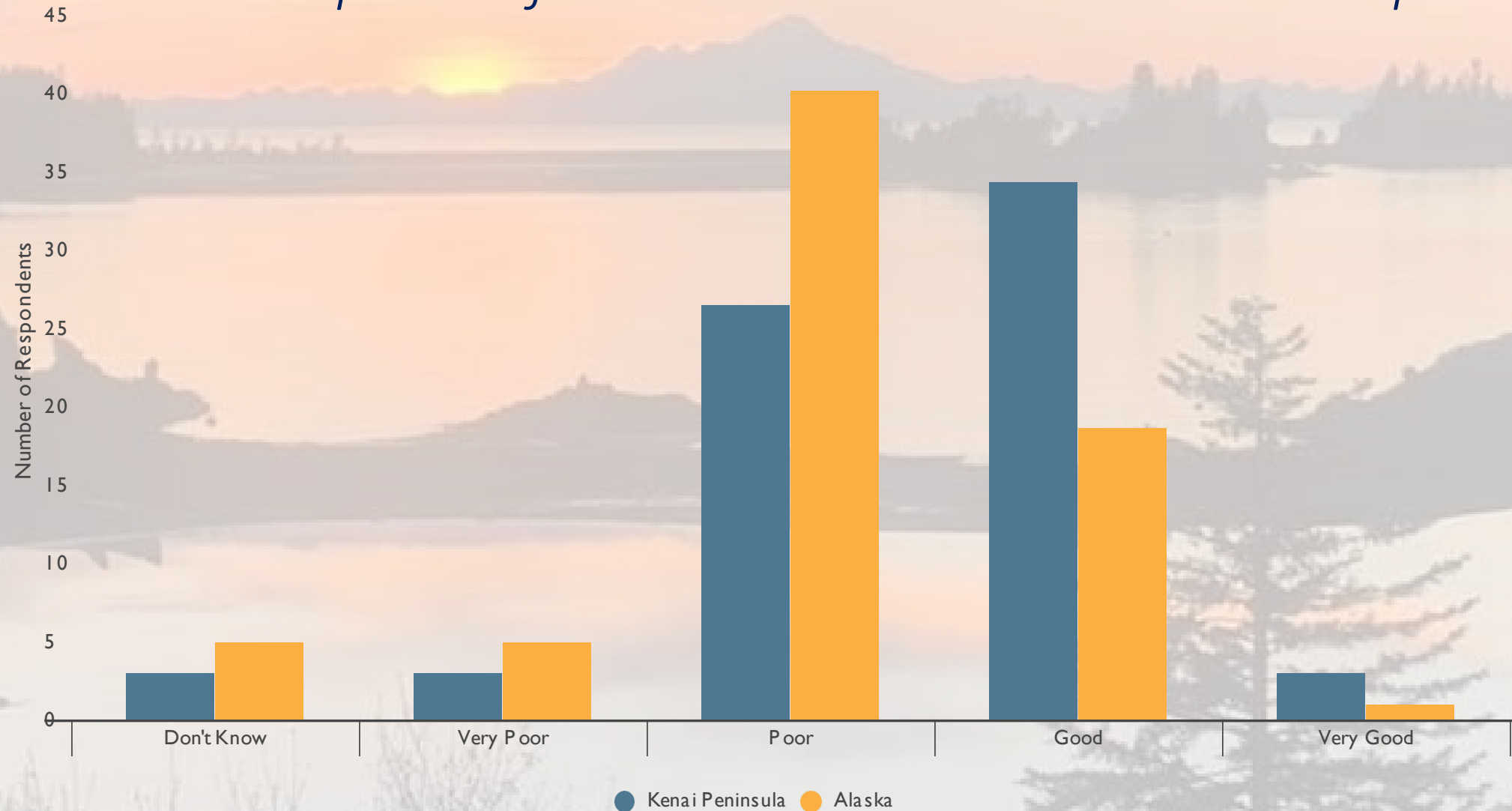
Survey Outcomes

- Surveys were distributed aimed at two sectors of the population - businesses and residents. While we are still analyzing the data, we were able to better assess the economic climate of our region as well as identify focus areas to better generate the economic development strategy.



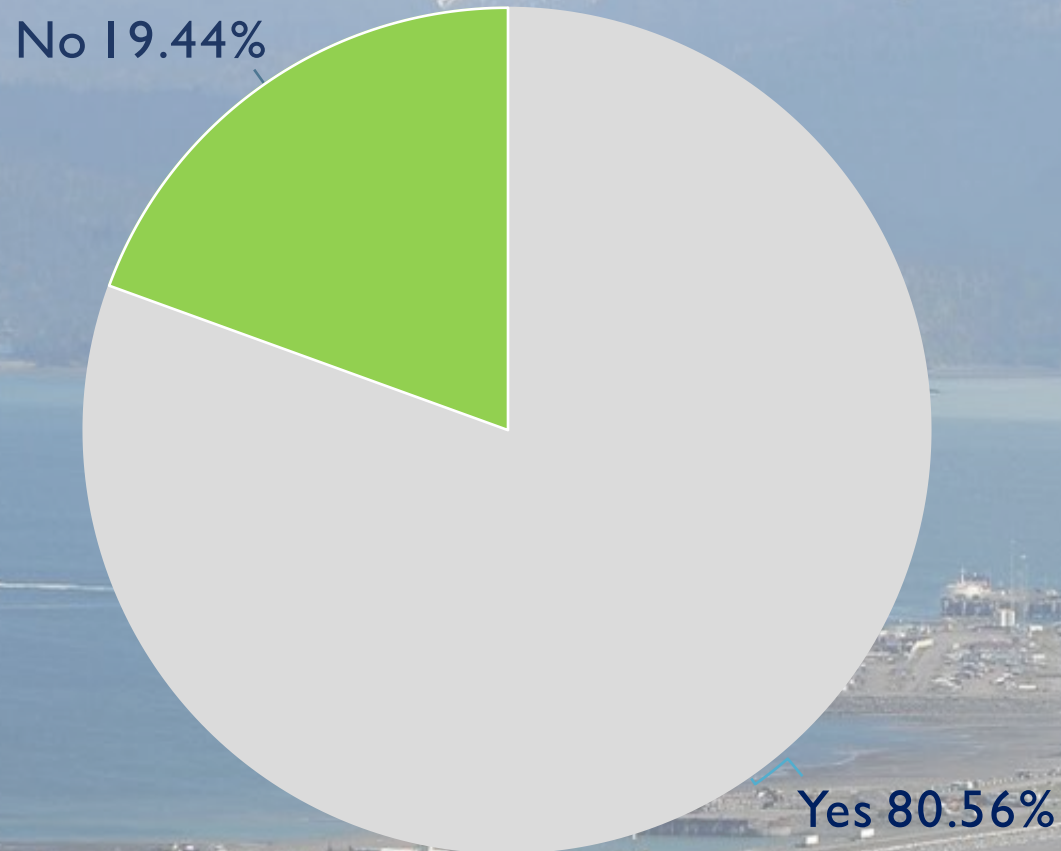
Highlights from the Business Survey

Perceptions of the Current Business Climate are Split

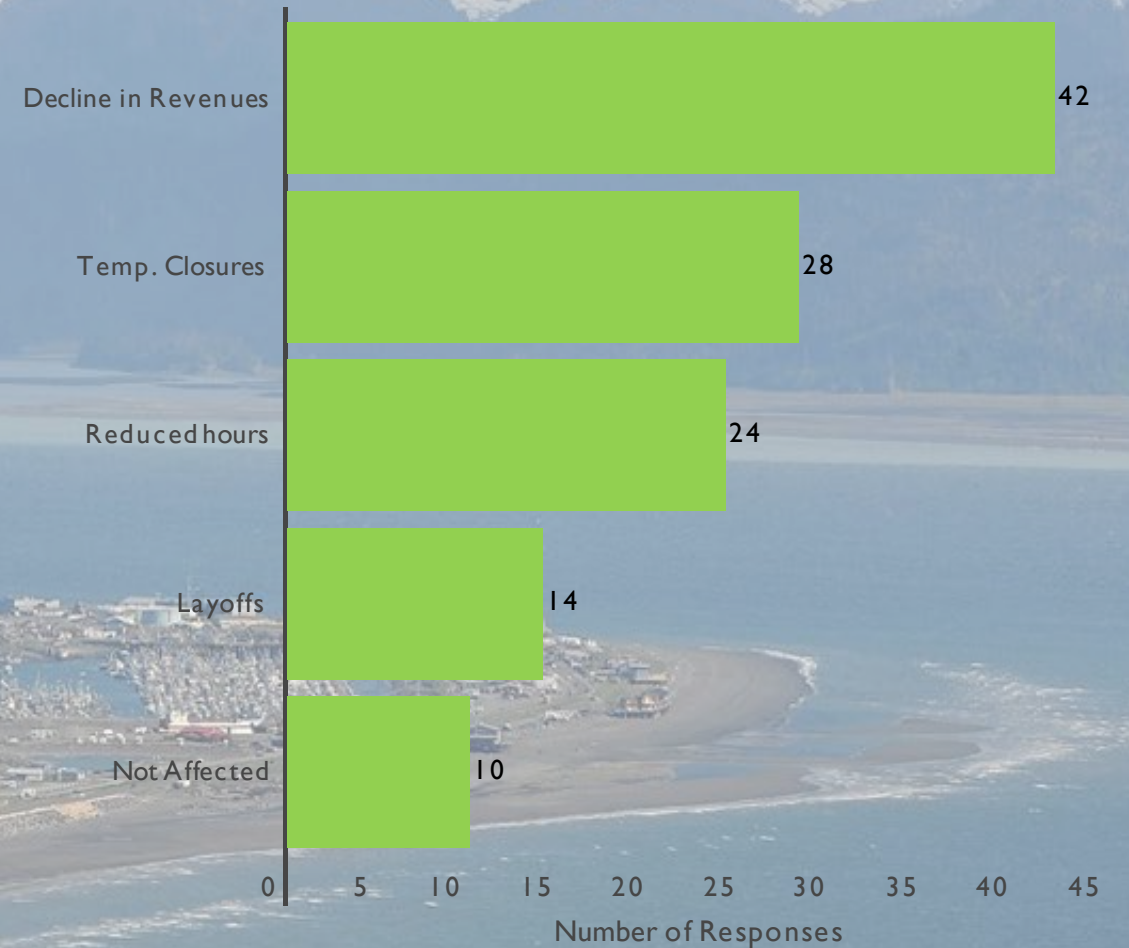


Impacts of COVID19 Pandemic on Businesses

Businesses Impacted by COVID

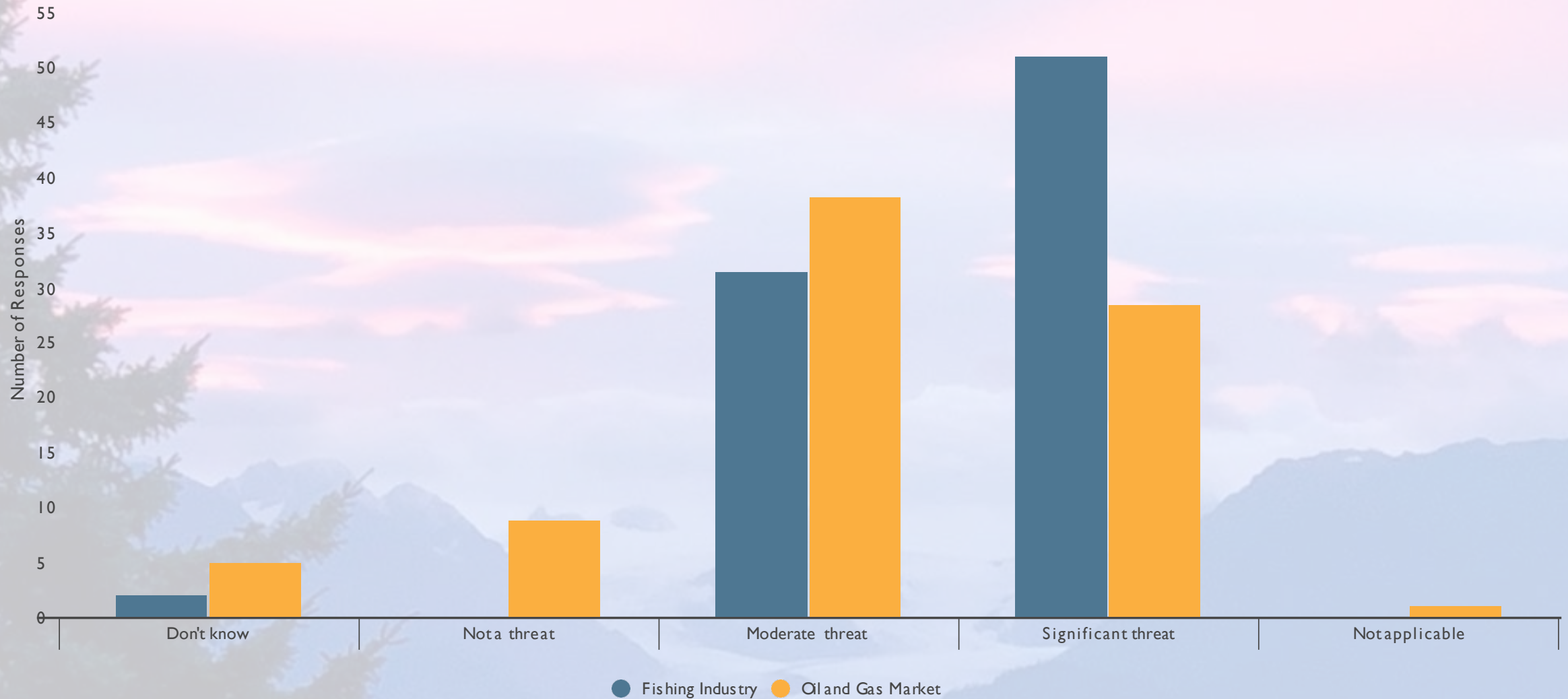


Ways in which Businesses Have been Affected

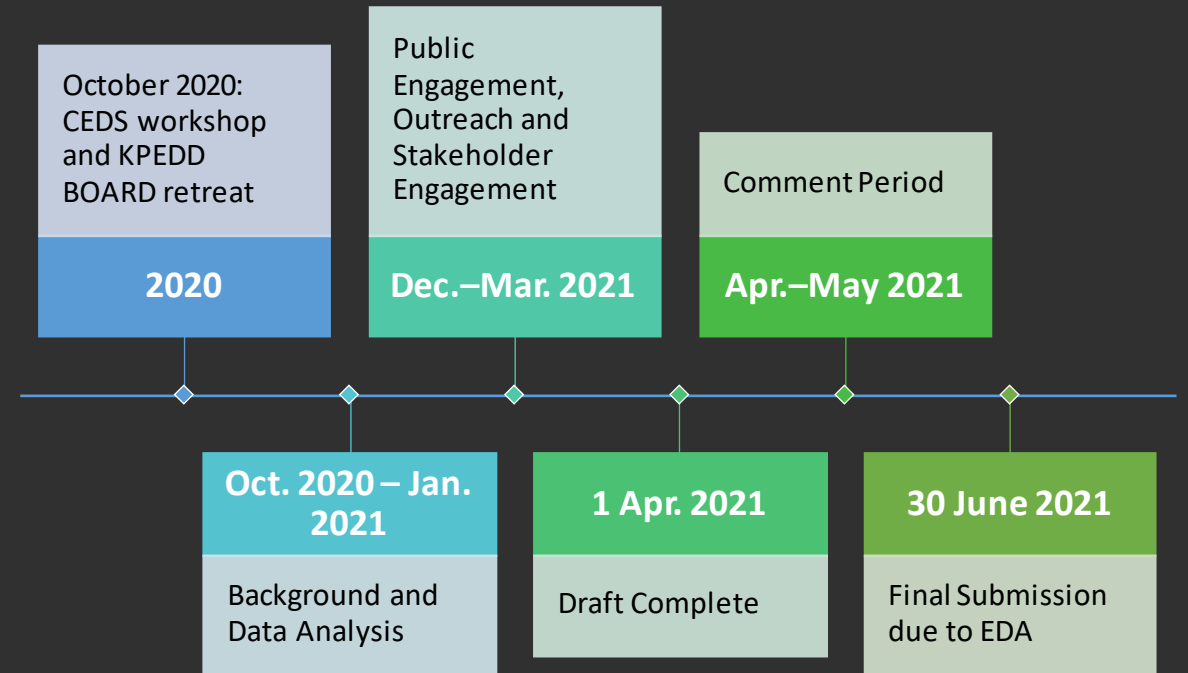


Perceptions on Risks to the Economy

Changes to the Fishing and Oil and Gas Industry are Viewed as Threats



CEDS TIMELINE to COMPLETION



When has having a CEDS made a difference?



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

- 7.0 magnitude 2018 Earthquake 2019
- Peninsula Wildfires; among the biggest fire seasons on record for the state
- COVID-19 Pandemic
- Alaska Railroad Corp's Alaska Freight Dock and Corridor Improvement Project (Seward)
- Expansion of Opportunity Zones (Borough Wide)
- DOT's Bridge Access Road Pedestrian Pathway (Kenai)
- Cook Inlet Commercial Fishery Support (Borough)
- Alaska Beauty Peony Cooperative (Homer)
- Challenger Learning Center Curriculum Expansion (Kenai)
- Homer Soil and Water Conservation District Specialty Crop Block Grant for Food Distribution Study
- Alaska Fish Nutrition



Investment in Broadband Infrastructure: A Universal Priority



A reoccurring priority deserves attention.....

Planning for Alaska's broadband future is imperative because the state lags in adequate statewide infrastructure. In fact, a December 2012 "State Broadband Index" developed by TechNet, an advocacy group comprised of innovators and technology leaders, ranks Alaska 49th of all 50 states in broadband adoption, network quality, and economic structure.

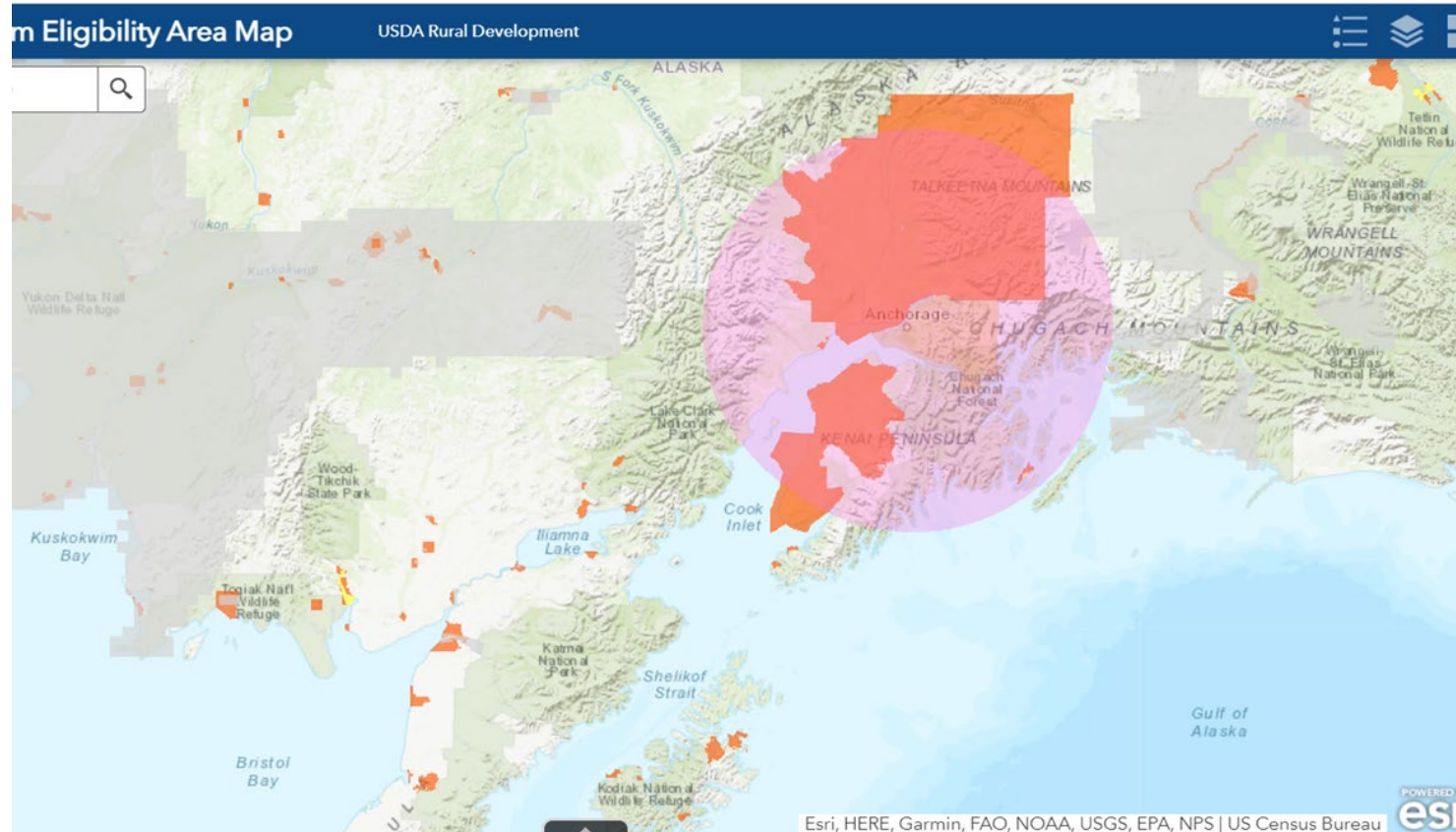
A second snapshot of the nation's technological health, published in December 2012 by the Information Technology & Innovation Foundation and called the "2012 State New Economy Index," benchmarked economic transformation in all 50 states by asking one simple question: To what degree does the structure of state economies match the ideal structure of the New Economy?

The research measured five indicators: knowledge jobs, globalization, economic dynamism, the digital economy, and the capacity to innovate. Alaska ranked 28th of all 50 states.

- State of Alaska's Statewide
Broadband Task Force Plan, 2014

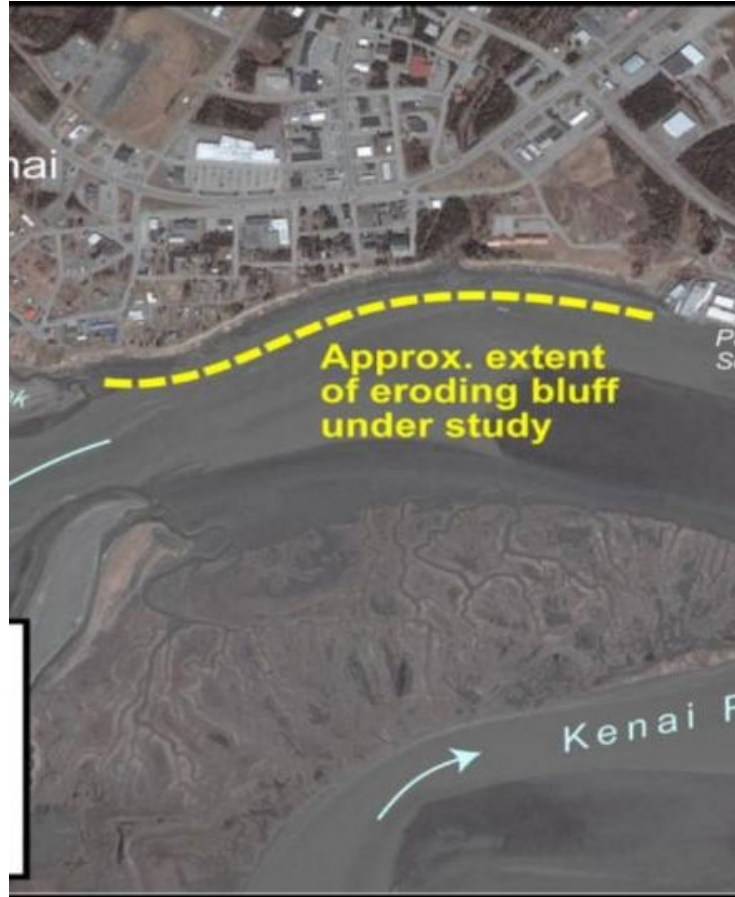


When leaders make investing in Broadband Infrastructure a Priority the opportunities for growth and development on the Peninsula begin to emerge.



- Encourage the development of businesses related to information technology, one of the fastest-growing segments of the U.S. economy.
- Enable hospitals and clinics to make better use of telemedicine.
- Provide our communities and residents with greater access to education through distance learning.
- Make the Kenai Peninsula more attractive to technology-driven businesses and corporations.
- Enhance public safety and emergency response systems.

Existing Identified Challenges on the Peninsula



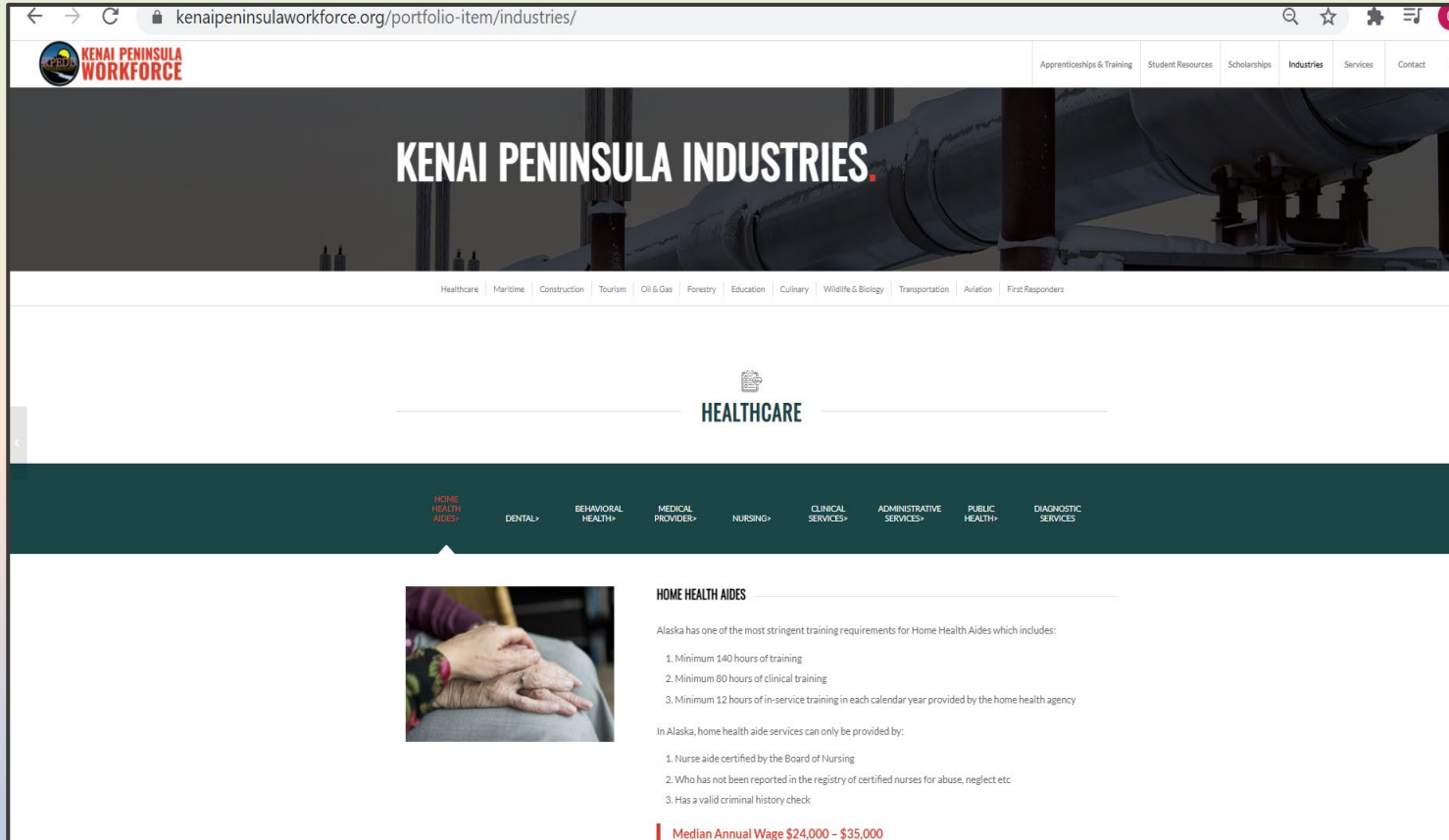
- Many of our challenges pose similar obstacles and pathways to resolve
- Erosion, a great example - which is occurring more and more along Alaska's coastline
- Land and resource management
- Access to reliable Broadband
- Creating economic stability and resiliency
- A rising tide floats all boats

kenaipeninsulaworkforce.org

“When a job opens up on the Kenai Peninsula, we want residents to be ready. Our region is filled with incredibly talented and driven individuals, ready to take on new challenges. Our job is to connect them with the resources they need to guarantee their success.”

-Tim Dillon, Executive Director

The screenshot shows the homepage of the Kenai Peninsula Workforce website. The header includes the logo 'KENAI PENINSULA WORKFORCE' and a navigation menu with links for 'Apprenticeships & Training', 'Student Resources', 'Scholarships', 'Industries', 'Services', and 'Contact'. The main content area features a large banner with a night sky background showing the aurora borealis and a yellow tent in the foreground. The banner text reads: 'THE BEST CAREER YOU WILL EVER FIND. LEARN MORE ABOUT THE KENAI PENINSULA'S CAREER OPTIONS' with a 'GIVE IT A TRY NOW' button. Below the banner are three columns of content: 'GET THE EDUCATION YOU NEED' with a sub-headline 'Whether you're exploring career ideas or shifting gears, find the right education that meets your goals, locally.'; 'FIND FUNDING OPPORTUNITIES' with a sub-headline 'Funding opportunities are available. Find out which options meet your future education goals.'; and 'GET HIRED' with a sub-headline 'YOU ARE READY. Discover your opportunities with the Kenai Peninsula Workforce'.



- In all, the site addresses 12 of the Kenai Peninsula's workforce industries including tourism, first responders, construction and education. It dives into what careers within different industries require of applicants. Someone interested in pursuing a career in health care, for example, could look at training requirements, median annual wages, education requirements, relevant degree programs on the peninsula and other general information by health care field.

Health Care

Oil and Gas

Wildlife and Biology

Maritime

Forestry

Transportation

Construction

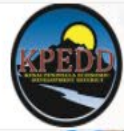
Education

Aviation

Tourism

Culinary

First Responders



Kenai Peninsula Economic Development District, Inc.

About

Region

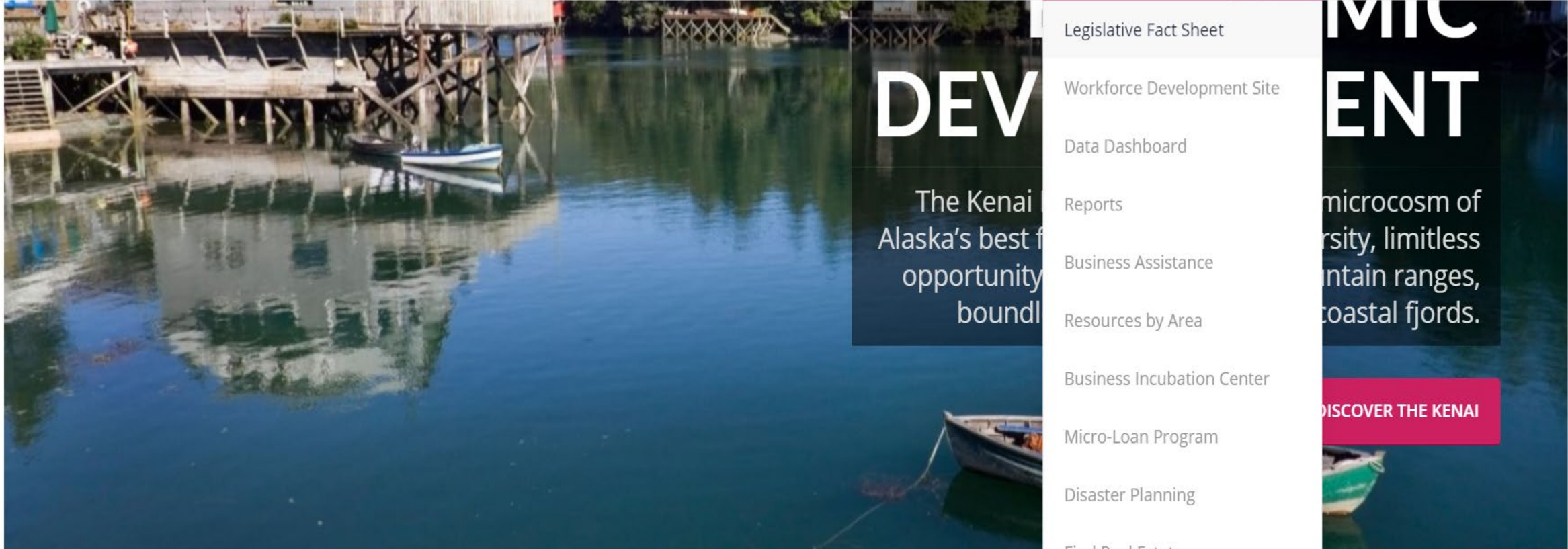
Industries

Overview

Tools & Resources

Partners & Investors

News & Events



Legislative Fact Sheet

Workforce Development Site

Data Dashboard

Reports

Business Assistance

Resources by Area

Business Incubation Center

Micro-Loan Program

Disaster Planning

Find Real Estate

Find a Realtor



KENAI PENINSULA



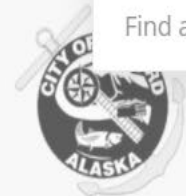
HOMER,



KENAI,



SELDOVIA,



SEWARD,



SOLDOTNA

SOLDOTNA,



2021 Economic and Demographic Factsheet

House District 29 - Representative Ben Carpenter
North Kenai

Income, Housing, and Employment	District	Rank*	Alaska
Median annual household income	\$67,550	26 of 40	\$77,640
Portion of income spent on housing	17%	33 of 40	21%
Poverty rate for all individuals	15%	7 of 40	11%
Poverty rate for children (under 18)	22%	6 of 40	15%
Percent aged 19-64 employed	66%	35 of 40	73%

Education and Internet	District	Rank	Alaska
Individuals age 25+ with high school diploma or higher	93%	23 of 40	93%
Individuals age 25+ with bachelor's degree or higher	21%	31 of 40	30%
Households with internet access	80%	33 of 40	86%

Population and Diversity	District	Rank	Alaska
Population	17,619	30 of 40	737,068
Individuals speaking a language other than English	8%	31 of 40	16%
Share of population that is non-white	18%	31 of 40	35%
Share of population that is Alaska Native (alone/in combination)	13%	24 of 40	20%

Health Care	District	Rank	Alaska
Individuals without health insurance coverage	17%	11 of 40	14%
Individuals with public health insurance coverage alone	20%	14 of 40	19%
Under age 19 using Medicaid/means-tested public coverage	39%	16 of 40	36%

Safety Net	District	Rank	Alaska
Households receiving SNAP/food stamps	9%	19 of 40	11%
Households with children under 18 receiving SNAP/food stamps	19%	12 of 40	16%
Households with Social Security Income	37%	1 of 40	23%
Children under 18 in households receiving public assistance	26%	14 of 40	23%

*Rank: 1 indicates the largest value, not necessarily the most favorable



2021 Economic and Demographic Factsheet

Senate District O - Senator Peter Micciche
Kenai/Soldotna/Seward

Income, Housing, and Employment	District	Rank*	Alaska
Median annual household income	\$66,545	15 of 20	\$77,640
Portion of income spent on housing	18%	16 of 20	21%
Poverty rate for all individuals	13%	5 of 20	11%
Poverty rate for children (under 18)	17%	5 of 20	15%
Percent aged 19-64 employed	68%	16 of 20	73%

Education and Internet	District	Rank	Alaska
Individuals age 25+ with high school diploma or higher	92%	16 of 20	93%
Individuals age 25+ with bachelor's degree or higher	22%	17 of 20	30%
Households with internet access	80%	16 of 20	86%

Population and Diversity	District	Rank	Alaska
Population	37,810	5 of 20	737,068
Individuals speaking a language other than English	8%	17 of 20	16%
Share of population that is non-white	19%	16 of 20	35%
Share of population that is Alaska Native (alone/in combination)	12%	14 of 20	20%

Health Care	District	Rank	Alaska
Individuals without health insurance coverage	14%	7 of 20	14%
Individuals with public health insurance coverage alone	20%	8 of 20	19%
Under age 19 using Medicaid/means-tested public coverage	37%	7 of 20	36%

Safety Net	District	Rank	Alaska
Households receiving SNAP/food stamps	10%	9 of 20	11%
Households with children under 18 receiving SNAP/food stamps	17%	7 of 20	16%
Households with Social Security Income	34%	1 of 20	23%
Children under 18 in households receiving public assistance	20%	9 of 20	23%

*Rank: 1 indicates the largest value, not necessarily the most favorable

Source: American Community Survey, 2015-2019

www.ua-ced.org/legislative-fact-sheets

Alaska Cares Top 7 Regions Funding Summary

Municipality of Anchorage-

1,438 applications approved for \$73,044,440.14

Kenai Peninsula-

1,041 applications approved for \$49,692,653.94

Matanuska Susitna Borough-

499 applications approved for \$20,970,195.59

Valdez/Cordova-

344 applications approved for \$17,462,932.26

Juneau Borough-

338 applications approved for \$16,491,879.47

Fairbanks-

309 applications approved for \$16,067,635.00

Ketchikan Borough-

238 applications for \$11,886,018.57



/

Funding Summary of Governmental Pandemic Support for Peninsula

PPP - \$72 Million

EIDL- \$55.7 Million

AK Cares- \$49.6 Million

Municipal Relief- \$20.38 Million

Total: \$197.68 Million

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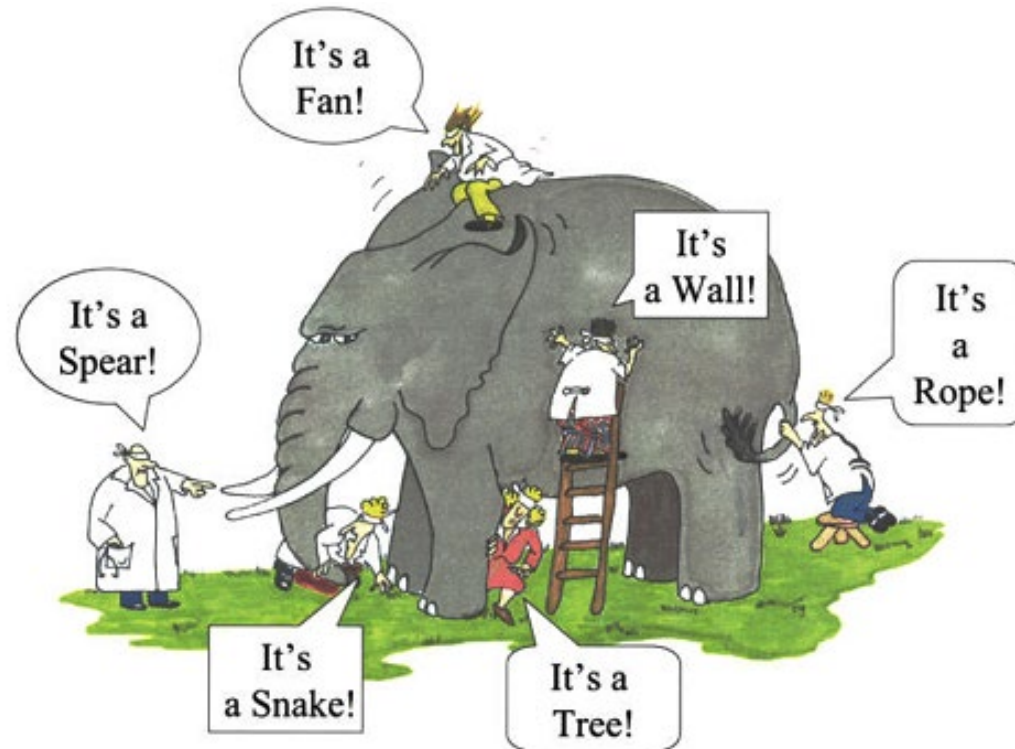
WE MAY HAVE ALL COME ON DIFFERENT
SHIPS, BUT WE'RE IN THE SAME BOAT
NOW.

- MARTIN LUTHER KING, JR.



It's important
to remember,
we are all
really the
same.

Don't forget the bigger picture.....





The Kenai Peninsula is vast; approximately 25,000 square miles. The size of West Virginia. It's intuitive that the Kenai Peninsula CEDS will be as vast in content as it is geographically.

*Thank you so very much for your
time, input and commitment to
our Kenai Peninsula.*

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