



Work Session

Sitka Economic Development Association



NEWS RELEASE

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Sitka Economic Development Association Releases New Five Year Strategic Plan

The Sitka Economic Development Association (SEDA) released an updated strategic plan this week, setting SEDA's priorities for economic development activities over the next five years.

During the planning process, the SEDA Board of Directors stated: *“No matter how ambitious our strategic plan is, it will not be possible to achieve our goals without first addressing the workforce concerns of our community, such as housing, childcare, and the cost of living. Without a strong and stable workforce, our plan will have obstacles to move forward.”*

The Strategic Plan for the next five years focuses on the following areas:

- Enhancing Sitka’s maritime sector;
- Leveraging locally based natural resources & assets;
- Supporting the development of housing (especially affordable for our workforce);
- Maintaining and developing essential infrastructure;
- Supporting workforce development & vocational education; and
- Preparing for senior grown & development of retirement industry.

Specific activities and projects are targeted to:

- Create living wage employment opportunities;
- Increase activity in primary industries that bring new money into the local economy;
- Increase private investment in the community;
- Expand the City's tax base; and
- Ensure transportation, communication, and other necessary infrastructure is developed and maintained to support the needs of business and residents.

Details are available in the Strategic Plan which can be downloaded from the SEDA website at www.sitka.net.

The Sitka Economic Development Association (SEDA) was established on January 23, 1997.

SEDA’s mission is to *“foster a business climate that is receptive and conducive to existing and new business, help promote the creation of family wage jobs, and enhance the quality of life for Sitkans.”*

Sitka Economic Development Association Strategic Plan 2023



Prepared by
Rain Coast Data

Updated by
SEDA

SEDA Strategic Plan 2023

Strategic Direction Objectives & Action Items

Sitka Economic Development Association Mission

Foster a business climate that is receptive and conducive to existing and new business, help promote the creation of family wage jobs, and enhance the quality of life for Sitkans.

This Strategic Plan was formulated by the Sitka Economic Development Association (SEDA) Board at a planning meeting held on December 4, 2015. The plan was updated in 2021 and 2023. The plan sets the strategic direction objectives and actions for SEDA over the next five years. This is a living plan and action items are not set in any priority.

❖ Enhance Sitka's Maritime Sector

- ◆ **Develop and support the local seafood & fisheries sector.**
 - Research innovative ways to increase the value of the fishery.
 - Support the development of a mariculture industry.
 - Explore new product and species development.
- ◆ **Continue to support Sitka's marine services.**
 - Maintain services to keep ship and boat work in Sitka.
 - Reduce leakage of maritime jobs from Sitka.

❖ Leverage Locally Based Natural Resources & Assets

- ◆ **Water**
 - Continue to market and manage bulk and bottling water resources.
- ◆ **Explore opportunities for mineral resource development.**
- ◆ **Utilize scenic assets to grow the visitor industry.**
 - Support Visit Sitka's role in visitor marketing.
- ◆ **Research development of other local assets.**

Support Development of Housing

- ◆ Increase the level of housing stock available for Sitka's workforce.
- ◆ Open additional lands for housing construction, including off grid living.
- ◆ Investigate high-density housing concepts, such as trailers, manufactured homes, and mini homes.
- ◆ Support SCLT, BIHA, etc.
- ◆ Research zoning and building codes effects on housing density and construction costs.
- ◆ (For development of senior housing: See Senior Growth objective.)

Maintain and Develop Essential Infrastructure

- ◆ Continue to support and develop transportation infrastructure.
 - Roads
 - Ferries
 - Airports
- ◆ Increase telecommunications connectivity to Sitka.
- ◆ Maintain and grow Sitka's marine infrastructure.
 - Harbors
 - Docks
- ◆ Continued development of the Gary Paxton Industrial Park.
- ◆ Other

Support Workforce Development & Vocational Education

- ◆ Determine how to train Sitka's youth for Southeast Alaska jobs.
 - Partner with UAS and others on workforce development.
- ◆ Attract additional local workforce.

❖ Prepare For Senior Growth & Development of Retirement Industry

- ◆ **As Sitka's population continues to age, work to support the needs of a growing senior population.**
 - Develop housing concepts suitable and desirable for Sitka's seniors.
 - Work with other regional partners to investigate opportunities to support and retain Sitka's older populace.

❖ Support Other Economic Enterprises

- Health care industry
- Energy
- Government
- Manufacturing
- Support existing local businesses
- New business development