



Economic Development in the Kodiak Archipelago

November 30, 2011

Discussion Notes

CHALLENGES

- 1) High Shipping Cost.
- 2) Need of public transportation due to the high fuel cost.
- 3) Expanding the market for local merchandise.
- 4) Lack of local place to sell made in Kodiak products for cottage industry.
- 5) Utilization of old Mark Air Building.
- 6) Business Start-up and development workshops.
- 7) Limited locations to house small businesses.
- 8) Expensive, unreliable broadband.
- 9) Remoteness, limited customer base.



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SOLUTIONS

- 1) Establish a Co-Op to gain access to bulk shipping rates.
- 2) Rent a booth at Anchorage's Saturday Market during the cruise ship season to sell made in Kodiak products. Booth can be operated interchangeably by the participating businesses and promoted with a brochure.
- 3) Provide business development workshops.
- 4) Establish public transportation.
- 5) Work with existing Made in Kodiak group or establish a new Kodiak products group.
- 6) Research how old Mark Air building could be converted into a store providing local products for transient visitors.
- 7) Establish a mentorship program.
- 8) Look for ways to establish a business service center to share services.
- 9) Establish a network for buying and selling businesses in Kodiak.
- 10) Help small businesses access trade shows in other areas
- 11) Greater access to debt and equity financing
- 12) Look at successful models, such as Cost Savers buying from Costco and passing along savings to customers.
- 13) Increase amount of value-added seafood – FITC.
- 14) Increase sales to Anchorage and other parts of the world.
- 15) Create Kodiak products website.
- 17) Make Kodiak zoning codes more business friendly.



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NEXT STEPS

Shipping Co-op

- Provide a workshop on "How to establish a Co-Op in Kodiak". Source: Andrew Crow from UA Center for Economic Development.
- Establish a work group formed by local businesses to identify specific shipping needs/modes etc. This also can be done via surveys. This type of research may help transportation and freight carriers to provide/offer specific bulk shipping program for the shipping Co-op.

Made in Kodiak

- Learn about the structure of the current Made in Kodiak website and how local products could be sold through the following website <http://www.shop.madeinkodiak.com/>
- Develop a marketing campaign to bring recognition to the group.
- If necessary, develop a website that would provide wider access for Kodiak cottage industries.

Workshops for Small Businesses

- Work with small business development organizations to host workshops in Kodiak.
- Poll small businesses to help determine topics.
- Include successful models, such as Cost Savers buying from Costco and passing along savings to customers, increasing added value to products.

Local Products Store

- Gather background information on the Mark Air Building, including lease requirements/incentives.
- Look at other possible locations for store. Develop and submit proposal (s).



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Kodiak Representation at Anchorage's Saturday Market

- Establish a work group to discuss ideas regarding to possibility of forming a local merchant group who would like to attend Anchorage's Saturday market.
- Develop a merchant list including their company info and product/goods.
- Develop a plan to discuss the structure of the group and ways to operate the booth.
- Develop a marketing campaign and brochure.

Increasing Sales of Kodiak Products Outside of Alaska

- Research ways that Kodiak products could be marketed at trade shows outside of Alaska.
- Start with Alaska Department of Commerce and Community Economic Development for ideas.

Local Networks

- Establish networks for obtaining advice (mentorship), buying and selling businesses, and greater access to debt and equity financing.
- Determine the best type of mode for the network.
- Consider using LinkedIn or another online tool, as well as a referral service through the Chamber.

Kodiak Zoning Codes

- Kodiak Island Borough has been working on the Zoning Code Revision Project. Borough Community Development Department is seeking community participation. Please, visit the following website and provide your feedback. <http://www.kodiakak.us/index.aspx?NID=431>

Broadband

- Poll business owners throughout Kodiak Island to determine reliability of current broadband system.
- Contact government agencies and private companies to determine best possible solution(s).
- Research grants available to help fund broadband improvements.