

# Ketchikan Marine Industry Council



***Purpose: "Identify and Promote Ketchikan's Marine Enterprise"***

**Contact: Jason Custer, Project Coordinator  
[ketchikanMIC@gmail.com](mailto:ketchikanMIC@gmail.com) or 907-225-4166 x 13**

# Ketchikan Marine Industry Council



## Action Items:

The Ketchikan Maritime Industry Council has identified the follow tasks as “action items” for 2012-2013:

1. Develop and maintain a website, sector map tools, and other resources showcasing Ketchikan’s Maritime Industry Sector — FUNDING RECEIVED, WORK UNDERWAY
2. Conduct market analysis, including “gap analysis” of investment opportunities
3. Analyze and prioritize capital projects for investment
4. Develop regional workforce investment system
5. Establish a regional maritime policy

The Ketchikan Gateway Borough has also established a “matching fund reserve” to assist in meeting match requirements of federal – or other – grant opportunities which can support growth of Ketchikan’s maritime economy.

# Ketchikan Marine Industry Council



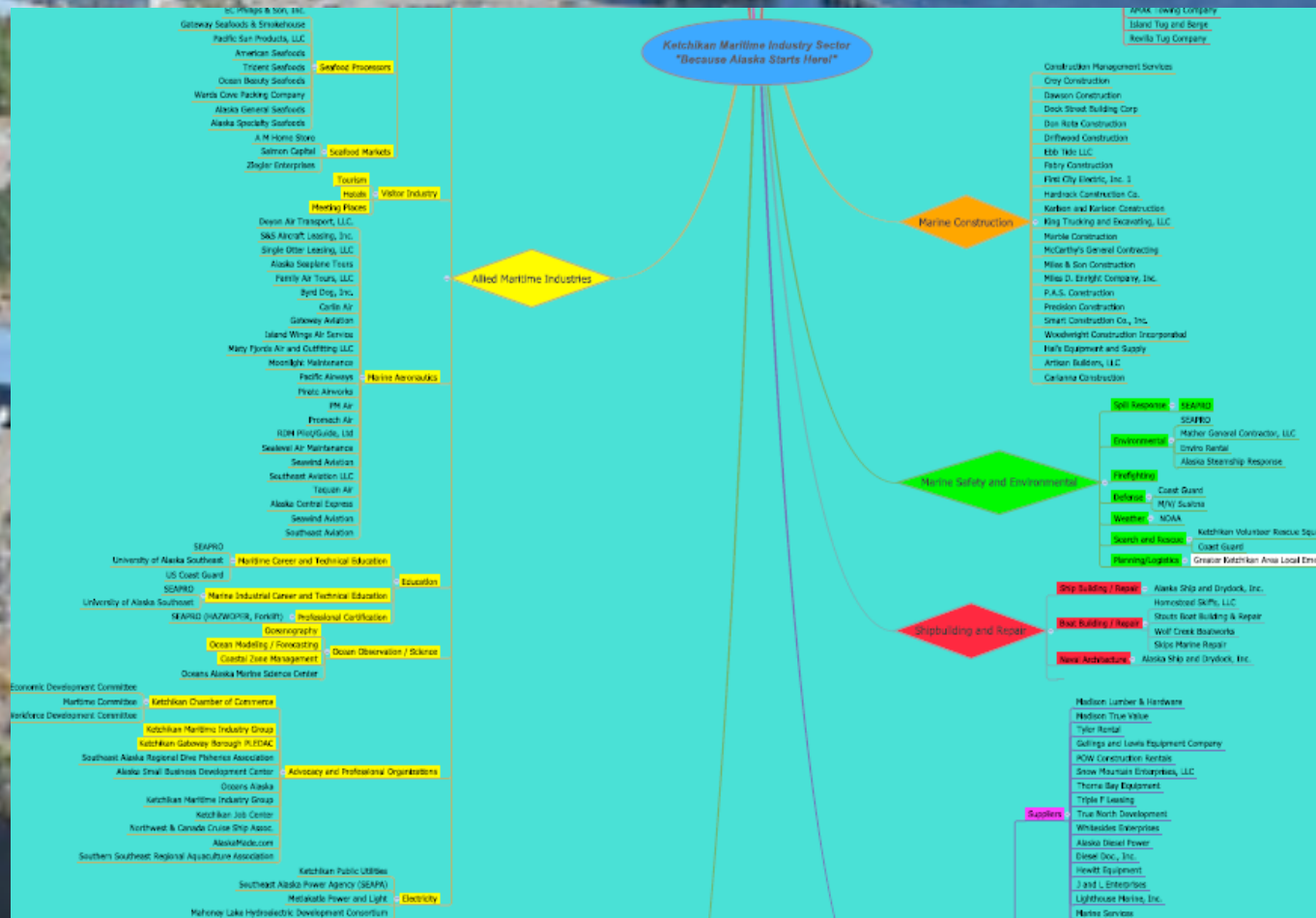
## Program Outcomes:

- Recognition of Ketchikan's maritime enterprise
- Increased market insight and access
- Improved maritime industry business climate, via industry-led advocacy and policy development
- Key maritime infrastructure needs are identified and prioritized for investment
- Increased access to business partners and customers
- New private sector investment
- Increased access to investors
- Expanded maritime industry supply chain
- Increased access to skilled workforce
  - Ketchikan-region workforce investment/improvement system
  - Prevent workforce shortages by steering and supporting training strategies
  - New systems for connecting with skilled workers and fulfilling immediate needs

# Ketchikan Marine Industry Council

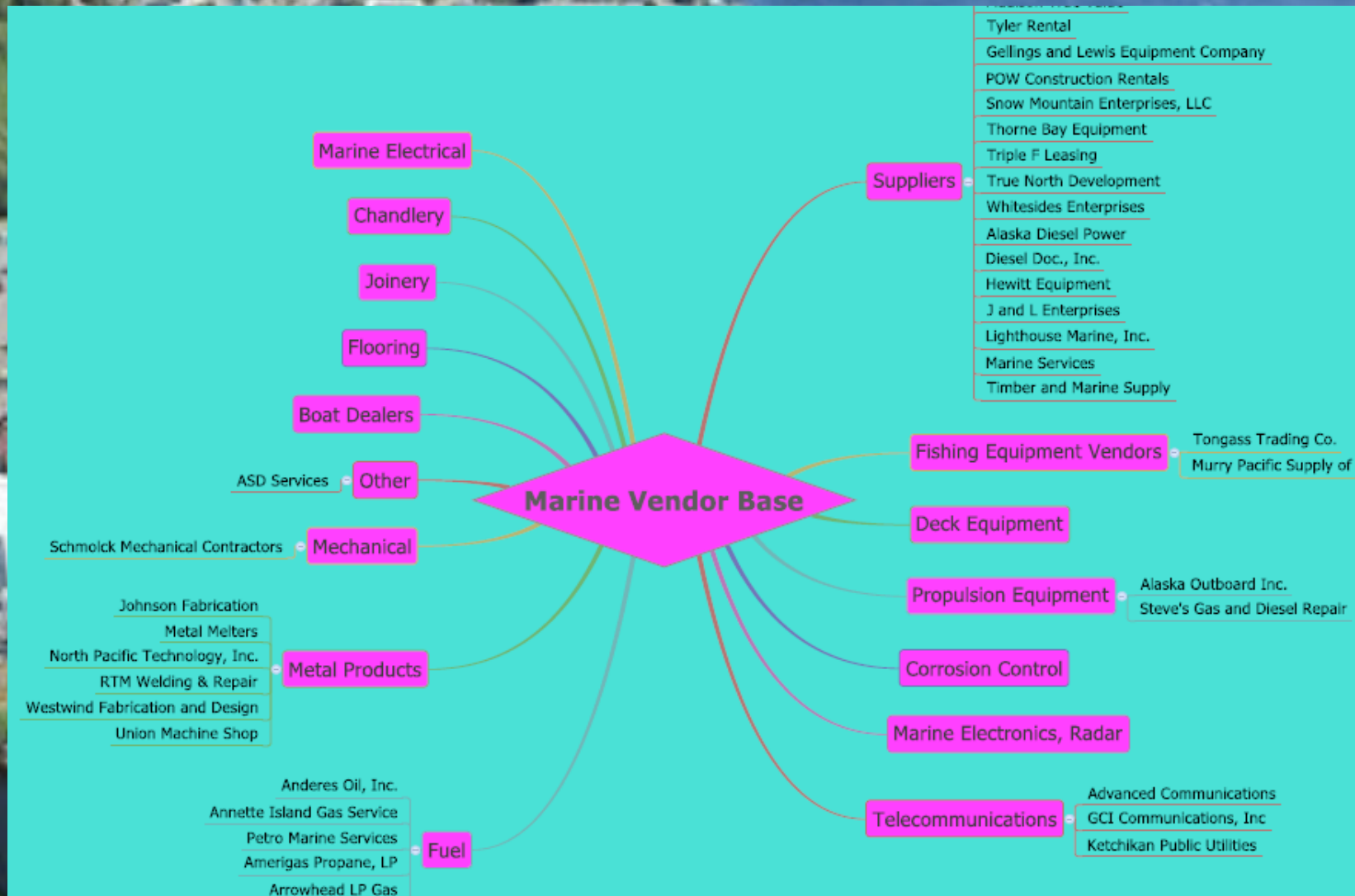


Approximately 300 Ketchikan-area maritime businesses identified.



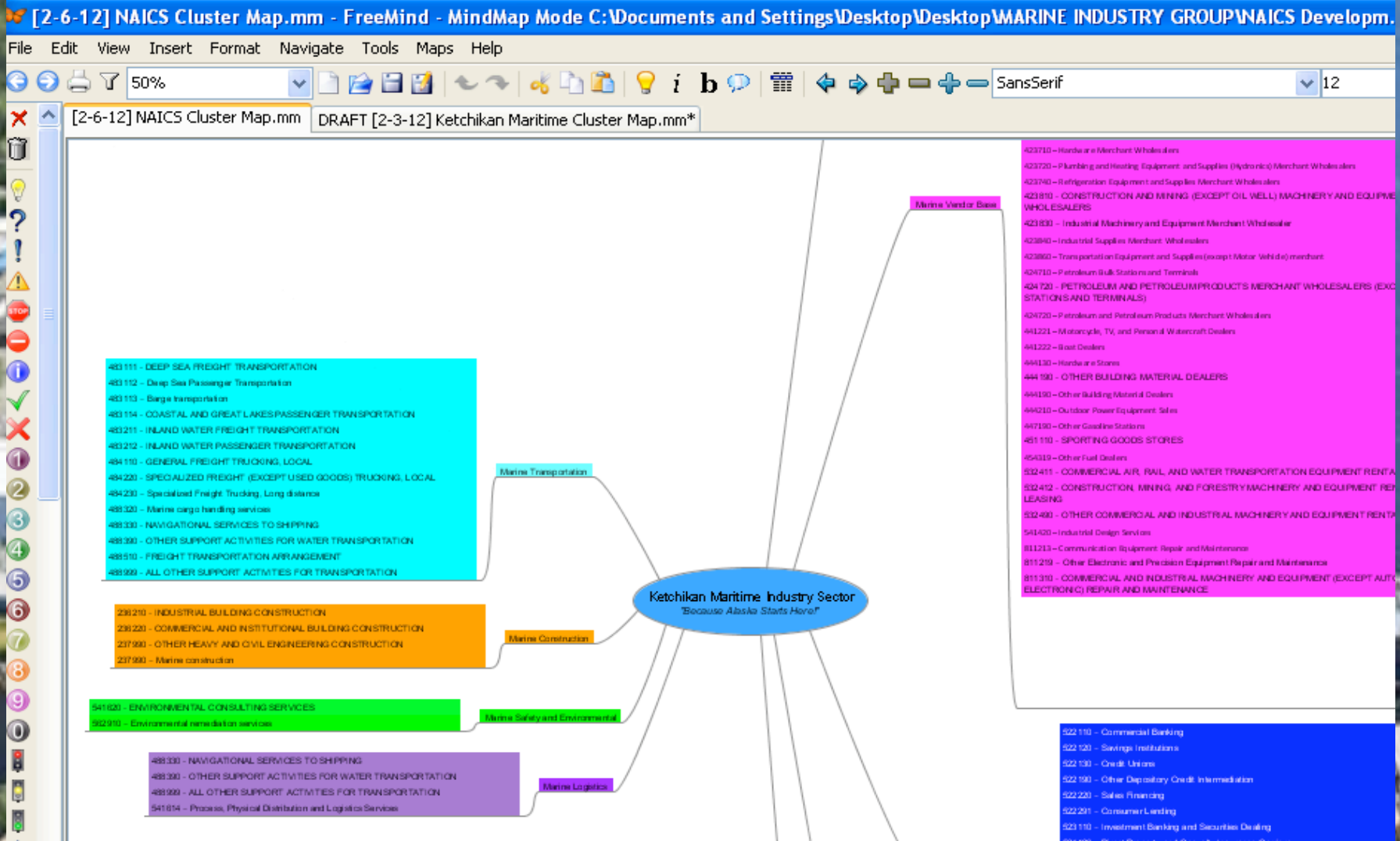
Business-level Xmind think map format categorizes and displays individual Ketchikan maritime industry businesses within a dynamic map framework.

# Ketchikan Marine Industry Council



Customizable functions will allow users to map specific industry subsectors, identify vendors suitable for key goods/services, analyze supply chain gaps, and more.

# Ketchikan Marine Industry Council



NAICS classification reorganized within "thinkmap" environment, demonstrating the maritime industry's cross-cutting impacts.

# Ketchikan Marine Industry Council



A screenshot of the Google Earth web interface. The main window shows an aerial satellite view of a harbor area with several yellow pushpins marking specific locations. The interface includes a search bar at the top left with the text "Find anything or get directions. Click to expand/collapse." and a "Fly To" dropdown menu. Below the search bar is a "Places" list with several items checked, including "Moran Harbor", "Cruise Ship Berth 4", "Float Plane Cluster (Multiple)", "Small Dock Cluster", "Newtown Area Infrastructure", "Bar Harbor South", "Bar Harbor North", "Alaska Marine Lines", "EC Phillips", "Interisland Ferry Authority", "Unknown? ramp / float plane", and "AMHS Terminal". At the bottom left is a "Layers" panel with options for "Primary Database", "Borders and Labels", "Places", "Photos", and "Roads". The "Earth Gallery" button is also visible.

**Online geospatial environment –  
identifying and mapping key maritime infrastructure w. Google Earth**

# Ketchikan Marine Industry Council

A screenshot of the Google Earth web interface. The main view is an aerial satellite image of an industrial facility, likely a shipyard or drydock, with several large buildings and a body of water. A yellow pin is placed on one of the buildings. A dialog box titled "Google Earth - Edit Placemark" is open in the foreground. The dialog box has a blue header and a close button (X). It contains the following fields:

- Name: Alaska Ship and Drydock
- Latitude: 55°21'20.83"N
- Longitude: 131°41'50.84"W

Below these fields are tabs for "Description", "Style, Color", "View", and "Altitude". Under the "Description" tab, there are two buttons: "Add link..." and "Add image...". Below these buttons is a text area containing the placeholder text "[BUSINESS DESCRIPTION]" and "[CONTACT] [INFO]".

**Google Earth platform will offer infrastructure profiling, featuring photos, links, business / contact info, and more.**

# Ketchikan Marine Industry Council



Marine Initiative Catalogue - Google Docs

Gmail Calendar Documents Photos Sites Search More

ketchikanmic@gmail.com

Google

Marine Initiative Catalogue x

Docs

CREATE

- \* Timesheets
- Color Coded Data
- EDA Technical Assistance Grant
- Ketchikan Business Lists / Info
- Marine Initiative Catalogue**
- Maritime Infrastructure Inventory
- MIC Archives
- MIC Cluster Map
  - Free Mind Sketches
  - Ketchikan Business Lists / Info
  - NAICS Code for Maritime Clusters 1-23-201
- MIC Workplan

<input type="checkbox"/>	TITLE	OWNER	LAST MODIFIED
<input type="checkbox"/>	★ X Marine Initiative Catalogue [2-7-2012].xls Shared Work Pr	me	3:13 pm me
<input type="checkbox"/>	★ Uruguay Shipbuilding Cluster.pdf Shared	me	Feb 7 me
<input type="checkbox"/>	★ U of Alaska 2011-10-11 Allied Fisheries Inventory and Pl: me	me	Feb 7 me
<input type="checkbox"/>	★ Spanish Maritime Who is Who.pdf Shared	me	Feb 7 me
<input type="checkbox"/>	★ Spanish Maritime Cluster.pdf Shared	me	Feb 7 me
<input type="checkbox"/>	★ Social Footprint of Ports.pdf Shared	me	Feb 7 me
<input type="checkbox"/>	★ Singapore Maritime Cluster.pdf Shared	me	Feb 7 me
<input type="checkbox"/>	★ Shipbuilding Clusters -- Americas First Clusters.pdf Shar	me	Feb 7 me
<input type="checkbox"/>	★ Seattle Maritime Study - 2009.pdf Shared	me	Feb 7 me

Google Docs “cloud” established for the project allows for efficient work flow and collaboration, and assures transparent processes.

# Ketchikan Marine Industry Council



## Ketchikan Marine Industry Council

Identify and Promote Ketchikan's Marine Enterprise

Search

Actions and Outcomes

Work Products

Sponsors & Participants

Contact

Home

### Action Items:

The Ketchikan Maritime Industry Council has identified the following tasks as "action items" for 2012-2013:

1. Develop and maintain a website, sector map tools, and other resources showcasing Ketchikan's Maritime Industry Sector — FUNDING RECEIVED, WORK UNDERWAY
2. Conduct market analysis, including "gap analysis" of investment opportunities
3. Analyze and prioritize capital projects for investment
4. Develop regional workforce investment system
5. Establish a regional maritime policy

The Ketchikan Gateway Borough has also established a "matching fund reserve" to assist in meeting match requirements of federal – or other – grant opportunities which can support growth of Ketchikan's maritime economy.

### Program Outcomes:

- Recognition of Ketchikan's maritime enterprise
- Increased market insight and access
- Improved maritime industry business climate, via industry-led advocacy and policy development
- Key maritime infrastructure needs are identified and prioritized for investment
- Increased access to business partners and customers
- New private sector investment
- Increased access to investors
- Expanded maritime industry supply chain
- Increased access to skilled workforce
  - Ketchikan-region workforce investment/improvement system
  - Prevent workforce shortages by steering and supporting training and pipeline strategies
  - New systems for connecting with skilled workers and fulfilling immediate needs

The time to invest in Ketchikan's regional maritime industry sector is now... so LET'S GET TO WORK!

### Ketchikan Maritime Industry Council

P.O. Box 5957, Ketchikan, Alaska 99901 - Phone: 907-225-4166 x 13

KetchikanMIC@gmail.com

Copyright 2012 © All right reserved

login

Public website framework established: [www.ketchikanmarineindustry.com](http://www.ketchikanmarineindustry.com)

# Ketchikan Marine Industry Council



## Other Work Products in Development:

- Inventory of regional, US, and world maritime initiatives allows for replication of best practices, and alignment of goals.
- Survey of private sector maritime industry leadership
  - Inventory of Ketchikan-region maritime industry businesses
  - Inventory of maritime industry cluster NAICS codes
    - Statistics, employment / wage data, etc.



# Ketchikan Marine Industry Council



**Thanks... and let's GET TO WORK!**

**Contact: Jason Custer, Project Coordinator**  
**[ketchikanMIC@gmail.com](mailto:ketchikanMIC@gmail.com) or 907-225-4166 x 13**