

KETCHIKAN MARINE INDUSTRY COUNCIL



*“Identify and
Promote Alaska’s
Marine Enterprise”*

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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 learning and training strategies
 - New systems for connecting with skilled workers and fulfilling immediate needs

Marine Industry Growth: Coming Soon to a Harbor Near You.

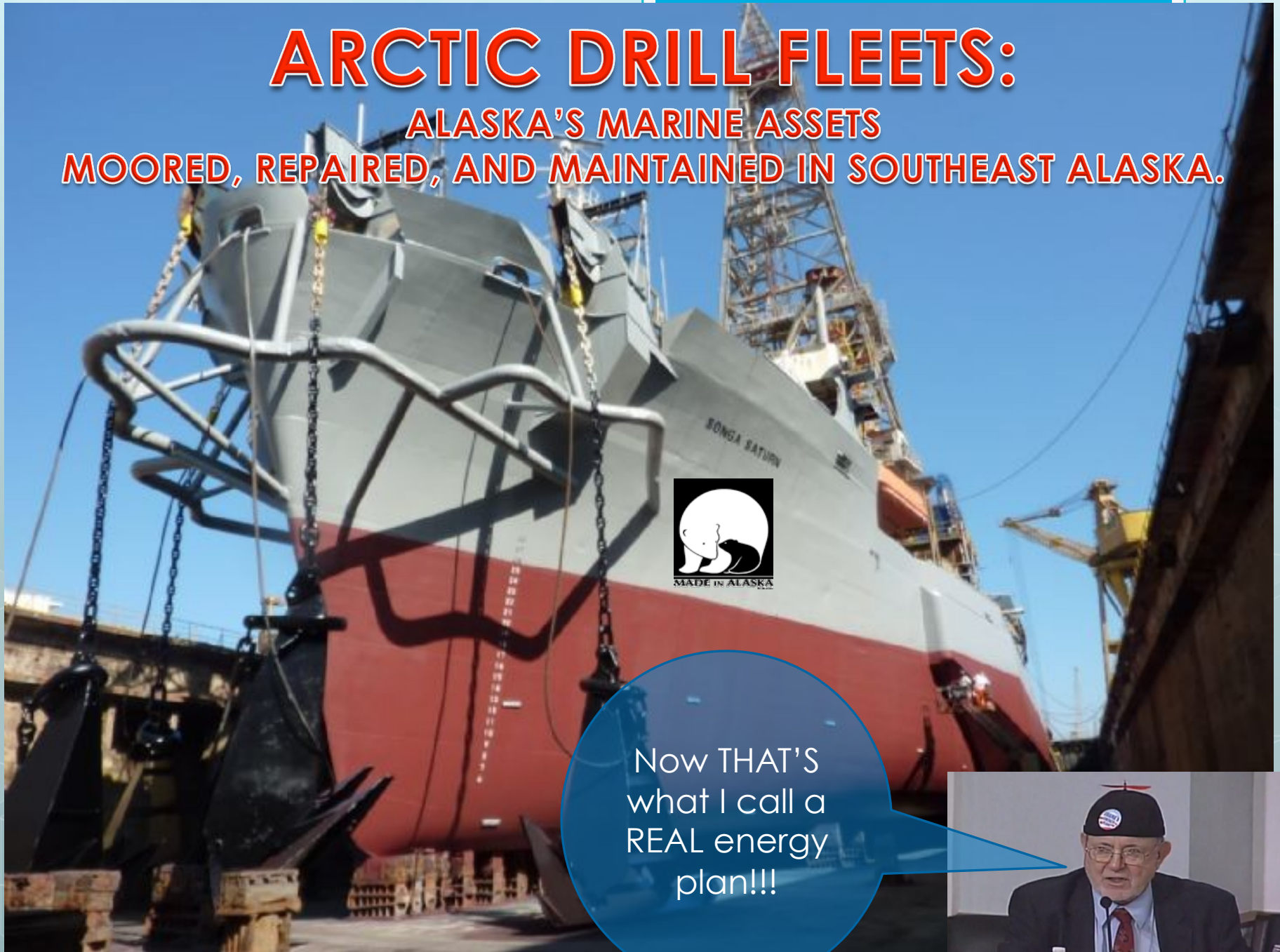


SOUTHEAST ALASKA: THE ARCTIC STARTS HERE!



ARCTIC DRILL FLEETS:

ALASKA'S MARINE ASSETS
MOORED, REPAIRED, AND MAINTAINED IN SOUTHEAST ALASKA.



Now THAT'S
what I call a
REAL energy
plan!!!



ARCTIC VISITOR INDUSTRY: Departing from Southeast Alaskan Ports



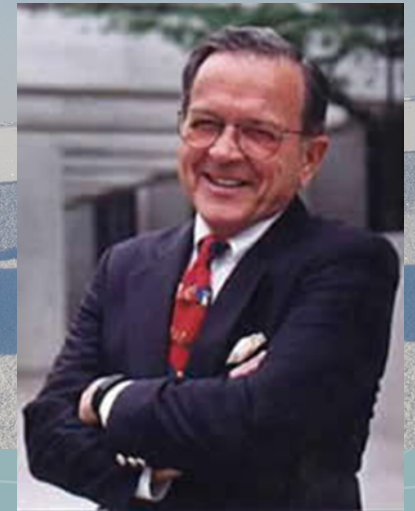
ARCTIC SHIPPING:

Average Transportation Cost Reduction: 40%



ARCTIC SECURITY:

Protecting US Natural Resources and National Strategic Interests



ARCTIC OCEANOGRAPHY AND OBSERVATION

Alaska Regional Research Vessel R/V Sikuliaq -- Coming Soon



ARCTIC OIL SPILL RESPONSE





Funding

- Initial private industry funding (foundation)
- Leveraging of government, philanthropic match



Methodology

- Industry-led, industry-engaged
- Application of private sector expertise, experience, and talent
- Private sector stakeholders help researchers ensure accurate and useful results



Results

- Support and follow-through by private sector stakeholders
- Most accurate reflection of current and future economic climate
- ACTION supporting increased job creation, job quality, competitiveness, and prosperity



**Greater Ketchikan Chamber of Commerce
(Umbrella Organization)**

Private Sector Funders

Alaska Marine Lines	Alaska Power & Telephone	Alaska Ship & Drydock	Anderes Oil, Inc.
Aurora Sportfishing	Best Western Landing	Boyer Towing	Cape Fox Corporation
Northland Services	Olsen Marine	Power Systems and Supplies of Alaska	Southeast Stevedoring

Ketchikan Indian Community SSEATEC

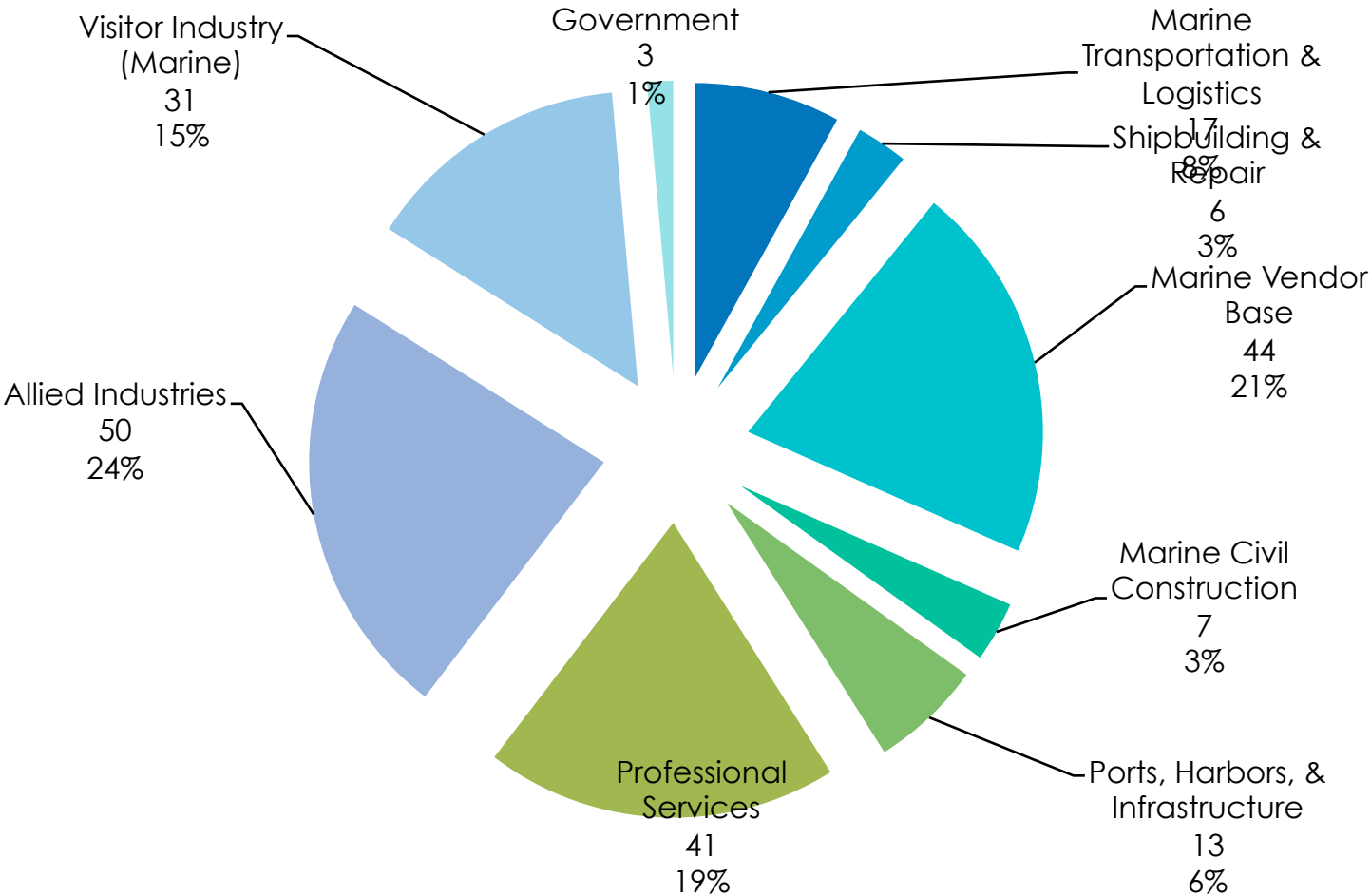
Alaska Construction Academy

Matching Funds: Ketchikan Gateway Borough

Agreement for Technical Services: City of Saxman



212 Ketchikan Marine Industry Businesses in 9 Parent Categories



Note: Not reflective of business size.



Marine Industry Sector Composition – Expansive!

- **NAICS**

- 178 NAICS subsectors (6-digit), dispersed across 17 NAICS parent categories (2-digit)
- 44 manufacturing-related subsectors
- 116 of these categories, or 66%, have a STEM (Science, Technology, Engineering, Math) component
- NAICS organization/taxonomy poorly suited to depicting the maritime sector

- **Davison's Marine Yellow Pages**

- 387 business types
- 252 business types within the marine vendor base
- Created through and reflective of current private sector trends / demand





KMIC Work Products

www.ketchikanmarineindustry.com

- **Reports / Data Tables** – Sector composition report (looking for additional industry input)
- **Infrastructure Profiles** – Deep water ports, harbors, and supporting infrastructure
- **Geospatial Maps** -- Google Earth Map Layer (Coming Soon), Flyover Tours (Youtube)
- **Sector Maps** – Draft .pdf file on website, Xmind
- **Industry Surveys (Coming Soon – Now Hiring!)**
- **Industry Input** -- Products are linked with Google+ to facilitate direct update of business information (contact info, website, photos, etc.) by business owners.
- **Marine Alliance Catalogue, with Links**
- **Opportunity Maps** (In development)

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START YOUR OWN MARINE INDUSTRY COUNCIL

**YOUR
MARINE
INDUSTRY
COUNCIL!**



KMIC Next Steps

- **Collect additional industry input**
- Polish and promote content, build awareness
- Identify and pursue growth opportunities
- Continuous quality improvement (CQI): “Add value” and enhanced functionality to existing tools
- Establish workforce investment system (Endowment or “Permanent Fund?”)
- Establish criteria/policy for investment in marine infrastructure
- Inform maritime policy

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Alaska

Shipbuilding & Repair

Alaska Ship & Drydock

Infrastructure:

Alaska Power & Telephone
Cape Fox Corporation

Visitor Industry:
Aurora Sportfishing



Marine Vendor Base:
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Allied Industries

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