Ketchikan Marine Industry Council

Purpose: “Identify and Promote Ketchikan's Marine Enterprise”

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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 strategies
  -- New systems for connecting with skilled workers and fulfilling immediate needs
Business-level Xmind think map format categorizes and displays individual Ketchikan maritime industry businesses within a dynamic map framework.
Customizable functions will allow users to map specific industry subsectors, identify vendors suitable for key goods/services, analyze supply chain gaps, and more.
NAICS classification reorganized within “thinkmap” environment, demonstrating the maritime industry's cross-cutting impacts.
Online geospatial environment – identifying and mapping key maritime infrastructure w. Google Earth
Google Earth platform will offer infrastructure profiling, featuring photos, links, business / contact info, and more.
Google Docs “cloud” established for the project allows for efficient work flow and collaboration, and assures transparent processes.
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The time to invest in Ketchikan’s regional maritime industry sector is now... so LET’S GET TO WORK!
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.
Thanks... and let's GET TO WORK!

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