“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
212 Ketchikan Marine Industry Businesses in 9 Parent Categories

- **Visitor Industry (Marine)**: 31 (15%)
- **Allied Industries**: 50 (24%)
- **Government**: 3 (1%)
- **Professional Services**: 41 (19%)
- **Marine Transportation & Logistics**: 17 (8%)
- **Shipbuilding & Repair**: 6 (3%)
- **Marine Vendor Base**: 44 (21%)
- **Marine Civil Construction**: 7 (3%)
- **Ports, Harbors, & Infrastructure**: 13 (6%)

*Note: Not reflective of business size.*

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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

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KMIC Work Products
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- **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)
START YOUR OWN MARINE INDUSTRY COUNCIL

YOUR MARINE INDUSTRY COUNCIL!

ALASKA MARINE INDUSTRY COUNCIL

KETCHIKAN 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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**Transportation & Logistics:**
- Boyer Towing
- Alaska Marine Lines
- Northland Services
- Olson Marine
- Southeast Stevedoring
- Power Systems & Supplies of Alaska

**Shipbuilding & Repair**
- Alaska Ship & Drydock

**Visitor Industry:**
- Aurora Sportfishing

**Infrastructure:**
- Alaska Power & Telephone
- Cape Fox Corporation

**Allied Industries**
- Best Western Landing
- Ketchikan Indian Community SSEATEC
- Ketchikan Chamber of Commerce
- Alaska Construction Academy

**Marine Vendor Base:**
- Anderes Oil, Inc.