

# Charting Wasilla's Economic Development Future

## *Comprehensive Economic Development Strategy (CEDS)*

Economic Summit

November 4, 2022

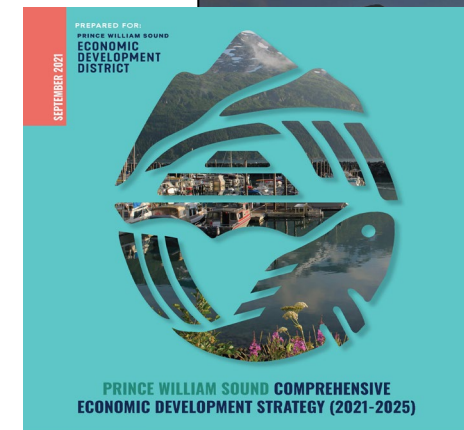
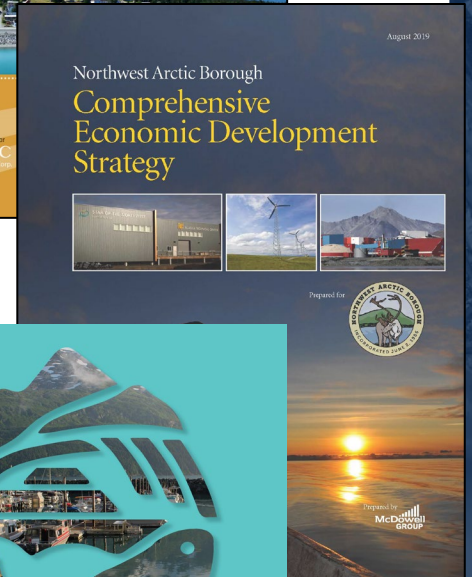
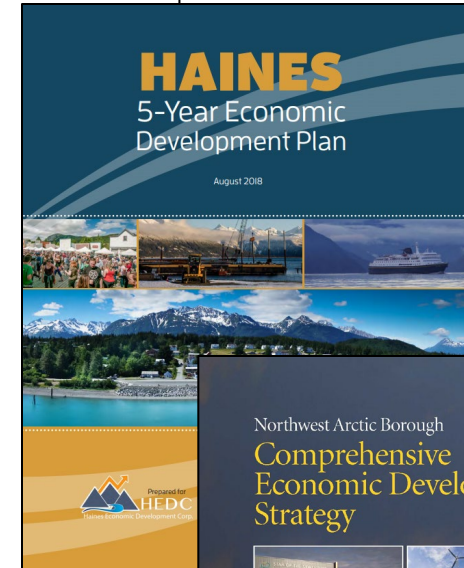
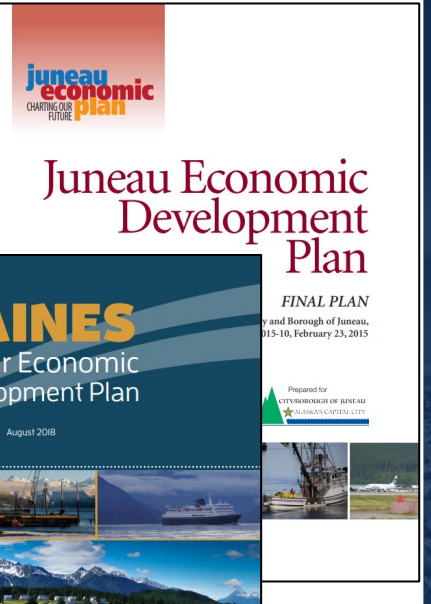
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PREPARED FOR:



# WHO ARE WE?

- Formerly McDowell Group
- Celebrating 50 years
- Offices in Anchorage and Juneau
- Economic Analysis, Community Economic Planning, Business Development, Survey Research and others
- Numerous economic development strategies
- Several projects based in Wasilla and Mat-Su Borough
- Community Engagement Project Support: **Huddle Alaska**



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# Creating a Comprehensive Economic Development Strategy (CEDS)

# CEDS Logic

## Vision Statement

Where do we want to be in the next 10-20 years?



Where are we now?

Where do we want to go?

What needs to happen to get there?

How do we get there?

How are we doing?  
What can we do better?

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## CEDS Methods

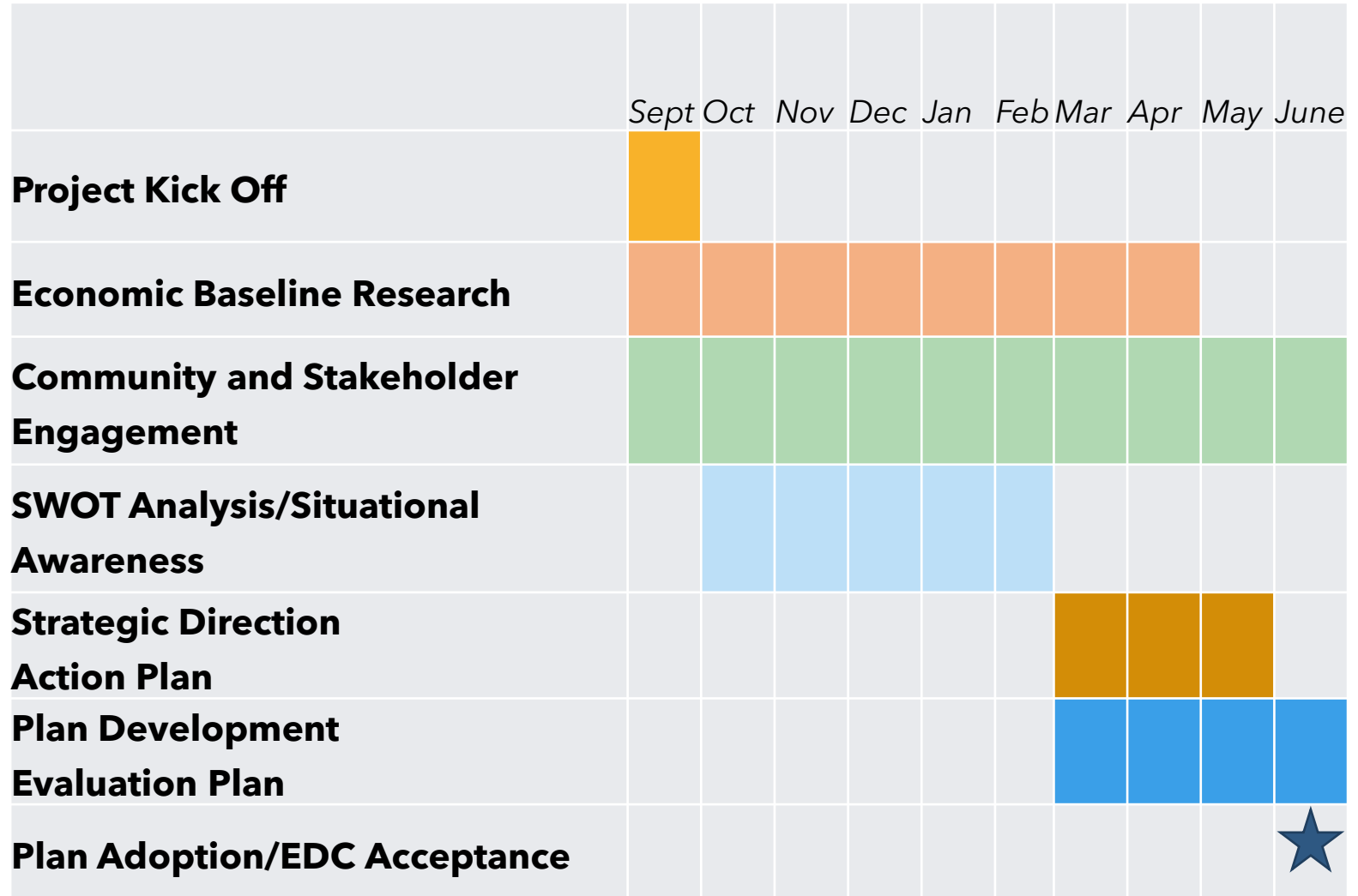
**Economic Baseline Research**  
(socioeconomic data collection and analysis, review of existing planning and other documents)

**Community and Stakeholder Engagement**  
(stakeholder interviews, project website/online survey, social media/media)

**SWOT Analysis and Strategic Action Planning**

**CEDS Report Development**

# CEDS TIMELINE



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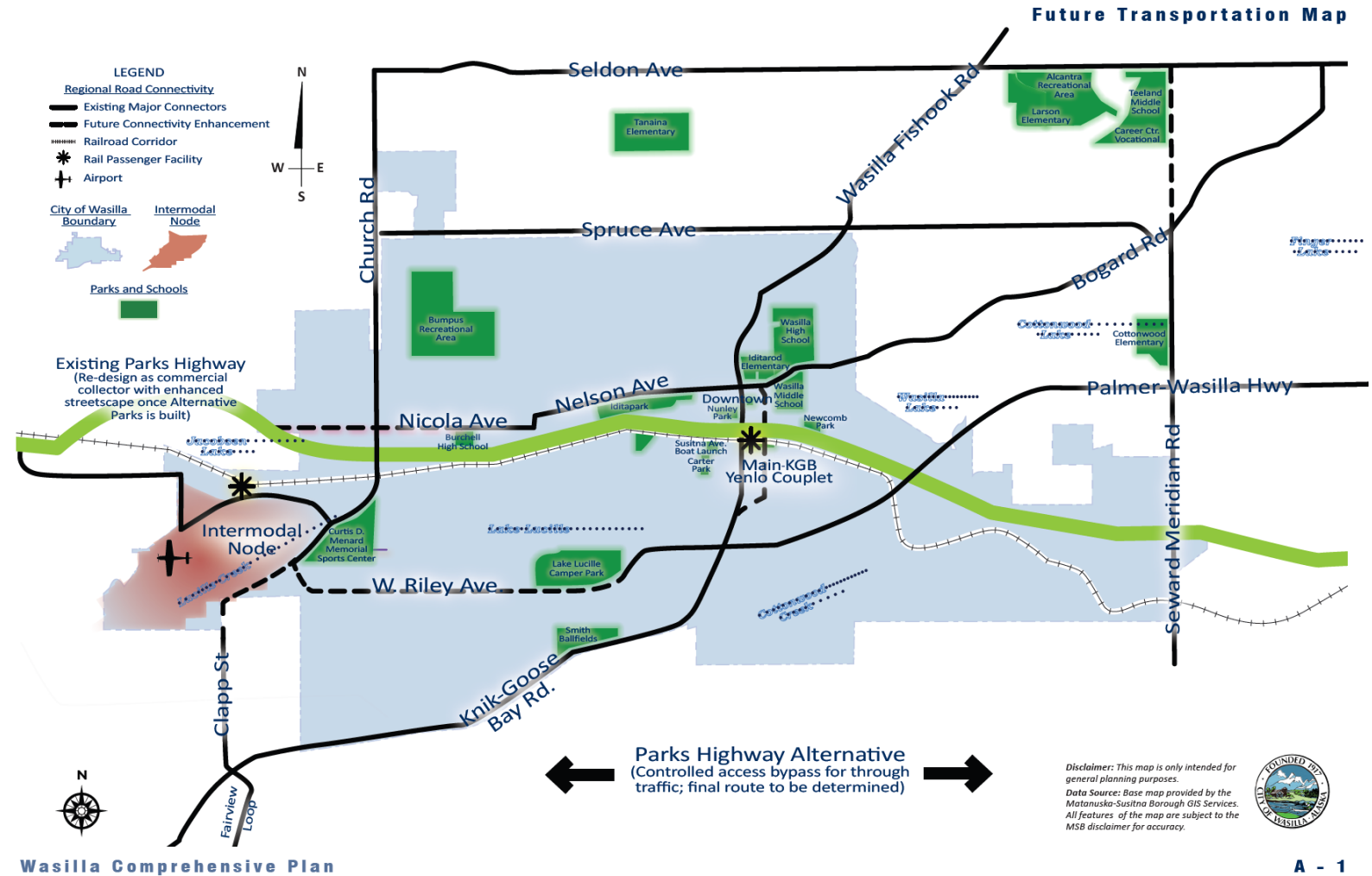
# The Economic Development Context



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# Transportation Links

- **Parks Highway** – critical transportation link
- **Alaska Railroad** – freight and tourism-related passenger services -- stops at historic depot
- **Wasilla Airport** – general aviation airport owned by the City of Wasilla

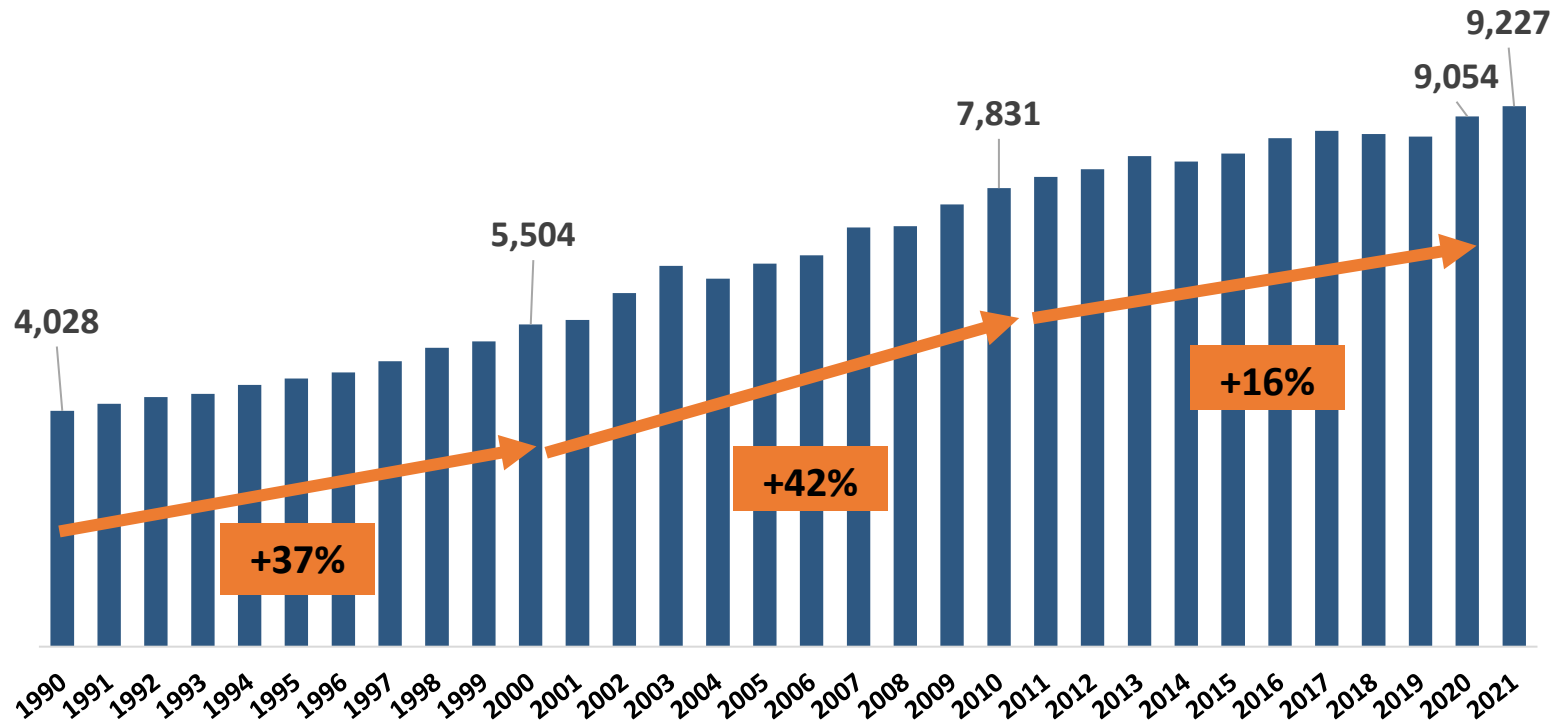


Disclaimer: This map is only intended for general planning purposes.  
 Data Source: Base map provided by the Matanuska-Susitna Borough GIS Services. All features of the map are subject to the MSB disclaimer for accuracy.





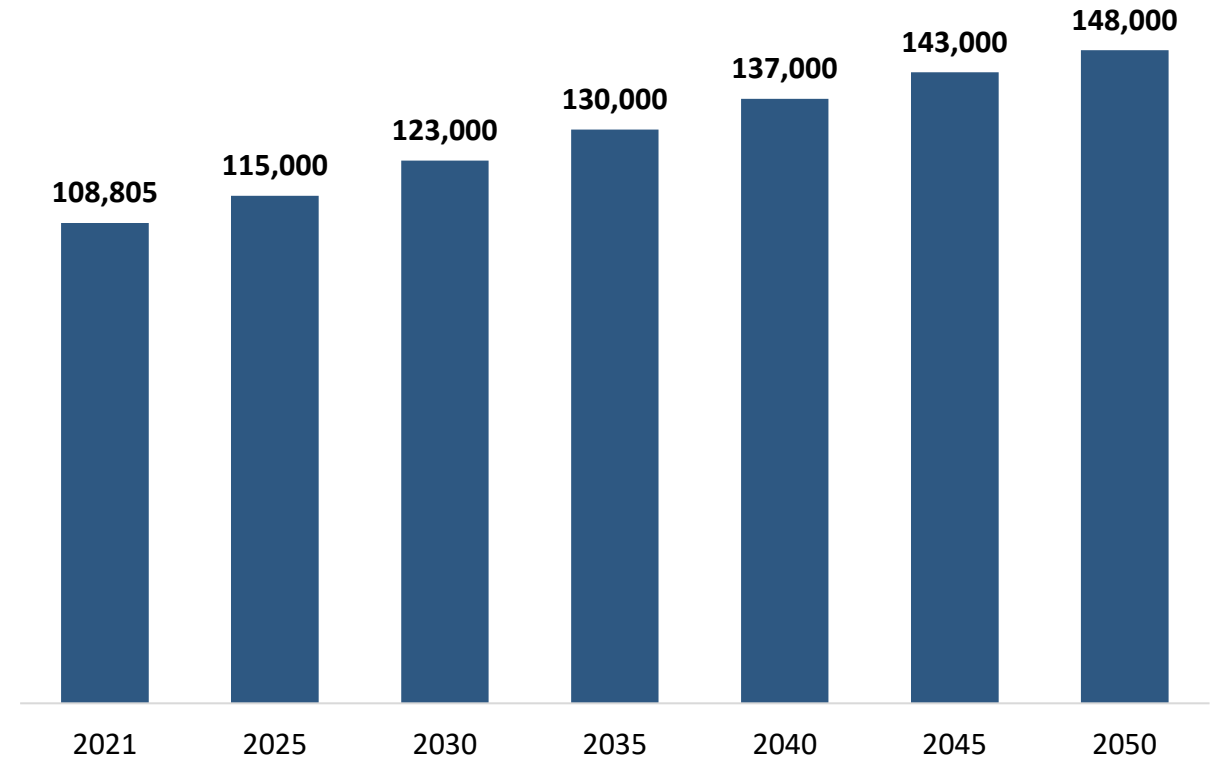
# Wasilla Population Trends, 1990 – 2021



Total 1990 - 2021 Population Change:  
+5,200 (129%)

# Mat-Su Borough Forecasted Population

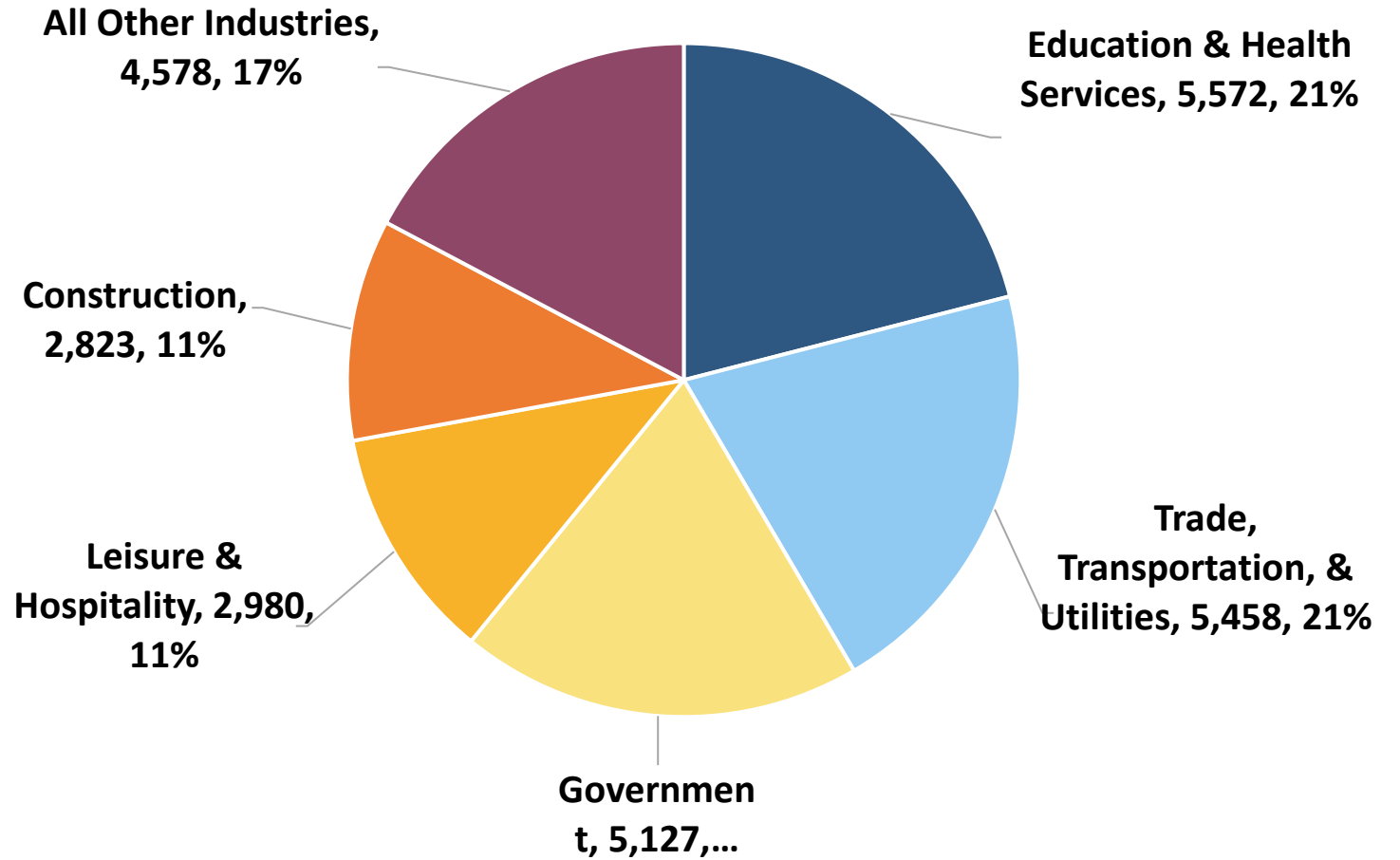
2021 actuals, 2025 - 2050 forecast



Total 2021 - 2050 Forecasted Population Change:  
+39,000 (36%)

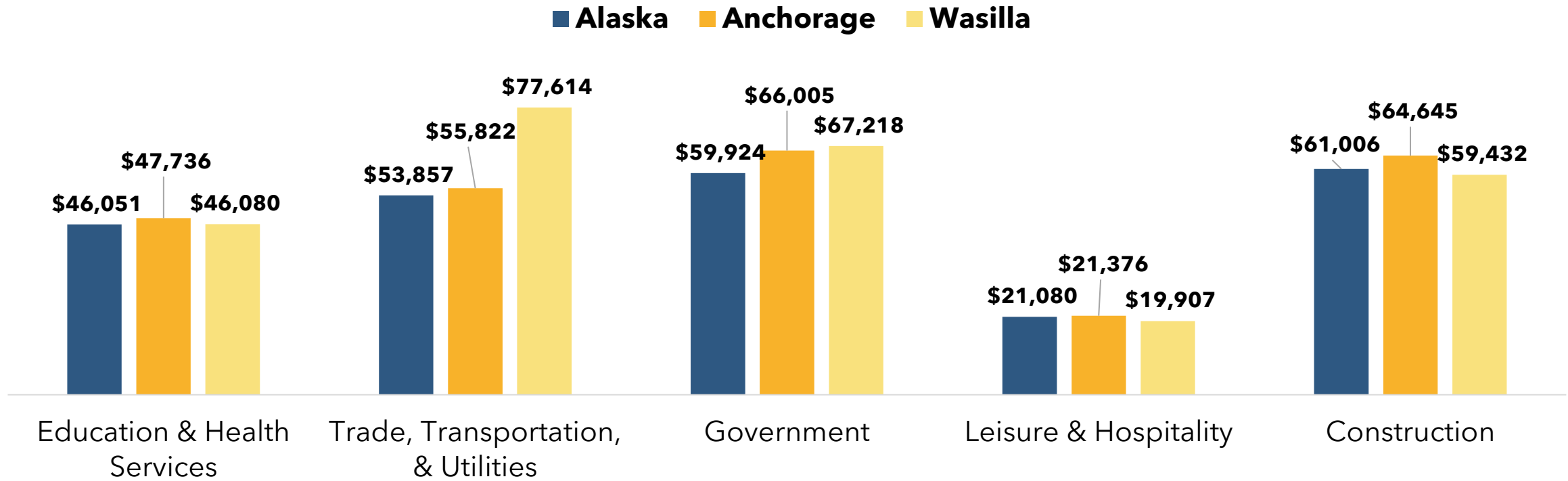
**Implied 2021- 2050 Wasilla Population:  
12,500 (+3,300)**

## Mat-Su Borough Employment by Industry



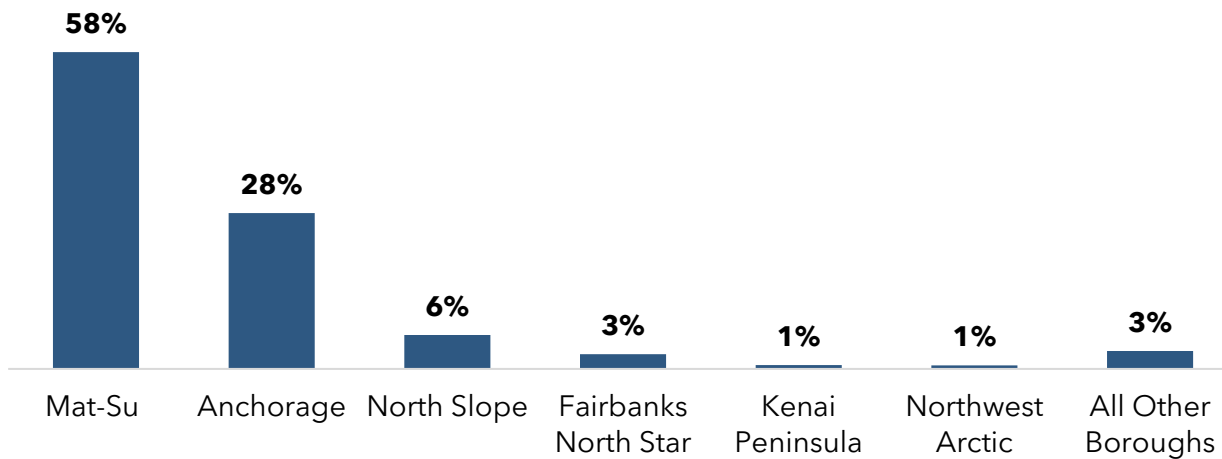
Source: Alaska Department of Labor and Workforce Development, Quarterly Census of Employment and Wages.

# Median Earnings, Top 5 Mat-Su Borough Industries



## Commuters in the Mat-Su Borough

- For every 10 Mat-Su Borough residents, 3 work in Anchorage
- Only **58%** of Mat-Su residents work in the Borough, the lowest percentage of all boroughs in Alaska



# Alaska Business Licenses in Wasilla



**8,600**

Active Alaska business licenses  
in Wasilla



## Alaska Business Licenses by Industry

15% Services  
13% Real Estate, Rental, & Leasing  
12% Trade  
10% Construction

## Mat-Su Borough Worker Residency

- Of the **31,472** total workers in Mat-Su,
  - **81%** are local residents - the **2<sup>nd</sup>** highest proportion of all boroughs and census areas in Alaska
- **3,000** nonresident workers in Mat-Su, making **\$60 million** in wages (2020).
- **11%** of Mat-Su private sector workers are nonresidents.



# Median Household Income

**State of Alaska**

**\$77,790**

**Municipality of Anchorage**

**\$84,813**

**City of Wasilla**

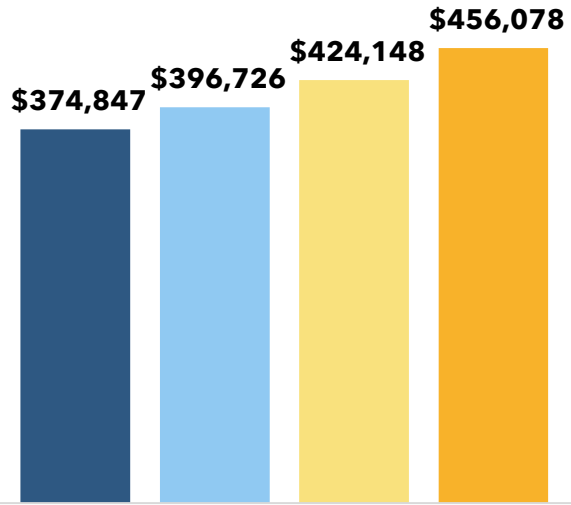
**\$62,667**



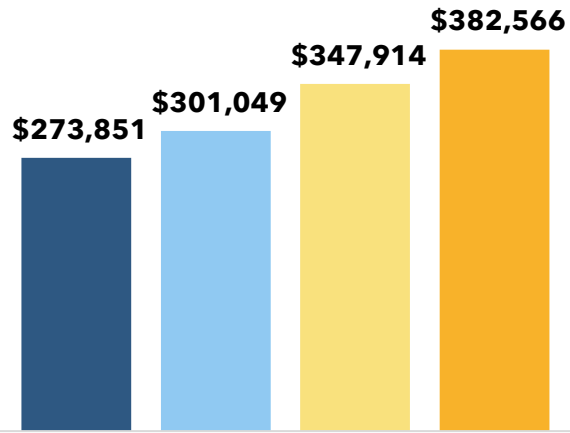


# Average Single-Family Home Prices

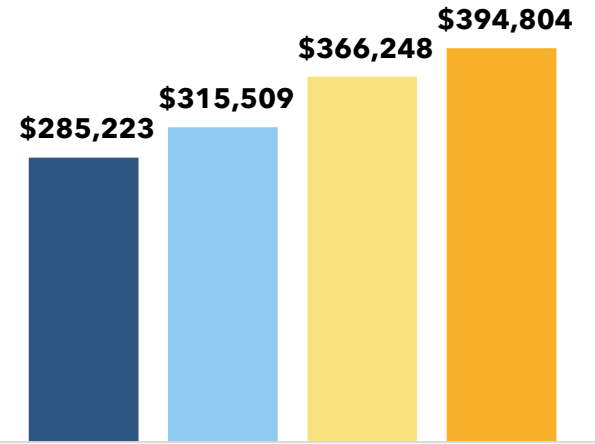
■ 2019 ■ 2020 ■ 2021 ■ 2022



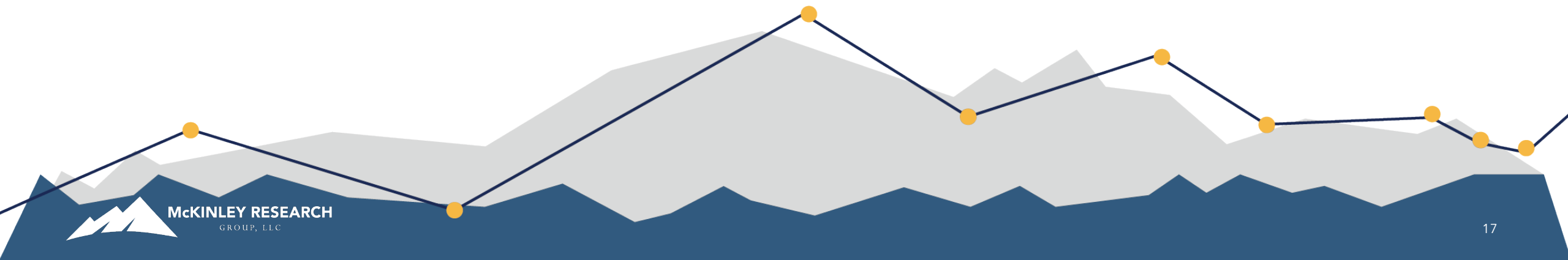
Anchorage



Mat-Su Borough



Wasilla



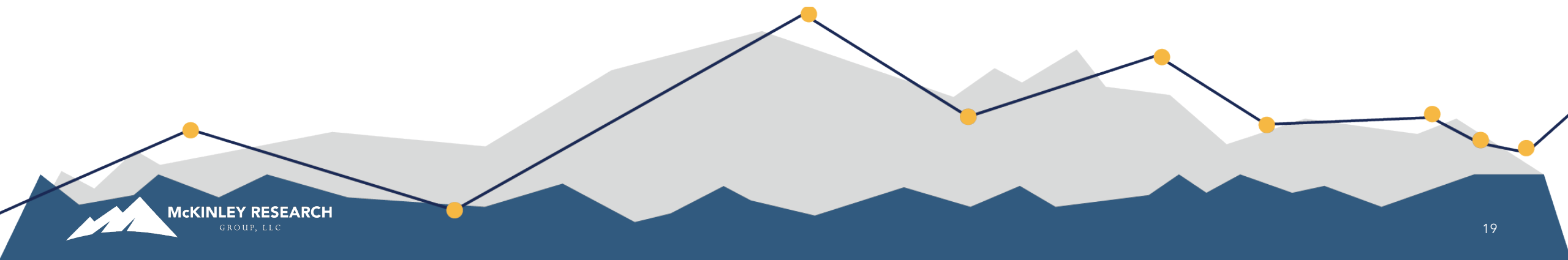
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## Keynote Panel

- Governor Mike Dunleavy - Keynote by Video
- Simon Brown II, Wasilla City Council  
*Community Preparedness & Economic Resiliency*
- Brooke Hartman, Alaskan Author



# SWOT



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# Instructions

- Each table will complete a SWOT exercise
- IDENTIFY A RECORDER! You will have the opportunity to report out at the end of the exercise.
- BE SPECIFIC

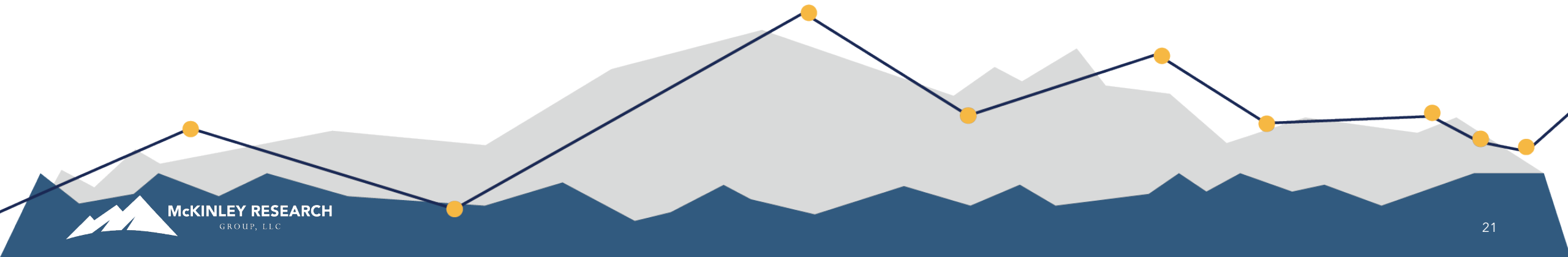


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# Strength



**Strengths** are a region's relative competitive advantages and are often internal in nature

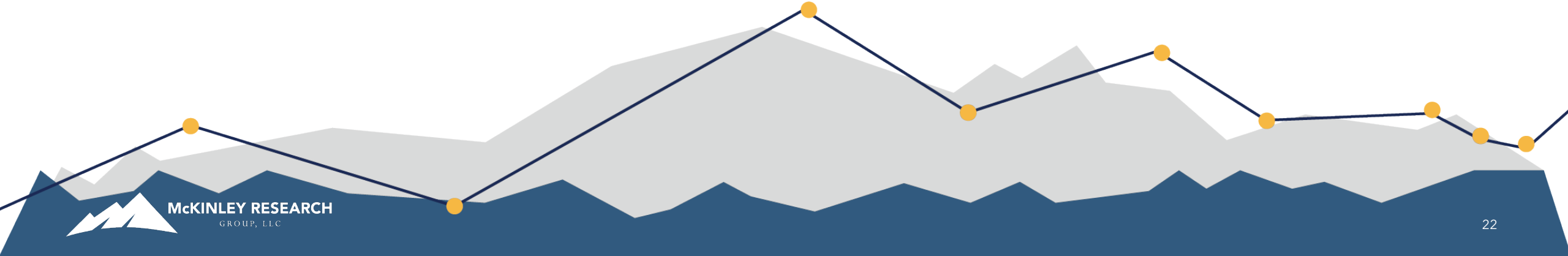


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# Weakness



**Weaknesses** are a region's relative competitive disadvantages, also often internal in nature

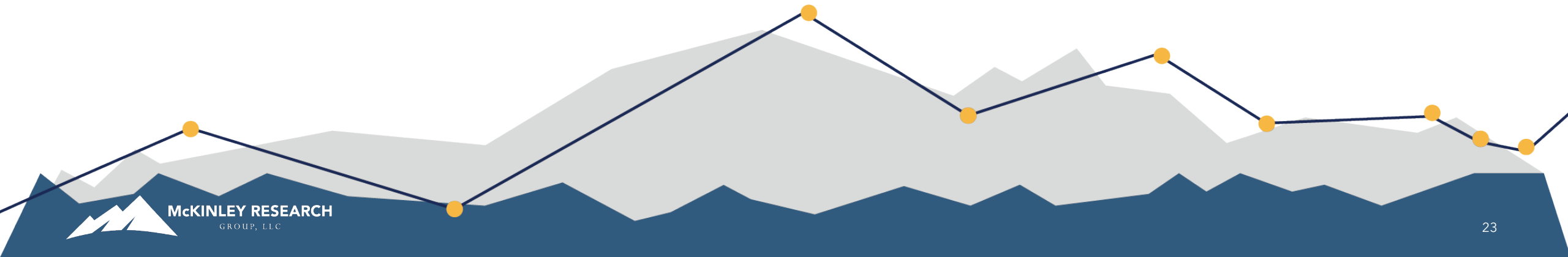


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# Opportunity



**Opportunities** are chances or occasions for regional improvement or progress and are often external in nature

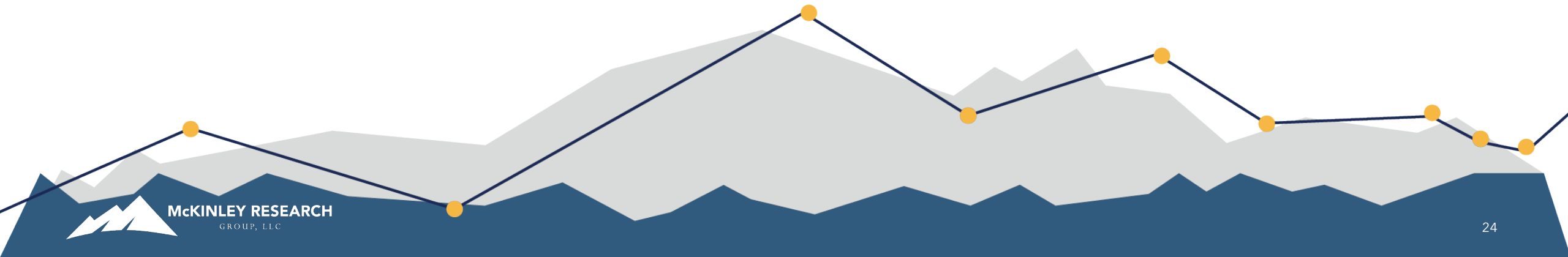


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# Threat



**Threats** are chances or occasions for negative impacts on the region or regional decline, also often external in nature





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## Immediate NEXT Steps

- Summarize today's SWOT exercise
- Continue collecting SWOT input through:
  - <https://www.surveymonkey.com/r/RNGFV2Q>
  - Stakeholder interviews and other public forums
- Continue collecting economic baseline data
- ***Want to learn more or stay informed?***
  - <https://bit.ly/WasillaCEDs>



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# Looking forward to working with you!



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