

Charting Wasilla's Economic Development Future

Comprehensive Economic Development Strategy (CEDS)

Valley Board of REALTORS

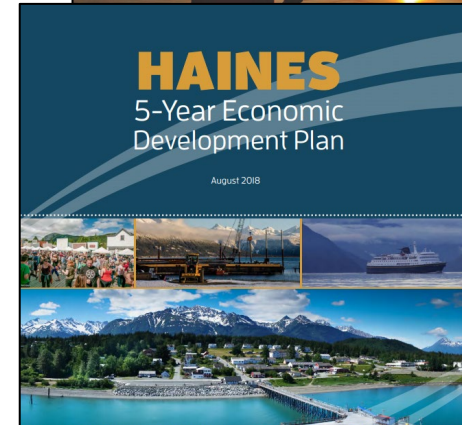
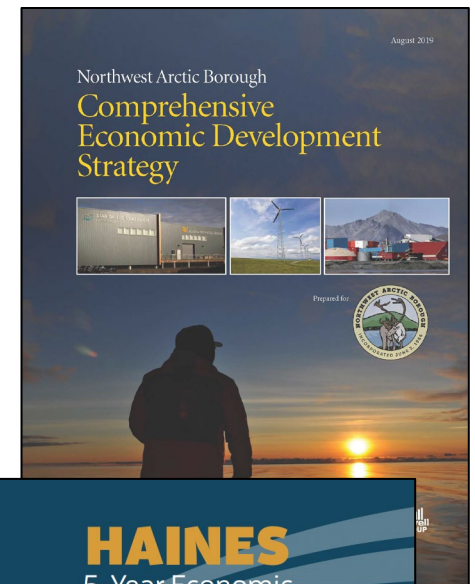
March 2023

PREPARED FOR:

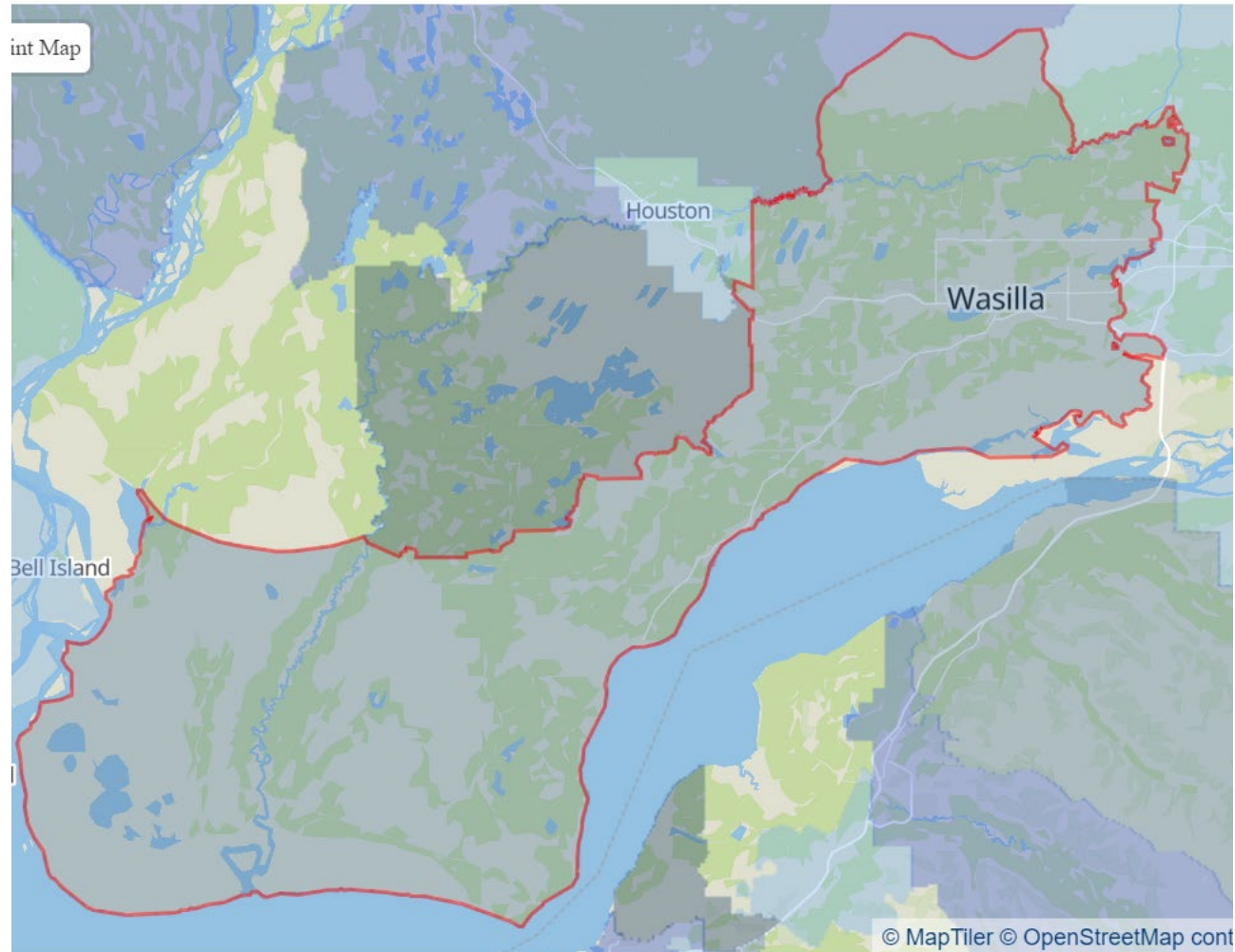


WHO IS DOING THE WORK?

- *Formerly McDowell Group*
- Celebrating 50 years
- Offices in Anchorage & Juneau
- Economic Analysis, Community Economic Planning, Business Development, Survey Research and others
- Several projects based in Wasilla and Mat-Su Borough
- Role: Project Lead
 - Project Manager: Donna Logan
- Community Engagement Project Support: **Huddle Alaska**



Study Area -- Greater Wasilla Economic Area



Creating a Comprehensive Economic Development Strategy (CEDS)

CEDS Purpose

- Strategy-driven plan for local economic development
- Designed to build capacity and guide the economic prosperity and resiliency of Wasilla
- Vehicle for alignment between economic development and other Wasilla city plans
- Provides an avenue to engage community about what capacity building efforts would best serve economic development in Wasilla
- Updated at least every 5 years to qualify for EDA assistance under Public Works and Economic Adjustments Assistance programs
- Prerequisite for designation by EDA as an Economic Development District, if desired

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?

CEDS Methods

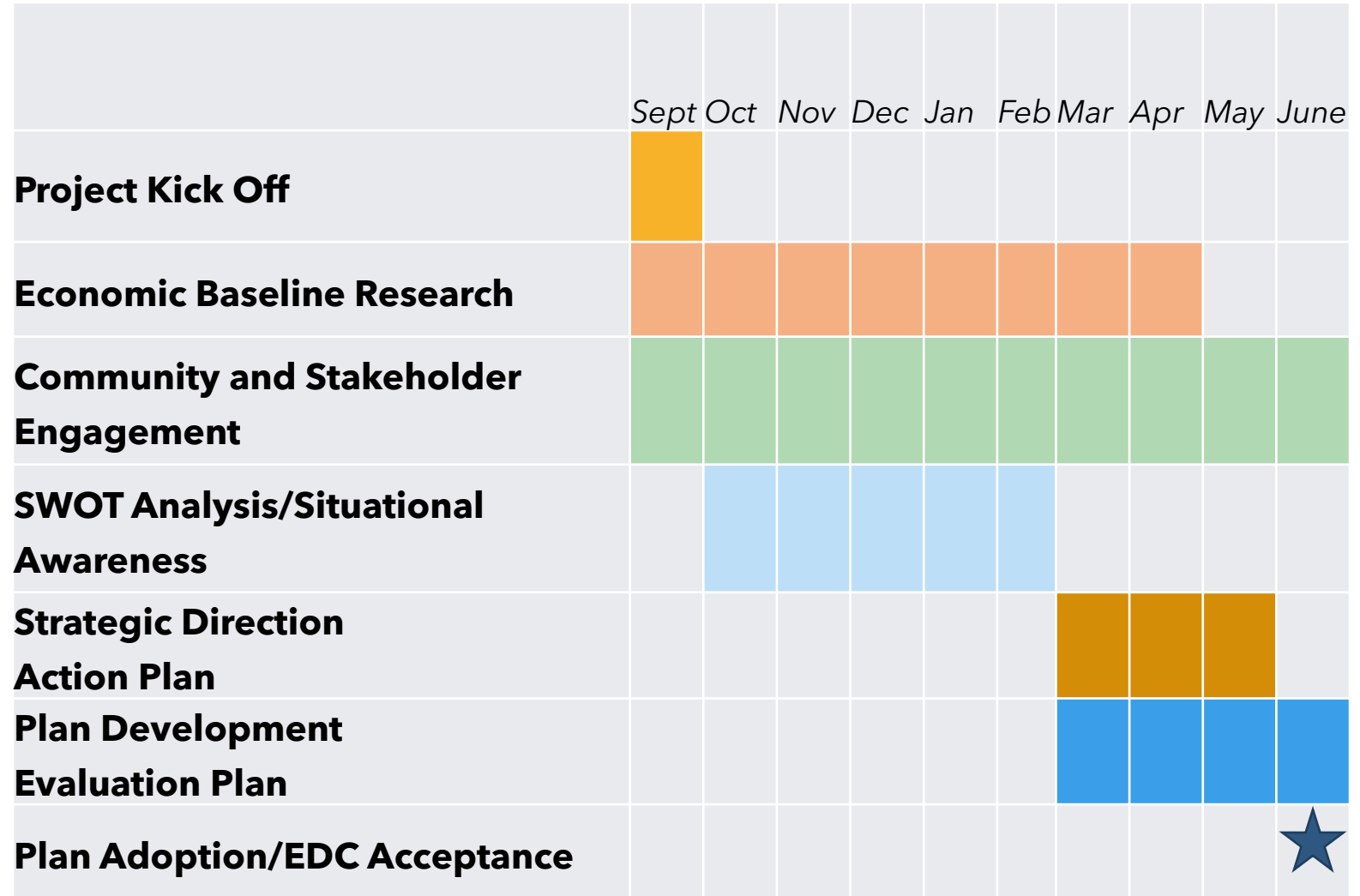
Economic Baseline Research
(socioeconomic data collection and analysis, review of existing planning and other documents)

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

SWOT Analysis and Strategic Action Planning

CEDS Report Development

CEDS TIMELINE



Want to know more?

City of Wasilla

SERVICES **OUR COMMUNITY** **GOVERNMENT** **BUSINESS** 🔍

What is a CEDS?

A Comprehensive Economic Development Strategy, or CEDS, is an **economic development planning tool** that combines the input of community leaders, private and public industry leaders, and local government to guide economic prosperity. A successful CEDS includes participation from a wide variety of people, businesses, and organizations to ensure balanced input that will identify Wasilla's strengths and weaknesses. Using the input collected, the CEDS identifies locally based economic development strategies to improve economic outcomes and the overall quality of life for everyone in Wasilla.

Project Documents

CEDS Kickoff Meeting Presentation – November 4, 2022

CEDS Economic Forecast Event - March 2, 2023

[Wasilla CEDS Summit Presentation](#)

[Wasilla CEDS Steering Committee Meeting 11.21](#)

[CEDS Committee Meeting Notes](#)

How can I contribute to the CEDS?

Input from ALL members of the Wasilla community is welcome! You should get involved as much as you can. There are multiple ways for you to participate:

1. Take the survey!
<https://www.surveymonkey.com/r/RNGFV2Q>
2. Attend a meeting or presentation on the CEDS. The current schedule is available below.
3. Contact the project team with questions or comments.

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Questions?



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