



# The Juneau Economic Plan



**Economic  
Baseline**

**Community  
Engagement**

**Strategic  
Planning**

## Economic Baseline

*What are the current trends?  
Where are we headed?*

## Community Engagement

*What is important to us?  
What are our opportunities?  
Where do we want to be in 10 years?*

## Strategic Planning

*How can we best achieve our goals?  
How do we maximize our return on investment?*

# juneau economic plan

CHARTING OUR  
FUTURE



The



# Juneau Economic Plan



**Economic  
Baseline**

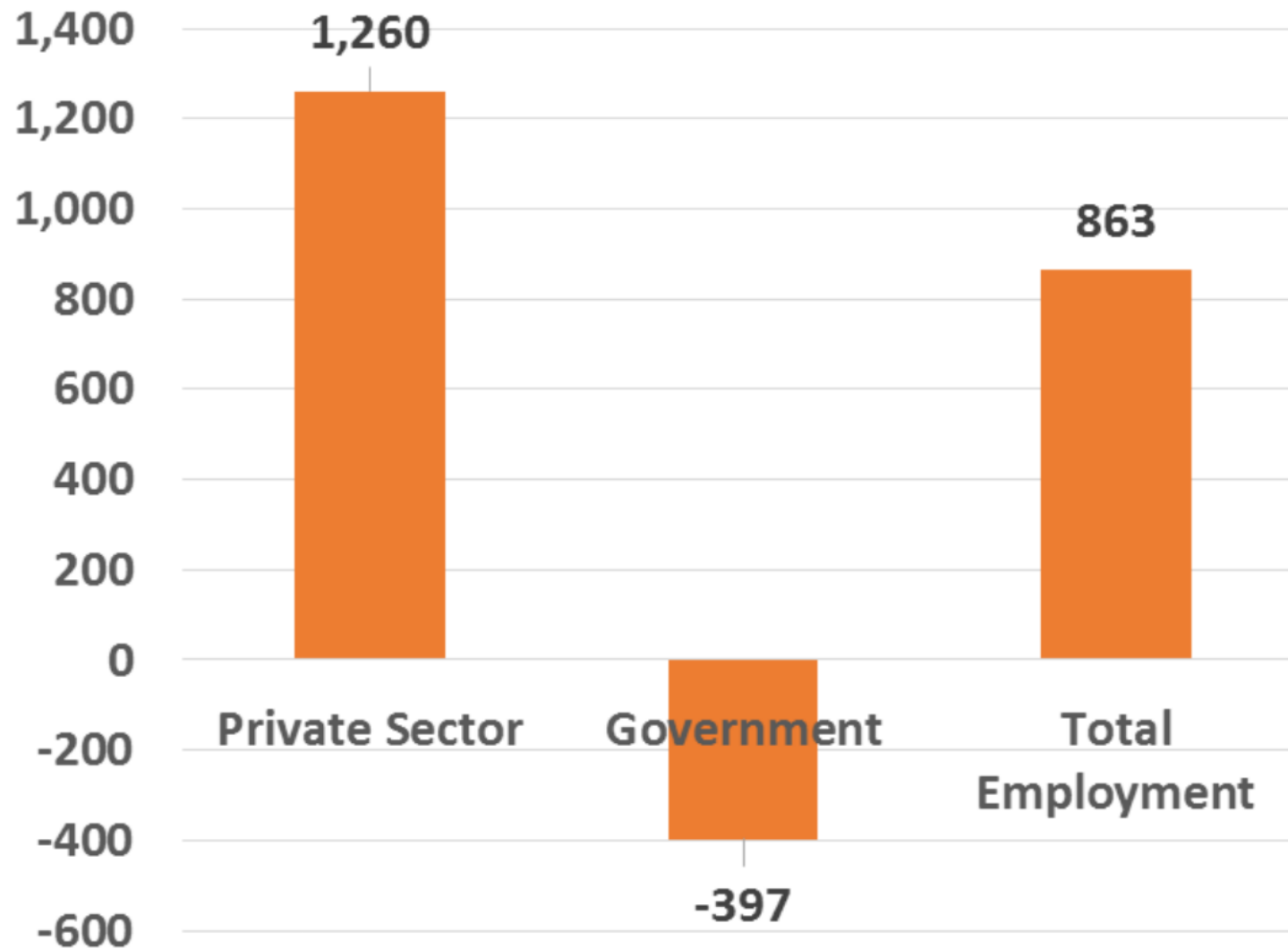
**Community  
Engagement**

**Strategic  
Planning**

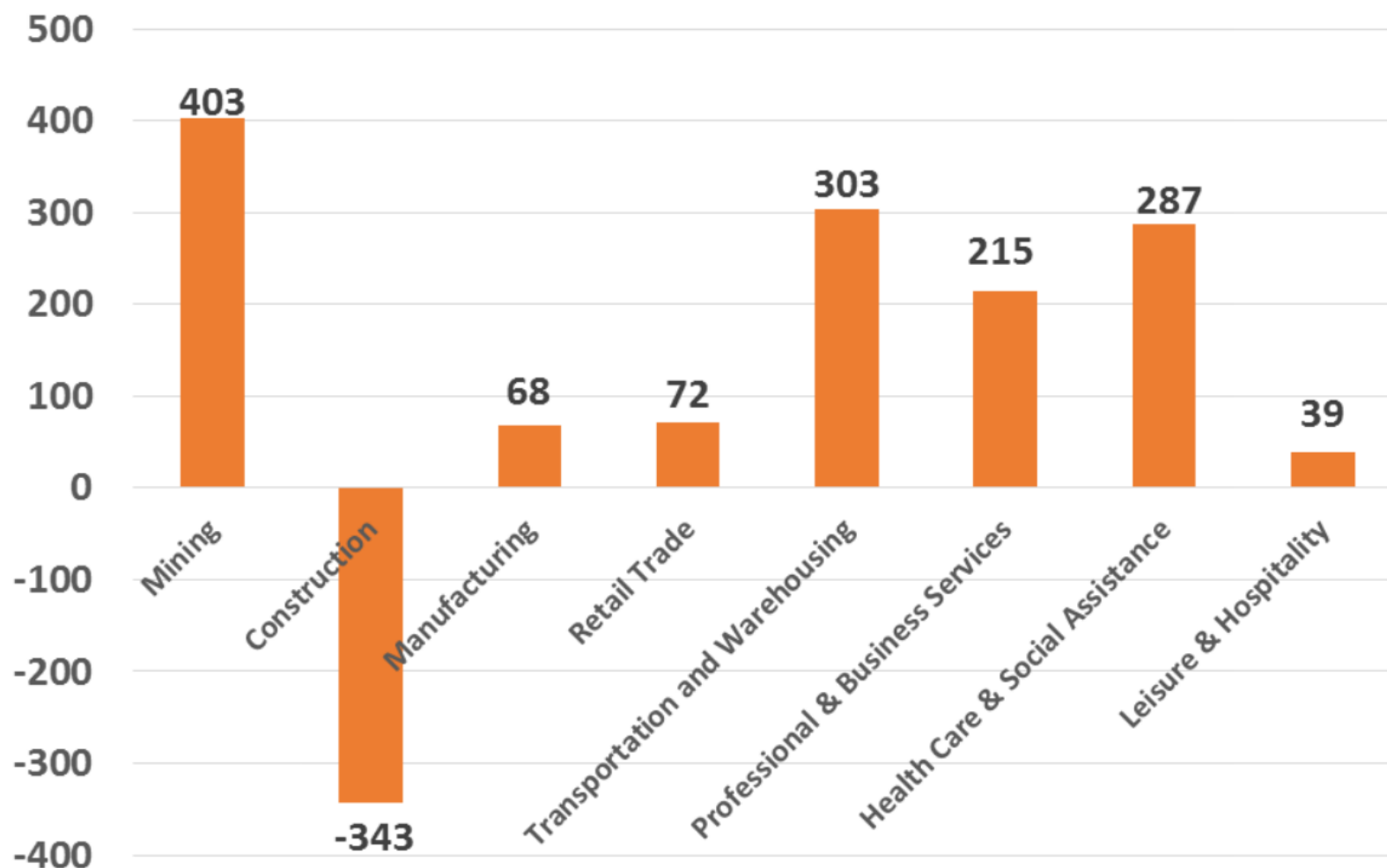
# Economic Baseline

*What are the current trends?  
Where are we headed?*

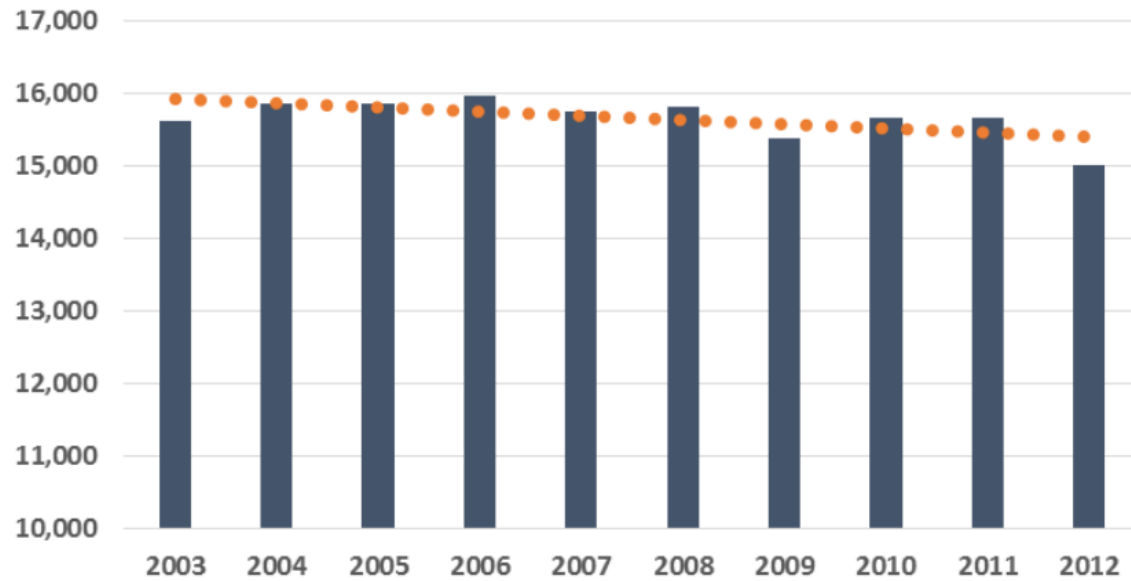
## Change in Juneau Employment between 2003 and 2012



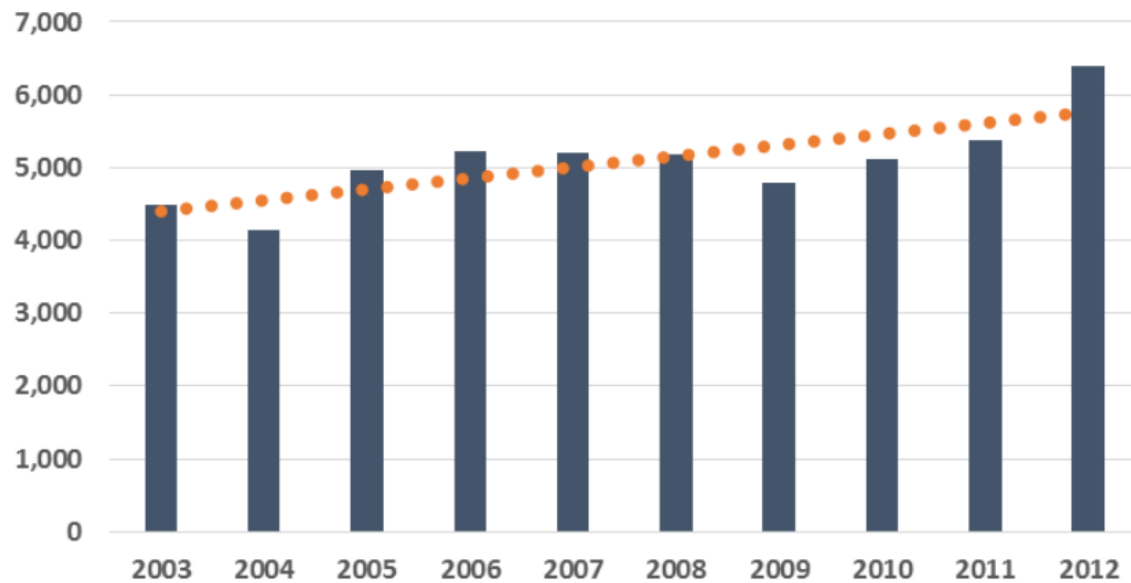
## Change in Private Sector Employment in Juneau between 2003 and 2012



## Juneau Resident Workforce



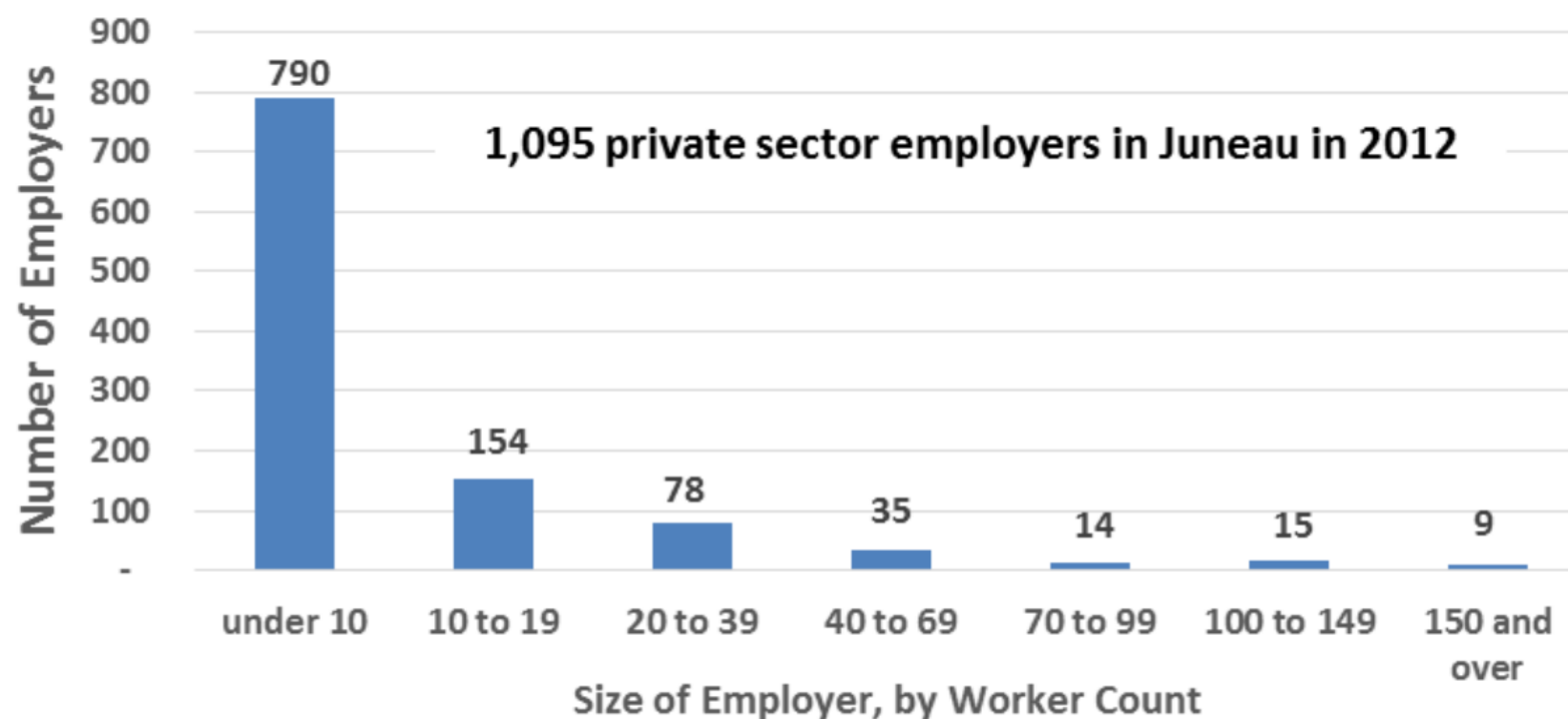
## NonResident Workforce in Juneau



- *Between 2003 and 2012 Juneau lost 600 local workers, and gained 1,900 non-locals*
- *Inflation-adjusted earnings between 2003 and 2012 flat for locals but up \$70 million for non-locals*



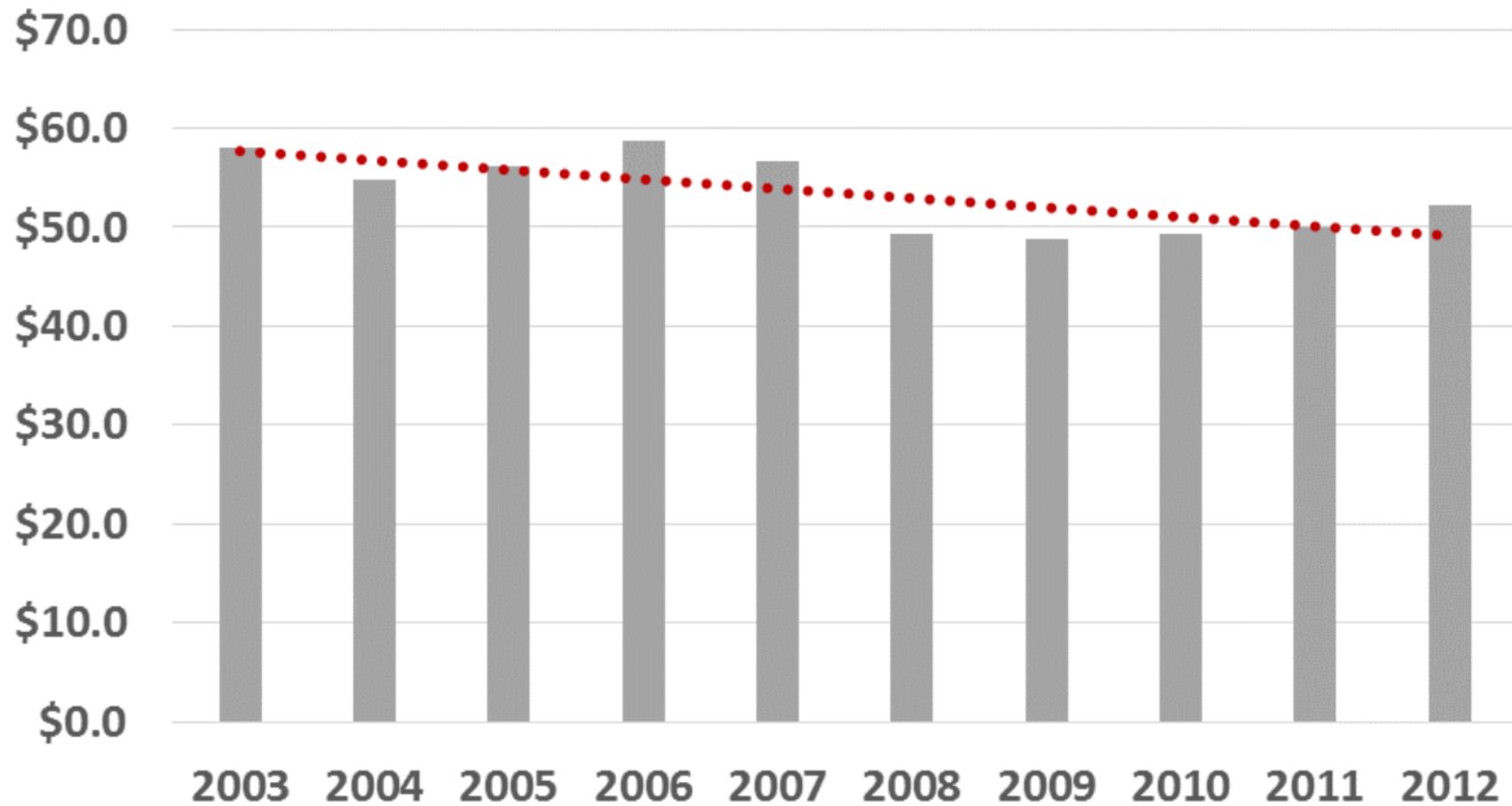
## Number of Private Sector Employers in Juneau, by Worker Count, 2012



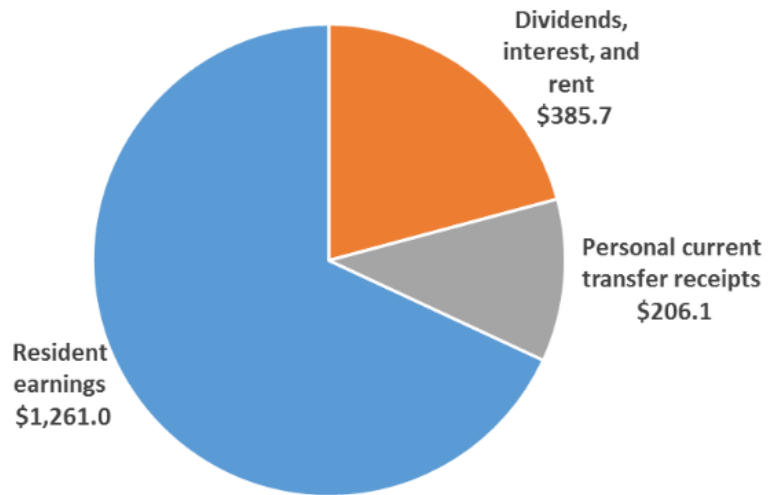
## Number of Employees, By Size of Employer, 2012



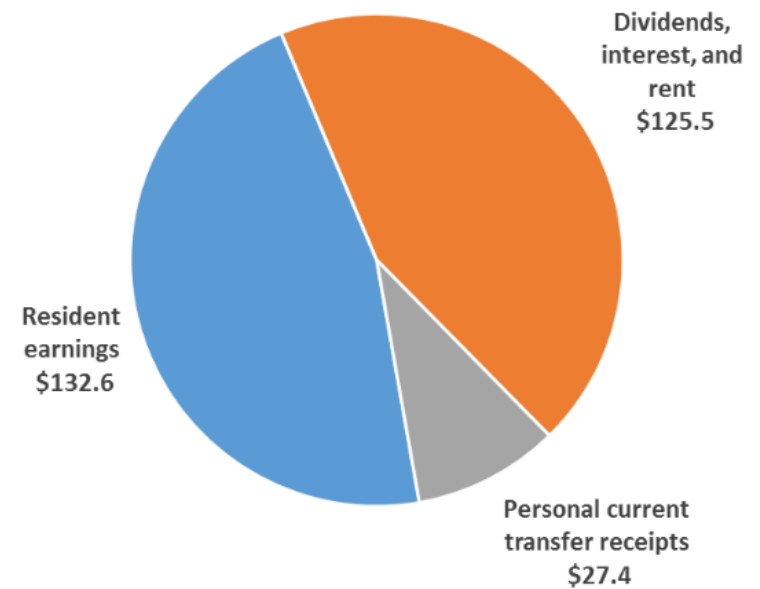
**Juneau Proprietor's Income, 2003 to 2012 (millions)**



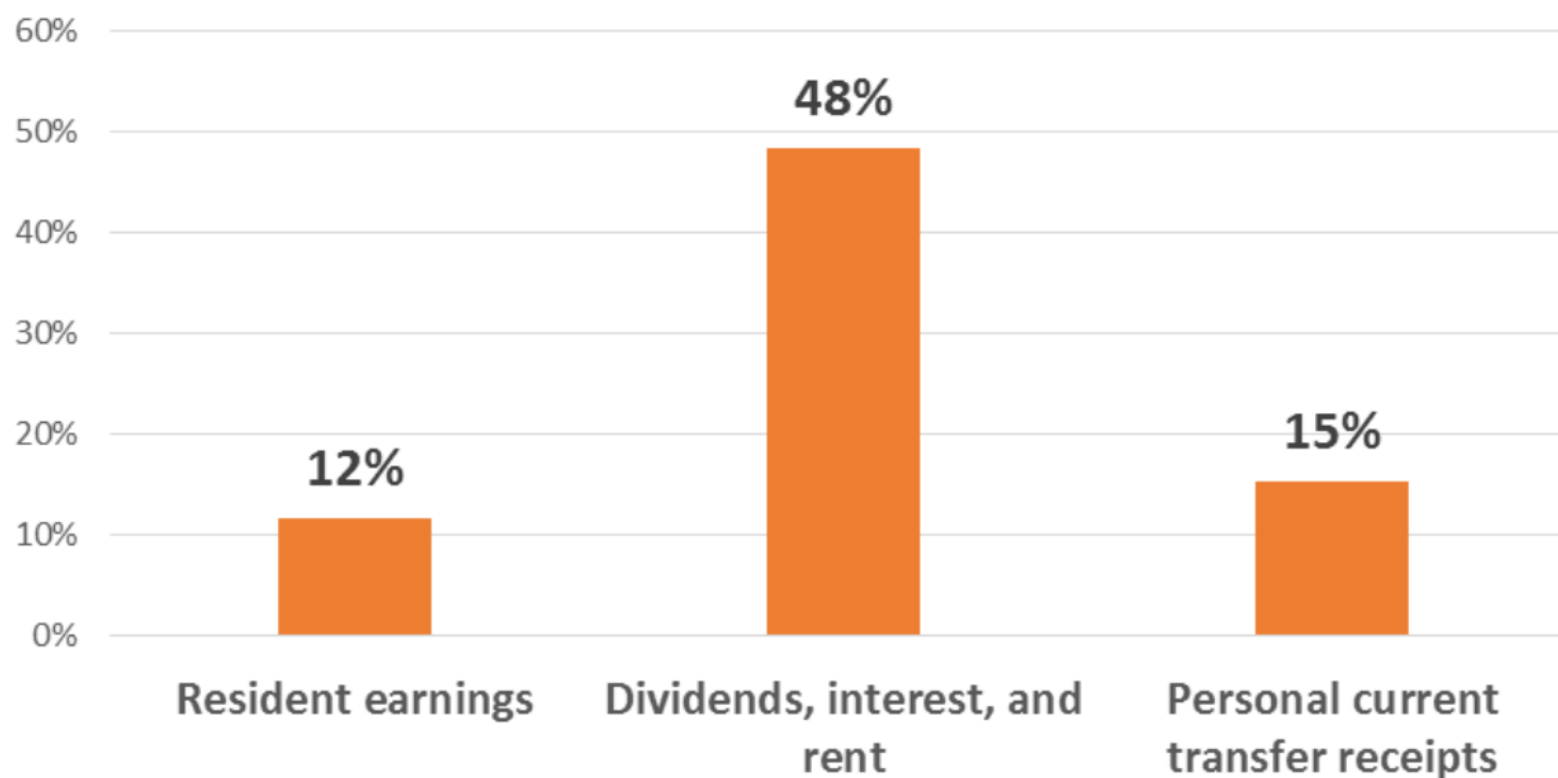
**Juneau Resident Personal Income by Source,  
2012 (millions)**



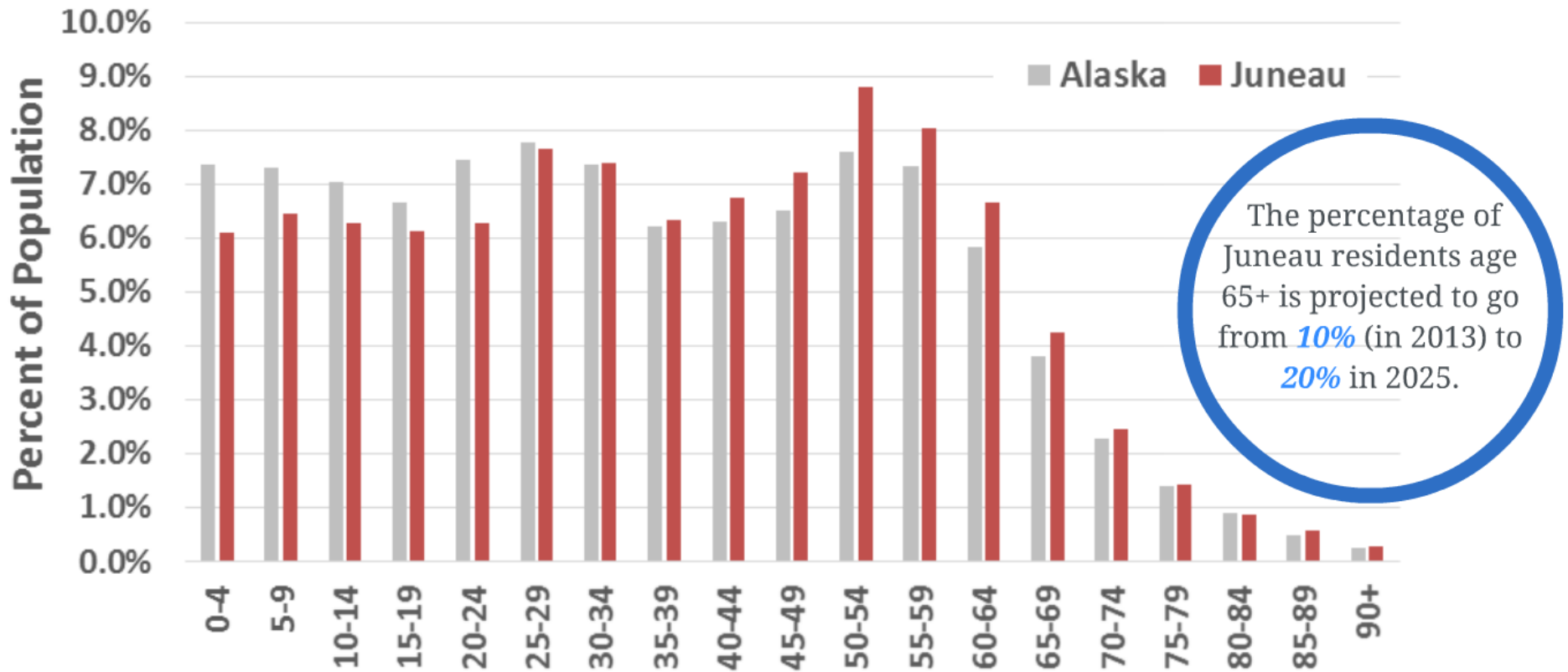
**Growth in Juneau Resident Personal  
Income, 2003 to 2012 (millions)**



## Growth in Juneau Resident Personal Income, 2003-12, Percent Change



## Juneau and Alaska Population by Age, 2013



Source: Alaska Department of Labor and Workforce Development, compiled by McDowell Group.

# Community Engagement

*What is important to us?*

*What are our opportunities?*

*Where do we want to be in 10 years?*

# *Community Engagement*

- Random sample telephone survey
- Online survey
- Business survey
- Individual/group stakeholder interviews
- Community forums
- Social media



# Strategic Planning

*How can we best achieve our goals?*

*How do we maximize our return on investment?*

## *Strategic Planning*

- Identify ED opportunities/barriers
- Define vision and goals
- Establish metrics to measure progress
- Measure return on investment
- Prioritize projects/initiatives
- Coordinate with other CBJ efforts
- Create an action plan

## *Project Schedule*

- Economic Baseline: January - April
- Survey research: March/April
- Stakeholder engagement: throughout
- Public meetings: April and October
- Strategic planning: April - November
- Final plan: December 2014



Don't miss the

# Juneau Economic Plan Town Meeting

April 3rd • 7-9 pm  
Centennial Hall

You'll hear 5 surprising things about the Juneau economy, and get to weigh in on Juneau's desired economic future – where should we be in 10 years?

The meeting will be a mix of presentation, Q&A, and small group discussion.



Don't forget your cell phone – we'll be doing some audience polling!

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