

A. Business Development:

Cultivate a resilient business climate that supports sustainability of existing and emerging small businesses. To do this we need to think out of the box, with a goal of not to grow Gustavus but to improve what we have and build a future for young entrepreneurs. Gustavus is near its maximum sustainable population and we are already stretching our natural resources. We can create new business opportunity in many ways, but here are a few thoughts using resources that are currently in place so we would not be adding more infrastructure.

1) Build a partnership with Ocean Beauty, in Excursion Inlet to partner or sublease their facility in their off season. The facility is perfect for mari-culture processing which occurs in the opposite season as canning. Off shoots also can be processing fish skins for artistic and textile uses. * no new structure and a partnership building opportunity. Perhaps that can create a stronger tie to Gustavus where they may want to join our city.

- Would need to buy seaweed at first to process
- Would then build own sea weed farm as grants are granted

Objective: Build employment and opportunity in Alaska's Mari-culture and secondary fishery products.

Action Items:

- Ease barriers to entry in commercial mari-culture for Gustavus residents through increased utilization of public and private financing options.
- Increase resource value by achieving value added activities (e.g. fish skin processing, kelp powder, salsa, pickles, health additive etc) in Gustavus products.
- Maintain the sustainability of Alaska's seafood resource for the benefit of Gustavus participants Grow the emerging mari-culture / kelp farming industry off our coast

Partners: Alaska Seafood Marketing Institute, Alaska Commercial Fishing and Agriculture Bank, State of Alaska Division of Economic Development, Community Development Quota (CDQ) organizations, Pacific Seafood Processors Association, UAF Sea Grant Marine Advisory.

Objective Resources: Commercial fisheries loan programs, CDQ investments, Sea Grant resources and trainings.

2) Develop an Entrepreneurship Council that connects business owners who are looking at retirement to folks who want to own that type of business. The city can help facilitate grants to ease barriers to ownership for Alaskans through increased utilization of public and private financing options. This keeps existing businesses viable, lets folks retire and new blood injected into old businesses. This eliminates the need for new infrastructure.

- IE: My company would be a good one- successful, well maintained and managed and I will be looking to retire soon. It would be very costly for someone to buy out directly, but a private/public partnership could ease that entry.
- IE: The Gustavus Inn could be re invented as an intentional community that is made of folks who want the quality of life, we offer PLUS ENHANCED INTERNET so they could be remote workers. Shared facilities, gardens and work space. It is a big movement in the lower 48 rural areas. Cooperative housing, generating room income.
- IE: The Bear Track Inn could be re invented as an intentional community that is made of folks who want the quality of life, we offer plus become an agricultural enter growing produce, flowers or whatever there is a regional market available to market too. Cooperative housing generating rents and farming income.

3) Rebuild the partnership with the park so can be active in their front and back country trails plan. Yellow Legs, Excursion Ridge and Dude Creek all have amazing opportunities that could be developed with excluding or impacting wildlife.

4) A developed trail system for bikes and hiking gives visitors more opportunity and something for the town to build into festivals, events and resident enjoyment. Ways to build off season room nights.

5) Have an Arts Guild who can market to the OUTSIDE as a group.

Objective Resources:

- Buy Alaska Program, State of Alaska “AK Loyal” branding programs - Made in Alaska, Alaska Grown, Silver Hand. Action Items: • Develop metrics to better calculate the use of Alaskan grown and made products and the impact on import substitution
- Engage in a PR campaign that highlights the importance and economic impact of Gustavus, Alaska made products and services •
- Promote the programs of the state meant to highlight Alaska made products: Alaska Grown (Agriculture) o Made in Alaska (Manufactured items) o Silver Hand (Arts) • Decrease Gustavus’s food imports from 95 percent to 80 percent •
- Informing Gustavus Growers businesses on options for growth in import substitution

6) Gustavus Passenger Ferry : Lots of possibilities and careers here. Tourists, Tours, Freight, year-round, reliable transportation. Small enough to go to Auke bay loading dock.

7) Tourism has hit the point where it is soon to become un-sustainable in SE Alaska. Juneau and other towns are looking at how to improve but perhaps not grow new business infrastructure as places are becoming more driven by visitors than locals and the environment marine and wildlife has been hugely impacted.

Objective: Grow the room tax through extended seasons but not appreciably grow the businesses.

Objective Partners: Alaska Travel Industry Association, State of Alaska Division of Economic Development, American Indian Alaska Native Tourism Association, Regional Destination Marketing Organizations (DMOs), Alaska Regional Development Organizations (ARDORs), Bureau of Indian Affairs. Objective Resources: Cooperative marketing programs, potential Tourism Improvement District Legislation, USDA Rural Development, Community Tourism

Action Items:

- Study: Alaska's Economic Strategy Alaska Department of Commerce, Community, and Economic Development
- Increase sustainable growth in emerging visitor industry segments: Cultural Tourism, Eco Tourism, Geo Tourism, Adventure Tourism, and Just Relax Tourism
- Increase peak season capacity by maximizing utilization of existing infrastructure, and new infrastructure (trails and signage, tasteful RV Park) investment
- Increase shoulder season and winter visitor capacity and infrastructure by promoting Gustavus specific events to targeted markets.

B. Community Development and quality of life: Improve the attractiveness and livability of Gustavus to attract and retain a quality workforce and set the foundations for economic well-being. If we want to retain our young residents or encourage Intentional Communities we need to have infrastructure to support the town, which it does not have now. Gustavus really does not have much room for population growth vs sustainable population but we can improve quality of life and opportunity. We need

1. High Speed Reliable Internet
2. Clean water
3. Reliable and reasonable transportation access and cost
 - a. Perhaps a city owned small Passenger/freight only Ferry that runs on off AMHS days
4. Good School: Look into Charter School like Waldorf or another existing program that feeds into our way of life and then build a model for the high school.
5. Summer Directed Activities for Kids
6. Modified Fine Arts Camp, Science Camps, Naturalist Training etc in Partnership with UAS- instead of us going to Fairbanks.
7. And a pie in the sky dream, an indoor pool for swim teams, resident health and fun!