

Petersburg Economic Development Council



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2013 Annual Report

The last year has been an active one for the Petersburg Economic Development Council. Following is a summary of our activities.

Petersburg Community Cold Storage

After signing a new MOU with Ocean Beauty Seafoods for 2012, the MV Matanuska ended hopes for a good year when it crashed into the Ocean Beauty dock forcing the processor to shut down for the coming season.

The PEDC Board reevaluated operations at the cold storage and decided to adjust the rate structure for the coming year and subsidize the operation for 2012.

With a strong run anticipated for 2013 and Ocean Beauty again as anchor tenant,

the PCCS is gearing up for significant volumes this summer.

The PCCS continues to provide year round service for our small customers including custom processors, direct marketers, coffee shops, sport fishing lodges, and individuals. The PCCS also donates storage space to local organizations like Mountain View Manor and the Salvation Army.

Scow Bay Turnaround

The City, and now Borough, has been trying to acquire the turnaround since 1993. In 2009, PEDC renewed the effort to acquire ATS 258.

The process required multiple agencies,



both state and federal, to review the proposed project, issue permits, and allow for public comments. In addition, the Department of Transportation had to relinquish management authority and the Department of Natural Resources had to assume management authority of the property before it could convey title. At this point, the Petersburg Borough has management authority of the property and an updated plat has been recorded, but we are still waiting for DNR to file a

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patent and complete the conveyance process.

In anticipation of development at Scow Bay, PEDC had a surveyor update the topographic and bathymetric data for the property. These will serve as base data for future design work.

A \$40,000 grant PEDC received in 2010 to repair the ramp at Scow Bay was finally executed by the US Forest Service. Design and bid packet for this project should be completed by April 1st and work initiated and completed this summer.

PEDC believes development of Scow Bay as a marine work facility offers one of the best opportunities to increase economic activity in our community.

Economic Trends/Data

PEDC publishes a biennial Economic Trends report for the area. The report includes demographics, food cost comparisons, employment statistics, and other economic indicators.

Workforce

Adult Education Scholarship

PEDC was proud to award this year's Adult Education Scholarship to Nicholas Popp and Mandy Kivisto. Nick will be using the scholarship to obtain a Master Welder's Certification.

Mandy Kivisto enrolled in an online photography program to fine tune her

photography skills and learn more about how to run a freelance photography business. Most recently Mandy's photos were featured in Alaska Magazine. The Adult Education Scholarship is designed to assist a resident attend distance education classes or a technical workshop that furthers their career goals.

Apprenticeships

PEDC coordinated a visit from Melissa Cruise with the Ketchikan Job Center. Melissa met with local employers to discuss workforce-training needs and share information about the state's Registered Apprentice program. As a result of her visit, Fleet Refrigeration is sponsoring apprentices in marine refrigeration and HVAC.

PEDC has contacted the Alaska Department of Labor and our State Representatives requesting they send a representative from the Job Center to Petersburg on an annual basis to provide services to residents in our community.

Business Development Business Assistance

PEDC provides business assistance to local entrepreneurs, including researching permit requirements, utility costs, land availability and values.

PEDC also provided financing referrals to six local businesses or potential

businesses. This included discussing financing needs, providing basic information on loan terms and requirements, researching loan programs, contacting loan officers, researching necessary permit requirements, and coordinating meetings.

In addition, PEDC has worked closely with the borough to offer a 'one-stop shopping' meeting between a potential business and key borough staff to share information about the project and answer questions about permits, available infrastructure, utility needs, etc. While we've only had one occasion to offer the "one-stop shop", but it was very useful to have all the relevant people in the room together to discuss the project and the prospective business owner saved valuable time and effort.

Business Workshops

In 2012, PEDC, along with First Bank, co-sponsored a "Profit Mastery" workshop. The two-day workshop focused on improving the financial management skills of small business owners. Workshop participants gave the course high marks and felt the information would be very useful to other businesses in our community. PEDC is in the process of partnering with First Bank and Wells Fargo to purchase a license to offer Profit Mastery in-house.

In 2012, PEDC partnered with the



Community Branding Project

The new Chamber of Commerce Trade Show Booth on display at the Visitor Information Center before making its debut at the Seattle Boat Show.

Last year PEDC, along with members of the Chamber of Commerce and Borough staff, have worked to implement a marketing program based on the branding project completed last year. Since several Assembly members are new to this topic, below is an overview of the branding project.

North Star defines a brand as “what people say about you when you are not around.” and branding is what you do about it. The branding process involves research, strategy development, creative, and implementation.

Research

The research component involved focus groups, one-on-one interviews, online surveys, telephone interviews, and review of marketing materials.

What do we really think?

Based on responses from area residents compared to other small communities across the country, Petersburg residents are much more likely to encourage someone to visit but far less likely to encourage someone to move here. As far as encouraging someone to open a business here, Petersburg is on par with the national average.

In confidential interviews, North Star asked local residents to talk about the community, especially what they see as some of the challenges. Here’s what we had to say:

“Petersburg is a town of committees and committee. Too afraid to make decisions and be responsible for it. Just get it done.”

“We are very opinionated and not affected by logic.”

“Tour groups are like lemmings and get in the way and ask stupid questions.”

“We need innovation in fisheries and canneries. Timber should have survived.”

“We want everything for nothing. And won’t spend anything on promotion.”

What do they think about us?

Sometimes you can learn a great deal about yourself from your friends and neighbors. North Star contacted our friends and neighbors across the state by phone and asked their impressions of Petersburg. Some of their answers are surprising and tell us a bit about ourselves.

Assets

What are Petersburg’s best assets? Responses included the great school system, aggressive fishing fleet, innovative fisherman, a shipyard, Norwegian culture, and scenic location.

Challenges

Among the greatest challenges as seen by outsiders is Petersburg’s aversion to change, pessimistic attitude, underutilizing Norwegian culture, and transportation costs and inconvenience. Respondents also cited a reluctance to invest in our infrastructure and not promoting fishing as a livelihood as other challenges.

Strategy

Based on the research, North Star recommended a strategy

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for Petersburg based on its commercial fishing culture and unique Nordic heritage.

The brand isn't about everyone in the area being Norwegian. The brand is about using something we have that is distinct, identifiable, and unique to tell the larger story of who and what we are all about, like hardworking and independent, which transcends ethnic backgrounds.

Creative

The creative portion of the project involved development of logos, tagline, and color palettes. Since creative is such a subjective process, we used a very small committee to help guide the development of these elements.

The resulting logo and tagline are unique to Petersburg, but offer very broad appeal and applications.

The tagline "Little Norway. Big Adventure."

can be adapted for a variety of uses including "Little Norway. Big Opportunity" for business, "Big Shopping." for retail, and "Big Fish." for harbor or fishing related promotions.

How attractive are the Petersburg marketing materials across the country? When North Star Strategies

sent out an email to 30,000 subscribers featuring the Petersburg logo and story, it set a new record for the company in terms of the number of subscribers who actually went to the North Star website and to learn more about one of their clients.

Implementation

We have been in the project implementation phase for less than 12 months. The final report from North Star included many, many ideas for us to bring the brand to life in our community. So far, we have found quite a bit of support and enthusiasm for the new brand. A few examples:

- Borough website, stationary, invoices, flyers, signs, business cards, email signatures, checks, licenses, exempt cards, etc.
- Borough official seal.
- Borough Facebook page
- Bronze inlay in sidewalk on corner of Haugen and North Nordic (forthcoming)
- Chamber of Commerce trade show booth & giveaways
- Chamber of Commerce logo
- Coop marketing with Ram Trucks



What is Community Branding?

To a certain degree, every community has a "brand". It is reflected in how people perceive a place, its culture, its reputation, and the things people say about it.

- Community branding is a tool communities use to define themselves, shape perceptions, and attract positive attention.
- Successful branding creates a strong and distinctive message defining a community's essential assets, and then markets that message.
- It reinforces a strong community identity for existing residents and businesses, lures visitors seeking shopping, recreational, and cultural opportunities, and attracts new employers, businesses, and residents to locate in the community.
- Branding can be a huge asset for a community to leverage what is "special" or competitive about the community.

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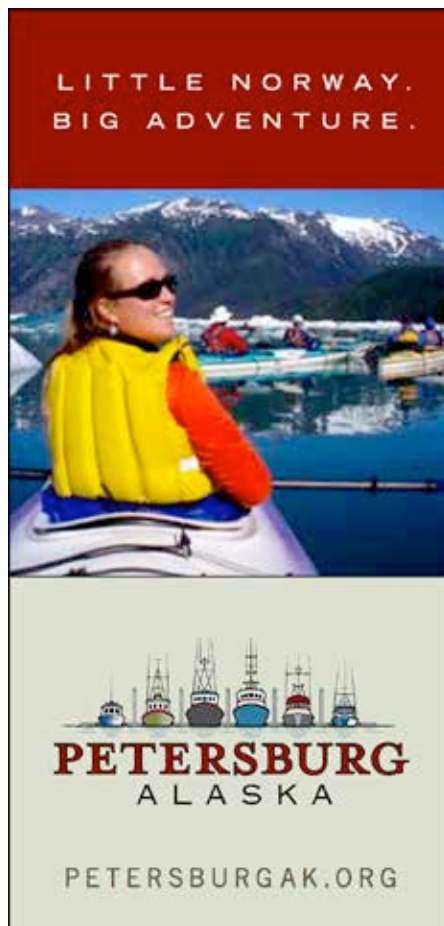
Why Create A Brand for Petersburg?

An effective branding effort communicates our story to a wider audience within and outside of Petersburg.

- Petersburg is competing with other communities for talented workers, professionals, visitors, new residents, and businesses. In order to attract and retain people, Petersburg needs to be able to ‘tell its story’ about who we are and the benefits of living here.
- In terms of the visitor industry, it’s not enough to boast spectacular scenery. Every Alaskan tourist destination can offer travelers a similar experience. What’s so special about Petersburg?
- For our fishing industry, other ports can offer the same or better services, What is our advantage in this market?
- Most small communities in Alaska can boast about their quality of life and are great places to raise a family. We need a qualified and talented workforce. Why should they come to Petersburg?

at State Fair (2012)

- 2013 Visitor Guide (forthcoming)



- Alaska Airlines Magazine ad (June)
- Marine Services brochure
- PEDC logo and website
- Community web portal
- Little Norway. Big News. e-newsletter.
- Java Hus – harbor ramp signs
- Clausen Museum – cloisonné pins

While we are definitely moving in the right direction, we also need to keep in mind that the brand is a means to an end. We need to engage the private sector in using the brand materials so they can leverage the brand to promote and expand their own businesses.

For example, the logo design certainly lends itself to all types of merchandising from t-shirts to coffee mugs.

Local businesses can use the design free-of-charge by applying to the PEDC and signing a brand use agreement, which outlines brand standards and guidelines. We also have lots of examples and ideas from North Star on how local business can use the brand materials. All this is available on the PEDC web site at www.petersburgedc.org.

We’re looking forward to working with the Chamber to leverage the branding tools for the benefit of our local businesses.

Press

The release of the Petersburg brand received local, statewide and most recently national press attention:

Petersburg was listed as one of several small communities with a successful marketing brand in the nationally recognized *Kiplinger Letter* (January 2013).

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University of Alaska to offer two additional workshops via videoconference: "Doing Business in China" and "Developing a Specialty Food Business".

MicroFinance

PEDC has been working in with the KIVA ZIP program to offer short-term loans to local entrepreneurs.

KIVA ZIP connects entrepreneurs and willing lenders around the country through an online portal.

The PEDC acts as trustee and vets local applicants. Once approved, the applicant's profile is added to Kiva Zip and lenders throughout the country, including Petersburg, may loan the entrepreneur money in \$25 increments. Most loans are fully funded within 2 months.

The maximum loan is \$5,000 with a 12-month term at 0% interest.

Kiva Zip is an innovative way to fund very small businesses and a means for local residents to directly support new and expanding businesses in our

community.

Grant Writing

PEDC continues to forward information on grant opportunities and conduct grant research for borough departments and nonprofits.

This year, PEDC researched and wrote a grant to the Rasmuson Foundation on behalf of Mountain View Manor Elderly Housing for installation of 12 energy efficient windows. The \$12,000 grant was approved in September.

This fall, PEDC and Mountain View Manor staff began work on a grant to replace the existing van at Mountain View Manor. The grant requires development of a Coordinated Transportation Plan outlining existing services and identifying gaps. The plan was completed and adopted by the Assembly in February; the grant application process also involves mandatory trainings prior to submitting an application. The grant application will be submitted in mid-April.

**2013
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