

12.0 Vision, Goals, Objectives & Strategies

Goal I: Economic Development

Facilitate and support efforts that grow and retain the region's wealth, including diversifying the economic base, resulting in optimal benefits for the residents of Southwest Alaska.

Objective I.A: Fisheries Development

Promote healthy, sustained yield fisheries that provide a sustainable income base to the communities, businesses, and residents of Southwest Alaska.

Strategy I.A.1: Monitor fisheries regulatory, management, and marketing issues that may impact Southwest Alaska fisheries. Influence policies, management, and environmental initiatives to create a more stable fisheries economy in the region.

Strategy I.A.2: Facilitate and support industry, state and local efforts to expand seafood

marketing efforts and develop new seafood markets.

Objective I.B.: Tourism Development

Increase jobs, tax revenues, capital investments, new business start-ups, and local wealth retention in the tourism sector.

Strategy I.B.1: Develop and maintain a regional tourism marketing program.

Strategy I.B.2: Influence federal, state, and local policies and management plans regarding public lands, fish and wildlife resources, infrastructure, and marketing.

Objective I.C: Regional Economic Planning

A comprehensive regional economic plan integrated with sub-regional and local planning efforts that focus on increasing wealth retention in the region and improving the quality of life.

Strategy I.C.1: Coordinate an ongoing regional economic planning effort and supplemental research that highlights the economic needs and challenges of Southwest Alaska.

Objective I.D: Small Business Development

Increased jobs, tax revenues, capital investments, and wealth retention due to new business startups in the region.

Strategy I.D.1: Develop appropriate methods to encourage and facilitate new businesses start-ups and provide technical assistance to existing businesses.

Objective I.E: Other Business and Resource Development

The economic base of Southwest Alaska is increasingly diversified through the development of non-fisheries resources and the expansion of other economic sectors thereby reducing the region's fisheries-dependency.

Strategy I.E.1: Encourage the development of targeted industries that are compatible and complementary with existing development in Southwest Alaska and local community interests.

Objective I.F: Workforce Development

Residents of Southwest Alaska are well educated and trained to assume existing and emerging jobs within the region.

Strategy I.F.1: Increase the capacity of individuals to participate effectively in the workplace, thereby improving their productivity and employability by aligning industry needs with job and skill training programs.

Goal II: Community Development

Facilitate and support efforts to improve the quality of life for communities in Southwest Alaska, thereby creating an environment for sustainable economic development.

Objective II.A: Infrastructure Development

Southwest Alaska has a comprehensive, sustainable and multi-faceted infrastructure network that meets the region's social, cultural and economic needs.

Strategy II.A.1: Facilitate the development of an integrated transportation infrastructure that expedites the movement of people and goods to, through, and out of Southwest Alaska thereby enhancing economic competitiveness and quality of life.

Strategy II.A.2: Support efforts for Southwest Alaska communities, businesses and residents to have sufficient access to communication and information infrastructure to be competitive in world markets and realize educational, medical, and other benefits.

Strategy II.A.3: Reduce energy costs by promoting energy efficiency, conservation and the development of renewable energy sources throughout Southwest Alaska.

Objective II.B: Community Planning

Aid communities in the Southwest Region establish long term visions, goals and plans for sustainable community development.

Strategy II.C.1: Provide guidance in creating community-based plans that are the foundation and guiding tool for community change.

Goal III: Organizational Development

Expand and strengthen the ability of the Southwest Alaska Municipal Conference to advance the economic and social interests of southwest Alaska.

Objective III.A: Communications

SWAMC maintains and engages an extensive network of partners in ongoing communication about the activities of the organization and the state of the region.

Strategy III.A.1: Increase and broaden communication between SWAMC, communities, borough, members, partner organizations, and the general public to build understanding about the region, its economy, and the needs of its residents.

Objective III.B: Policy and Issue Advocacy

SWAMC influences the development of state and federal policies to create favorable

outcomes for its communities, members, and partners.

Strategy III.B.1: Create consensus on regional and local issues that will advance the collective interests of the region.

Objective C: Organizational Efficiency and Effectiveness

The Southwest Alaska Municipal Conference enjoys the visionary leadership of a fully engaged Board of Directors, contributions and participation of motivated volunteers, the productivity of a capable staff, and the involvement of interested and worthy partners. It is well-managed, financially secure, and progressive in developing programs and policies that further the collective interests of the region.

Strategy III.C.1: Volunteers: Engage municipal and associate members in leadership, committee, and other volunteer assignments to help guide and shape programs and policies.

Strategy III.C.2: Membership Development: Increase municipal and private sector membership investments and participation in SWAMC.

Strategy III.C.3: Finances and administration: Expand the financial resources and administrative capacities of the organization.