

Hoonah's Ten Economic Goals

How should Hoonah measure economic success?
What are Hoonah's economic development goals?



BUSINESS & EMPLOYMENT

1. Support local businesses. Increase profitability and success of Hoonah businesses.
2. Increase year-round employment in Hoonah.
3. Encourage new businesses in Hoonah, especially those that bring new money to Hoonah through adding value to area resources (fish, wood, and more) and that bring visitors. Encourage businesses that:
 - a. Maintain our clean environment which supports healthy foods for harvest,
 - b. Do not displace local culture, and
 - c. Give back to the community.

INCOME

4. Raise Hoonah's per capita, household, and family income.

EDUCATION

5. Teach economics and business at the high school. Show youth career paths for that feed into Hoonah employment and jobs; provide related career technical education and job mentoring.
6. Have small business workshops for the community.
7. Maximize support to Hoonah Schools.

POPULATION

8. Increase Hoonah's population. Hoonah's employment opportunities bring former residents home.

COST OF LIVING

9. People can afford to live in Hoonah and buy locally.

CITY GOVERNMENT

10. A Healthy city government is able to provide core functions.

City of Hoonah Roles to Make Its Priorities Happen

LEADERSHIP

- Set city and community short and long term priorities. When the Mayor, City Council, appointed officials, and staff support and lobby for a position or project this has influence and carries weight.

FINANCIAL

- Make strategic investments in infrastructure, or acquire/ provide a match to obtain private, state, federal, or NGO financing or grants to accomplish priorities.

TAX AND REGULATIONS

- Set stable tax rates, pro-business regulatory policies, and equitable permitting procedures.

LAND SUPPLY

- Use city owned land to ensure there is an adequate supply of residential, commercial and industrial land available.

RESEARCH AND COORDINATION

There are many competing demands for elected official and staff time so prioritizing time to help accomplish economic development priorities is a real contribution to project implementation. This includes:

- Research - Prioritizing time to research and investigate an opportunity or path to accomplish an economic development priority
- Coordination and Communication – Prioritizing time to communicate with potential funders, partners, residents and businesses to help educate, build awareness, and accomplish an economic development priority.
- Making city facilities available for meetings of local business alliances, like the City's Hoonah Economic Development Committee, the Hoonah Economic Development Council, and others.

OUTREACH AND MARKETING

- Efforts to market Hoonah as a good place to live, work, raise a family, start a business, and visit. These can be general or targeted efforts, which the city does alone or in conjunction with others.

2017-2027 CITY OF HOONAH ECONOMIC DEVELOPMENT PRIORITIES

(list is not prioritized, numbers are for convenience only)

1. Upgrade City Sewage Treatment Plant, Connect Icy Strait Point to Sewage Treatment
2. Finish the Hoonah Marine Industrial Center (Area for Marine Service Businesses, Build Freight Dock)
3. Complete Hoonah Long-Range Waterfront Plan and Development
4. Reduce Energy Costs (electricity and heating) –several projects listed, see plan for details
5. Independent Visitor and Small Cruise Ship Tourism Program and Marketing
6. Accomplish High School and Community Career-Technical and Business Education
7. Fisheries Development:
 - a. Support allowing CQEs to purchase permits,
 - b. Support a King Salmon smolt release Port Frederick,
 - c. Support building a Gallagher Bay fish ladder, and
 - d. Support more value-added processing
8. Conduct a Housing Needs Assessment, Pursue Development of Needed Housing
9. Establish a Public Library
10. Update Commercial/Industrial Land Development Plan



OTHER COMMUNITY + ECONOMIC DEVELOPMENT PROJECTS

The following economic opportunities or projects were identified and discussed during this plan's development. They are not listed as top priorities either because:

- a) The City of Hoonah would have a limited or secondary role,
- b) The project has not been fleshed-out enough to determine its exact nature yet or level of priority yet, or
- c) It was felt that, depending on the project, either the Hoonah Indian Association or individual entrepreneurs would more naturally be the project leader.

It is expected that other parties may accomplish these during the 2017-2027, and that the City of Hoonah will have a role in some. Others may be elevated in importance during the 2017-2027 as they are better defined or conditions change. The Hoonah Economic Development Committee wanted to list them all as many are important ideas or economic/business needs.

11. Celebrate and Promote Hoonah's Heritage, Culture, and Arts

- a. Huna Cultural Heritage Center/ Museum/Tribal House
- b. ANB/ANS Hall Renovation
- c. Clan Houses Restoration



12. Establish Child Care Businesses

13. Improve Internet Access, Speed, and Cost

14. Manage Hoonah's Abundant Forestlands to Support Local Businesses

15. Support Food-based Businesses

16. Market and Use Hoonah's Abundant Rock



Hoonah Community + Economic Indicators

Six Years of Change: 2010 to 2015

DEMOGRAPHICS	2010	2015	CHANGE
Population	760	783	+ 3%
Net In/Out Migration	+ 14	- 4	
Median Age	44.6	N/A	
K-12 School District Enrollment	124 ('10/'11)	119 ('15/'16)	- 4%
Total PFD Applications	820	846	+ 3%
Child PFD Applications	166	191	+15%
Dwelling Units	399	417	+5%
Seasonally Occupied Dwelling Units	34	N/A	
Number Residential Electric Customers	365	377	+ 3%
EMPLOYMENT + BUSINESSES	2010	2015	CHANGE
Total Employment	335	375	+ 12%
Total Wages	\$10,697,792	\$13,382,631	+ 18%
Average Annual Wage	\$31,934	\$36,912	+ 16%
Percent Private Sector Jobs	59%	63%	+ 4%
Number of Businesses in Hoonah (per AK biz licenses)	-	100	
Unemployment Rate	14.1%	15.0%	+ 0.9%
Free/Reduced Price Lunch Eligibility (% of students)	58% ('10/'11)	62% ('15/'16)	+ 4%
RESIDENT INCOME	2010	2014	CHANGE
Per Capita Income	\$24,426	\$26,050	+ 7%
Median Household Income	\$50,511	\$52,125	+ 3%
Median Family Income	\$54,792	\$63,250	+ 15%
COMM. FISHING & MARINE INDUSTRY	2010	2015	CHANGE
Number Haul-Outs at Hoonah Marine Industrial Center	2	120	+ 5900%
Percent Haul-outs that are Not Hoonah Residents	-	77%	
Number of Comm. Fishing Permits Issued	129	113	- 12%
Pounds Comm. Fish Landed by Hoonah Residents	2,533,594	3,429,800	+ 35%
Estm. Gross Earnings Comm. Fishing (Ex-Vessel Value)	\$2,695,176	\$1,740,171	- 35%
State Fisheries Business Tax to City	\$108,022	\$76,574	- 29%
Number Comm. Vessels Homeported in Hoonah	88	74 (2014)	- 16%
VISITOR TRENDS	2010	2015	CHANGE
Cruise Ship Port Calls	63	78 (2016)	+ 24%
Cruise Ship Passengers	122,975	158,650 (2016)	+ 29%
State Commercial Passenger Vessel Excise Tax to City	\$640,015	\$688,980	+ 8%
Sales Tax by ISP to City	\$326,581 (2009)	\$453,642	+ 39%
MUNICIPAL GOVERNMENT	2010	2015	CHANGE
Total Sales Tax Revenue	\$998,211	\$1,460,208	+ 46%
Local Government Employment	104	111 (2014)	+ 7%
Local Govt. Employment as a % of Total Employment	33%	30% (2014)	- 3%
HOONAH TRANSPORTATION	2010	2015	CHANGE
Airport Passenger Arrivals	8,748	9,780	+ 12%
AMHS Passenger Arrivals	5,040	5,453	+ 8%
Air Freight Arrivals (in pounds)	208,939	178,570	- 15%
Marine Freight (in pounds)	6,915,496 (4/11-3/12)	8,431,571 (4/15-3/16)	+22%

See full report for sources