

## Encourage New Business/Grow Existing Business

**Goal: Strong Base. Support and expand established economic sectors.**

Strategy	Past/Current Activities	Proposed
<b>#1</b> Maintain existing and work to improve transportation options for people and freight coming and going from Petersburg.	Provided financial support to SE Conference AMHS reform project. At one time there was a Borough Transportation Committee.	Create a Borough Transportation Committee
<b>#2</b> Recognize and support the three elements that collectively support the commercial fishing industry: harvesters, processors and community.	Community Cold Storage Drive Down dock/bulkhead N. Harbor Replacement S. Harbor Dredging	Establish a "Processor's Working Group" to identify ways Borough/PEDC can support sector to bring more volume.
<b>#2</b> Support expansion of forms of tourism that provide local jobs and help protect and sustain resources and Petersburg's authentic character that attracts visitors; focus on small cruise, ferry, ecotourism, independent travelers.	Visitor Industry Working Group is developing a draft Tourism Management Plan. The plan includes various recommendations related to current and future development of tourism.	Finalize, Adopt, and Implement recommendations from the Tourism Management Plan. Consider creating a formal Visitor and Tourism Advisory Board.

**Goal: Emerging Markets. Support new and emerging industries.**

Strategy	Past/Current Activities	Proposed
<b>#2</b> Seaweed farming, soil and composting, products made from fish waste.	Recently held "seaweed farming workshop".	Use above-mentioned processor's group to discuss opportunities for use of fish waste.
<b>#3</b> Telecommuting jobs such as engineering, programming, accounting and other web-based occupations.		Sponsor a targeted survey of professionals involved in these trades to determine specific requirements and triggers to potentially relocating to Petersburg.

#2

**Goal: Quality Workforce. Ensure education, housing and continued quality of life amenities to retain and attract a quality workforce.**

Strategy	Past/Current Activities	Proposed
Increase opportunities for Petersburg students to be exposed to different professions and industries, including those outside of the Petersburg Borough.		Work with the School to develop a tracking mechanism of past and current Petersburg graduates and what their career choices have been. Utilize this list to proactively contact former graduates regarding local job opportunities.
Ensure housing at levels that match wages that can be earned locally, so young people who grew up in Petersburg, or who might want to live here, can afford to stay and contribute to the future of the community.		Add a workforce development component (i.e. apprentice requirement) to development. Develop shared housing facility to help employed people transition to the community.

#4

**Goal: Improve Wayfinding.**

Strategy	Past/Current Activities	Proposed
Visitors, conference attendees, new residents need to find their way around town.		Implement digital/app wayfinding system throughout the community. Revisit branding recommendations from the perspective of sign design and messaging. Encourage the Borough to develop and implement visitor kiosks in strategic places throughout the community, including on the trail systems.

#4