

Klondike Development Organization

First Projects: Spring 2011

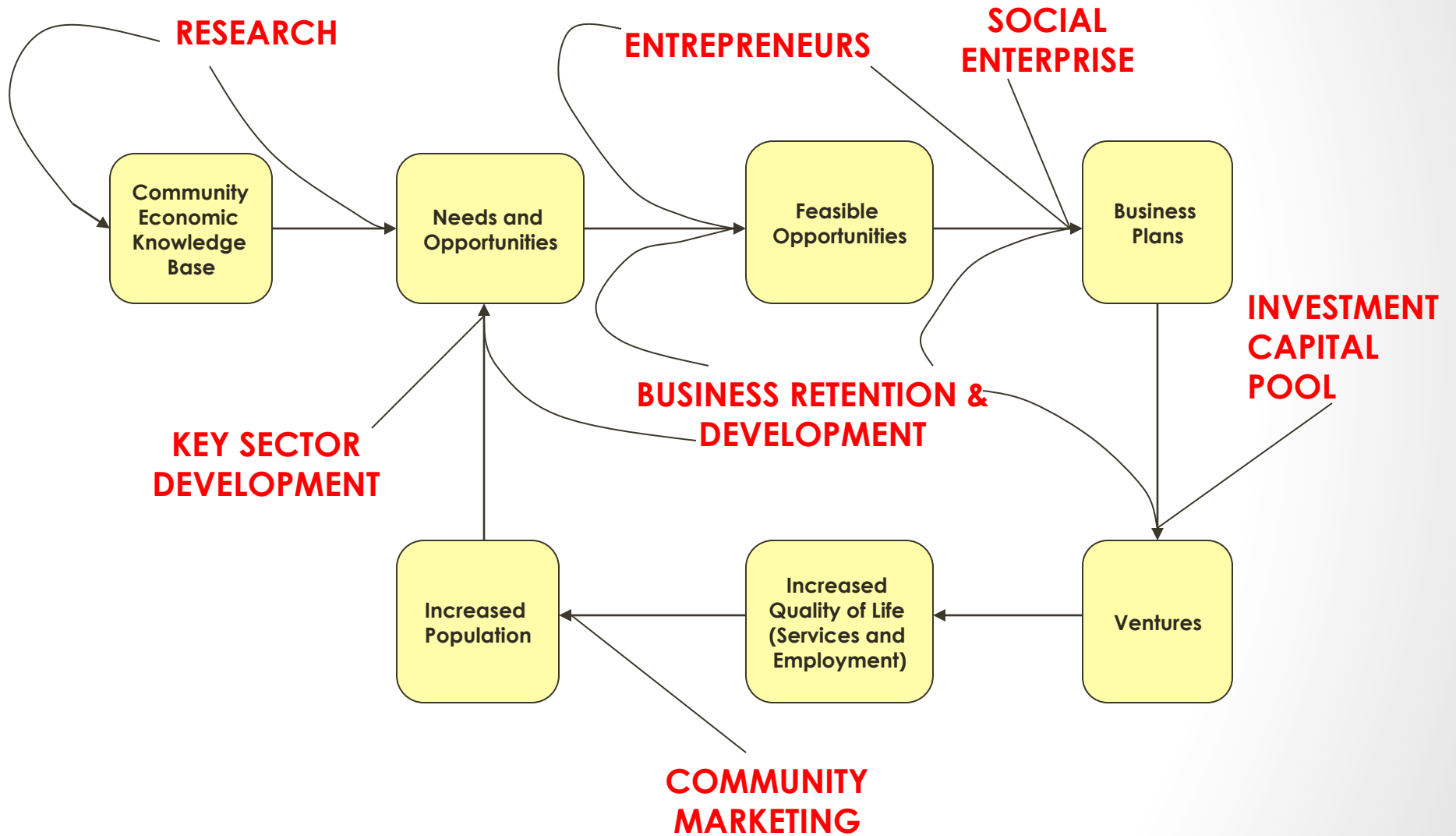
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KDO Strategic Plan

THE SEVEN STRATEGIES

- Enterprise Retention and Development
- Research
- Key Sector Development
 - Housing
- Investment Capital Pool
 - Community Economic Development Investment Funds
- Partnership Forum
- Community Marketing
- Social Enterprise

KDO SERVICE CYCLE



	INVESTMENT CAPITAL POOL	RESEARCH			ENTERPRISE RETENTION AND DEVELOPMENT	KEY SECTOR DEVELOPMENT	PARTNERSHIP FORUM	COMMUNITY MARKETING			SOCIAL ENTERPRISE					
		Klondike Economic Statistics Reports	Community Economic Knowledge Base	Annual Strategic Review				Resident Attraction and Retention	Community Promotional Materials	KDO Communications Strategy	Venture Selection and Development					
				Measurable Indicators							Strategic Planning	Community Needs and Opportunities Identification	Scoping Studies	Feasibility Studies	Business Plans	
Feb-11			Systematic business survey			Housing sector market research	Facilitate forum			Communications strategy development						
Mar-11			Systematic household survey			Design housing strategy	Facilitate forum			Implement strategy						
Apr-11	Feasibility Study	Report development			Develop information databases Site availability inventory Local business inventory Licenses, permits, taxes & services, costs of business Develop new services to enhance existing programs Community assistance and mentoring network											
May-11																
Jun-11									Facilitate forum							
Jul-11			LAUNCH KLONDIKE ECONOMIC STATISTICS REPORTS													
Aug-11			Review and maintain reports													
Sep-11									Facilitate forum							
Oct-11			Business Plan													
Nov-11																
Dec-11										Facilitate forum						
Jan-12																
Feb-12																
Mar-12							Annual strategic review			Facilitate forum						
Apr-12	Entrepreneur and investor awareness				LAUNCH FACILITATION PROGRAM Deliver program Community assistance and mentoring network	Market research and planning										
May-12										Facilitate forum						
Jun-12																
Jul-12																
Aug-12																
Sep-12																
Oct-12			Legal set-up							Design strategy				Assessment		
Nov-12																
Dec-12											Facilitate forum					
Jan-13			LAUNCH KIC & PUBLIC OFFERING NO.1												Scoping study of four opportunities	
Feb-13																
Mar-13			Close offering					Annual strategic review			Facilitate forum					
Apr-13							Systematic business survey			Market research and planning		Strategy development				Feasibility study of two scoped opportunities
May-13	Call for proposals															
Jun-13	Assess proposals					Facilitate forum										
Jul-13	Approve proposals													Business plan of one feasible opportunity		
Aug-13	Negotiate and complete investments															
Sep-13			Systematic household survey				Facilitate forum									
Oct-13	LAUNCH VENTURE 'A' AND VENTURE 'B'					Design strategy					Assessment			LAUNCH VENTURE NO.1		
Nov-13																
Dec-13							Facilitate forum									
Jan-14	Public offering No.2												Scoping study of four opportunities			
Feb-14																
Mar-14	Close offering			Annual strategic review			Facilitate forum									
Apr-14						Market research and planning		Implement strategy	Develop promotional website					Feasibility study of two scoped opportunities		
May-14	Call for proposals															
Jun-14	Assess proposals						Facilitate forum									
Jul-14	Approve proposals														Business plan of one feasible opportunity	
Aug-14	Negotiate and complete investments															
Sep-14										Facilitate forum						
Oct-14	LAUNCH VENTURE 'C' AND VENTURE 'D'						Design strategy						Assessment		LAUNCH VENTURE NO.2	
Nov-14																
Dec-14										Facilitate forum						
Jan-15	Public offering No.3													Scoping study of four opportunities		
Feb-15																
Mar-15	Close offering			Annual strategic review						Facilitate forum						

SO, FIRST STEPS:

- 1) Research
- 2) Key Sector Development - Housing
- 3) Partnership Forums
- 4) Community Engagement

RESEARCH

Community Economic Knowledge Base

- ‘Systematic business survey’ to identify:
 - Business expansion and succession clients
 - Labour force needs
 - Business support service needs
 - Business expenditure leakage targets
 - Enterprise and employment development opportunities
- ‘Systematic household survey’ to identify:
 - Population determinants
 - Household expenditure leakage targets
 - Household needs
 - Enterprise and employment development opportunities

BUSINESS SURVEY

In-Person Preference:

- Email for an appointment:
 - acrosstheriver.mark@gmail.com
 - acrosstheriver.evelyn@gmail.com

- Online:

www.surveymonkey.com/s/KlondikeBusinessSurvey

- Hard Copy

HOUSEHOLD SURVEY

Please complete our survey that can be found at:

- Online:

www.surveymonkey.com/s/KlondikeHouseholdSurvey

(You can complete the survey online today at the computers here)

- Email: acrosstheriver.mark@gmail.com
 acrosstheriver.evelyn@gmail.com

(We can email you the online link or an electronic copy)

- Hard Copy

KEY SECTOR DEVELOPMENT

HOUSING

- Convene partner agencies to get comprehensive work underway
- Conduct market research, clearly segmenting the market between ownership and rental, family and single. Analyze gaps for the current market (including summer peak) and projected impacts of increased mining activity
- Identify land and building development opportunities and design a full KDO housing strategy

HOUSING DEMAND SURVEY

Please complete our survey that can be found at:

- Online:

www.surveymonkey.com/s/KlondikeHousingDemandSurvey

(You can complete the survey online today at the computers here)

- Email: acrosstheriver.mark@gmail.com
 acrosstheriver.evelyn@gmail.com

(We can email you the online link or an electronic copy)

- Hard Copy

PARTNERSHIP FORUMS

- 1) Today
- 2) Late March (TBA)

COMMUNITY ENGAGEMENT

- 1) Launch Party
- 2) Press Releases and Media
- 3) Community Notices
- 4) Rolling Ads
- 5) Open Houses
- 6) Focus Groups
- 7) Partner Website Notices and Links
- 8) Email
- 9) Facebook
- 10) Others