



★ a university-based partnership promoting economic development in Alaska

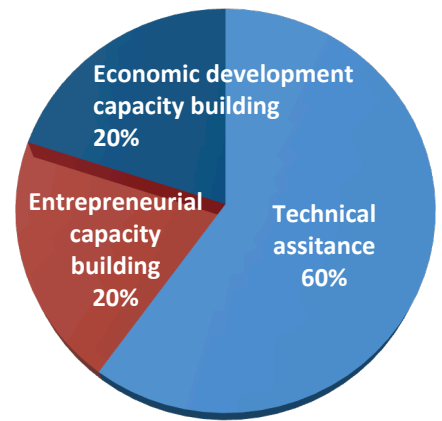
### University of Alaska Center for Economic Development

The University of Alaska Center for Economic Development (UACED) mobilizes resources from throughout the University of Alaska system to increase the ability of Alaska’s communities to engage in sustainable economic development. The Center aims to promote a more favorable business environment in Alaska by encouraging capacity-building and higher-skill attainment that will lead to higher-wage jobs and attract greater levels of private capital investment.

#### Activities

UACED serves as a thought leader and a bridge between internal and external stakeholders to accomplish its activities. It primarily works through public and private agencies and partnerships that touch economic development, rather than working directly with private businesses. UACED delivers a wide variety of technical assistance to address the needs of a number of key client/stakeholder groups. For example, the Center supports rural communities and public entities by

conducting feasibility assessments, business plan development, economic development assessments, market analyses, and strategic planning to support local development projects. For economic development personnel, the Center provides technical assistance and capacity building by partnering with organizations such as the International Economic Development Council and the National Association of Development



Organizations to offer training courses in areas such as business retention, business expansion, and basic economic development. UACED focuses especially on strengthening Alaska’s entrepreneurial ecosystem by providing business plan development, market studies, and other technical

### University

University of Alaska

### Center Director

Christi Bell

### Center Location

College of Business and Public Policy (but represents the entire U of AK system)

### Center since 1992

### Center Activities

- Technical assistance
- Entrepreneurship support
- Applied research
- Information dissemination

### Clients

- Economic and regional development organizations
- Alaska native corporations
- Tribal/village councils
- Local governments

### Assessment Techniques

- Client interviews
- Client surveys
- Case studies
- Informal feedback
- Advisory groups

### Contact Information

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assistance to help small businesses in communities to innovate and grow. Other entrepreneurship support includes developing a virtual referral center (AKSourceLink), a youth entrepreneurship program (Lemonade Day), and other training and outreach activities. Applied research and information dissemination activities include collecting and publishing a series of indicators on Alaska's economic condition and trends.

### Leveraging

UACED partners with a wide range of regional/local organizations in the communities where it provides technical assistance, including economic development districts, local government, tribal organizations, community colleges, chambers of commerce, and others. It also partners with external, national organizations (e.g., IEDC, NADO) and other university centers (Purdue) to deliver its training courses for economic development professionals.

UACED also leverages and contributes to a wide variety of complementary regional and national economic/business-related organizations by serving as a board member, participating in conferences, and affiliating/partnering with these entities.

*"We would be at a loss without the services provided by the Center. Our readership depends on seeing the Alaska economic data every month; it is one of our most popular mainstays."*

*---Center Client*

## Success

### Lemonade Day Alaska

Launched in Alaska in 2011, the annual Lemonade Day event is designed to teach youth business and leadership lessons using lemonade stands. The University of Alaska Center for Economic Development brought this program to Alaska as a means of supporting a stronger entrepreneurial climate, by seeding development of future entrepreneurs. From the first to the second year of the program, Lemonade Day Alaska doubled the number of stands to 2,536, and in the third year the number of stands expanded to 3,800. This expansion was done through increased cooperation with community partners, as well as through expanding registration and

community efforts. Lemonade Day Alaska also expanded from just Anchorage to become a statewide effort. The young entrepreneurs generated \$287,000 and donated nearly \$70,000 to charity. Alaska Lemonade Day was a finalist for the University Economic Development Association's 2012 Awards of Excellence in the Talent Development category, which recognizes initiatives that promote 21st century skills.

**Through the Lemonade Day program, University of Alaska's Center for Economic Development is bringing essential entrepreneurial skills to the state's future workforce.**