



CITY OF WASILLA

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INFORMATION MEMORANDUM NO. 90-09

TO: Council

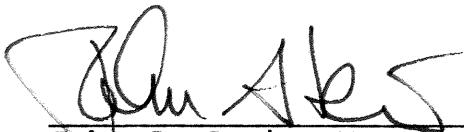
FROM: Mayor Stein

DATE: January 18, 1990

RE: Trade Area Analysis Recommendations

I spoke with John Levy of the Southwest Municipal Conference, who commissioned the consumer survey for Ouzinkie and several other communities. John felt the survey was extremely effective in demonstrating to the business community how money circulated and how they could maximize the "local take". He recommends that Phase II, a formal presentation to the community, be completed. He works out of Anchorage and is familiar with Mat-Su. He believes that a study would be very valuable because of our competition with Anchorage.

I also spoke with Wrangell Economic Director John Gold. He was not familiar with the Petersburg-Wrangell study because it didn't coincide with his tenure. He spoke very highly of the process and recommended it as a valuable economic development tool.



John C. Stein, Mayor