

Circles of Influence - Local

Local – where we live, where we shop and obtain everyday services, our schools, recreation, friends, local customs and preferences

Opportunities:

- Filling gaps in the local retail and service sector and reducing “leakage”**
- Building on unique local knowledge**
- Exploring the potential for “export” by solid local businesses**

Circles of Influence - Regional

- **Labor Market Area – where people in the community work and where the outsiders who work in the community live, specialized services, big ticket shopping, business services, higher education, regional economic base businesses.**
- **Opportunities: assessing regional businesses as potential markets for local businesses, participating in regional economic development strategies, filling gaps in regional retail and services to reduce leakage.**

Circles of Influence - California

- **The state has a huge influence on tribal economies, in spite of sovereignty**
- **Universities, Health Care, Transportation, Fiscal System and status, justice system, influence on non-tribal local government, etc**
- **Opportunities – examine potential benefits from participating in state initiatives, understand state law, programs, and practices in order to benefit from them.**
- **Generality: Most tribes are expert at working with the Federal Government, fewer are expert at working with state governments.**

Circles of Influence – Pacific Northwest

- **Common resource based and knowledge based economies**
- **Shared image and ethos**
- **Economically successful tribes, many of which share a “salmon people” history with Northern California Tribes and have the same core businesses.**
- **Opportunities: take advantage of support institutions for Northwest industry clusters, assessing Northwest businesses as potential markets for local businesses, marketing partnerships, etc.**

Circles of Influence – the Nation and the World

- Opportunity: The more a community's economic development participants are aware of national and global trends, the better. ED staff can listen to NPR, subscribe to the New York Times, the Wall Street Journal, and The Economist. Consider establishing sister city or sister indigenous people relationships.**

Class Brainstorming: What are some opportunities for your Tribe at each level?

Local

Regional

California

Pacific Northwest

National or Global

Recorder: Take notes on the flip chart!

Community Competitive Advantage

What kinds of work does your community/region do exceptionally well?

- Economic success is not random.
- Similar and related industries draw advantage from proximity.
- Many communities and most regions specialize in one or more “clusters” of products and/or services.
- Local preferences and “knowledge clusters” can be the basis for economic growth.

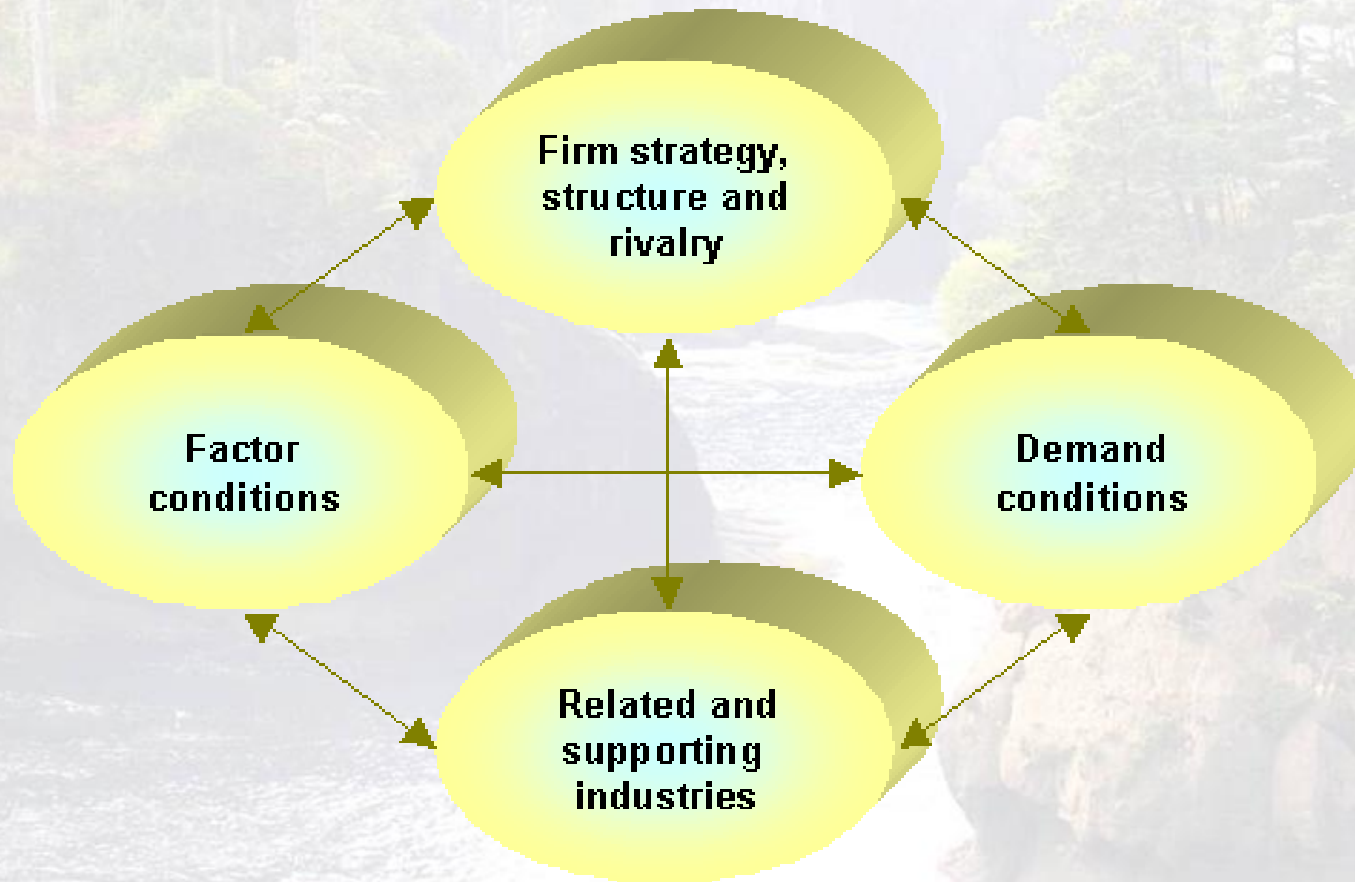
Industry Clusters

- **Industry clusters are groups of similar and related firms in a defined geographic area which share common markets, technologies, worker skill needs, and which are often linked by buyer-seller relationships.**
- **Firms and workers in an industry cluster draw competitive advantage from their proximity to competitors, to a skilled workforce, to specialized suppliers and a shared base of sophisticated knowledge about their industry.**

Industry Clusters in Northern California Indian Country

- **Fishing**
- **Wood Products**
- **Casinos/Hospitality**
- **Natural Resource Management Services**
- **Arts**
- **Others?**

Michael Porter's Diamond of Advantage



Northern CA Fishing Cluster

- **Enterprise strategy, structure, and rivalry**
- **Inputs, Services, Supporting Institutions (factor conditions)**
 - **Fish and other ocean products**
 - **Fishing Industry workforce**
 - **Ports**
 - **Support institutions, like Sea Grant Extension, HFA**
- **Customers (demand conditions)**
 - **Processors**
 - **Local restaurants**
 - **Fresh market buyers**
 - **Off the dock sales**
- **Related and Supporting Business**
 - **Guides & Outfitters**
 - **Provisioners of groceries, fuel, and ice**
 - **Bait and Gear Suppliers**

What opportunities are there to strengthen the clusters?

- Increase productivity and profitability**
- Encourage innovation**
- Build a better workforce**
- Market cooperatively – locally and outside the region**
- Develop local suppliers and other related businesses**
- Identify research and innovation opportunities and engage a University as a partner**

Class Exercise:

Using slide 12, identify opportunities and problems for the fishing cluster.

Using slide 11 – analyze the arts cluster.

Recorder: Take notes on the flip chart!