

KOOTZNOOWOO, INC.

STRATEGIC PLAN 2022



VISION

Our shareholders and culture are thriving.



MISSION

Kootznoowoo will improve shareholders' quality of life by operating profitably, upholding our traditional values, and providing stewardship of our lands.



VALUES

Preserving our cultural values
Safeguarding our Tlingit heritage
Sustaining our ancestral lands.

GOALS & STRATEGIES

Maintain health of our lands and resources and maximize economic potential

- Effectively manage Carbon Credit program
- Update Forest Management Plan in 2022
- Obtain full funding for Thayer Hydro Project by 2023
- Ensure Angoon Airport construction generates revenue for the corporation
- Realize cultural and economic potential of Admiralty Island National Monument

Engage shareholders with valuable information and benefits

- Grow the Shareholder Trust to increase dividend payments
- Increase shareholder participation in the Annual Meeting
- Publish three newsletters annually

Operate profitable and high-quality businesses

- Manage the real estate portfolio profitably and responsibly
- Reestablish an 8a company that aligns with corporate expertise and values
- Create a Tourism and Natural Resources Division to showcase traditional culture and natural environment

Maintain organizational health and leadership

- Develop guidelines and process for evaluating business opportunities
- Establish and grow a Permanent Fund that ensures Corporation sustainability by 2029
- Maintain high standards and professionalism by adhering to employee, fiscal, and board policies
- Strengthen relationships with key partners in Angoon and across the region

Strengthen and share cultural knowledge

- Provide financial, administrative, and technical support to KCEF
- Develop programs and partnerships that build awareness of Tlingit culture and values
- Incorporate traditional culture, art, and language in our business activities and communications
- Utilize tourism investments to strengthen cultural knowledge and pride



KOOTZNOOWOO, INC.
FORTRESS OF THE BEARS