



Progress
Report

2nd Quarter

2011

Executive Overview • Business & Economic Development •
Communications • Development

August 1

Executive Overview

AEDC completed a successful period in the 2nd quarter. Highlights include:

- Assisted 17 in-state and 10 out-of-state businesses seeking help with information and connections to needed resources or contacts in the business community. Out of state companies assisted included JetBlue, one aerospace company, one telecom company, one international surface transportation company, two national retailers, one national restaurant chain were examples of out of state companies assisted, though most of these companies are engaged under non-disclosure agreements, with no details available for public disclosure. In addition, AEDC assisted in-state companies that included a start-up aviations support company and several other existing and start-up businesses seeking assistance.
- AEDC completed a site selector engagement trip to Indianapolis and Chicago in early June. AEDC staff met with 13 national site selection company representatives.
- Usage of AnchorageProspector.com in the 2nd quarter of 2011 saw a marked increase due to the rollout of the newly upgraded version of the tool. AEDC engaged in an ongoing awareness campaign with both local real estate companies and other stakeholders, as well as a national outreach to site selection firms promoting the newly upgraded tool.
- The Anchorage economy was highlighted in 11 national stories across multiple media outlets for a total value of \$456,808 and a total of 10,903,173 circulation/impressions. The Anchorage economy and AEDC were the focus of 51 stories locally with a total value of \$70,280 and circulation/impression of 491,216. Total ROI for the 1st quarter was 15:1.
- The second year of the Anchorage First campaign was successfully completed May 31. 48 local businesses participated, as did several sister organizations within Anchorage. Momentum is growing for this pro-bono project and it is expected that this campaign will continue in 2012.
- The Live Work Play committee progressed in its efforts in the 2nd quarter. The “Why do you live here? Why would you leave?” survey was completed June 30 with very strong initial response rates. Significant progress was made by the subcommittees in their efforts to develop the aspirational narrative and corresponding metrics. 3rd quarter should see the completion of those efforts.
- Organized and executed two investor reception events, the “Spring Fling” in partnership with YourAlaskaLink.com and the “kpb 30th Anniversary” event in partnership with kpb Architects.
- Successfully executed the first of four Investor roundtable events to better engage AEDC’s supporting companies and to seek their feedback on the economy, AEDC and the strategies they believe hold promise for growing the Anchorage economy.
- Preliminary year to date FY11 financial results as of the end of the 2nd quarter show a -\$46,970 net operating result before depreciation. This is -\$123,488 under budget projection.

Business & Economic Development

Business Retention & Expansion Plan

The Business Retention and Expansion plan has been drafted along with a rough timeline and set of metrics. The plan needs to be approved by Bill and the Board before it is finalized.

Site Selection Work

June Site Selector Trip

AEDC completed a site selector engagement trip to Indianapolis and Chicago in early June. AEDC staff met with 13 national site selection company representatives. Several companies were identified as leads for future engagement to participate in familiarization trips to Southcentral and to follow up with regarding specific business interests.

Site Selector Familiarization Trip

The BRE Department has finished the initial plans for the Fam trip, sent out the tentative invitations and started putting together the travel packages for the site selectors that will participate. We are anticipating 3-5 site selectors chosen from the site selection meetings Jon held in Indianapolis and Chicago recently. They will meet with local business leaders, view commercial properties, participate in the Cargo Carriers summit at the airport and learn about Anchorage and the surrounding area over the course of their stay.

September Site Selector Trip

The BRE Department is putting together the initial list of contacts for the upcoming site selector outreach trip in September. Contacts have been identified in Charlotte, where this year's annual IEDC conference is being held, as well as in Atlanta and surrounding cities. An email/phone contact campaign will be conducted later this month to set up meetings and gather additional information on the various companies to see if there are other targets that are not currently on our site selector database. The trip is expected to last 5-9 days depending on response and cover 2-4 cities in the Charlotte/Atlanta region. Interviews will center on informing site selectors about the opportunities in Southeast Alaska, and also talking to them about what information is important to them, how they prefer to receive that information and what trends they are seeing in their industry. And thoughts the site selectors have on potential industries that would be well suited for our market will also be solicited.

Other Projects/Programs

Entrepreneurial Boot camp

The BRE Department is working with UAA to increase AEDCs participation in the annual Entrepreneurial Boot camp. We are planning on assisting UAA in the planning and execution of next year's event. We are also working on formalizing an agreement with the University's entrepreneur program to combine resources for businesses looking for funding, consulting services, or other ground level business services. By working together with the University AEDC hopes to increase the number of businesses they assist and provide additional services on top of the assistance already offered by AEDC staff.

Air Cargo Summit

The BRE Department is assisting the Anchorage Airport with the upcoming Air Cargo Summit in August. We are responsible for planning and executing the last day of the conference centering on business opportunities in Anchorage. We are putting together a list of speakers, developing an agenda and working closely with the airport and other entities to ensure the event goes off with AEDCs usual level of quality and attention to detail.

Webinar

We are currently revising our webinar strategy based on information received during the recent site selector trip and plan on resuming broadcasts in October once we have a topic schedule and target audience finalized.

ARDOR Grant

The application for the ARDOR grant has been turned in and approved. AEDC will be receiving \$62,122.50 for FY12.

Economic Profile for Anchorage

This project is on hold till a new Communications Director can be hired.

2011 Anchorage CEDS Update

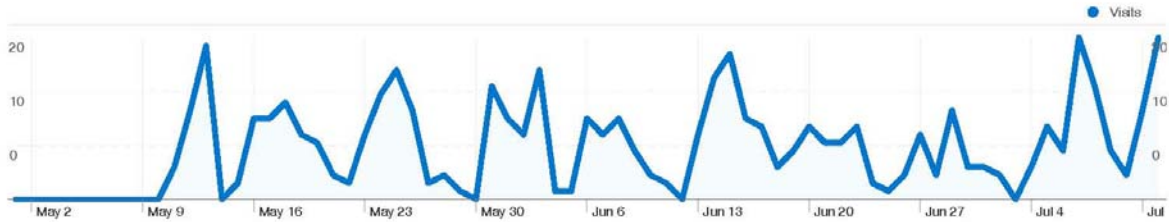
The Anchorage CEDS has been completed and the update was sent in on-time.

AnchorageProspector.com Statistics

Anchorage Prospector

We are continuing to do public outreach and training regarding the AP.com site and have developed a Quarterly Business Retention and Expansion newsletter that will include information on AP.com to continue getting information out about the site. So far several hundred people have visited the AnchorageProspector.com website and more are finding their way there every day. Our combined outreach and education campaign has also brought the site to the attention of individuals and organizations that were not previously aware of the sites potential for local business expansion, market research, and demographic reporting.

NOTE: *As part of the changeover to the new AnchorageProspector.com interface, we have moved our website analytics tracking to Google Analytics. Because of the way the changeover occurred, we are unable to compare current analytics with past analytics and so will only display information from the date the new site came online.*



Site Usage

465 Visits

79.78% Bounce Rate

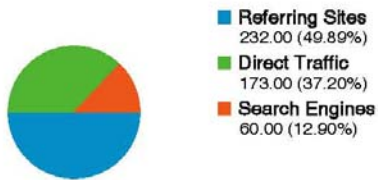
622 Pageviews

00:01:21 Avg. Time on Site

1.34 Pages/Visit

65.38% % New Visits

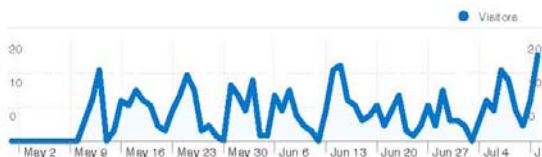
Traffic Sources Overview



Map Overlay



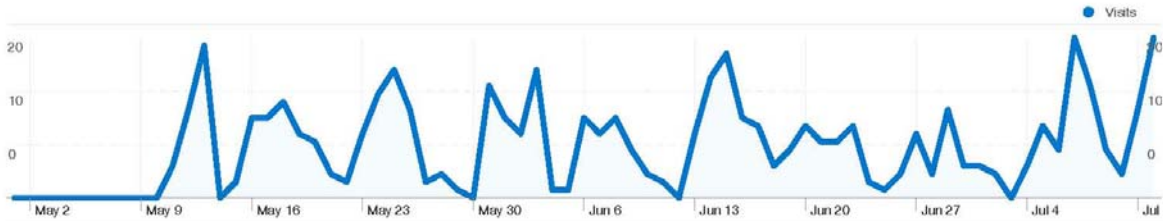
Visitors Overview




Visitors
307

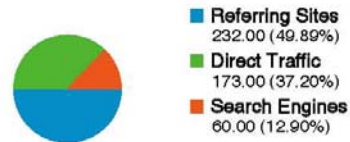
AnchorageProspector.com Metrics - Second Quarter

Month	Visitors	% visits
Jun 1, 2011 - Jun 30, 2011	137	42.95%
May 1, 2011 - May 31, 2011	103	32.29%
Jul 1, 2011 - Jul 12, 2011	79	24.76%



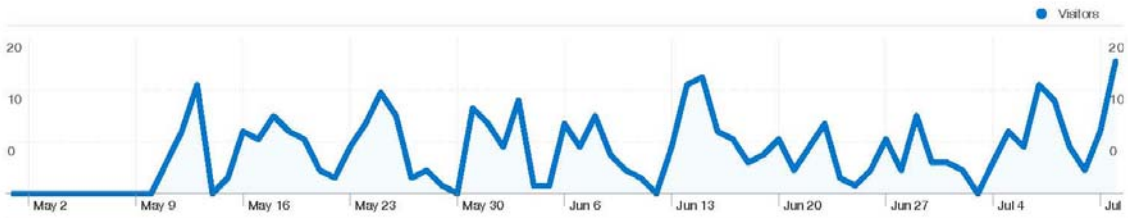
All traffic sources sent a total of 465 visits

-  37.20% Direct Traffic
-  49.89% Referring Sites
-  12.90% Search Engines



Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	173	37.20%	anchorage prospector	38	63.33%
aedcweb.com (referral)	136	29.25%	anchorageprospector.com	6	10.00%
google (organic)	56	12.04%	prospector.com	3	5.00%
matsugov.us (referral)	37	7.96%	anchorage economic	2	3.33%
anchoragedowntown.org	13	2.80%	anchorage prospector.com	2	3.33%



307 people visited this site

465 Visits

307 Absolute Unique Visitors

622 Pageviews

1.34 Average Pageviews

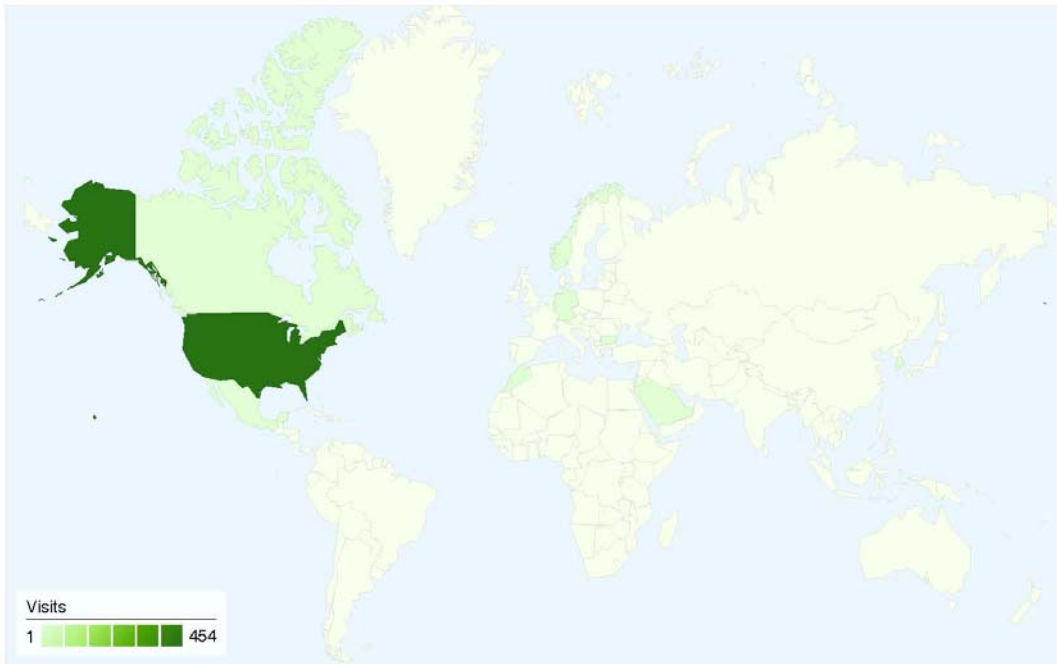
00:01:21 Time on Site

79.78% Bounce Rate

65.38% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	237	50.97%	Unknown	465	100.00%
Firefox	95	20.43%			
Safari	59	12.69%			
Chrome	59	12.69%			
IE with Chrome Frame	13	2.80%			



465 visits came from 10 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
465 % of Site Total: 100.00%	1.34 Site Avg: 1.34 (0.00%)	00:01:21 Site Avg: 00:01:21 (0.00%)	65.38% Site Avg: 65.38% (0.00%)	79.78% Site Avg: 79.78% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States	454	1.35	00:01:23	64.54%	79.30%	
Canada	3	1.00	00:00:00	100.00%	100.00%	
Germany	1	1.00	00:00:00	100.00%	100.00%	
Saudi Arabia	1	1.00	00:00:00	100.00%	100.00%	
South Korea	1	1.00	00:00:00	100.00%	100.00%	
Mexico	1	1.00	00:00:00	100.00%	100.00%	
Hong Kong	1	1.00	00:00:00	100.00%	100.00%	
Bulgaria	1	1.00	00:00:00	100.00%	100.00%	
Norway	1	1.00	00:00:00	100.00%	100.00%	
Morocco	1	1.00	00:00:00	100.00%	100.00%	



This custom dimension resulted in 304 Visitors via 3 months

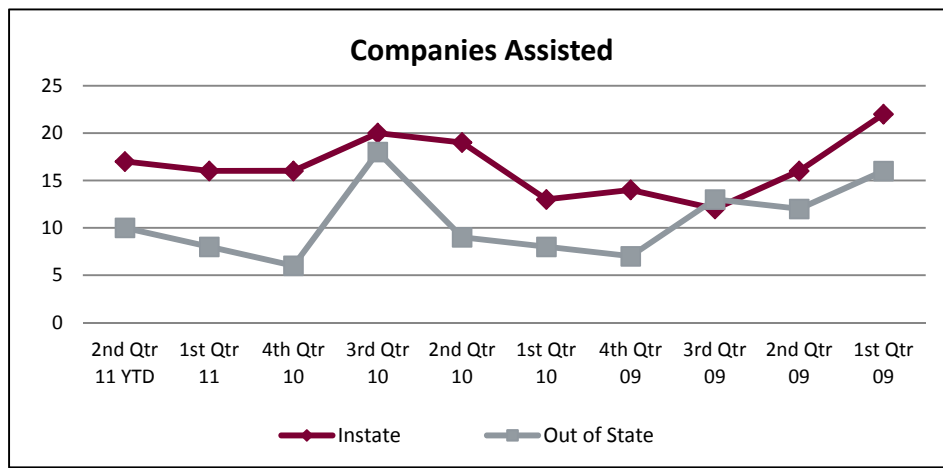
New tab							
Visitors	New Visits	Unique Visitors	Bounces	Pageviews	Avg. Time on Site	Visits	
304 % of Site Total: 100.00%	304 % of Site Total: 100.00%	306 % of Site Total: 100.00%	371 % of Site Total: 100.00%	622 % of Site Total: 100.00%	00:01:21 Site Avg: 00:01:21 (0.00%)	465 % of Site Total: 100.00%	
Month	Visitors	New Visits	Unique Visitors	Bounces	Pageviews	Avg. Time on Site	Visits
Jun 1, 2011 - Jun 30, 2011	137	131	141	163	278	00:01:29	209
May 1, 2011 - May 31, 2011	103	103	103	127	208	00:01:21	156
Jul 1, 2011 - Jul 12, 2011	79	70	81	81	136	00:01:04	100
							1 - 3 of 3

SpringBoard

- Hydrologic mapping/modeling software - We have identified several potential markets for this technology including native corps, mineral exploration companies and existing GIS consultants/contractors. I put together a list of roughly 30 companies in Alaska that might be able to use the technology
- Navy renewable energy/Hydro energy consulting – The Navy is interested in partnering with funded renewable/hydro energy projects in Alaska to provide expertise and consulting services. I put together a list of the larger hydro projects from the cap budget as well as a few others (about 15 total).
- Hydrofoil Cargo transport opportunity in the Seward Peninsula -The Navy is interested in buying a heavy duty (up to 182 tons carry capacity) Landing Craft, Air Cushioned (LCAC) vehicle and deploying it in Nome. They're looking for companies in the area interested in using it for cargo transport. I identified all of the companies that hold mining permits in the Seward Peninsula as well as some of the individuals with large land holdings and put together a list of roughly 30 contacts.

Businesses Assisted

- YTD 2011 Total Businesses Assisted: 51
 - Instate: 33
 - Out of State: 18
- Total 1st Quarter Businesses Assisted: 24
 - Instate: 16
 - Out of State: 8
- Total 2nd Quarter Businesses Assisted: 22
 - Instate: 17
 - Out of State: 10



A selection of businesses assisted:

Jet Blue – Jet Blue contacted AEDC and wanted advice on entering the Anchorage market and with locating cargo shipment and business travel opportunities in Alaska. AEDC put them in touch with several large businesses in Anchorage that might suit their needs and held a cargo shippers breakfast for their upper level cargo management team and local shipping companies. Jet Blue recently announced that they had had the largest cargo shipment in their companies history fly out of Anchorage.

Radiant Aviation - Radiant is interested in assistance in securing funding for their project. They are in negotiations with AIDEA and the airport and both entities were supportive of the project. AIDEA funding requires a 20-25% equity match which is what they are seeking help in securing. I have contacted several entities that may be interested in funding the project along with some promotional material Radiant gave me to distribute and am awaiting responses.

International Trade

Municipality of Anchorage – The Municipality engaged AEDC to assist in welcoming the Vice Mayor of Incheon and his staff and to provide them with information on potential business opportunities that would be beneficial to both cities. AEDC and the Anchorage Chamber hosted a joint breakfast with local business leaders who were interested in business opportunities in Korea and a roundtable discussion ensued for several hours facilitated by an intrepreater. The Vice Mayor and his staff were very engaged and appreciative of the time and effort spent on their behalf and several potential oppourtinites were discovered including textiles and value added natural resource based products.

Experience America Tour- AEDC, in partnership with several sister organizations, assisted the U.S. Department of State to facilitate a tour by 43 foreign ambassadors of Anchorage and Alaska. AEDC provided technical advice on all aspects of the tour and provided staff support to the opening night welcome reception and dinner. AEDC staff also participated in several related events and interacted with several of the ambassadors in an effort to engage those ambassadors interest in future trade opportunities with Alaska.

Communications

Public Relations

62 Placements
Value \$456,808.56
Reach 10,903,173
ROI 15:1

The Anchorage economy was highlighted in 11 national stories across multiple media outlets for a total media value of \$386,529 and a total of 10,411,957 impressions. The Anchorage economy and AEDC was the focus of 51 local stories with a total value of 70,279.56 and 491,216 impressions.

Select Recent Media:

National Coverage

“American Cities of the Future 2011/12 Winners” – fDI, Foreign Direct Investment

“Anchorage in Focus” – Alaska Airlines Magazine

“Attracting People to Attractive Places” – Business Xpansion Journal

“The Best Places for Business and Careers” - Forbes

“State-backed Alaska Gas Pipeline Can Supply Utilities, revive LNG” – Platts Global Energy

“\$35 billion Gas Pipeline Scrapped” – Financial Times

Local Coverage

“Making Anchorage the Best City in America for Work, Play and to Live” – KSKA

“AEDC Tool Provides Neighborhood Data for Businesses” – Alaska Journal of Commerce

“Jet Blue Makes its First Stop in Anchorage” – multiple

“Jet Blue Partners with State Cargo” – Alaska Journal of Commerce

“Alaskans Losing Confidence in Economy” – Coastal Television

Electronic Media

E-Newsletter

The AEDC E-Newsletter is sent out monthly to over 1000 recipients

	2010 Quarter 3	2010 Quarter 4	2011 Quarter 1	2011 Quarter 1
Total Recipients (Avg)	1,031	1,087	1,158	1,057
Recipient Opens (Avg)	215	204	217	214
Percentage Opened (Avg)	21.0%	19.1%	18.9%	23.3%
Click Rate (Avg)	4.9%	4.8%	4.4%	5.4%

Website

Q1 11 Visits (Avg by month)

1,858 (+57)

Bounce Rate

54.69% (+0.64%)

Average Time On Site

2:18 min (+0:15)

Social Media

Facebook

293 Fans (+37)

Twitter

849 Followers (+363)

Campaigns

Anchorage First Campaign

Anchorage First is a citywide campaign to encourage consumers to spend locally during March, April, and May. The campaign encourages consumer households to spend \$25 a month locally to help support our friends and neighbors as well as ourselves. By supporting local small business, the people of Anchorage continually demonstrate a commitment to keeping our economy moving forward while maintaining the focus on community that makes our city so special.

The benefits of Anchorage First's 'buy local' approach are substantial, demonstrated by the campaign's growing popularity with consumers and businesses alike. In fact, 48 local businesses now participate, 8 more than this time last year. From shops and hotels to restaurants and nightlife, local businesses notice and appreciate the dedication to supporting our own here in Anchorage.

Live.Work.Play. Committee

The Live. Work. Play. subcommittees began meeting on April 11th, each meeting two to five times. Subcommittees have identified subcategories of Live. Work. Play. stakeholders to be engaged, and the strengths and weaknesses of each subcategory. Narratives have been started and are nearing completion. Members have started to compile broad lists of metric ideas based on their narratives.

The McDowell Group has been engaged and has started to identify obtainable metrics that can be easily benchmarked nationally.

The survey closed on June 30th. It ran for three months, garnering 679 responses. The survey was promoted through AEDC, investors, and sister organizations. The survey was also promoted through an insert in Enstar's June billing. It was also promoted through the organizations of the subcommittees and the stakeholder's they identified. Responses were given to the subcommittees for input into their narratives.

Branding has begun with Solstice Advertising on a pro bono basis. The first draft on the logo has been completed with minor edits currently taking place.

Development

Events

In 2011 AEDC made the decision to start hosting receptions for our Investors where AEDC Investors would be invited and staff would provide the logistical support for the events. These events are meant to benefit both the sponsoring business as well as AEDC. Two have been held this year with one more scheduled.

Spring Fling

YourAlaskaLink.com sponsored this reception held on May 25th, 2011. South Restaurant provided the catering, Alaska Distillery provided the beverages and the Alaska Center for the Performing Arts donated the event space. Over 200 business leaders attended this fun filled event and several business connections were made.

kpb 30th Anniversary

kpb celebrated their 30th year in business with an Anniversary party held on June 23rd, 2011 at the Petroleum Club. AEDC staff provided all of the logistical support for the event. Over 150 attendees were present to celebrate the accomplishments of this long standing Anchorage business.

Stakeholder Roundtable

Part of our 2011 Strategic Plan is to hold four roundtables engaging our Investors and the business public. The Anchorage Public Library graciously donated their conference space for AEDC to host the roundtables. The roundtables are designed to have no more than 30 people attend and have AEDC Board members lead the discussion. We will ask the same three questions at each of the roundtables and the results will be compiled and presented at our Annual Board Meeting in November.

The first roundtable was held on June 14th Our first roundtable resulted in 24 Investors and business leaders attending led by 5 Board members. The next Roundtables are scheduled to be held in August and September.

Investor Relations

- AEDC has 196 2011 Investors (cash & in-kind)
- YTD 2011 AEDC made connections with 51 Investor Companies (26% met with)
- Investor declined meetings: 0
- Attempted contact 3 times with no response: 0