



Progress  
Report

3rd Quarter

2011

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Executive Overview • Business & Economic Development •  
Communications • Development

October 31

## Executive Overview

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### AEDC completed a successful period in the 3<sup>rd</sup> quarter. Highlights include:

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- Assisted 39 in-state and 15 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 two site selector engagement trips, one to Indianapolis and Chicago in early June and one to Charlotte in September. AEDC staff met with 13 national site selection company representatives in Chicago, 8 in Indianapolis and 15 in Charlotte for a total of 36 face to face meetings with national site selection consultants.
- Usage of AnchorageProspector.com in the 3<sup>rd</sup> quarter of 2011 saw an expected drop off in usage as the aggressive outreach that the staff engaged in the 2<sup>nd</sup> Quarter lessened. AEDC is still seeing a significant usage and has received positive feedback both from national site selection firms and the Federal General Services Administration (GSA). AEDC is still 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 3<sup>rd</sup> quarter also saw the successful launch of AEDC's new Business Retention and Expansion e-newsletter. This is a new tool for AEDC and is focused at providing Site Selectors with current on-the-ground business information about Anchorage
- The Anchorage economy was highlighted in 11 national stories across multiple media outlets for a total media value of \$1,150,915 and a total of 9,245,482 circulation/impressions. The Anchorage economy and AEDC was the focus of 24 local stories with a total value of \$61,408 and 478,370 impressions. Total ROI for the 3<sup>rd</sup> quarter was 89:1.
- The Live Work Play committee completed the first stage of the initiative in the 3<sup>rd</sup> quarter. The subcommittees completed their aspirational narratives and compiled a list of metrics to measure progress over the remaining 13 years of the initiative. Both the metrics and the narrative were brought before the Board of Directors in October to be passed and are being benchmarked in the 4<sup>th</sup> Quarter.
- AEDC Successfully executed the July Outlook Luncheon at the Dena'ina Center with an attendance of nearly 1,000 people. Highlights include the rollout of the 3 Year Economic Outlook and our speaker, Kurt Andersen, author of "Reset."
- Organized and executed one investor reception event, BiNW's Anniversary hosted with BiNW. This intimate event brought together 50 or so business leaders for an opportunity to network.
- Successfully executed four Stakeholder roundtables to better engage AEDC's supporting companies and to seek their feedback and guidance on how to align AEDC's future goals. A report compiling the results of these roundtables will be posted on AEDCweb.com after the November 9th Annual Board Meeting.
- Preliminary year to date FY11 financial results as of the end of the 3<sup>rd</sup> quarter show a +\$53,939 net operating result before depreciation. This is +\$40,581 over budget projection.

## Business & Economic Development

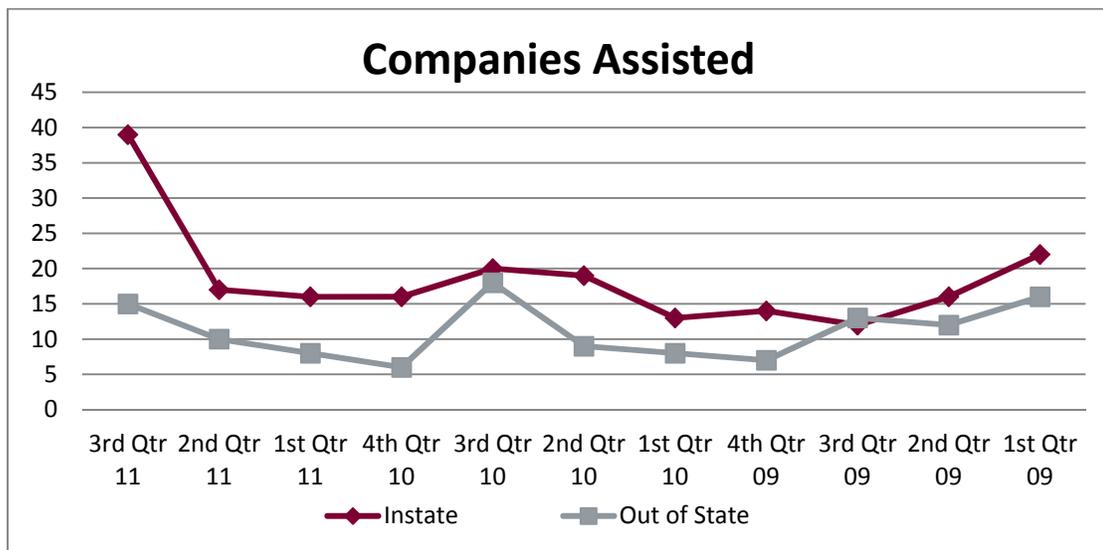
### Business Retention & Expansion Plan

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.

### Businesses Assisted

#### Number of Businesses Assisted

- YTD 2011 Total Businesses Assisted: 106
  - Instate: 72
  - Out of State: 34
- Total 1<sup>st</sup> Quarter Businesses Assisted: 24
  - Instate: 16
  - Out of State: 8
- Total 2<sup>nd</sup> Quarter Businesses Assisted: 22
  - Instate: 17
  - Out of State: 10
- Total 3<sup>rd</sup> Quarter Businesses Assisted: 54
  - Instate: 39
  - Out of State: 15



#### A selection of businesses assisted:

**Auto Zone** – AutoZone contacted AEDC and requested assistance with some zoning and permitting issues that they were having with the properties they had selected for their retail stores and distribution hub. AEDC arranged a meeting with the Mayor’s Chief of Staff Larry Baker and the commercial real estate staff at the Municipality of Anchorage and discussed potential options and exemptions for them. Several of the permitting and construction issues were resolved at the meeting and a strategy for attempting to get the zoning adjusted on one of the properties that was a little more difficult was suggested by the municipal staff.

**Genesis Energy Systems** – Rob Hill is interested in moving his LED chip manufacturing plant from California to Alaska to take advantage of the logistics and free trade zones found here. AEDC staff met with him and a representative from DCCED and suggested several reasons that relocating here would be beneficial for his company. We also arranged for him to take a tour of the Kulis Property and are actively working with him to locate a manufacturing space for his product and a strategy for taking advantage of the free trade zone found at the airport and the port of Anchorage.

**NANA** – AEDC recently hosted several events for the Australian Consul-General Chris DeCure here in Anchorage. Consul DeCure was in Alaska on an economic fact finding trip attempting to locate areas where Alaska and Australia could collaborate economically. NANA asked AEDC to arrange a meeting between Consul DeCure and senior NANA management to discuss a project that NANA was bidding on at the time. The meeting was arranged to the benefit of both parties and information was exchanged that was of value to both sides. Consul DeCure was interested in the way that Alaska had interacted with its indigenous population through the formation of regional and village corporations as Australia is currently debating on how best to compensate its own indigenous population. NANA gained useful insight into the economic workings of Australia and the role of government in corporate negotiations.

## Other Projects/Programs

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### **Site Selector Familiarization Trip**

The BRE Department has completed its first Site Selector familiarization trip. In the first week of October, the BRE Department brought up two representatives from national site selection firms McCallum Sweeney in North Carolina and Jones Lang LaSalle in Chicago for four days. During that time staff took them on tours of the Anchorage Airport, the Port, Kulis, Girdwood, Whittier, and various other economic highlights. Meetings were also conducted with dozens of local business representatives and policy makers to discuss economic conditions in the Southcentral region and some of the pros and cons of doing business in Alaska. The site selectors were impressed by the logistical advantages of doing business in Alaska and were very interested by the testimonials from existing business owners.

### **BRE/Site Selector Newsletter**

The BRE Department has created an electronic newsletter geared specifically towards national site selectors and businesses. The initial newsletter was sent in September and reached over 600 site selectors nationwide. We have received a positive response and were specifically mentioned as an example of an excellent way to reach site selectors at the International Economic Development Council's annual convention by a panel of site selectors. The next issue is slated to go out by October 31<sup>st</sup>.

### **Air Cargo Summit**

The BRE Department assisted the Anchorage Airport with the Air Cargo Summit in August. We were responsible for planning and executing the last day of the conference centering on business opportunities in Anchorage. Bill Popp, AEDC's CEO, gave a presentation regarding the future prospects for the airport, especially the Kulis property, and how Anchorage businesses can continue to capitalize on the airports' successes.

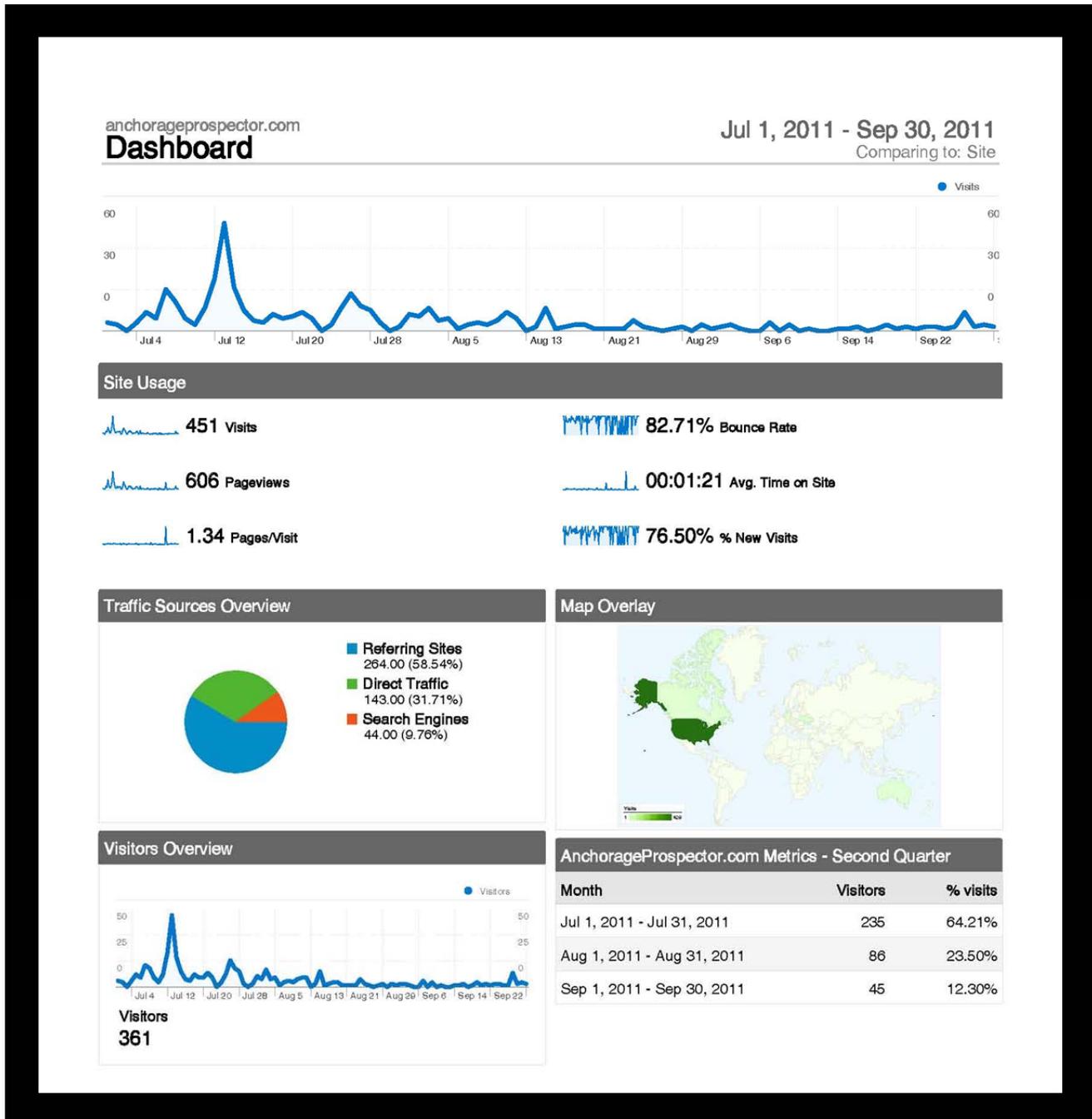
### **Anchorage Prospector**

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.

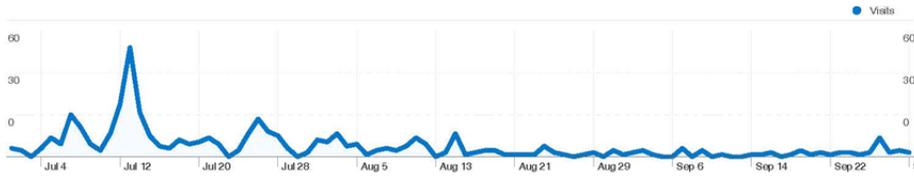
**NOTE:** As part of the changeover to the new AnchorageProspector.com interface, we have moved our website analytics tracking to Google Analytics. Because of the way the changeover occurred, we are unable to compare current analytics with past analytics and so will only display information from the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

## Anchorage Prospector Statistics



anchorageprospector.com  
**Traffic Sources Overview**

Jul 1, 2011 - Sep 30, 2011  
 Comparing to: Site



All traffic sources sent a total of 451 visits



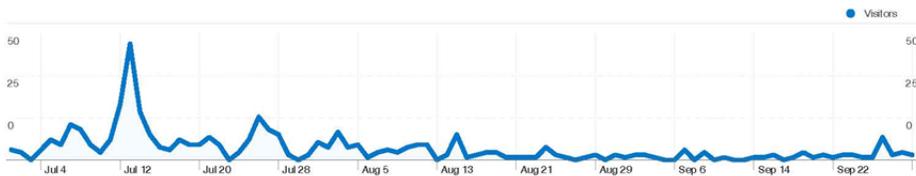
- 31.71% Direct Traffic
- 58.54% Referring Sites
- 9.76% Search Engines

**Top Traffic Sources**

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	143	31.71%	anchorage prospector	15	34.09%
aedcweb.com (referral)	127	28.16%	anchorageprospector.com	5	11.36%
google (organic)	39	8.65%	prospector.com	3	6.82%
matsugov.us (referral)	31	6.87%	aedc prospector database	1	2.27%
dot.state.ak.us (referral)	28	6.21%	alaska industrial corporations	1	2.27%

anchorageprospector.com  
**Visitors Overview**

Jul 1, 2011 - Sep 30, 2011  
 Comparing to: Site



361 people visited this site

- 451 Visits
- 361 Absolute Unique Visitors
- 606 Pageviews
- 1.34 Average Pageviews
- 00:01:21 Time on Site
- 82.71% Bounce Rate
- 76.50% New Visits

## Communications

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### Public Relations

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**35 Placements**  
**Value \$1,212,323**  
**Reach 9,723,852**  
**ROI 89:1**

The Anchorage economy was highlighted in 11 national stories across multiple media outlets for a total media value of \$1,150,915 and a total of 9,245,482 impressions. The Anchorage economy and AEDC was the focus of 24 local stories with a total value of \$61,408 and 478,370 impressions.

#### **Select Recent Media:**

##### **National Coverage**

“Alaska’s Stability Leads to Solid Growth” – Business Xpansion Journal

“Triathlete’s Best Places To Live 2011” – Triathlete Magazine

“Life After Mama Grizz” & “Which Is America’s Best City?” – Bloomberg Business Week

“Wasilla Prepares for Life After Palin” – Business Week

“America’s Most Fun, Affordable Cities” – BusinessWeek.com

“Branding task force using ‘alive’ to help create slogan” – Colorado Springs Business Journal

“Forecasters see growth in Anchorage population, economy” - IStockAnalyst

##### **Local Coverage**

“Southcentral Spotlight” & “Anchorage” – Alaska Business Monthly

“AEDC Previews Economic Update” – KTUU, KTVA, KTNL, KTBY, KATH

“Movers & Shakers” – Alaska Journal of Commerce

“AEDC Held their 2011 Outlook Luncheon” – KYUR, KTUU, KATH, KATN, KJUD

“Anchorage’s Economic Future Marked By Slow Growth” – APRN: Alaska News

“Forecasters see steady growth in Anchorage population, economy” – ADN

## Electronic Media

### E-Newsletter

The AEDC E-Newsletter is sent out monthly to over 1000 recipients. Q3 showed an open rate of 22%, which is 2.1% higher than industry average. The September E-Newsletter was opened a total of 558 times with an average click rate of 4.5%, 1.4% higher than industry average.

	2010 Quarter 4	2011 Quarter 1	2011 Quarter 2	2011 Quarter 3
Total Recipients (Avg)	<b>1,087</b>	<b>1,158</b>	<b>1,057</b>	<b>1,162</b>
Recipient Opens (Avg)	<b>204</b>	<b>217</b>	<b>214</b>	<b>245</b>
Percentage Opened (Avg)	<b>19.1%</b>	<b>18.9%</b>	<b>23.2%</b>	<b>22%</b>
Click Rate (Avg)	<b>4.8%</b>	<b>4.4%</b>	<b>5.4%</b>	<b>4.5%</b>

### Website

	2011 Quarter 3
Visits	<b>4,951</b>
Absolute Unique Visitors	<b>3,463</b>
Page views	<b>15,985</b>
Avg. Page Views	<b>3.23</b>
Avg. Time On Site	<b>2:32 min</b>
Bounce Rate	<b>50.15%</b>
New Visits	<b>61.77%</b>

#### WEBSITE GLOSSARY TERMS

- Visits = Number of visitors to website
- Absolute Unique Visitors = Number of unduplicated visitors (counted only once) to website
- Page Views = Number of times website is viewed
- Avg. Page Views = Average number of times website pages viewed
- Avg. Time On Site = Average amount of time visitor spends on website
- Bounce Rate = Percentage of visitors that leave site from home page
- New Visits = Percentage of visitors on website for the first time (measured by web browser cookie)

### Social Media

AEDC's social media has seen an increase in users and interactions. Quarter 3 showed AEDC's Facebook followers increasing by 19 and Twitter followers increasing by 94. The Facebook page also saw a significant growth in interactions and feedback from followers with 50 interactions and a 127% increase in post feedback.

#### Facebook

**312** Fans (+19)  
**9,932** Post Views (+21%)  
**50** Post Feedback (+127%)

#### Twitter

**943** Followers (+94)

## Campaigns

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### **Live.Work.Play. Committee**

In the 3<sup>rd</sup> Quarter, the subcommittees met and compiled individual narratives based on the strengths and weaknesses of each subcommittee. Once each individual narrative was completed, staff compiled them into an overall aspirational narrative. The steering committee, comprised of staff, the committee chair and each subcommittee co-chairs, revised the narrative for the Special Board Meeting on October 4<sup>th</sup>.

The McDowell Group, using the narratives compiled a set of indicators that will be used to measure the process of the Live. Work. Play. Initiative as it moves forward. Each category has between 9 and 10 metrics. These metrics have been benchmarked nationally against the largest metropolitan area in each state, as well as a few additional cities and the District of Columbia.

Solstice Advertising has completed the logo and look for the Live. Work. Play. brand. Solstice Advertising, working with us through an in-kind contribution, designed the initial concept, graphic and color palette. Solstice has designed a logo for multiple medias as well as both color and black and white designs.

## Development

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### Events

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#### ***Outlook Luncheon***

The 2011 Outlook Luncheon took place on July 27<sup>th</sup> with Kurt Andersen, the author of Reset, as a speaker. The event had 1,000 people attend, representing over 100 businesses. Mr. Popp released the 3 Year Economic Outlook.

#### ***BiNW 4th Anniversary***

BiNW celebrated their 4<sup>th</sup> year in business with an Anniversary party held on September 22<sup>nd</sup>, 2011. AEDC staff provided all of the logistical support for the event and South Restaurant catered. 50 businesses were represented at this event with an opportunity to network.

### Stakeholder Roundtable

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As part of our 2011 Strategic Plan, AEDC hosted four Stakeholder Roundtables to engage its stakeholders in small working groups to discuss the effectiveness of AEDC as an organization in terms of meeting Investor expectations and to get feedback to help guide the organization's future goals.

The Anchorage Library generously hosted the meeting and the roundtables were conducted on the following days:

- Tuesday, June 14, 2011
- Tuesday, August 16, 2011
- Tuesday, August 23, 2011
- Tuesday, September 13, 2011

A report was compiled from the results of the roundtables and will be available on AEDC's website after the annual Board meeting on November 9<sup>th</sup>.

## Investor Relations

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- AEDC has 199 Investors in Q3 2011 (cash & in-kind)
- YTD 2011 AEDC made connections with 108 Investor Companies (53.4% met with)
- Investor declined meetings: 0
- Attempted contact 3 times with no response: 0