



Progress  
Report

4th Quarter

2011

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Executive Overview • Business & Economic Development •  
Communications • Development

January 30

## Executive Overview

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### AEDC completed a successful period in the 4<sup>th</sup> quarter. Highlights include:

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- Assisted 31 in-state and 8 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 Verizon, Lockheed Martin, and IBM. 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.
- Usage of AnchorageProspector.com in the 4<sup>th</sup> quarter of 2011 remained strong. AEDC is 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 and AEDC was highlighted in 21 local stories across multiple media outlets and one national story for a total media value of \$57,589.23 and 991,136 total impressions. 2011 ended well for AEDC with 192 total clips, 37,035,593 total impressions and over \$2million in total media value, with a 35:1 return on investment for FY2011.
- The January Forecast luncheon was closed for general sales before December 31<sup>st</sup>, a first in AEDC's history. Cash sponsorships were at \$140,000 and in-kind came in at \$12,000. The only tables for sale after December 31<sup>st</sup> were being held for sponsors.
- The Live. Work. Play. committee progressed in its efforts in the 4<sup>th</sup> quarter. After the metrics were approved by the board in October, the McDowell Group benchmarked the metrics against the 51 other cities. These benchmarks were released at the Annual Meeting. Further work took place on the metrics to include more elements from the narrative. These will be finalized in the First Quarter of 2012.
- Solstice Advertising completed and unveiled the logo for the Live. Work. Play. Initiative at the Annual meeting. The logo work was done completely pro bono and unveiled to positive reviews.
- Successfully executed the four investor roundtables to further AEDC's understanding of what it should be doing for Anchorage. A report was released, highlighting the major points.
- Preliminary year-to-date FY11 figures show a change in unrestricted net assets from operating activity at \$11,486 before depreciation.
- AEDC's Holiday Party, which involved multiple offices in Peterson Towers including the entire Congressional Delegation, was a huge success. Over 50 investors attended as well as nearly 100 other participants. Several other offices in the building expressed an interest in participating next year.

## Business & Economic Development

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### Business Retention & Expansion Plan

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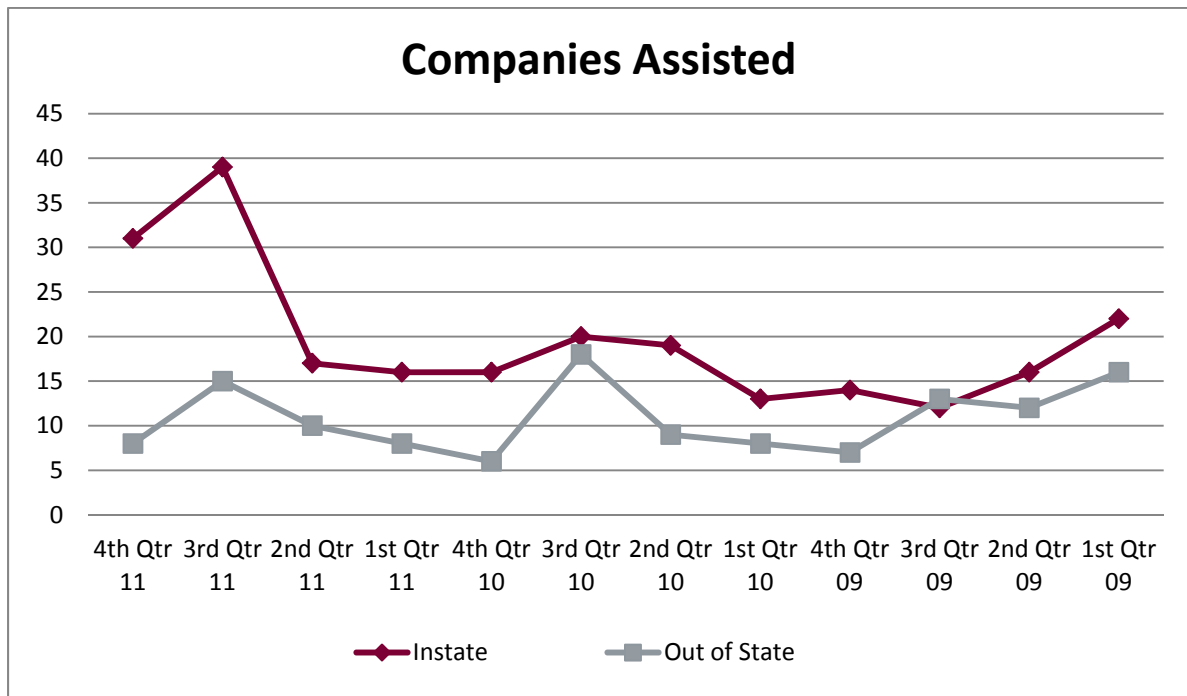
The Business Retention and Expansion plan has been completed and approved along with a tentative timeline and set of metrics. The plan will begin to be implemented Q1 of 2012.

### Businesses Assisted

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- 2011 Total Businesses Assisted: 144
  - Instate: 103
  - Out of State: 41
- 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
- Total 4<sup>th</sup> Quarter Businesses Assisted: 39
  - Instate: 31
  - Out of State: 8



**A selection of businesses assisted:**

Denali Express – A local owner of gas stations in and around Anchorage asked for AEDC’s assistance in determining how much fuel was used in the Municipality of Anchorage annually. The State doesn’t collect this data, so we assisted them in getting the information that the Municipality collects as well as ancillary data that AEDC collected for previous reports.

Oil & Gas Services Company – Is interested in divesting itself of it’s extensive Alaska and North Dakota holdings and was interested in getting AEDC’s help in finding someone to value their company. Also interested in getting AEDC’s help in, locating a buyer. We put them in touch with a local firm that can determine what they should price their company at and have developed a list of potential buyers. We are currently awaiting the valuation to proceed.

ADS-B Technologies – Interested in securing our assistance with their ongoing application to be the Federal standard for the upcoming air traffic technology build out. We put them in touch with a good federal lobbyist as well as provided some marketing services and other business consulting services.

## Site Selection Work

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### Site Selector Familiarization Trip

The BRE Department has finished its first site selector familiarization trip. Two site consultants from international firms came for four days and met with dozens of local business people and policy makers. They also took tours of local infrastructure sites including the Anchorage Airport, the Port and the University/Medical District. The consultants were interested in the opportunities that Anchorage represented and had glowing reviews of the trip overall. Their good opinion of our familiarization trip generated additional interest in future trips and we now have a wait list of over 30 site consultants interested in visiting Alaska. This has led to the planning of a February familiarization trip in 2012.

## Other Projects/Programs

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### BRE/Site Selector Newsletter

The BRE Department is continuing to publish 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. Since then we have expanded our reach to over 2000 site consultants and associated industry members with an open rate of over 30% which is well above the industry average of 15%. Our BRE newsletter has been touted at international Economic Development conferences as the template for conveying information to site consultants.

### SpringBoard

#### Bird Strike Technology

- JEDC asked AEDC to make an introduction to Alaska Airlines so they could discuss a possible Bird Strike Avoidance Technology.

#### Poker Flats

- JEDC asked for help in contacting someone at the Poker Flats facility in Fairbanks. Gave them contact information so they could start working on projects together.

#### UAF Technology Transfer

- Connected JEDC with the UAF technology transfer group. They are now aware of each other and are starting to work on projects together.

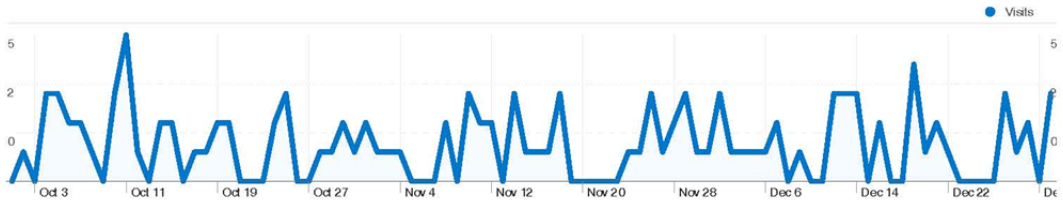
#### Alaska Fisheries Development Foundation

- Asked for a letter of support for a project to research and test new technologies that might be helpful in improving fuel efficiency. JEDC is working with the UA on this project.

### Anchorage Prospector

We are continuing to do public outreach and training regarding the AP.com site continue to showcase properties through our Quarterly Business Retention and Expansion newsletter. Quite a few individuals continue to visit 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**

115 Visits

86.09% Bounce Rate

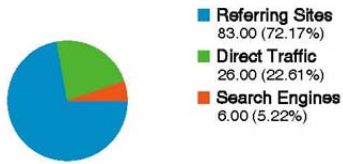
148 Pageviews

00:01:46 Avg. Time on Site

1.29 Pages/Visit

83.48% % New Visits

**Traffic Sources Overview**



**Map Overlay**



**Visitors Overview**



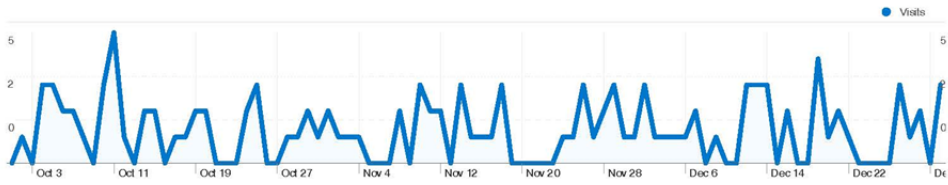
**Visitors**  
**104**

**AnchorageProspector.com Metrics - Second Quarter**

Month	Visitors	% visits
Oct 1, 2011 - Oct 31, 2011	40	38.83%
Dec 1, 2011 - Dec 31, 2011	33	32.04%
Nov 1, 2011 - Nov 30, 2011	30	29.13%

anchorageprospector.com  
**Traffic Sources Overview**

Oct 1, 2011 - Dec 31, 2011  
 Comparing to: Site



All traffic sources sent a total of 115 visits

22.61% Direct Traffic

72.17% Referring Sites

5.22% Search Engines



■ Referring Sites  
 83.00 (72.17%)  
 ■ Direct Traffic  
 26.00 (22.61%)  
 ■ Search Engines  
 6.00 (5.22%)

**Top Traffic Sources**

Sources	Visits	% visits	Keywords	Visits	% visits
aedcweb.com (referral)	50	43.48%	(not provided)	1	16.67%
(direct) ((none))	26	22.61%	aedc wasilla	1	16.67%
matsugov.us (referral)	11	9.57%	aedc+prospector	1	16.67%
google (organic)	6	5.22%	anchorage prospector	1	16.67%
209.112.170.238:8080	4	3.48%	anchorageprospector.com	1	16.67%

anchorageprospector.com  
**Visitors Overview**

Oct 1, 2011 - Dec 31, 2011  
 Comparing to: Site



104 people visited this site

115 Visits

104 Absolute Unique Visitors

148 Pageviews

1.29 Average Pageviews

00:01:46 Time on Site

86.09% Bounce Rate

83.48% New Visits

## Communications

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### Public Relations

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**22 Placements**  
**Value \$57,589.23**  
**Reach 991,136**  
**ROI 9:1**  
**FY2011 ROI 35:1**

The Anchorage economy and AEDC was highlighted in 21 local stories across multiple media outlets and one national story for a total media value of \$57,589.23, 991,136 total impressions and a 9:1 ROI.

2011 ended well for AEDC with 192 total clips, 37,035,593 total impressions and \$2,032,288.62 in total media value, with a 35:1 ROI for FY2011.

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

##### **National Coverage**

“Alaska Eyes LNG Pipeline to Pacific Rim” – Financial Times (New York, NY)

##### **Local Coverage**

“South Anchorage Area Sees Small Business Boom” – KTUU

“Live. Work. Play. Campaign Sets High Goals for Anchorage” – KTUU

“AEDC Wants Anchorage #1 City by 2025” – YourAlaskaLink.com

“Black Friday Comes Early for Some Anchorage Stores” – KTUU

“Right Moves” – Alaska Business Monthly

“Anchorage Jobless Rate Lower than National Rate” – KTUU

“AEDC Appoints Ruth Glenn Development Director” – Alaska Business Monthly

“Anchorage Airport has New Cargo Jet” – KTVA

“Movers & Shakers” – Alaska Journal of Commerce

“Anchorage’s Seymour Moose Reassures The Concerned” – Alaska Dispatch

“Alaska Business People” – Anchorage Daily News

“Kulis is Open for Business” – Alaska Business Monthly

“Military Money in Alaska” – Alaska Business Monthly

## Electronic Media

### E-Newsletter

The AEDC E-Newsletter was sent out 3 times to over 1100 recipients in the 4<sup>th</sup> quarter. Q4 showed an open rate of 23.6%, which is 3.71% higher than industry average.

	2011 Quarter 1	2011 Quarter 2	2011 Quarter 3	2011 Quarter 4
Total Recipients (Avg)	<b>1,158</b>	<b>1,057</b>	<b>1,162</b>	<b>1,183</b>
Recipient Opens (Avg)	<b>217</b>	<b>214</b>	<b>245</b>	<b>267</b>
Percentage Opened (Avg)	<b>18.9%</b>	<b>23.2%</b>	<b>22%</b>	<b>23.6%</b>
Click Rate (Avg)	<b>4.4%</b>	<b>5.4%</b>	<b>4.5%</b>	<b>3.9 %</b>

### Website

	2011 Quarter 4
Visits	<b>5,268</b>
Absolute Unique Visitors	<b>3,867</b>
Page views	<b>15,520</b>
Avg. Page Views	<b>2.95</b>
Avg. Time On Site	<b>2:20 min</b>
Bounce Rate	<b>53.19%</b>
New Visits	<b>65.74%</b>

#### WEBSTIE 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 4 showed AEDC's Facebook followers increasing to 370 Likes and Twitter followers increasing by 95 to a total of 1,038. The Facebook page also saw a significant growth in views and feedback from followers with 21,998 post views and 136 interactions, a 172% increase.

#### Facebook

**370 Likes (+67)**  
**21,998 Post Views (+121%)**  
**136 Post Feedback (+172%)**

#### Twitter

**1,038 Followers (+95)**

## Campaigns

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

The Live. Work. Play. subcommittees have completed their metrics and narratives. The McDowell Group benchmarked each metric against the largest city in each state for 52 total cities. The steering committee met again in December to go over the metrics and added a few additional metrics to better reflect the narrative. The final standing for Anchorage is #1 in Work, #9 in Live, and #10 in Play.



Solstice Advertising has created a logo for the Live. Work. Play. Initiative completely pro bono. The logo was revealed, along with the first round of the metrics, at the Annual Meeting in November. The response was very positive.

## Development

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### Investor Relations

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- AEDC has 206 Investors in 2011 (cash & in-kind)
- Contact was made with 4 new Investors
- Chamber Master, a relational data base program, was installed. Training is on going.

### Events

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**Holiday Party.** AEDC helped organize a Petersen Tower holiday party with Brooks Range Petroleum, Murkowski's, Begich's & Young's offices. Each office had food and drinks with a final drawing for prizes at AEDC. About 50 Investors attended. All participants of the Tower enjoyed it and the other tenants want to join in next year.

The **January Forecast Luncheon** was sold out about 2 weeks into ticket sales. We removed the on line ticket sales portal and started a waiting list. Gift bags and books were ordered, preliminary plans with the Dena'ina, the Hotel Captain Cook were started, and the final decisions with Mr. Forbes were started.

**For the Love of Cities with Peter Kageyama.** The Live. Work. Play. event will happen February 21-24. Mr. Kageyama will tour the city on the 22<sup>nd</sup> and meet with Community Instigators. A lunch and 3-4hr workshop will happen on February 23<sup>rd</sup>. Mr. Kageyama will visit Fur Rondy on the 24<sup>th</sup> and leave on the 25<sup>th</sup>. Plans were begun for this event in December.