

Progress Report

Ist Quarter

2012

Executive Overview • Business & Economic Development •
Communications • Campaigns • Development

May 4

Executive Overview

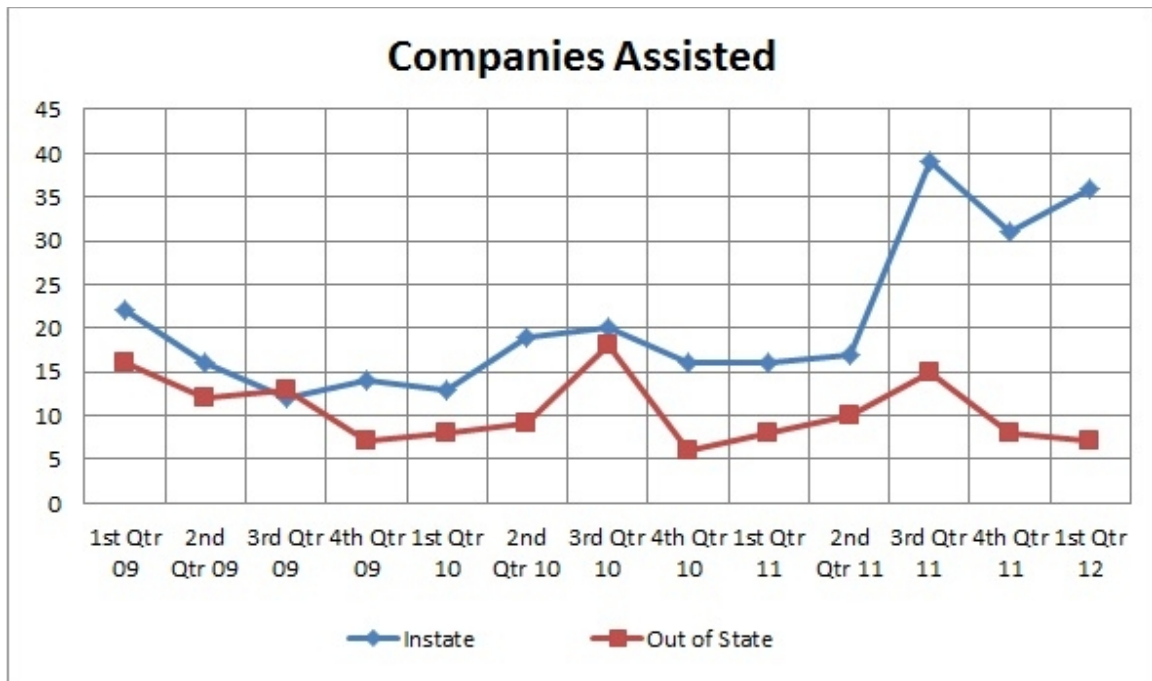
AEDC completed a successful period in the 1th quarter. Highlights include:

- Assisted 36 in-state and 7 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 a LA based film production company, Lockheed Martin, and IBM. In addition, AEDC assisted in-state companies that included a start-up manufacturing company and several other existing and start-up businesses seeking assistance.
- Usage of AnchorageProspector.com in the 1st quarter of 2012 showed signs of slowing down. 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 tool.
- AEDC completed its first site selection FAM trip of the year in February hosting representatives from four site selection companies. They met with dozens of local business leaders, policymakers and toured major infrastructure, commercial real estate and logistics facilities in Anchorage. They also were able to participate in the Fur Rondy and Iditarod start.
- The Anchorage economy and AEDC was highlighted in 57 local stories across multiple media outlets and 4 national stories for a total media value of \$191,053.85 and 4,149,632 total impressions for 15:1 return on investment in Q1.
- The January Forecast Luncheon was sold out with 1,527 people in attendance. Steve Forbes was gracious at every event he attended. AEDC raised more sponsorships than ever before, a record \$144,500.
- For the Love of Cities Workshop generated a lot of enthusiasm and a possible return visit by Peter Kageyama in October 2012.
- AEDC's 25th Anniversary got off to a great quarter with 3 events taking place: Forecast Luncheon, For the Love of Cities and Site Selector visit.
- The Live. Work. Play. committee chair met with the President & CEO, as well as Bill Dann of Professional Growth Systems, to create a developmental model for Live. Work. Play. in 2012.
- The requirements and themes for the 2nd Live. Work. Play. film competition was developed in the 1st Quarter. The film competition will take place in 3rd Quarter and the winning film will be shown at the July Outlook Luncheon.

Business & Economic Development

Businesses Assisted

- 2012 Total Businesses Assisted: 43
 - o Instate: 36
 - o Out of State: 7
- Total 2012 1st Quarter Businesses Assisted: 43
 - o Instate: 36
 - o Out of State: 7



A selection of businesses assisted:

Unnamed helicopter aviation company – The owner was interested in locating a space for a helicopter business/helicopter mechanic services company currently operating in the Pacific NW. AEDC staff put him in touch with the Anchorage Airport and gave him info on several available buildings on the Kulis property. AEDC also assisted him in understanding the market in Alaska, specifically the logistics, tourism and support industries.

Small business startup – Assisted a startup based around tourism/green energy with financing options, business counseling and other services. Spoke to the owner about available grants and crowd funding as well as options for business support and online marketing training.

UAV drone company – Company is interested in locating additional support for a nascent UAV drone company that is based out of Fairbanks. Looking for financing, marketing and basic business support. AEDC provided the information required and also assisted them in locating potential partners and opportunities.

Site Selection Work

Site Selector Familiarization Trip

The BRE Department has finished its first site selector familiarization trip in 2012. Four site consultants from national and international firms came up 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. They were also able to participate in the Fur Rondy and Iditarod starts in downtown Anchorage.

Other Projects/Programs

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.

Sen. Begich's Small Business and Entrepreneurial Opportunity Summit

AEDC assisted Senator Begich's office in planning and executing a half day summit centered around business opportunities in Alaska. Keynote speakers from Google, Facebook and Apple were present to discuss global technology and social media trends. Over 250 participants attended and Jon Bittner, AEDC's Director of Business and Economic Development was one of the presenters.

49 State Angel Fund

The Municipality of Anchorage has asked AEDC to assist them in developing, marketing and staffing the 49SAF program. AEDC has assisted with research in national best practices, local contacts, marketing strategies as well as handling the logistics of an upcoming conference based around angel funding and investor attraction. The application period opens up May 15th.

AK Biz Plan Competition

AEDC is collaborating with UAA, APU, UAS and other entities on the 2012 AK Biz Plan Competition. AEDC has assisted in planning the event, has been listed as a sponsor and Jon Bittner will serve as one of the judges in the competition.

Public Policy/Economic Development Committees

The two new committees that will provide guidance on public policy positions and ongoing economic development strategies for AEDC have been filled and are in the process of meeting to determine a go forward plan for the organization. If you have any questions regarding these committees and their function, please don't hesitate to contact Jon Bittner at jbittner@aedcweb.com

SpringBoard

Explosives

- o JEDC asked AEDC to come up with a list of native corps that are involved with explosive work in AK.

Small business financing

- o JEDC asked for help in locating small scale startup financing for a local business in the initial growth stages.

Anchorage Prospector

We are continuing to do public outreach and training regarding the AP.com site and continue to showcase properties through our Quarterly Business Retention and Expansion newsletter. Individuals and organizations continue to visit the AnchorageProspector.com website at a fairly steady level.

NOTE: *As part of the changeover to the new AnchorageProsepector.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.*

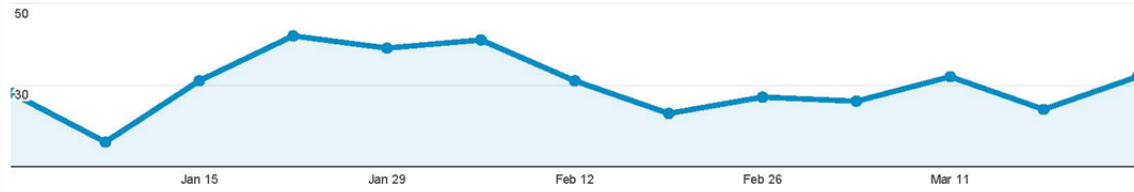
Visitors Overview

Jan 1, 2012 - Mar 31, 2012

100.00% of total visits

Overview

Visits



341 people visited this site

Visits: 392

Unique Visitors: 341

Pageviews: 475

Pages/Visit: 1.21

Avg. Visit Duration: 00:00:52

Bounce Rate: 83.16%

% New Visits: 82.65%



City	Visits	% Visits
1. Anchorage	191	48.72%
2. Wasilla	18	4.59%
3. San Francisco	12	3.06%
4. New York	11	2.81%
5. Sacramento	8	2.04%
6. Palmer	6	1.53%
7. East Sparta	5	1.28%
8. (not set)	4	1.02%
9. Stevenson Ranch	4	1.02%
10. Fairbanks	3	0.77%

Communications

Public Relations

62 Placements
Value \$191,053.85
Reach 4,149,632
ROI 15:1

The Anchorage economy and AEDC was highlighted in 57 local stories across multiple media outlets and five national stories for a total media value of \$191,053.85 and 4,149,632 total impressions. Q1 saw a 15:1 return on investment.

Select Recent Media:

National Coverage

“Flight to Profitability” – Site Selection Magazine

“Squadron transfer will bring 125 personnel to JBER” – www.thenewstribune.com

Local Coverage

“Municipality of Anchorage A good place to work, live and play” – Alaska Business Monthly

“State tax credits lure movies and money: Compass” – Anchorage Daily News

“Forbes: Economy 'ready to roar' unsure about GOP frontrunner Romney” – Alaska Journal of Commerce

“Steve Forbes” – KTUU

“Anchorage's Economic Forecast” – KTVA

“AEDC Annual Luncheon” – YourAlaskaLink.com

“Anchorage Economic Forecast Continues Upward Trend” – APRN: Alaska News

“State subsidy for 'Big Miracle' whale movie tops \$9.6 million” – Fairbanks Daily News Minor

“Driven by cargo, Anchorage airport pumped \$1 billion into local economy” – AlaskaDispatch

“City creates fund to invest in businesses” – Anchorage Daily News

“Local economic development organizations urge consumers to shop locally” – ADN.com

Electronic Media

E-Newsletter

The AEDC E-Newsletter was sent out 3 times to over 1200 recipients in the 1st quarter. Q1 showed an average open rate of 27.6%, which is 4% higher than 2011 Q4.

E-News

	2011 Quarter 2	2011 Quarter 3	2011 Quarter 4	2012 Quarter 1
Total Recipients (Avg)	1,057	1,162	1,183	1288
Recipient Opens (Avg)	214	245	267	346
Percentage Opened (Avg)	23.2%	22%	23.6%	27.6%
Click Rate (Avg)	5.4%	4.5%	3.9 %	4.5 %

Website

	2012 Quarter 1
Visits	5,308
Absolute Unique Visitors	3,937
Page views	13,389
Avg. Time On Site	2:22 min
Bounce Rate	49.85%
New Visits	66%

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 1 showed AEDC's Facebook followers increasing to 403 Likes and Twitter followers increasing by 92 to a total of 1,130.

Facebook

403 Likes (+33)
981 Total Page Views
31 External Referrers

Twitter

1,130 Followers (+92)

NOTE: Facebook recently changed the way they track Facebook Insights and the information they record. Because of this, we are unable to compare current analytics with past analytics.

Campaigns

Live. Work. Play. Committee

Mike Prozeralik, Live. Work. Play. Committee chair, met with Bill Dann from Professional Growth Systems, as well as Bill Popp to create a developmental model for the coming year and beyond. This model outlined overarching policies regarding committee membership, partnerships and AEDC Board involvement. The ongoing duties of the Steering Committee were defined as well as the different community partners. This model also identified the need for a Live. Work. Play. Coordinator position at AEDC.

The requirements and themes for the 2nd Live. Work. Play. film competition was developed in the 1st Quarter. The film competition will take place in 3rd Quarter and the winning film will be shown at the July Outlook Luncheon.

Development

Events

The **January Forecast Luncheon** was sold out well in advance of the actual event. AEDC used a new ticket scanner which got the audience in and seated in record time. Over 1500 people attended the event; 100 people attended the pre-event reception hosted by ExxonMobil and about 50 people attended the pre-event breakfast at Orso's sponsored by GCI. Mr. Forbes spoke to a standing room only group of students and faculty at UAA. This event kicked off the 25th Anniversary season in great style. We were under budget in Sponsorship revenue reaching 94% of our goal. Expenses were down slightly and individual and table sales were slightly up.

For the Love of Cities with Peter Kageyama. This inaugural Live. Work. Play. event was held on February 23rd with Mr. Peter Kageyama, author of *For the Love of Cities*. Mr. Kageyama toured the city on the 22nd and met with Community leaders and innovators. Kageyama toured the city on the 22nd and met with Community members from Mountain View, Spenard, UAA/Med district and downtown.

A lunch and 3-hr workshop took place on February 23rd at the Hotel Captain Cook. This event had 100 participants and generated good feedback and ideas for the Live. Work. Play. Initiative. A mural was created at this event as a visual representation of the thoughts and ideas generated. This mural has been on display at the Anchorage Library, is currently at the Anchorage Center for the Performing Arts and will be touring a space in Mountain View as well. Anchorage Community Land Trust and the Mat-Su Borough would like to bring Mr. Kageyama back in the fall for another workshop.

The Resource Extraction event originally scheduled for March was moved to May to accommodate Senator Begich's schedule.

The IBM & AEDC **Smarter Planet Conference** went into full planning mode during March. It is anticipated that 100-125 people will attend this event on April 11 to hear from four top level IBM research and development executives. AEDC is helping with the logistics and Mr. Popp will be the emcee for the event.

Investor Relations

- 96 Investors renewed; 8 new Investors joined; 3 Investors dropped
- Chamber Master, a relational data base program, is up and running and proving to be very valuable
- Started work with the Investor Relations committee to reach the goal of 20-25 new members with a net increase of \$28,100
- Met with 9 prospective Investors