



Progress  
Report

2nd Quarter

2012

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

August

## Executive Overview

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

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- Assisted 27 in-state and 5 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 AutoZone, Canon Group, and IBM. In addition, AEDC assisted in-state companies that included a start-up energy efficiency company and several other existing and start-up businesses seeking assistance.
- Usage of AnchorageProspector.com in the 2<sup>nd</sup> quarter of 2012 showed continued 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. GIS Planning is also rolling out a host of new features that will be used to promote the tool even further.
- AEDC hosted Alaska's first Hackathon and 30 programmers signed up. They spent the weekend developing solutions to community level problems using government data sets and two of the apps developed have been picked up by Municipal and State agencies.
- The Anchorage economy and AEDC was highlighted in 22 local stories across multiple media outlets and three national stories for a total media value of \$123,444.50 and 869,833 total impressions.
- The Annual Outlook Luncheon is looking to be successful event with \$84,000 in sponsorships commitments. Pre-registration started in late May for investors only with 850 seats sold as of June 30<sup>th</sup>. 99% of the Board has either a table or a seat at the event.
- AEDC's 25th Anniversary continued momentum through the 2<sup>nd</sup> quarter with two events including the IBM Smarter Planet Conference and the 2012 Resource Extraction Event.
- The developmental model for Live. Work. Play. was accepted by the Live. Work. Play. Steering Committee as well as the AEDC Board of Directors.
- A series of milestones were created with the Live. Work. Play. Steering Committee and adopted by the board to identify partners and begin to work on improving metrics.

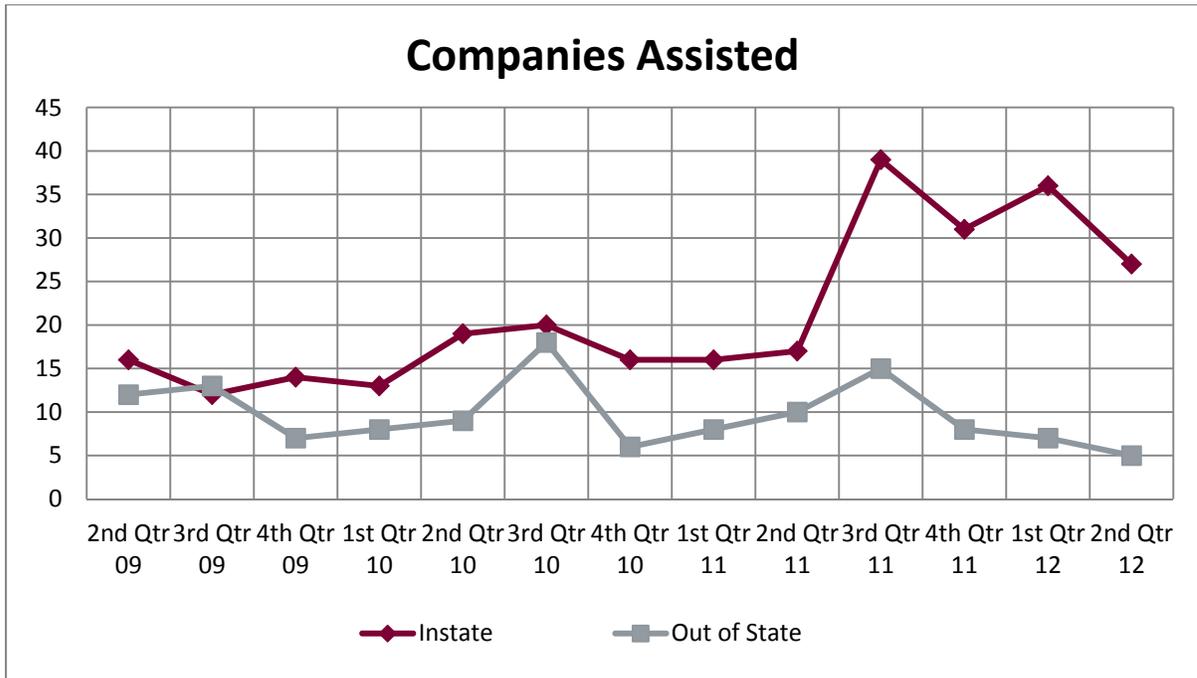
## Business & Economic Development

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### Businesses Assisted

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- 2012 Total Businesses Assisted: 75
  - Instate: 63
  - Out of State: 12
- Total 2012 1<sup>st</sup> Quarter Businesses Assisted: 32
  - Instate: 27
  - Out of State: 5



**A selection of businesses assisted:**

AutoZone – AEDC assisted AutoZone with setting up a meeting with Municipal leaders and helped to negotiate some issues regarding their entry into the Anchorage market. AEDC also provided some economic data and advice to facilitate the opening of their 5000<sup>th</sup> store in Alaska.

Cannon Group – Talked about the local economy and gave advice on how to market their product line in Alaska. AEDC also pointed them towards several resources that they can use to gather additional information.

Gijaoyad Group – A company interested in deploying a pilot program renewable energy powered vertical farming initiative in Alaska. AEDC discussed some of the difficulties they would encounter, and gave them the contact information for some local entrepreneurs that had started agriculture based businesses in Alaska and some potential funding/mentorship opportunities.

Yakutia Airlines – Based in Yakutsk, Russia, this airlines recently added a new summer route from Petropavlovsk-Kamchatsky to Anchorage. AEDC will assist in the welcoming of the company to Alaska during their inaugural flight in July.

**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.

### **Anchorage Hackathon**

The Municipality of Anchorage and AEDC teamed up to bring the first hackathon to Alaska. 30 programmers signed up to participate in the event which lasted for one weekend. Four projects were submitted for judging and two of them have gone on to be adopted by government agencies. The event has garnered a lot of interest from the community and several organizations have expressed a desire to host additional hackathons. AEDC plans on hosting the second Anchorage Hackathon February 2013.

### **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 closes August 5<sup>th</sup>. AEDC's Director of Business and Economic Development is assisting 49SAF Program Manager Joe Morrison in doing the initial screening of the applicants and AEDC President & CEO Bill Popp was elected to be the Advisory Boards Chairman.

### **Port of Anchorage Roundtable**

AEDC assisted the Port of Anchorage (POA) in completing a qualitative research roundtable meant to engage community stakeholders. A wide variety of business and community leaders were asked for their thoughts on the POA's current and future operations. These opinions will be synthesized into a report for use by the POA and the public.

### **Anchorage Maker Faire**

AEDC has submitted an application to host a Mini Maker Faire and received 1<sup>st</sup> round approval to host an event in 2013. Sponsored by Make Magazine, Maker Faires bring together inventors, craftsmen, engineers, artists, hobbyists and creatives of all kinds to share, learn, and build something new. AEDC is still waiting final approval to host an officially sponsored Mini Maker Faire (smaller-scale Maker Faire). If approved, the event would likely occur during the summer or fall of 2013.

### **Anchorage Comprehensive Economic Development Strategy (CEDS) Report**

AEDC has continued its assistance to the Municipality of Anchorage (MOA) in completing its annual CEDS report, updating progress made in 2011. The CEDS Report allows the MOA to qualify for federal funding through the Economic Development Authority (EDA). Since 2009, AEDC has helped gather over 140 metrics tracked by a variety of stakeholder groups, including UAA, the Anchorage Municipal Library, and the Anchorage School District. The MOA has received AEDC's help in updating the CEDS report since 2009 and will continue to do so through 2013.

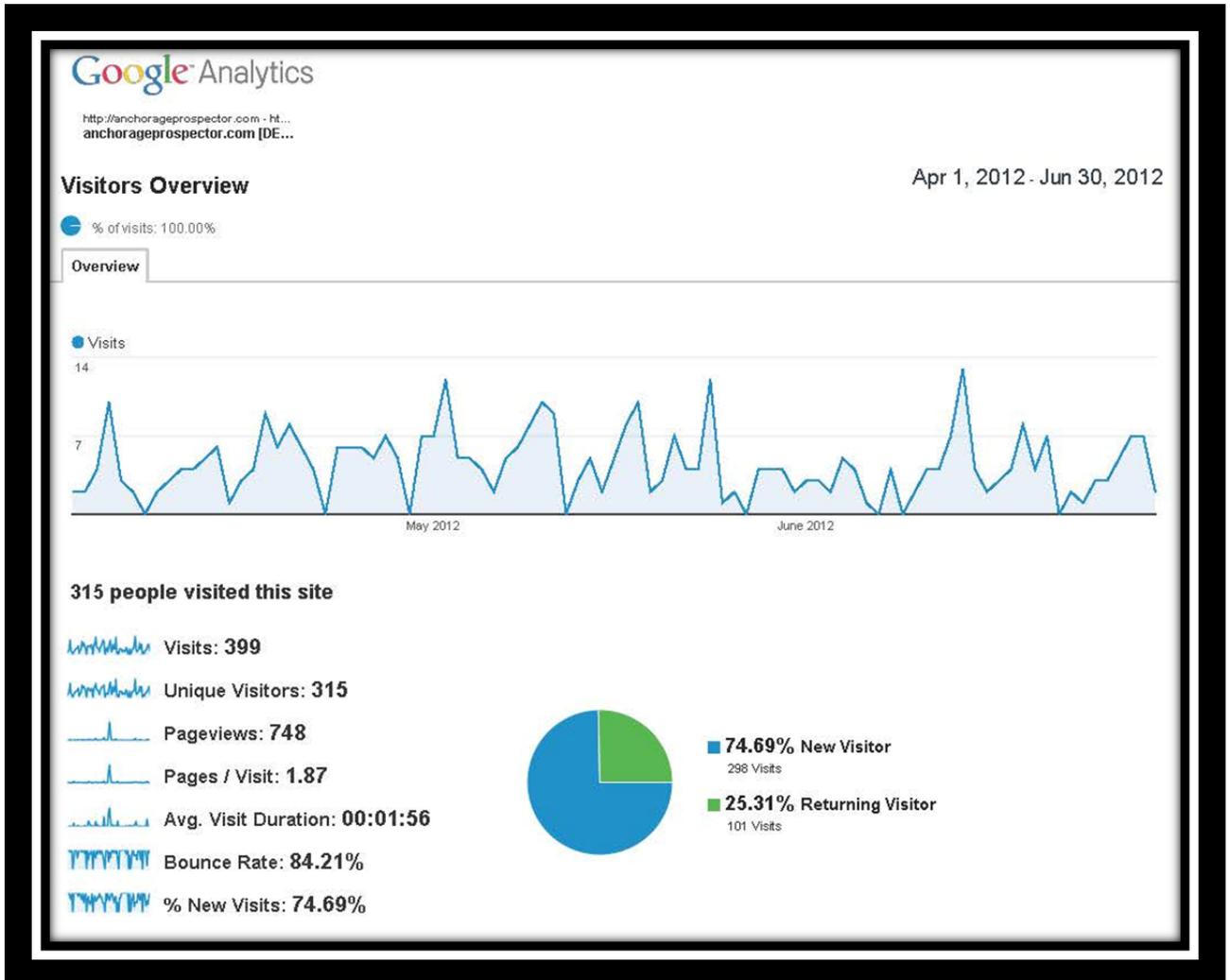
### **Public Policy/Economic Development Committees**

The two new committees that will provide guidance on public policy positions and ongoing economic development strategies for AEDC have been filled. The Economic Development Committee has had its initial meeting and the Policy Advisory Committee will meet in August. If you have any questions regarding these committees and their function, please don't hesitate to contact Jon Bittner at [jbittner@aedcweb.com](mailto:jbittner@aedcweb.com)

### **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.



## **Communications**

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### **Public Relations**

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**25 Placements**  
**Value \$123,444.50**  
**Reach 869,833**  
**ROI 13:1**

The Anchorage economy and AEDC was highlighted in 22 local stories across multiple media outlets and three national stories for a total media value of \$123,444.50 and 869,833 total impressions.

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

##### ***National Coverage***

“Anchorage Means Business” – Alaska Airlines

“10 Great Places to Retire for Nature Lovers” – AARP The Magazine

“Smarter Than a Computer” – Herald & Review

##### ***Local Coverage***

“Against IBM’s Watson, Small Victories Deserve Big Celebrations” – Anchorage Daily News

“AEDC Releases Annual Resource Forecast” – Petroleum News

“Business App In the Works for Anchorage Transit” – KSKA Public Radio

“Coming soon: People Mover smartphone app?” – AlaskaDispatch.com

“AEDC announces two new hires” – ADN.com

“Federal \$13 million program to boost Anchorage small business launches” - AlaskaDispatch.com

“Alaska’s First Hackathon” – Alaska Journal of Commerce

“Roundtable panel evaluates Anchorage airport” - Alaska Journal of Commerce

“Alaska News Nightly: June 27, 2012” - APRN

### **Electronic Media**

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#### **E-Newsletter**

The AEDC E-Newsletter was sent out 4 times to over 1400 recipients in the 2nd quarter. Q2 showed an average open rate of 25%, and a click rate of 3.4%

## E-News

|                         | 2011<br>Quarter 3 | 2011<br>Quarter 4 | 2012<br>Quarter 1 | 2012<br>Quarter 2 |
|-------------------------|-------------------|-------------------|-------------------|-------------------|
| Total Recipients (Avg)  | <b>1,162</b>      | <b>1,183</b>      | <b>1288</b>       | <b>1423</b>       |
| Recipient Opens (Avg)   | <b>245</b>        | <b>267</b>        | <b>346</b>        | <b>350</b>        |
| Percentage Opened (Avg) | <b>22%</b>        | <b>23.6%</b>      | <b>27.6%</b>      | <b>25%</b>        |
| Click Rate (Avg)        | <b>4.5%</b>       | <b>3.9 %</b>      | <b>4.5 %</b>      | <b>3.4 %</b>      |

## Website

|                          | 2012<br>Quarter 2 |
|--------------------------|-------------------|
| Visits                   | <b>7,412</b>      |
| Absolute Unique Visitors | <b>4,992</b>      |
| Page views               | <b>14,964</b>     |
| Avg. Time On Site        | <b>2:26 min</b>   |
| Bounce Rate              | <b>55.19%</b>     |
| New Visits               | <b>61.63%</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 2 showed AEDC's Facebook followers increasing to 483 Likes and Twitter followers increasing by 105 to a total of 1,235.

### Facebook

**482 Likes (+79)**  
**640 Total Page Views**  
**29 External Referrers**

### Twitter

**1,235 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**

Committee members for the Live. Work. Play. Steering Committee met to discuss and adopt the developmental model created by Mike Prozeralik, Live. Work. Play. Committee Chair and Bill Dann of Professional Growth Systems. The steering committee accepted the developmental model and the model was approved by the AEDC Board of Directors at the May 16<sup>th</sup> board meeting.

The steering committee also created a series of milestones for the Live. Work. Play. initiative through the end of the year. These milestones include identifying partners for each metric as well as creating a go forward strategy to take us through next year.

## Development

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### Events

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IBM & AEDC partnered for the **Smarter Planet Conference** on April 11 at the Dena'ina Center that showcased the latest in Smart technology from four top level IBM research and development executives. Bill Popp emceed the event, Watson was a hit and attendees were well pleased with the activity.

The **Resource Extraction** event was held at the Anchorage Marriot Downtown Ballroom on May 2. Over 150 attendees enjoyed hors'dourves and a no host bar during the 10 Year Project Projection report. Senator Murkowski had a recorded message and Senator Begich gave a live talk about the importance of resource extraction to Alaska's economy.

June saw the staff visiting with many of our Investors, touching base to ensure that AEDC is helping to meet their needs.

Planning for the **25<sup>th</sup> Anniversary Outlook Lunch** started in high gear: \$84,000 in sponsorships has been committed. 99% of the Board has either a table or a seat at the event. Having Investors being able to sign up first has worked very well with 850 seats sold by June 30. We met with Former Governor Tony Knowles who will give an overview of the economic conditions during 1987 when AEDC was founded.

### Investor Relations

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- July invoices went out for the 2<sup>nd</sup> half of the membership drive.
- Started work with the Investor Relations committee to reach the goal of 20-25 new members with a net increase of \$28,100
- Staff met with 42 Investors both current and prospective