



Progress  
Report

3rd Quarter

2012

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

October

## Executive Overview

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### AEDC completed a successful period in the 3rd quarter. Highlights include:

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- Assisted 42 in-state and ten 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 Lockheed Martin Corporation, Yakutia Airlines and an aviation engine leasing company. In addition, AEDC assisted in-state companies that included an alternative energy firm, an internet startup, and a local real estate firm.
- This quarter AEDC held the initial planning meetings for Entrepreneur Week 2013 and the 2013 Maker Faire. Representatives from over a dozen different EDOs, Community Organizations, and nonprofits have signed on to participate and the San Francisco Reserve Bank has committed to assist in the planning and logistics.
- Usage of AnchorageProspector.com in Quarter 3 of 2012 averaged 32 unique visitors a week, with the majority of them being new users.
- The Anchorage economy and AEDC was highlighted in 26 local stories across multiple media outlets and six national stories for a total media value of \$888,128 and 33,188,950 total impressions.
- The 25<sup>th</sup> Anniversary Outlook Lunch was a great success. \$87,500 in sponsorships was raised with 100 percent participation by the Board and over 1,400 seats were sold for a total revenue of \$43,333.
- Lists of potential Champions for each Live. Work. Play metric were drafted by the subcommittees to identify potential partners.

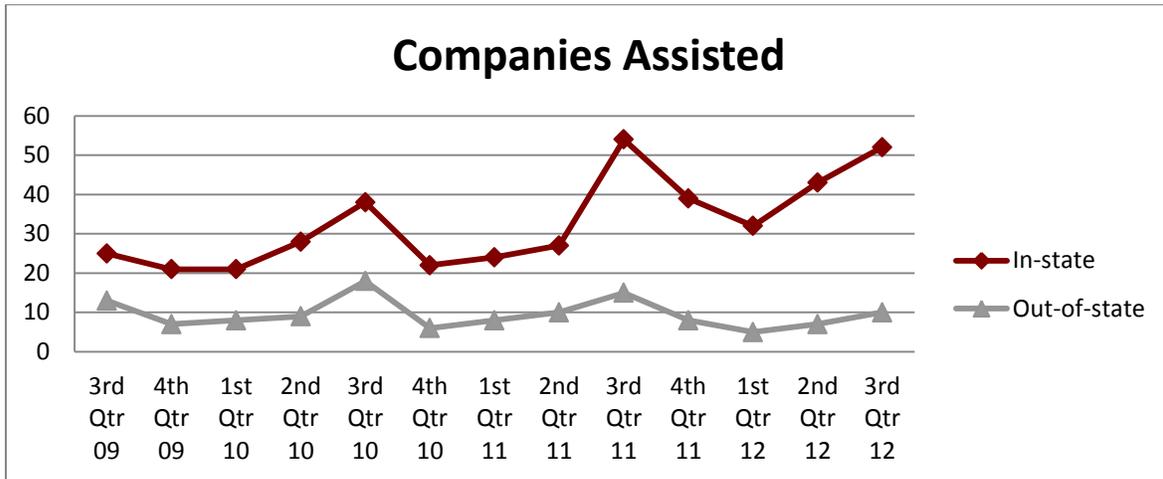
## Business & Economic Development

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### Businesses Assisted

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- 2012 Total Businesses Assisted: 127
  - In-state: 105
  - Out-of-state: 22
- Total 2012 1<sup>st</sup> Quarter Businesses Assisted: 32
  - In-state: 27
  - Out-of-state: 5
- Total 2012 2<sup>nd</sup> Quarter Businesses Assisted: 43
  - In-state: 36
  - Out-of-state: 7
- Total 2012 3<sup>rd</sup> Quarter Businesses Assisted: 52
  - In-state: 42
  - Out-of-state: 10



**A selection of businesses assisted:**

Startup Weekend: AEDC assisted Startup Weekend with funding, marketing and onsite assistance. Jon Bittner, AEDC’s Vice President, was one of the Startup Weekend judges this year. Startup Weekend was also this July luncheons’ book charity, receiving all proceeds from the sales of Robert Reich’s books. AEDC donated two sponsorships for the event and one of our sponsored attendees won third place.

Lockheed Martin Corporation: AEDC assisted Lockheed Martin in planning and obtaining a venue for the Lockheed Martin Alaskan Aerospace Supplier Conference, scheduled for Nov. 1 and 2. Additionally, AEDC will be responsible for promoting the event to targeted companies and stakeholders, and will participating in panel discussion at the conference. This is an ongoing project.

Aviation Engine Leasing Company: AEDC researched and composed a list of Anchorage companies that provide jet engine Maintenance, Repair, and Overhaul (MRO) services for a jet engine leasing company researching the possibility of an Anchorage location. This entailed numerous calls to Anchorage firms to determine local MRO capabilities.

Chinese Investment Group: AEDC has been working with a local company representing a consortium of Chinese investors interested in investing/building Alaska capital projects. AEDC has given the organization a list of planned projects that meet their criteria, and have set up several meetings for them with the appropriate parties to discuss the possibility of foreign financing for local projects.

Unnamed Project: AEDC has been working with an organization based in the Lower 48 representing a company that has a local presence and is interested in expanding their operations. The project would cost over \$100 million and would create several dozen jobs. AEDC is under a non-disclosure on the specifics, but we have assisted them in multiple ways including research, making connections with local business and policy makers, and other services.

**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 percent which is well above the industry average of 15 percent. Our BRE newsletter has been touted at international Economic Development conferences as the template for conveying information to site consultants.

### **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. AEDC's Vice President Jon Bittner assisted 49SAF Program Manager Joe Morrison in doing the initial screening of the 30 applicants and AEDC President & CEO Bill Popp was elected to be Chairman of the Advisory Board which has selected this round's projects for funding. Those projects are in the final phases of meeting their initial requirements including matching funds and background checks on all parties involved and the results should be publicized shortly.

### **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 have been synthesized into a report for future use by the POA.

### **Anchorage Mini Maker Faire**

AEDC has received notification of acceptance for our application to host a Mini Maker Faire in July 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 building the Maker Faire into a larger Entrepreneur Week (see below).

### **Entrepreneur Week**

AEDC is working on putting together an Entrepreneur Week that will involve dozens of different EDOs Community Organizations and Government entities coming together and hosting a series of event centered on fostering entrepreneurship and innovation in Alaska. AEDC has had several initial meetings with the other entities around Anchorage that we hope to get involved and the response has been very positive. The Federal Reserve Bank of San Francisco has agreed to assist in planning, logistics, marketing and other ways as the project goes forward. AEDC has also reached out to organizations in Fairbanks and Juneau and will be promoting the program to the statewide ARDORs at their annual meeting in February in Juneau.

### **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 have held several meetings. The Economic Development Committee has held some initial roundtables regarding barriers to economic development in Alaska and the Live. Work. Play. Committee has recommended they be a pass through entity for some of the metrics the LWP program will use. The Policy Advisory Committee has met and the committee members have made an initial foray into what the committee wants to focus on going forward as well as ways they can assist AEDC in its broader mission. 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**

Usage of AnchorageProspector.com in Quarter 3 of 2012 averaged 32 unique visitors a week, with the majority of them being new users. GIS Planning has added a number of new features that have increased the tool's functionality and has more on the way.

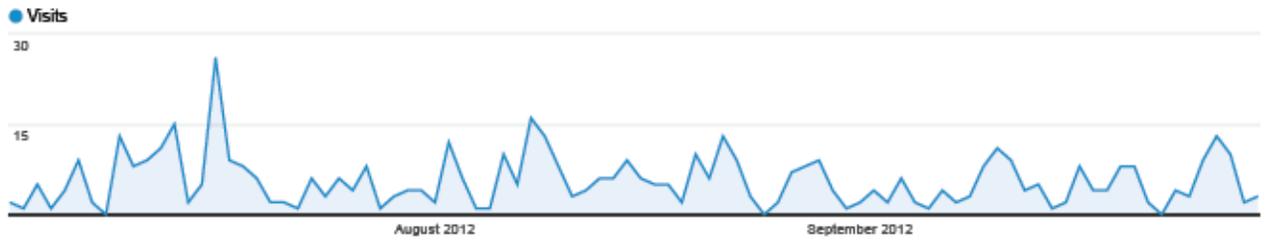
**NOTE:** As part of the changeover to the new AnchorageProsepector.com interface, we have moved our website analytics tracking to Google Analytics. Because of the way the changeover occurred, we are unable to compare current analytics with past analytics and so will only display information from the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

## Visitors Overview

Jul 1, 2012 - Sep 30, 2012

● % of visits: 100.00%

Overview



375 people visited this site

Visits: 516

Unique Visitors: 375

Pageviews: 628

Pages / Visit: 1.22

Avg. Visit Duration: 00:01:27

Bounce Rate: 84.88%

% New Visits: 68.60%



68.60% New Visitor

354 Visits

31.40% Returning Visitor

162 Visits

## **Communications**

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### **Public Relations**

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**35 Placements**  
**Value \$888,128**  
**Reach 33,188,950**  
**ROI 110:1\***

The Anchorage economy and AEDC was highlighted in 26 local stories across multiple media outlets and six national stories for a total media value of \$888,128 and 33,188,950 total impressions.

\*One article on Yahoo.com “Best Places to be Young in America” ran everywhere and was valued at more than \$800,000. Without that article the ROI was 10:1.

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

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

“The 10 Best States to Be Young in America” – Business Insider

“Alaska looks to Hawaii as customer for natural gas” – Sacramento Bee

“America’s Smartest Cities 2012: Denver to Raleigh-Durham” – Thedailybeast.com

“Alaska Thrives Thanks to Geography and Resources” – Business Xpansion Journal

“The 30 Best Places to Work: Nerland Agency” – Outside Magazine

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

“Internet Across Alaska” – Alaska Business Monthly

“Alaska mulls Hawaii as new market for its natural gas” – Anchorage Daily News

“49th State Angel Fund 9th” – Alaska Business Monthly

“2012 AEDC Annual Outlook Luncheon” – ADN.com

“Compass: Small businesses have big market share” – ADN.com

“Economist Robert Reich says Alaska’s steady growth may face pitfalls” – AlaskaDispatch.com

“Reining in big banks? Try principles instead of rules.” - AlaskaDispatch.com

“Robert Reich: Economic Outlook” – KSKA Public Radio

“Fiscal Cliffs and Real Estate Mountains” – Anchorage Daily News

“Real Estate and the Three Bears” – Anchorage Daily News

## Electronic Media

### E-Newsletter

The AEDC E-Newsletter was sent out four times to over 1,400 recipients in Quarter 3 and showed an average open rate of 26.2 percent, and a click rate of 3.1 percent.

### E-News

	2011 Quarter 4	2012 Quarter 1	2012 Quarter 2	2012 Quarter 3
Total Recipients (Avg)	<b>1,183</b>	<b>1,288</b>	<b>1,423</b>	<b>1,420</b>
Recipient Opens (Avg)	<b>267</b>	<b>346</b>	<b>350</b>	<b>366</b>
Percentage Opened (Avg)	<b>23.6%</b>	<b>27.6%</b>	<b>25%</b>	<b>26.2%</b>
Click Rate (Avg)	<b>3.9 %</b>	<b>4.5 %</b>	<b>3.4 %</b>	<b>3.1%</b>

### Website

	2012 Quarter 3
Visits	<b>6,831</b>
Absolute Unique Visitors	<b>4,769</b>
Page views	<b>13,581</b>
Avg. Time On Site	<b>2:15 min</b>
Bounce Rate	<b>57.80%</b>
New Visits	<b>62.29%</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 continues to see a rise in interaction. During Quarter 3 AEDC's Facebook followers increased to 543. Twitter increased to a total of 1,336 followers, up 101 from Quarter 2.

#### Facebook

**543 Likes (+61)**  
**639 Total Page Views**  
**27 External Referrers**

#### Twitter

**1,337 Followers (+102)**

**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**

Each subcommittee was tasked with coming up with a list of potential partners – called Champions – for each metric. These Champions are to be people and organizations already involved with initiatives that align with the metrics for Live. Work. Play. Their involvement will then be used to leverage connections with other businesses and AEDC to move the metrics forward. The lists of

potential partners was compiled by each subcommittee and then sent to the committee chair to look over. In Quarter 3 the entire committee will convene to vet the list further and begin meeting with potential Champions.

The steering committee has asked that a briefing packet be created to help engage Champions. This packet will have information about Live. Work. Play, the history, and our go-forward plan as well as a description of the roles of the Champions. This will function both as a leave-behind for the Champions as well as a reference for our committee members when engaging the Champions. It has the metrics and narratives as well as a letter from the chair, talking points, a Champion job description and the developmental model created in Quarter 2.

## Development

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### Events

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The **25<sup>th</sup> Anniversary Outlook Lunch** was a great success. \$87,500 in sponsorships was raised. There was 100% participation by the Board and over 1400 seats were sold for a total revenue of \$43,333. Having Investors being able to sign up first worked very well. Robert Reich was well received both at the lunch and at the University. The ExxonMobil sponsored reception prior to the event on the 24<sup>th</sup> was well attended and a great way to start off the celebratory events. We invited several of our partner organizations to put up booths in the lobby – Startup Weekend (the Book proceeds awardee), Lemonade Day, Small Business Administration, and 49th State Angel Fund. It made for a much more interactive lobby.

### Investor Relations

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The Sept. Campaign started with six teams of six Board members contacting 6-7 prospective members. The goal is to have 20-25 new members with a net increase of \$28,100. By the end of Sept. the teams had raised over \$18,000 and had 16 new members join. The campaign was extended into Oct. since many of the team members and/or prospects were out of town.