



Progress  
Report

4th Quarter

2012

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

January

## Executive Overview

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### AEDC completed a successful period in the 4th 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 Entrepreneurship 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 4 of 2012 averaged 37 unique visitors, a 16 percent increase over Quarter 3. Access to the Prospector tool has been increasing, with nearly 48 percent of all visits originating from websites other than AEDC's site.
- The Anchorage economy and AEDC was highlighted in 33 local stories across multiple media for a total media value of \$86,142 and 1,651,041 total impressions.
- Fall Investor Relations campaign raised \$25,750 in new Investor revenue reflecting 24 new Investors. For the year AEDC had 42 new investors join at \$39,250 in revenue.
- Potential Live. Work. Play. Champions were identified and contacted about their roles in the Live. Work. Play. Initiative.
- A briefing packet was created and distributed to the Champions as a point of reference.
- Champions and Committee members convened to establish an organizational structure for 2013

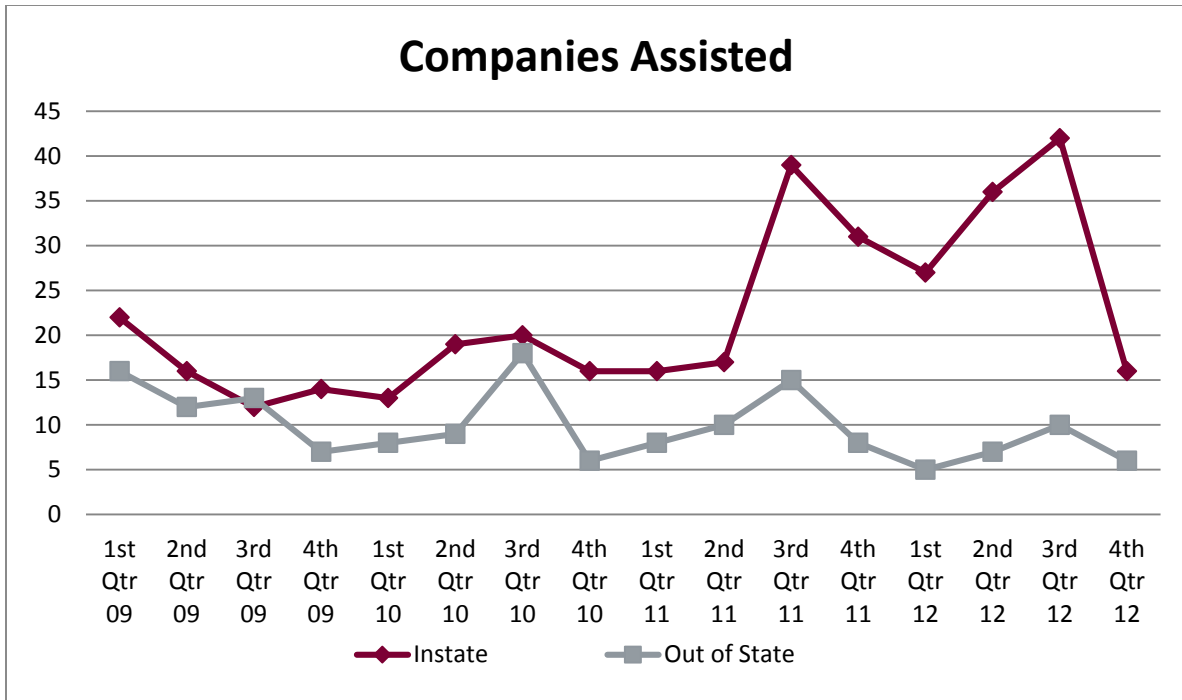
## Business & Economic Development

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### Businesses Assisted

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- 2012 Total Businesses Assisted: 149
  - In-state: 121
  - Out-of-state: 28
- 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
- Total 2012 4<sup>th</sup> Quarter Businesses Assisted: 22
  - In-state: 16
  - Out-of-state: 6



**A selection of businesses assisted:**

Lockheed Martin Corporation: AEDC helped Lockheed Martin promote their Alaskan Aerospace Supplier Conference to targeted companies. Of the responding companies, 38 qualified Alaskan suppliers were chosen by Lockheed Martin to meet Lockheed reps and discuss their capabilities. AEDC also participated in a panel discussion. As of January 2013, one Alaska company was awarded a contract with Lockheed Martin as a result of the conference.

Aircraft Maintenance Company: Ted Stevens Airport requested AEDC assist them in educating a global aircraft maintenance company who is considering an Anchorage location. AEDC provided information on Anchorage’s economy and workforce, and arranged facility tours and meetings with UAA’s Aviation Technology program.

**Other Projects/Programs**

**Site Selector Familiarization Tour**

In October, AEDC brought up three site selection consultants from Denver, Dallas and southern California to familiarize them with business opportunities in Anchorage and Alaska. The consultants met with Anchorage business leaders from a wide range of industries, toured important infrastructure such as the Port of Anchorage and the Ted Stevens Airport. The site selectors were also taken on regional familiarization tours to the Mat-Su, Kenai Peninsula and Kodiak.

**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 more than 600 site selectors nationwide. Since then, we have expanded our reach to over 2,000 site consultants and associated industry members with an open rate of more than 30 percent; this 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<sup>th</sup> 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. The 49SAF recently opened its second application period which will end in March.

### **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 Entrepreneurship Week (see below).

### **Entrepreneurship Week**

AEDC is working on putting together an Entrepreneurship 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**

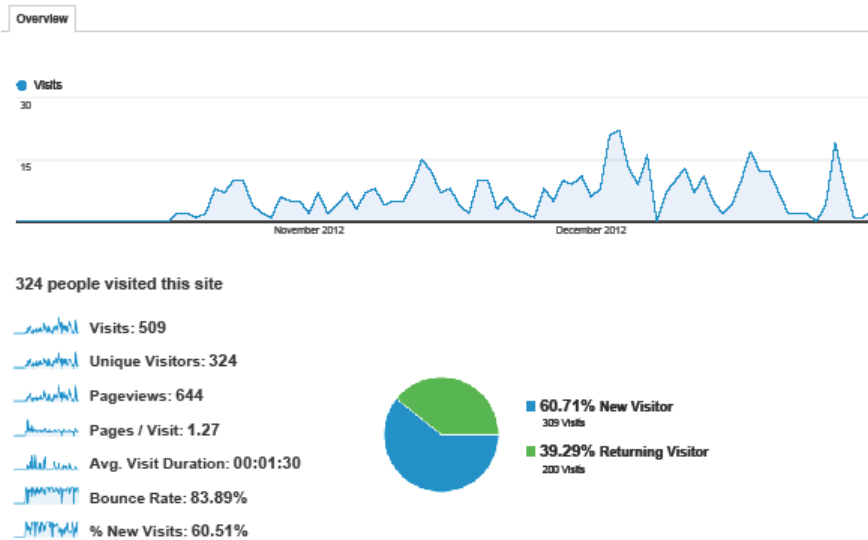
The two new committees that will provide guidance on public policy positions and ongoing economic development strategies for AEDC have been filled and have held several meetings. The Economic Development Committee held some initial roundtables regarding barriers to economic development in Alaska and the Live. Work. Play. Committee 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 4 of 2012 averaged 37 unique visitors, a 16% increase over Quarter 3. Access to the Prospector tool has been increasing, with nearly 48% of all visits originating from websites other than AEDC's site.

In November, an agreement was reached with the Fairbanks Economic Development Corp. and the Downtown Association of Fairbanks to expand the Prospector coverage area to include the Fairbanks-North Star Borough. This is the first step in AEDC's plan to develop the Prospector program into a statewide resource. Meetings were also held with the Juneau Economic Development Corp. to pursue the incorporation of the Juneau-Douglas Borough into the Prospector program.

**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.*



## Research

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### Alaska Data Commons Project

Three meetings were held with a group of representatives from large nonprofits in Anchorage to discuss their needs for data and research. The goal was to determine if the research capacity of the AEDC could be used to lead a collaborative effort to create a system where the organizations could collect, share and analyze various data sets. If implemented, this project could dramatically improve the data resources for the nonprofit sector in Anchorage, as well as provide a new source of revenue for AEDC. Further meetings to craft the scope of the project and evaluate potential financial resources are upcoming in Quarter 1 of 2013.

### Monthly Employment Reports

Three reports were produced this quarter providing the employment figures and narrative for the Anchorage area. Improvements in the graphics, formatting and content were made to provide a more dynamic document. Infographics for the website and social media platforms were also created to increase the visibility of the report. As a result, there has been an increase of media placements directly related to the employment reports this quarter.

### 2012 Q3 Anchorage Consumer Optimism Index

The Q3 report was released in early November and was featured in the Anchorage Daily News' Inside Business section.

### Anchorage Business Confidence Index Report

The survey for the annual BCI Report was conducted during the Q4 period. The results of this research will be released at the 2013 Outlook Luncheon.

### Outside Research Assistance

A number of businesses and individuals contacted the research department for assistance this quarter, including:

- Port of Anchorage
- NANA Regional Corp.
- American Public University System
- Municipality of Anchorage Planning Dept.
- Mat-Su Borough Public Affairs Dept.
- Pfeffer Development

## Communications

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### Public Relations

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**33 Placements**  
**Value \$86,142**  
**Reach 1,651,041**  
**ROI: 10:1**

The Anchorage economy and AEDC was highlighted in 33 local stories across multiple media outlets for a total media value of \$86,142 and 1,651,041 total impressions.

Bill is writing a column for the new ADN Community XTRA! that is gaining 43,725 impressions for a value averaging \$3,500.

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

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

“Top Alaska Business Stories of 2012: 49<sup>th</sup> State Angel Fund” – Alaska Business Monthly

“Anchorage Consumer Optimism Index up from 2011” – Anchorage Daily News

“Anchorage unemployment at five-year low” – Alaska Journal of Commerce

“Anchorage Unemployment Rate Lowest in Years at 4.7%” – KTUU.com & KTUU-TV

“AEDC forecast sees strong growth for Anchorage, state” – Alaska Journal of Commerce

“New Management Breathes New Life into Local Mall” – KIMO-TV & YourAlaskaLink.com

“National Outdoor Goods Retailer To Open in Anchorage” – KTUU.com & KTUU-TV

“Anchorage consumers optimistic for holiday season” – Alaska Journal of Commerce

### Electronic Media

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#### **E-Newsletter**

The AEDC E-Newsletter was sent out five times to over 1,440 recipients in Quarter 4 and showed an average open rate of 21.26 percent, and a click rate of 3.8 percent.

#### **E-News**

	2012 Quarter 1	2012 Quarter 2	2012 Quarter 3	2012 Quarter 4
Total Recipients (Avg)	<b>1,288</b>	<b>1,423</b>	<b>1,420</b>	<b>1,446</b>
Recipient Opens (Avg)	<b>346</b>	<b>350</b>	<b>366</b>	<b>300</b>
Percentage Opened (Avg)	<b>27.6%</b>	<b>25%</b>	<b>26.2%</b>	<b>21.26%</b>
Click Rate (Avg)	<b>4.5 %</b>	<b>3.4 %</b>	<b>3.1%</b>	<b>3.8%</b>

## Website

	2012 Quarter 4
Visits	<b>6,504</b>
Absolute Unique Visitors	<b>4,274</b>
Page views	<b>13,498</b>
Avg. Time On Site	<b>2:54 min</b>
Bounce Rate	<b>52.09%</b>
New Visits	<b>58.83%</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 4 AEDC's Facebook followers increased to 581. Twitter increased to a total of 1,492 followers, up 156 from Quarter 2.

### Facebook

**581** Likes (+61)  
**878** Total Page Views  
**23** External Referrers

### Twitter

**1,492** Followers (+156)

**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

In Quarter 3, each subcommittee was tasked with creating a list of Champions to spearhead each metric. These Champions – people or organizations in the community already involved with initiatives or could become involved – would be the leader of one or more metrics. For example, United Way has agreed to be the Champions of the metrics related to reading and math proficiency; this closely relates with what they are already working on with their 90% by 2020 campaign. Mr. Prozeralik, using the briefing packets that were created in Quarter 3, contacted each potential Champion and has commitments for nearly all metrics.

The Champions and committee members met to discuss the organizational structure of the Live. Work. Play. Committee for 2013 as well as the role of the committee and the plan for each group moving forward. It was decided that the committee members and Champions will get a full briefing on each metric and how each metric is measured. Once this orientation is complete, the Champions will identify what community partners they would like to work with and what, if any, cross-pollination there is between metrics. The Champions and their partners will then create strategies for moving each metric forward.

Funds have been raised for the Live. Work. Play. Initiative and initial steps have been taken to hire a full-time staffer to work with the Live. Work. Play. Initiative. This staffer will be devoted full-time to the initiative and will be to help facilitate meetings, coordinate schedules, and create events for Live. Work. Play. This position will be filled by first quarter, 2013.

## Development

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### Events

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The final three 25<sup>th</sup> Anniversary events went off very smoothly.

- October – Peter Kagayama returned to work with the Mountain View Community and AEDC Live. Work. Play. Champions
- November - The Annual Board meeting highlighted each Board member's company's activities and projections for the future.
- December – The Peterson Towers Holiday Party was again a success. Senator Lisa Murkowski's office, Senator Mark Begich's office, Brooks Range Petroleum and Apache Corporation joined in the festivities. Door prizes included items donated by all participating offices.

### Investor Relations

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The final wrap up of the fall campaign netted another 4 new Investors. For the year AEDC added 42 Investors and dropped 10. The year started with 206 Investors and ended with 238, an increase of 32 members.