



Progress
Report

Ist Quarter

2013

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

Ending March 31, 2013

Executive Overview

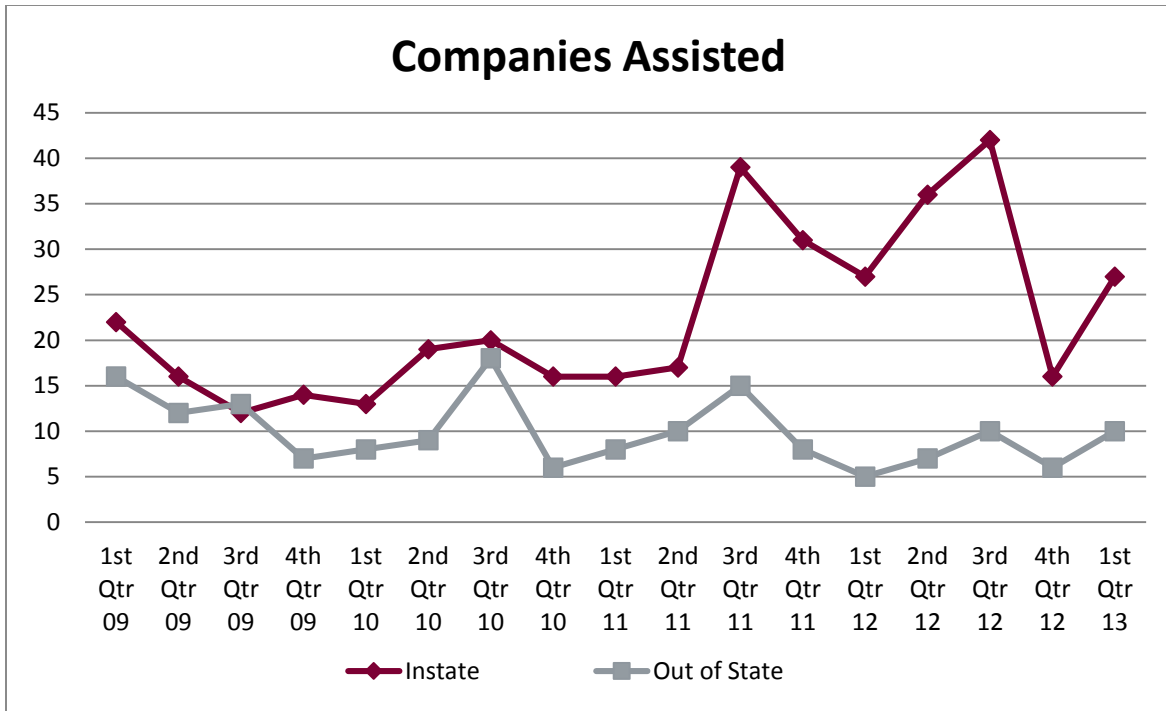
AEDC completed a successful period in the 1st quarter. Highlights include:

- Assisted 27 in-state and 10 out of state businesses seeking information and connections for needed resources and partnerships in the business community. Out of state companies assisted include Goldman Sachs, Hickey & Associates, Hunter Management, and Staples. Additionally, AEDC assisted numerous in-state companies, including an Alaska Native corporation seeking FDI for rural infrastructure projects, as well as numerous start-up businesses.
- Usage of AnchorageProspector.com in Quarter I of 2013 increased by 144 unique visitors, a 44 percent increase over Quarter 4. Access to the Prospector tool has been increasing, with over 50 percent of all visits originating from websites other than AEDC's site.
- AEDC provided event planning registration and marketing services for the 49th State Angel Funds' Investor After Hours event. The events were an opportunity for 49SAF to network with potential investors and explain how they can leverage 49SAF resources to create new investment funds. Roughly 50 influential Alaska investors attended the event.
- The Anchorage economy and AEDC was highlighted in 49 local stories across multiple media for a total media value of \$141,413 and 3,149,687 total impressions.
- The January renewal campaign raised \$256,750 in Membership revenue. AEDC has seven new members.
- The January luncheon raised \$141,500 in sponsorships and \$52,975 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

Businesses Assisted

- 2013 Total Businesses Assisted: 37
 - In-state: 27
 - Out of State: 10
- Total 2013 1st Quarter Businesses Assisted: 37
 - In-state: 27
 - Out of State: 10



A selection of businesses assisted:

Goldman, Sachs & Co.

AEDC assisted the Private Equity Group division of Goldman Sachs by providing information on the oil and gas industry in Cook Inlet. Goldman Sachs was considering an investment opportunity in the region and need more information. Detailed information regarding the latest development in the Cook Inlet petroleum industry, as well as information on the industry’s near and mid-term outlook was provided.

Hunter Management

At the request of Hunter Management, an owner/operator of skilled nursing facilities company based in the Evanston, IL, AEDC researched the demand for skilled nursing facilities in Anchorage. Information regarding proposed skilled nursing facilities in Anchorage, Certificate of Need requirements in the State of Alaska, and projections of demand for nursing facilities through 2020 was provided by AEDC.

Hickey & Associates

AEDC consulted with a representative of site consultant firm Hickey & Associates regarding a proposed project for an aerospace client doing business in Alaska. AEDC provided advice on the viability of incentives for the proposed project and real estate plans for the aerospace client and put Hickey & Associates in contact with the relevant business contacts.

Other Projects/Programs

Alaska Hackathon

AEDC partnered with GCI, PangoMedia, ACS and others to put on the Alaska Hackathon, April 20-21. This hackathon will focus on non-profits and non-profit data sets. Eight organizations have presented data and projects. This is the second Hackathon AEDC has organized and 30 programmers are expected to participate, an increase over from the first hackathon's attendance of 20 programmers. The event has garnered a lot of interest in the community and media coverage is expected.

Crowdfunding Event: The New Face of Venture Capital

AEDC is organizing an event to educate Alaskans on how crowdfunding is benefiting their access to capital. Kevin Lawton, renowned crowdfunding expert and author *The Crowdfunding Revolution* will be speaking at the Bear Tooth Theaterpub on April 26. Additionally, three well-known local crowdfunders will be speaking at the event.

Entrepreneurship Week

AEDC is organizing Entrepreneurship Week, a series of entrepreneur, startup, and innovator-oriented events. These events will occur in late July-early August of 2013. Events scheduled include the Anchorage Mini-Maker Faire (July 27), Economic Outlook Luncheon (July 31), Business Pitch on a Train (August 1), Alaska Hackathon (August 3-4), and Exit Planning Seminar (August 6). With these events, AEDC hopes to further engage and build the Alaskan entrepreneurs community.

Alaska Familiarization Tour

AEDC is organizing the first site consultant Familiarization Tour of 2013. Four site consultants will be attending this FAM Tour. Trip attendees will be spending two days in Anchorage meeting with local business leaders and touring important infrastructure - such as the Anchorage International Airport and the Port of Anchorage - as well as attending regional FAM Tours to Fairbanks and Mat-Su. The trip will occur May 15-18.

Public Policy/Economic Development Committees

Economic Development Advisory Committee – Chair John Hoyt

- Met March 8th 10:00am – 11:30am
- Discussed duties of the committee, how the workload would be structured, meeting frequency and other operational details. Introduced Committee Chairman and members. Discussed HB 4 at the request of Rep. Hawker and the pros/cons of supporting the bill. Scheduled a second meeting in three weeks to revisit the issue after the committee had a chance to look over bill summary and related documents

Policy Advocacy Advisory Committee – Chair Jim Hassel

- Met March 12th 3:30am – 4:30am
- Discussed duties of the committee, how the workload would be structured, meeting frequency and other operational details. Briefly discussed HB 4 recently heard in Economic Development Advisory Committee to familiarize them with the amrterial if the bill was passed to the PAAC

Economic Development Advisory Committee – Chair John Hoyt

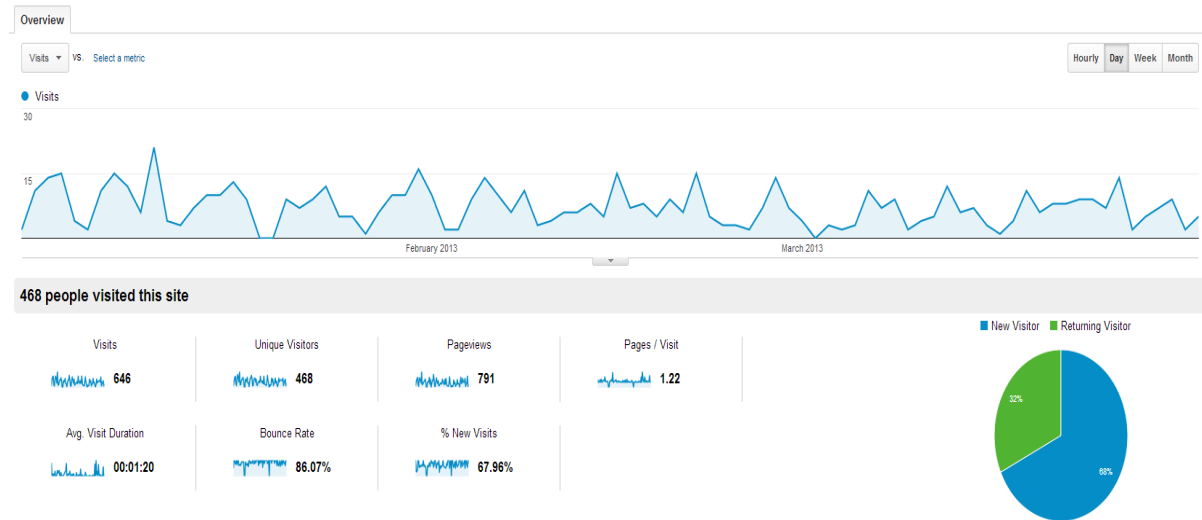
- Met March 27th 3:00pm – 4:30am
- Answered any remaining questions regarding HB 4, voted on whether AEDC should support the bill. Discussed the committee process and ways that it could be streamlined and improved.
- Committee recommended that AEDC support HB 4 on the grounds that it was a benefit to the economy. Passed the bill to the Policy Advocacy Committee for review.

Policy Advocacy Advisory Committee – Chair Jim Hassel

- Met April 5th 3:30am – 4:30am
- Answered any lingering questions regarding HB 4. Voted to recommend AEDC write a letter of support. Discussed lessons learned from the process and ways to streamline them to make committee response time faster and more efficient.
- Recommended AEDC support HB 4

Research

Anchorage Prospector



Usage of AnchorageProspector.com in Quarter 1 of 2013 was up in most categories over Quarter 4 of 2012. There were 137 more visitors, 144 more unique visitors and 147 more page views, while the average pages per visit and visit duration dropped slightly. Nearly 50 percent of traffic to the site originated from websites other than AEDC's.

AEDC's plan to expand the Prospector coverage area statewide has moved forward significantly. GIS Planning has agreed to include all of Alaska within the listings, and the web domain AlaskaProspector.com has been secured for our use. A rollout and public relations campaign is scheduled for the second quarter of 2013.

Alaska Data Commons Project

There is considerable interest in the non-profit community to advance this project that would allow for the collection, sharing and analysis of various data sets through one website. Major funding has been identified, and AEDC is in the process of collecting proposals from its members in the information technology industry to provide the platform. It is anticipated that the selection process will be completed by the end of the second quarter.

Port of Anchorage Research Project

AEDC is conducting a survey for the Port of Anchorage (POA) of the business community to gauge perceptions of the POA and how POA contributes to their business's operations. The survey is expected to inform the POA's outreach and communications strategy with the business community. This survey is a follow up to the Port of Anchorage Roundtable, a qualitative research project AEDC conducted for POA in 2012. The final report will be presented to POA during the second quarter.

Monthly Employment Reports

Two reports were produced this quarter providing the employment figures and narrative for the Anchorage area. The graphics, formatting and content continue to be upgraded 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 coverage directly related to the employment reports this quarter.

Anchorage Consumer Optimism Index

The Q4 report was released in conjunction with the February Employment Report. The report was featured in the Anchorage Daily News, on KTUU.com and was posted to the Chicago Tribune's website with the KTUU article.

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 more than 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.

During the first quarter, initial meetings were held between the Research Department and the Municipal Planning Department to strategize the 2013 update to the city's CEDS document. The federal Economic Development Administration was also involved in the process. Partner organizations have been contacted by both the Municipality and AEDC to provide the necessary data for updating the document. The update is slated to be completed by the end of the second quarter.

Outside Research Assistance

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

- Municipality of Anchorage Planning Dept.
- Bonds Stephens
- The Wilson Agency
- Northwest Retail
- Roger Shaw
- Jim Nelson
- Credit Union 1
- Robin Randich
- Vogt Santer Insights

Communications

Public Relations

49 Placements
Value \$141,413
Reach 3,149,637
ROI 8:1

The Anchorage economy and AEDC was highlighted in 49 local stories across multiple media outlets for a total media value of \$141,413 and 3,149,637 total impressions.

Select Recent Media:

“2013 Economic Outlook” – Alaska Business Monthly

“Chris Stevens: Alaska’s Future Growth Industry must be education” – Anchorage Daily News

“Meeting the workforce needs of Anchorage” – Anchorage Daily News

“Anchorage economy growing, agency says” – KTVA Broadcast

“Anchorage economy could see steady growth in 2013” – KTUU.com

“Anchorage added 1,800 jobs in 2012” – Anchorage Daily News

“Anchorage economy surges” – Anchorage Daily News

“Anchorage’s economic forecast looking sunny for 2013” – KIMO-TV Channel 13 & YourAlaskaLink.com

“AEDC forecasts continued growth for Anchorage economy in 2013” – Alaska Journal of Commerce

“Does Anchorage have air space for F-16 squadron move?” – Alaska Dispatch

“Shrinking land a growing problem for Anchorage market” – Alaska Journal of Commerce

“Anchorage economy: Uninterrupted growth for nearly quarter-century” – Alaska Dispatch

“Alaska aviation industry recruits for hundreds of open positions” – KTUU Channel 2 & ktuu.com

Electronic Media

E-Newsletter

The AEDC E-Newsletter was sent out six times to more 1,450 recipients in Quarter One and showed an average open rate of 21.26 percent, and a click rate of 3.81 percent.

E-News

	2012 Quarter 2	2012 Quarter 3	2012 Quarter 4	2013 Quarter 1
Total Recipients (Avg)	1,423	1,420	1,446	1,450
Recipient Opens (Avg)	350	366	300	305
Percentage Opened (Avg)	27.6%	25%	26.2%	21.4%
Click Rate (Avg)	4.5 %	3.4 %	3.1%	4.26%

Website

	2013 Quarter 1
Visits	7,914
Absolute Unique Visitors	5,329
Page views	15,484
Avg. Time On Site	2:30 min
Bounce Rate	56.94%
New Visits	59%

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 One AEDC's Facebook followers increased to 638. Twitter increased to a total of 1,652 followers, up 160 from Quarter 4. For the first time AEDC began using LinkedIn to share information and gained 144 followers in Q1.

Facebook

638 Likes (+57)
1,226 Total Page Views
27 External Referrers

Twitter

1,652 Followers (+160)

LinkedIn

280 Followers (+144)
150 Page Views

Campaigns

Live. Work. Play. Committee

At the January Economic Forecast Luncheon, AEDC unveiled the Live.Work.Play. (LWP) metric rankings and communicated the changes from last year. The changes were mixed - some metrics reporting improvements and others slipping backwards. Anchorage improved the Live component, moving up two places from last year to eighth. Work slipped two ranks to third from first in 2012.

Play ranks eleventh this year. Bill Popp reflected on the reasons for this result and what is needed to move all of the metrics in the positive direction.

Along with the metric progress, Mr. Popp also mentioned the initial set of “Champions” who have undertaken specific items from the metrics to support, promote and enhance their ranking. The founding Champions include United Way of Anchorage, Anchorage Park Foundation, Premera Blue Cross Blue Shield of Alaska, Cook Inlet Housing Authority, Anchorage Library and Performance Arts Center.

It was a quarter of engaging the Anchorage community and this was done through a citywide circulation of the first LWP magazine by Anchorage Daily News. This was a significant mass communication effort and it succeeded in raising awareness about the initiative.

Mr. Popp took this opportunity to outline the progress made towards achieving the key objective of making Anchorage the #1 City in America to live, work and play to a large audience of 1,500 Anchorage residents and it was received well by them.

As articulated in the last quarterly report, a dedicated LWP coordinator has been hired and is focused mainly on this initiative to progress this initiative in a timely manner.

Development

Events

- The Economic Forecast Luncheon, featuring Richard Florida, held January 30, 2013 had 1,502 people attend.
- Sponsorships exceeded the budget at \$141,500
- Event revenue was \$52,975
- Assisted the Business & Economic Development Dept. with the 49th State Angel Fund event and planning for several events in the future.

Investor Relations

- January renewal saw \$256,750 in revenue and 7 new members.
- The committee is reviewing member benefits for a report at the August Board meeting
- The committee decided to have a fall fund raising campaign with prospects being gathered over the next several months.