



Progress
Report

4th Quarter

2013

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

Ending December 31, 2013

Executive Overview

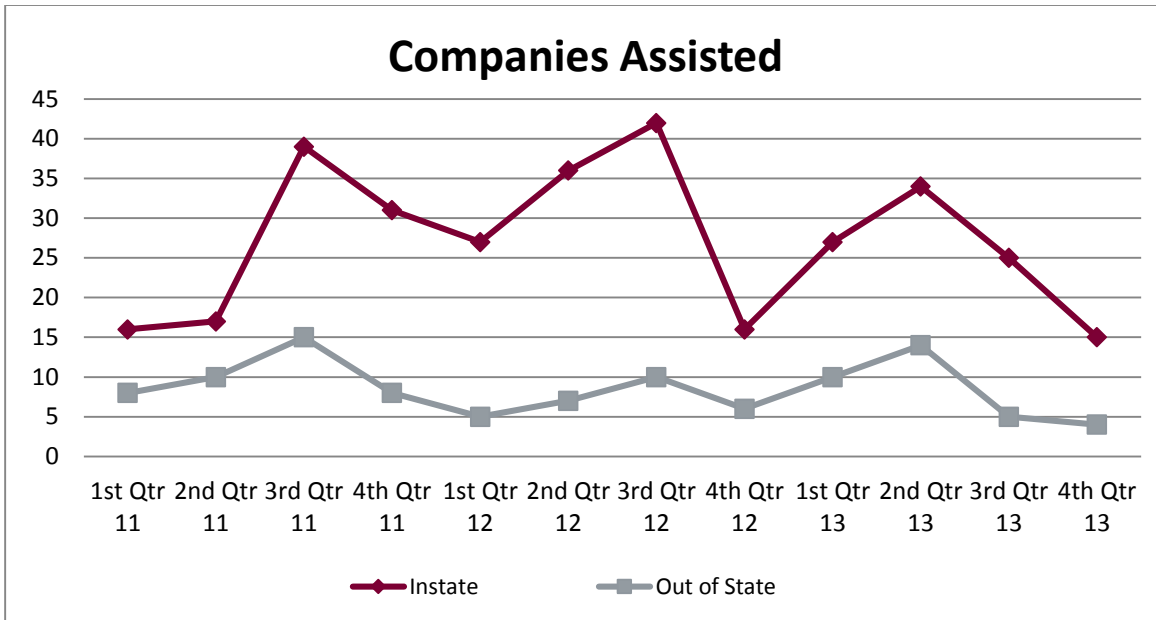
AEDC completed a successful period in the 4th quarter. Highlights include:

- AEDC assisted 15 in-state businesses and 4 out-of-state businesses looking for intelligence, contacts and partnerships in Alaska. Out-of-state companies assisted included North South Productions and Global Logistics Development Partners. Numerous in-state companies were also assisted, including an air carrier intending to expand its services into the Alaska seafood industry, an entrepreneur desiring financing to scale up manufacturing of his outdoor product and an organization looking to list their properties on AlaskaProspector.com.
- At the request of Anchorage Municipal Light and Power (ML&P), AEDC conducted an Economic Development Assessment of the Mountain View and Fairview districts. The goal of the project was to identify barriers and opportunities for small business growth in these neighborhoods.
- AnchorageProspector.com saw 122 more visitors, 137 more unique visitors and 185 more page views in Quarter 2 of 2013 than in Quarter 1. Access to the Prospector tool has been increasing, with more than 50 percent of all visits originating from websites **other than AEDC's site.**
- In Quarter 4 the Anchorage economy and AEDC was highlighted in 276 stories across multiple media for a total media value of \$585,350 and 354,438,619 total impressions.
- Overall, for 2013 the Anchorage economy and AEDC was highlighted in 532 stories across multiple media for a total media value of \$4,172,853 generating 464,265,639 impressions.
- The Fall Investor Campaign was completed during the 4th Quarter. This campaign was less successful than in the past bringing in only five new investors.
- Live. Work. Play. added a new Area of Focus, supporting diversity, called "One Anchorage, One Economy" during this quarter.
- LWP achieved the milestone of more than 100 signatories of LWP Memorandum of Understanding.

Business & Economic Development

Businesses Assisted

- 2013 Total Businesses Assisted: 134
 - In-State: 101
 - Out of State: 33
- Total 2013 4th Quarter Businesses Assisted: 19
 - In-State: 15
 - Out of State: 4
- Total 2013 3rd Quarter Businesses Assisted: 30
 - In-State: 25
 - Out of State: 5
- Total 2013 2nd Quarter Businesses Assisted: 41
 - In-State: 34
 - Out of State: 13
- Total 2013 1st Quarter Businesses Assisted: 37
 - In-state: 27
 - Out of State: 10



Other Projects/Programs

Business Retention and Expansion (BRE) Program

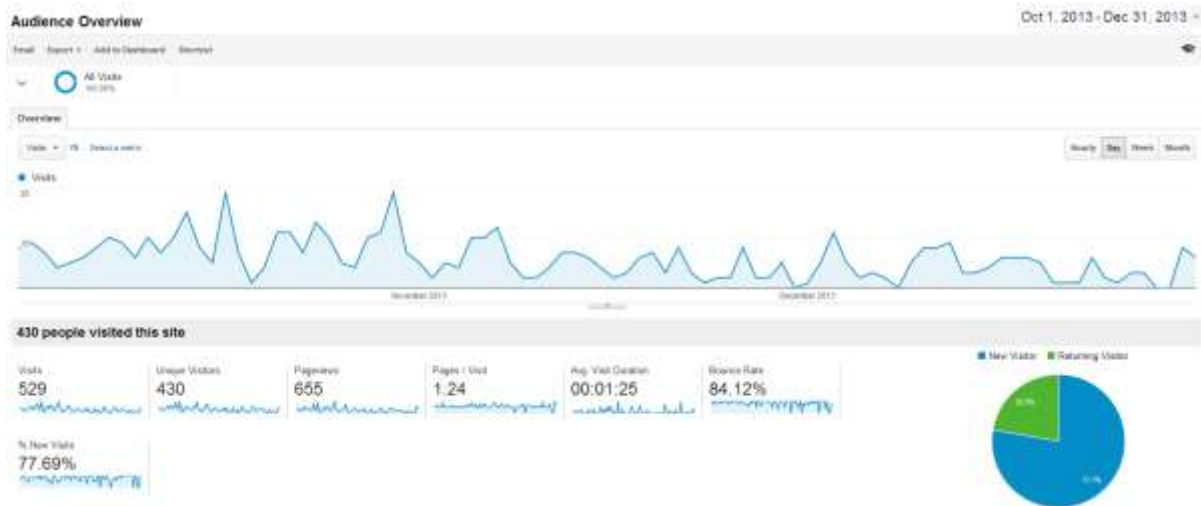
AEDC has created a strategy for developing and executing a BRE program. BRE entails gathering detailed information from companies to identify the greatest barriers and opportunities for growth facing Anchorage businesses. Strategies will then be developed to address these barriers and opportunities. The BRE program is a multi-year project. The first step is an in-depth surveying effort to be launched Spring 2014.

Economic Development Assessment: Fairview and Mountain View Districts

During November and December 2013, AEDC conducted an analysis of the challenges and opportunities for small business growth in the Mountain View and Fairview districts at the request of Anchorage Municipal Light & Power (ML&P). Nine businesses were interviewed and their thoughts gathered regarding what challenges and advantages exist to conducting business in their neighborhoods. AEDC delivered a report to ML&P in January 2014 detailing the results of these interviews and AEDC's recommendations.

Research

Anchorage Prospector



Usage of AnchorageProspector.com in Quarter 4 of 2013 was down in most categories over Quarter 3 of 2013. There were 165 less visitors, 83 less unique visitors and 183 fewer page views. On the positive side, the average pages per visit and visit duration have both increased over this time. When compared to Q4 of 2012, most of the metrics have increased significantly. The research department is rededicating itself to promoting this tool and is developing new resources to demonstrate the Prospector's uses and to increase its visibility in the community.

UAA/CTC Roundtable Report

Following the successful completion of AEDC's contract with UAA's Community and Technical College to conduct a series of roundtable discussions focused on the workforce development needs of local businesses, our Research Director was asked to present at the national NCCET Conference in Baltimore, MD in October. Along with representatives from UAA, he discussed how collaboration between secondary education organizations and economic development groups helps to advance both of their missions, particularly in the realm of workforce development.

Business Confidence Index Survey

The sixth annual iteration of this report was launched and completed during Q4. In addition to the regular survey, a unique survey of AEDC board members was completed and presented at the November board meeting. The citywide BCI survey had 227 respondents, over twice as many as the 2012 survey. A renewed effort to promote the survey through sister organizations and presentations at business meetings contributed greatly to the success of this program.

Live.Work.Play. Metrics

The LWP metrics for 2014 were finalized during Q4. Five new metrics were added, and two others were improved to more accurately represent conditions. A narrative was developed for the final LWP report and was published by the Anchorage Daily News in 2014.

Monthly Employment Reports

Three reports were produced this quarter providing the employment figures and narrative for the Anchorage area. First National Bank continues to be the official sponsor of this report. We are seeing a steady increase in media reports related to this report.

Anchorage Consumer Optimism Index (ANCI)

The 2013 Q3 report was released in October. The overall reading ANCI dropped sharply to 57.1 from 61.4, but was in line with national trends.

Developing Research Projects

Housing Anchorage, a consortium of local leaders involved in addressing Anchorage's housing issues, has asked AEDC's Research Department for a proposal to track various statistics related to housing. In particular, they are requesting an in-depth analysis of municipal permitting data which has not been attempted before. Members of the LWP Creative Placemaking Subcommittee have also requested a proposal for research related to their efforts.

Initial preparation for the 2014 10 Year Resource Extraction Report commenced during Q4 and is ongoing. The success of last year's report has encouraged us to replicate the improvements made and expand upon them.

The Research Department is working closely with the Business Retention and Expansion Department to develop the BRE survey for 2014. Survey design is ongoing.

Community Engagement

In Q3, AEDC's Research Director was appointed by the Governor to serve on the statewide Community and Public Transportation Advisory Board. Additionally, the Anchorage Downtown Partnership added the Research Director to their Policy Subcommittee.

Communications

Public Relations

Total for 2013: 532 Placements | Value \$4,172,853 | Reach 464,265,639 | ROI: 66:1

Q4: 276 Placements | Value \$585,350 | Reach 354,438,619 | ROI 65:1

In Quarter 4 of 2013, the Anchorage economy and AEDC was highlighted in 276 stories across multiple media outlets for a total media value of \$585,350 and 354,438,619 total impressions. An Associated Press article interviewed Bill and the article ran in many different publications and website – expanding the reach quite a bit in Q4.

Select Recent Media:

[“SizeUp Names Top U.S. States for Toy Stores This Holiday Season”](#) – San Francisco Chronicle Online

[“Outlet mall proposed for South Anchorage”](#) – Bloomberg Businessweek Online

[“Big restaurant chains exotic in Alaska”](#) – MSN.com

*Special note: This article was written by the Associated Press and ran in online publications nationwide.

[“National restaurant chains find place to expand in America's northernmost state”](#) – Huffington Post

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[“News Summary: Restaurant Chains Expand in Alaska”](#) – Yahoo Finance

“McDowell Group: Lake Hood economic impact worth \$42M” – Alaska Journal of Commerce

[“AEDC announces newly elected board leadership”](#) – Anchorage Daily News

[“Despite October uptick, Anchorage unemployment still below national rate”](#) – Anchorage Daily News

[“Alaska Business News: AEDC measures business confidence”](#) – Anchorage Daily News

[“Anchorage Chamber wants business to embrace the city’s gay and lesbian community”](#) – Anchorage Daily News

[“Anchorage Economic Development Corp. \(AEDC\) Receives Excellence in Economic Development Award from the International Economic Development Council”](#) – Alaska Business Monthly Online

Electronic Media

E-Newsletter

The AEDC E-Newsletter was sent six times to more than 2,846 recipients in Quarter 4. The e-news had an average open rate of 20.8 percent, and a click rate of 4.07 percent.

E-News

	2013 Quarter 1	2013 Quarter 2	2013 Quarter 3	2013 Quarter 4
Total Recipients (Avg)	1,450	1,440	1,550	2,846
Recipient Opens (Avg)	305	296	287	1,049
Percentage Opened (Avg)	21.4%	20.88%	18.92%	20.8%
Click Rate (Avg)	4.26%	5.24%	3.84%	4.07%

Website

	2013 Quarter 4
Visits	5,456
Absolute Unique Visitors	3,819
Page views	13,200
Avg. Time On Site	2:20 min
Bounce Rate	51.25%
New Visits	62%

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)

Overall, in 2013 www.AEDCweb.com saw a total of 27,624 visitors, 17,571 were unique visitors and there was a total of 57,779 page views. The average page visit was 2:27 minutes.

Social Media

AEDC’s social media continues to see a rise in interaction. During Quarter 4 AEDC’s Facebook likes increased to 970. Twitter increased to a total of 2,150 followers, up 187 from Quarter 3. AEDC’s LinkedIn page continues to grow with 117 new followers in Q4. AEDC manages two social media accounts for the Live. Work. Play. initiative. The Anchorage Live. Work. Play. Facebook page ended Quarter 4 just 25 “likes” short of 700. AEDC also launched an Instagram account for Live. Work. Play., “iloveanchorage,” during Quarter 4. The page is taking off, and the quarter ended with 463 followers and many requests to host the account.

Facebook

AEDC **970** Likes (+54 in Q4, +390 in 2013)

Anchorage Live. Work. Play. **675** Likes (+185 in Q4, +569 in 2013)

@AEDC Twitter

2,150 Followers (+187 in Q4, +658 in 2013)

LinkedIn

623 Followers (+117 in Q4, +523 in 2013)

@iloveanchorage Instagram

463 Followers (+463 – launched in Q4, 2013)

Campaigns

Live. Work. Play. Initiative

In Q4 Live. Work. Play. added a new Area of Focus to support diversity. The area of focus is called “One Anchorage, One Economy.” A number of LWP Partners collaborated in various cultural and recreational kick-off events.

LWP achieved the milestone of more than 100 signatories of LWP Memorandum of Understanding.

With the objective of developing a standalone LWP Vision Navigation plan for 2014, all areas worked on their goals and plan of action to support LWP goals.

Based on feedback from LWP stakeholders, an initiative geared towards young professionals called “Engage Anchorage” was established in Q4. It has been received well and is poised to grow into a support base for LWP among this much sought after demography.

Sister organizations such as Anchorage Chamber of Commerce, Anchorage Downtown Partnership and Visit Anchorage joined to support LWP and created a unique opportunity to work towards a common goal.

Iconic Anchorage organizations such as Bear Tooth Theatre Pub and Skinny Raven Sports have started supporting various LWP events and more such partnerships are being explored.

Development

Events

In the 4th Quarter there was only one event, the Kick Off of the Engage Anchorage group at the Bear Tooth Theatre Pub Nov 18 organized by LWP and AEDC. The annual Board of Directors meeting was held Nov 6 and featured the LWP focus groups and a discussion of this community development effort. A recap of the year follows:

January Economic Forecast Lunch had 1,511 attendees with a gross revenue of ticket sales of \$52,785 and Sponsorships of \$143,500. Speaker Richard Florida spoke of the importance of community economic development and highlighted the work down by Live.Work.Play.

The Resource Extraction 10 Year Projects Projection Report, held at the Captain Cook on May 1 had 200 people attend. Northrim was the sole sponsor of this event. Both Senators presented; Senator Murkowski via video and Senator Begich in person.

Also in the 2nd Quarter were the Crowdfunding event held at the Bear Tooth, a site selector visit and a Hackathon.

Entrepreneurship Week began with the Anchorage Mini Maker's Faire on July 27 held at the Anchorage Public Library. More than 1500 people attended. The event revenue was \$2,516 with several in-kind sponsors: Lime Solar, Creative Lights & Sound, GCI and the Anchorage Public Library.

The 2013 Outlook Luncheon was held July 31, 2013 with Keynote speaker Jim Clifton, Chairman of Gallup. Sponsorships raised was \$102,500 with Creative Lights & Sound, The Chariot Group, GCI and Alaska Journal of Commerce as in-kind sponsors. The event began with a reception in the lobby which showcased several startups and entrepreneurs that James Starzec, Research Director, organized:

- Zensor
- CFT Solutions
- Airlite
- Project Keepers

and organizations that support Start-ups:

- SBDC
- UA CED
- Anchorage Maker Space
- REAP
- Kiva Zip

All of the above had seats at the lunch generously donated by our Diamond Level Investors.

The luncheon was broadcast live on Channel 1 and was live streamed on GCI web site. This was our "test" to see how a "shared" speaker for our Luncheons with Juneau & Fairbanks would work. We have a commitment from Juneau to live stream our January speaker.

The inaugural Pitch-On-A-Train was held August 1, 2013 with five companies pitching, Jim Clifton attending and more than 75 Investors able to interact with the companies on the trip. Event revenue raised was \$2,236 with cash sponsors: Wells Fargo and The Wilson Agency. In-kind sponsors included Alaska Railroad, Alyeska Resort, and Princess Tours.

Investor Relations

- 2013 saw an increase in 37 new Investors and a loss of 13 Investors bringing our total number of Investors to 256. The lost investors included several Gold and Silver Investors which decreased the Investment dollars more than the new Investors brought in.
- The fall Investor campaign was less successful than in 2013 by 50%. Mike Prozeralik brought in the most new Investors making Raquel Edelen's team the winner of the dinner at the Crow's Nest.
- In reviewing the campaign strategies several ideas were generated that will be put into action starting in January 2014.
- Staff tried to meet with every Investor over the course of the year; we had an 85-90% reach. In 2014 a strategy to make this a reportable metric will be implemented.