



AEDC  
Anchorage Economic  
Development Corporation

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# Progress Report:

## Quarter 2 of 2014

Ending June 30, 2014

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# Overview

## Report Highlights

- AEDC membership is at an all-time high.
- 2014 3-Year Outlook Luncheon planning underway and ticket sales began for AEDC Investors Only.
- AEDC launched Business Retention & Extension survey and has more than 200 surveys complete, to date.
- Planning for Alaska Entrepreneurship Week underway, secured a high-level speaker for several events, the co-founder of Indiegogo.com, Danae Ringelmann.
- AEDC secured contract from Connect Alaska.
- Use of AnchorageProspector tool is up.
- 139 organizations have signed the Live. Work. Play. MoU.
- AEDC released five reports to the public in Q2.
- During Q2 AEDC had 87 media placements for a value of \$183,314.64 and a reach of 6,475,896.
- AEDC social media has continued to grow across all platforms in Q2 of 2014.

# Membership Update

**Total Members:** 263 | **New Members:** 20

## 2<sup>nd</sup> Quarter new members

- Ravn Alaska
- The Boardroom
- Resource Data, Inc.
- Delta Airlines
- National Cooperative Bank
- Spenard Roadhouse
- Northwestern Mutual
- Gonzalez Marketing
- Mini of Anchorage
- Alyeska Title
- Graphic Works

## 1<sup>st</sup> Quarter new members

- GMC Contracting
- Apokrisis LLC
- Alaska Sausage and Seafood
- Pacific Rim Media
- American Diabetes Association
- Environmental Management Inc.
- Hope Community Resources
- Alaska Institute of Surgical & Medical Specialties
- Furniture Enterprises of Alaska, Inc
- Chenega Energy

## Lost Members: 11

- AngloAmerican – left the state
- CH2MHill – priorities changed
- Swissport – in the process of purchasing other companies
- Alaska Neurological Associates of Alaska – priorities changed

- Koniag – business leader changed and decided to not renew
- Fireweed Benefits – priorities changed
- Linford of Alaska – business is not doing well
- KABATA – no longer in charge of the bridge
- Evergreen Films – no longer in the state
- Dowland Bach – business is down
- Alaska Heart Institute – change in management

## Businesses Assisted Update

For 2014, we are using a new CRM software platform that helps us to improve our internal tracking of business meetings across all departments

	Q1	Q2	Q3	Q4	TOTAL
AEDC Investor Companies	117	57			
Non-Investor	47	39			
Alaska-based	148	96			
Out-of-State	8	13			
TOTAL	169	109			278

## Project & Events Updates

**Project Name:** 2014 3-Year Outlook Luncheon

**Date:** Wednesday, July 30, 2014

**Outcome:** Sponsorships finalized, tickets on sale to Investors Only beginning June 9. Logistics undertaken.

**Project Lead:** Ruth Glenn

**Project Name:** Business Retention & Expansion Survey

**Date:** April-June 2014

**Outcome:** More than 280 Anchorage businesses have completed AEDC's BRE Survey (as of August 5, 2014). AEDC is launching another survey push in August for additional responses.

[Click here to take the BRE survey!](#)

**Project Lead:** Will Kyzer

**Project Name:** Air Cargo Business Development (company confidential)

**Date:** June 24, 2014

**Outcome:** AEDC provided insights regarding the Anchorage and Alaska marketplace to a national air carrier interested in expanding their Alaska cargo business. AEDC connected the air carrier to UAA's business school to discuss the opportunity for student-led research on how carrier can utilize Alaska's cargo transfer exemptions. Conversations with UAA are ongoing.

**Project Lead:** Will Kyzer

**Project Name:** Aerospace Company Assistance (company confidential)

**Date:** May 14, 2014

**Outcome:** AEDC assisted a global aerospace and telecommunications company in gathering intelligence on the Alaska marketplace and the demand for their technology in Alaska. AEDC also made

introductions to high-level decision-makers that provided further insight on Alaska's telecom environment.

**Project Lead:** Will Kyzer

**Project Name:** Air Cargo Supply Chain Analysis Project, Alaska International Airport System (AIAS)

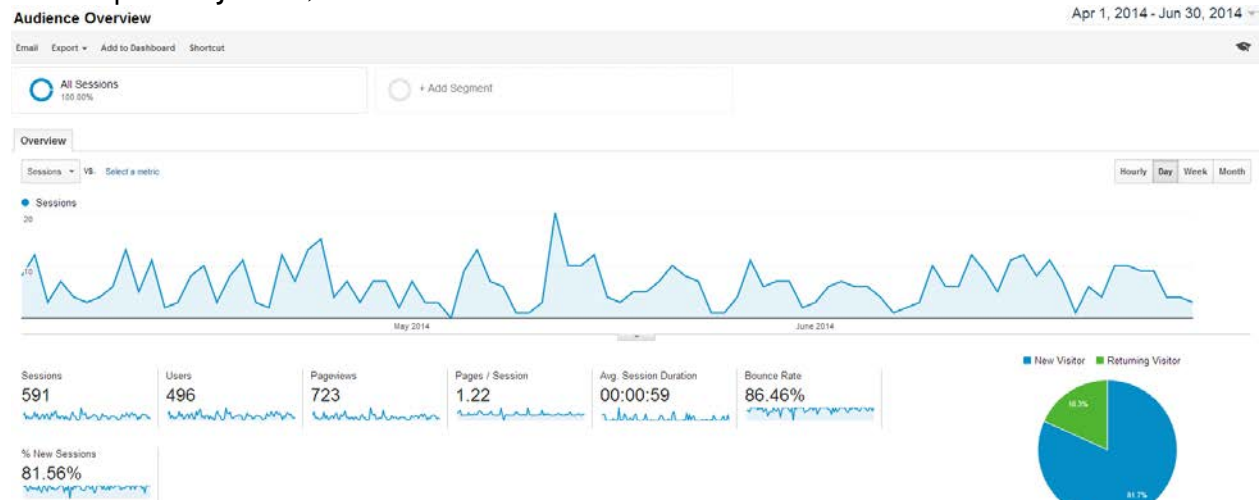
**Date:** Project Ongoing. To be completed: September 2014

**Outcome:** Final report to be completed September 2014. AEDC is working with AIAS to develop a business attraction strategy, based on the results of the report.

**Project Lead:** Will Kyzer

**Project Name:** AnchorageProspector.com

**Date:** April 1 to June 30, 2014



**Outcome:** Sessions (previously referred to as "Visits") increased 5.2 percent in 2014 Q2 compared to 2014 Q1. Individual users increased 2.9 percent during the same time. AEDC added a new widget to the website homepage. Recently added features to the Prospector tool include an update to the Higher Education data layer and three new tables in the Consumer Spending Reports: Personal Insurance Expenditures (current and projected), Contributions (again, current and projected), and a Retail Potential table, representing a total potential for consumer expenditures.

**Project Lead:** James Starzec

**Project Name:** Alaska Hackathon

**Date:** May 17-18

**Outcome:** The Alaska Hackathon was successfully implemented over two days at The Boardroom in downtown Anchorage. More than thirty participants worked on a wide range of projects, from innovative polling apps to a multi-player virtual reality game. Additionally, volunteers from Pango Media conducted a well-attended learn to code class utilizing curriculum from Codecademy to teach the basics of HTML, CSS and Javascript. The volunteer group organizing the event has taken full control of future Hackathon events and are in the early stages of planning for a fall event. AEDC will not have an active role in organizing these events in the future.

**Project Lead:** James Starzec

**Project Name:** Anchorage Mini Maker Faire

**Date:** Ongoing

**Outcome:** Volunteer group from SBDC, Anchorage MakerSpace and the Anchorage Library will be driving the implementation of this event, with guidance and marketing support from AEDC. It is

expected that future Maker Faires will be produced solely by this group (not including AEDC). Substantial actions were taken during Q2 to ensure an entertaining and educational program, with Danae Ringelmann, co-founder of Indiegogo.com confirmed as the keynote speaker.

**Project Lead:** James Starzec

**Project Name:** Housing Anchorage Support Contract

**Date:** Ongoing

**Outcome:** Secured a \$15,000 contract to provide research support to Housing Anchorage, a local committee involved in housing issues. The first deliverable, a database of Anchorage's housing stock built from data provided by the Municipality's Property Appraisal Division, was delivered in Q2.

**Project Lead:** James Starzec

**Project Name:** Live. Work. Play.

**Date:** April 30– June 30, 2014

**Outcome:** All areas of focus met in the quarter. As of today, 139 organizations have signed the non-binding MoU to support this effort. All areas of focus have developed their goals and objectives for 2014. A number of new actions being undertaken by the Areas to progress their goals. New partners are willing to join the effort. Education Area of Focus has been modified to include higher education and workforce readiness component. Personal briefings and feedback session regarding the effectiveness of LWP is underway with all members of the AEDC Board.

**Project Lead:** Archana Mishra

**Project Name:** Broadband Taskforce Grant Rural Development Program

**Date:** April – June 2014

**Outcome:** AEDC submitted an application to Connect Alaska to engage in efforts to conduct economic development work in rural Alaska that focuses on the use of broadband technology. AEDC pitched the idea of remote learning using pre-recorded sessions from the upcoming Kauffman Foundation FastTrac classes that will be taught by AEDC and The Boardroom founders as well as the development of online resources and outreach to connect rural entrepreneurs with Anchorage-based mentors and funding sources. AEDC secured the contract and will begin moving forward on this in Q3.

**Project Lead:** Originally Jon Bittner, now Valerie Walsh

**Project Name:** Alaska Innovator

**Date:** April – June 2014

**Outcome:** Assigned stories, completed interviews and worked with Alaska Journal of Commerce to compile the Alaska Innovator to be released in July 2014.

**Project Lead:** Valerie Walsh

**Project Name:** Crowdfunding AK

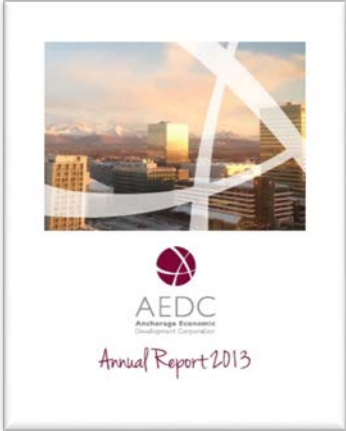




**Date:** April – June 2014

**Outcome:** Secured panelists and venue for event. Secured keynote speaker, Danae Ringelmann, co-founder of Indiegogo, the world's largest crowdfunding platform.

**Project Lead:** Jon Bittner

# Reports

During Quarter 2, AEDC released five reports.

<p><b>AEDC 2013 Annual Report</b></p> 	<p><b>March Employment Report</b></p> 	<p><b>Q1 2014 Anchorage Consumer Optimism Index Report</b></p> 
<p><b>April Employment Report</b></p> 	<p><b>May Employment Report</b></p> 	Empty space for the second row, third column

# Communications

## Public Relations

Media	Q1	Q2	Q3	Q4	Total
Media Placement	93	87			180
Value	\$933,235	\$183,315			\$1,116,550
Reach	23,206,406	6,475,896			29,682,302
Return on Investment (ROI)	73:1	18:1			

- Media Clips
  - Bill Popp: Alaska needs ‘outsiders’ to secure a bright future – Anchorage Daily News
  - Low unemployment limits Anchorage’s business growth – Alaska Public Radio Network
  - Anchorage retail sector booming as Hard Rock Café begins hiring – AlaskaDispatch.com
  - Hard Rock hiring in a hard market – Anchorage Daily News

- Housing Crunch, Part I: Anchorage residents shell out for Shelter – KTUU
- International program aims to help Anchorage entrepreneurs grow their business – Alaska Business Monthly
- Developers eye East Anchorage mobile home park for 450-unit upscale development – Anchorage Daily News

**Website:**

- Continued to make small improvements to website format/layout and planning for a complete site redesign in Q3.



Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
	14,182 <small>% of Total: 100.00% (14,182)</small>	11,163 <small>% of Total: 100.00% (11,163)</small>	00:01:54 <small>Site Avg: 00:01:54 (0.00%)</small>	5,953 <small>% of Total: 100.00% (5,953)</small>	55.86% <small>Site Avg: 55.96% (0.00%)</small>
1. AEDC	4,541 (32.02%)	3,659 (32.78%)	00:01:44	3,195 (53.67%)	43.13%
2. Research and Reports	854 (6.02%)	538 (4.82%)	00:01:19	31 (0.52%)	22.58%
3. Live. Work. Play.	717 (5.06%)	365 (3.27%)	00:01:15	103 (1.73%)	63.11%

**Social Media**

- AEDC social media presence improved across all platforms in Q2.
- AEDC Communications Director will be presenting on the I Love Anchorage Instagram account in Q3 at the PRSA Alaska conference, CommEx.

Platform	Year Created	2013 Q2 Total Followers	2013 Q3 Total Followers	2013 Q4 Total Followers	2014 Q1 Total Followers	2014 Q2 Total Followers
AEDC Facebook	Aug. 2009	638	711	915	1,061	1,090 (+29)
Live. Work. Play. Facebook	Feb. 2012	203	464	675	791	876 (+85)
AEDC Twitter	Feb. 2009	1,652	1,811	1,963	2,351	2,351 (+201)

AEDC LinkedIn	Mar. 2013	280	420	537	738	801 (+63)
AEDC Instagram	Oct. 2013	N/A	N/A	75	125	182 (+57)
I Love Anchorage Instagram	Aug. 2013	N/A	N/A	463	892	1186 (+294)

### AEDC E-Newsletter

	2013 Quarter 3	2013 Quarter 4	2014 Quarter 1	2014 Quarter 2
Total Recipients (Avg)	<b>1,550</b>	<b>2,846</b>	<b>2,934</b>	<b>2,932</b>
Recipient Opens (Avg)	<b>287</b>	<b>1,049</b>	<b>1,138</b>	<b>866</b>
Percentage Opened (Avg)	<b>18.92%</b>	<b>20.8%</b>	<b>24.51%</b>	<b>18.6%</b>
Click Rate (Avg)	<b>5.24%</b>	<b>3.84%</b>	<b>5.95%</b>	<b>2.59%</b>

## Staff

- Bill Popp, President & CEO: [bpopp@aedcweb.com](mailto:bpopp@aedcweb.com)
- Ruth Glenn, Development Director: [rglenn@aedcweb.com](mailto:rglenn@aedcweb.com)
- Valerie Walsh, Communications Director: [vwalsh@aedcweb.com](mailto:vwalsh@aedcweb.com)
- Will Kyzer, Business & Economic Development Director: [wkyzer@aedcweb.com](mailto:wkyzer@aedcweb.com)
- James Starzec, Research Director: [jstarzec@aedcweb.com](mailto:jstarzec@aedcweb.com)
- Archana Mishra, Live. Work. Play. Director: [amishra@aedcweb.com](mailto:amishra@aedcweb.com)

## Interns

- Mara Froemling, Communications Intern
- Bridgette Coleman, Business & Economic Development Intern
- Gabriella Serventi, Research Intern