



Progress Report:

Quarter 3 of 2014

Ending September 30, 2014



Overview

Report Highlights

- Executed Alaska Entrepreneurship Week with four successful AEDC events (Maker Faire, Crowdfunding AK, 3-Year Outlook Luncheon & Pitch-on-a-Train).
- 2014 3-Year Outlook Luncheon: Sponsorships exceeded budget; ticket sales exceeded budget and the speaker was well received.
- AEDC completed the Business Retention & Expansion (BRE) Survey with more than 380 business participating.
- AEDC completed a cargo-related business analysis report for the Airport.
- AEDC endorsed a KivaZip loan by ArXotica for \$10,000 that was successful.
- Use of AnchorageProspector tool is up.
- All areas of Live. Work. Play. met in Q3 and planning began for the Signature event.
- 143 organizations have signed the Live. Work. Play. MoU.
- AEDC released four reports to the public in Q3.
- During Q3 AEDC had 133 media placements for a value of \$282,195 and a reach of 12,177,375.
- AEDC social media has continued to grow across all platforms in Q3 of 2014.

Membership Update

Total Members: 264 | New Members: 22

3rd Quarter new Members

- Gonzalez Marketing
- Mini of Anchorage
- Alyeska Title
- Graphic Works
- MBA Consulting Engineers, Inc.

2nd Quarter new members

- Ravn Alaska
- The Boardroom
- Resource Data, Inc.
- Delta Airlines
- National Cooperative Bank
- Spenard Roadhouse
- Northwestern Mutual

1st 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: 20

- 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
- Swan Employer Services – change in management
- Golder Associates – no response
- City Electric – no response
- Anchorage Fueling & Service company – no response
- US Travel – company bought by out of country company
- Irwin Development – left the state
- United Retirement Plan Consultants – change in management
- Anchorage Sand and Gravel Co – feels resource agencies are a better fit
- Cooper & Associates – no longer in business

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	40		
Non-Investor	47	39	41		
Alaska-based	148	96	74		
Out-of-State	8	13	7		
TOTAL	169	109	81		359

Project & Events Updates

Project Name: 2014 3-Year Outlook Luncheon

Date: Wednesday, July 30, 2014

Outcome: Sponsorships exceeded budget; ticket sales exceeded budget. Speaker was well received. Participants enjoyed the Spirit of Innovation lobby displays.

Project Lead: Ruth Glenn



Project Name: 2014 Resource Extraction Report

Date: Ongoing

Outcome: During Q3, AEDC once again contracted with Dan Dickinson to produce the Oil & Gas section for the 2014 RE Report. Delivery of the first draft occurred in the first week of October. Due to scheduling conflicts, the contractor usually hired for the Mining section was not available and AEDC's Research Department has produced this year's text.

Project Lead: James Starzec

Project Name: Air Cargo-Related Business Development Analysis

Date: July 2, 2014

Outcome: Final draft of report was completed July 2014. AEDC is now working with AIAS to create a business development strategy for 2015, based on the results of the report.

Project Lead: Will Kyzer

Project Name: Alaska Innovator

Date: June 30 – Sept. 30, 2014

Outcome: Completed two Alaska Innovator publications, one releasing during the last week of July for Alaska Entrepreneurship Week, another set to release the beginning of October. Worked to secure content and images for the publication. AEDC staff wrote several articles. The Alaska Journal of Commerce has had management changes and it does not appear likely that our relationship with them will continue.

Project Lead: Valerie Walsh



Project Name: Anchorage Mini Maker Faire

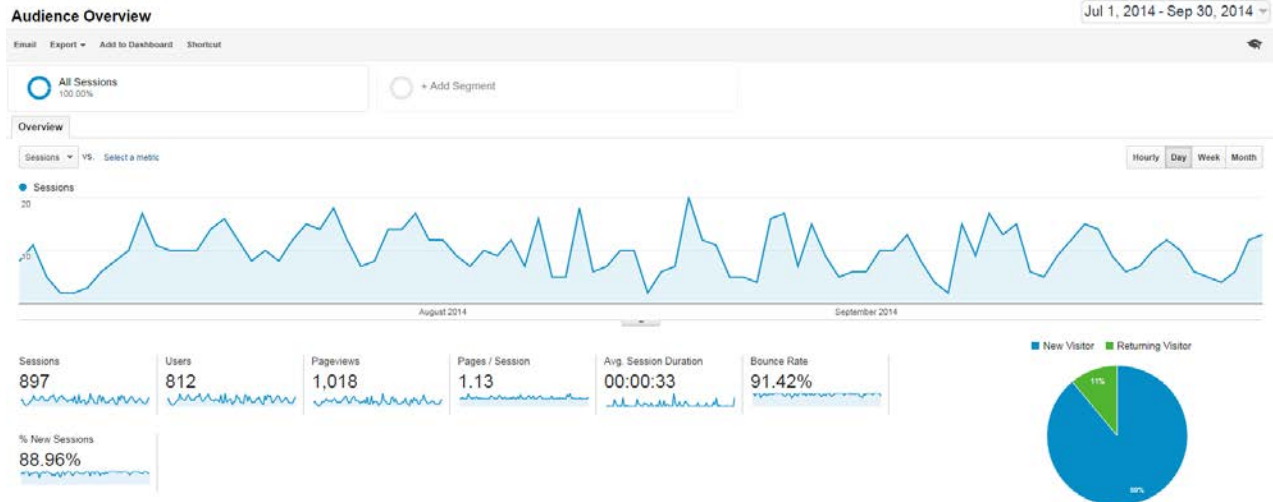
Date: July 26, 2014

Outcome: The second annual Anchorage Mini Maker Faire was successfully executed in July, with over 1,200 attendees. AEDC has transferred future Maker Faire development to the leadership group of the Anchorage Makerspace and future participation will be mainly in the marketing of the event.

Project Lead: James Starzec

Project Name: AnchorageProspector.com

Date: April 1 to June 30, 2014



Outcome: Sessions (previously referred to as “Visits”) increased 52 percent in 2014 Q3 compared to 2014 Q2. Individual users increased 64 percent during the same time. To build off of this increased interest in the tool, plans are underway to develop training materials and videos designed to emphasize the various uses of the data.

Project Lead: James Starzec

Project Name: Broadband Taskforce Contract Rural Development Program

Date: Ongoing

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 began recording the class sessions in September.

Project Lead: Originally Jon Bittner, now Valerie Walsh

Project Name: Business Retention & Expansion (BRE) Survey

Date: September 30, 2014

Outcome: The BRE Survey closed September 30 and was completed by 386 businesses. It was one of the most extensive surveys of the Anchorage business community ever conducted. AEDC is now analyzing the survey results.

Project Lead: Will Kyzer & James Starzec

Project Name: CAE Familiarization Tour

Date: July 28-29, 2014

Outcome: AEDC assisted the Dept. of Commerce, Community and Economic Development (DCCED) in arranging a familiarization tour for CAE, a provider of flight simulator training products and services. CAE was exploring the possibility of establishing a training facility in Anchorage.

Project Lead: Will Kyzer

Project Name: Crowdfunding AK

Date: July 28, 2014

Outcome: Held at the Bear Tooth Theatrepub, this event was organized to great success. One-hundred attendees heard about the future of crowdfunding from Danae Ringlemann, co-founder of Indiegogo. A panel of Alaska's most successful crowdfunders provided advice on best practices in crowdfunding as well. This was one of three events organized by AEDC as part of Alaska Entrepreneurship Week.

Project Lead: Will Kyzer & Valerie Walsh



Project Name: Kiva Zip Loan, ArXotica

Date: September 19, 2014

Outcome: AEDC successfully endorsed and marketed a \$10,000 crowdfunded loan for ArXotica, a Alaska-based start-up making premium skincare products. This was the third loan endorsed by AEDC and the first loan at the \$10,000 level.

Project Lead: Will Kyzer

Project Name: Live. Work. Play.

Date: June 30– September 30, 2014 (Ongoing)

Outcome: All areas of focus met in the quarter and progressed their goals and objectives as set in the first quarter. As of today, 143 organizations have signed the non-binding MoU to support this effort. Work is underway to finalize a monthly newsletter and conduct the inaugural LWP Signature Event in November. Personal briefings and feedback session regarding the effectiveness of LWP continues with all members of the AEDC Board.

Project Lead: Archana Mishra

Project Name: LWP's I Love Anchorage Instagram

Date: June 30 – Sept. 30, 2014

Outcome: Account was hosted by 20 different individuals and organizations in Q3. Hosts included a local professional photographer, Anchorage Park Foundation, Olympian Kikkan Randall, UAA's Spirit the Mascot and the Anchorage Press.

Project Lead: Valerie Walsh

Project Name: Pitch on a Train

Date: Thursday, July 31, 2014

Outcome: Five Alaska-based startup companies pitched their business to a panel of angel investors, including Terry Jones, Outlook Luncheon Speaker while riding the Alaska Railroad. Winner was a company from Juneau looking to expand its business. Sponsors included the Alaska Railroad, Wells Fargo, Alyeska Resort, Princess Cruises and The Wilson Agency. Seventy-eight people attended.

Project Lead: Originally Jon Bittner, final: Will Kyzer & Ruth Glenn



Reports

During Q3, AEDC released four reports.

<p>2014 AEDC 3-Year Outlook</p>	<p>Q2 2014 Anchorage Consumer Optimism Index Report</p>	<p>July 2014 Employment Report</p>
<p>August Employment Report</p>		

Communications

Public Relations

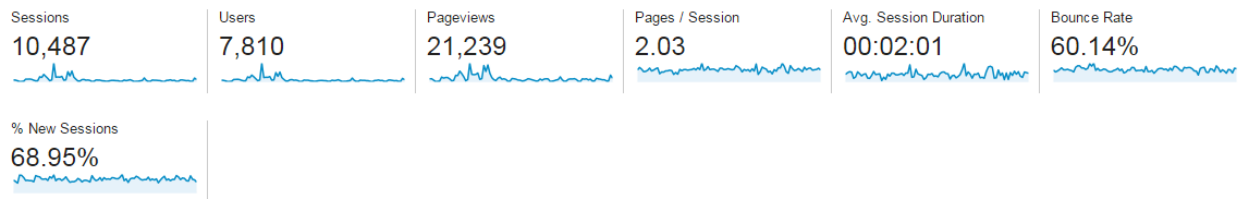
Media	Q1	Q2	Q3*	Q4	Total
Media Placement	93	87	133		313
Value	\$933,235	\$183,315	\$282,194.58		\$1,398,745
Reach	23,206,406	6,475,896	12,177,375		41,859,677
Return on Investment (ROI)	73:1	18:1	26:1		

*During Q3 Bill Popp was quoted in an AP article relating to Alaska politics. The media value associated with his remarks is not included in the total for Q3. The one article skewed results drastically (total media clips WITH AP article: 282, total impressions: 237,590,139 for a total media value of \$7,671,785).

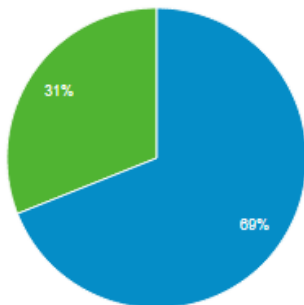
- Media Clips
 - Anchorage bus routes arrive on Google maps – Alaska Dispatch News
 - Welcome Evil Geniuses – Anchorage Press
 - Bass Pro Shops grand opening draws thousands – KTVA TV
 - Local business group predicts slow, steady growth for Anchorage economy – Alaska Dispatch News
 - Coppa Wins Alaska startup competition in Anchorage – Juneau Empire
 - AEDC: Economic outlook good despite gov't spending – Alaska Journal of Commerce
 - Alaska bucking national trend of slowing mall sales – Alaska Dispatch News

Website:

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



■ New Visitor ■ Returning Visitor



Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
	21,239 <small>% of Total: 100.00% (21,239)</small>	17,835 <small>% of Total: 100.00% (17,835)</small>	00:01:58 <small>Site Avg: 00:01:58 (0.00%)</small>	10,484 <small>% of Total: 100.00% (10,484)</small>	60.14% <small>Site Avg: 60.14% (0.00%)</small>
1. AEDC	6,066 (28.56%)	5,055 (28.34%)	00:01:29	4,521 (43.12%)	38.84%
2. EVENT: 3-Year Outlook Luncheon	2,690 (12.67%)	2,452 (13.75%)	00:03:17	1,842 (17.57%)	91.21%
3. Research and Reports	1,141 (5.37%)	772 (4.33%)	00:01:31	38 (0.36%)	42.11%
4. EVENT: Alaska Entrepreneurship Week	909 (4.28%)	720 (4.04%)	00:03:00	409 (3.90%)	64.06%

Social Media

- AEDC social media presence improved across all platforms in Q3.
- Valerie Walsh presented on the I Love Anchorage Instagram account in Q3 at the first PRSA Alaska conference, CommEx.
- Valerie Walsh will be presenting at the IEDC Annual Conference Ignite Session on the I Love Anchorage Instagram account.

Platform	Year Created	2013 Q3 Total Followers	2013 Q4 Total Followers	2014 Q1 Total Followers	2014 Q2 Total Followers	2014 Q3 Total Followers
AEDC Facebook	Aug. 2009	711	915	1,061	1,090	1,194 (+104)
Live. Work. Play. Facebook	Feb. 2012	464	675	791	876	944 (+68)
AEDC Twitter	Feb. 2009	1,811	1,963	2,351	2,351	2,651 (+300)
AEDC LinkedIn	Mar. 2013	420	537	738	801	910 (+109)
AEDC Instagram	Oct. 2013	N/A	75	125	182	194 (+12)
I Love Anchorage Instagram	Aug. 2013	N/A	463	892	1186	1667 (+481)

Q3: Instagram: I Love Anchorage Hosts

Week #	Dates	Name	Organization
37	MAY 26 - JUNE 1	Alaska Teen Media Institute	Alaska Teen Media Institute
38	JUNE 2 - 8	Jessica Bjornstad	Special Olympics
39	JUNE 9 - 15	JJ Harrier	Identity
40	JUNE 16 - 22	Anchorage Press Office	Anchorage Press Staff
41	JUNE 23 - 29	Jess Rude	Anchorage Park Foundation
42	JUNE 30 - JULY 6	Bernie Kale	Alaska Air National Guard
43	JULY 7 - 13	Tom Marriage	Alaska Dispatch
44	JULY 14 - 20	Oscar Avellaneda-Cruz	Ave Photo
45	JULY 21 - 27	Jon Bittner	State of Alaska - DCCED
46	JULY 28 - AUG 3	AEDC	AEDC Staff to host
47	AUG 4 - 10	Kari Skinner	Simon Mall
48	AUG 11 - 17	Meredyth Richards	Girl Scouts
49	AUG 18 - 24	Amy Slinker	Pfeffer Development/Military
50	AUG 25 - 31	Aimee Chauvot	United Way Emerging Leaders
51	SEP 1 - 7	Kikkan Randall	Olympian
52	SEP 8	I Love Anchorage: Yr Review	AEDC
52	SEP 9 - 14	Lisa Wedin	Cooperative Extension Service UAF
53	SEP 15 - 21	Kayla Schommer	UAA Student/Moose's Tooth Employee/Dos Manos
54	SEP 22 - 28	UAA 's Spirit	UAA
55	SEP 29 - OCT 5	Sarah Evans	KTUU Morning Producer

AEDC E-Newsletter

- During Q3 we restructured the lists in our MailChimp database by compiling multiple lists and capturing lists from our other email platforms (DoubleKnot and LinkedIn).
 - We will continue to refine this list in Q4.
- With the list restructure, we are adopting new metrics for tracking.

	2013 Quarter 4	2014 Quarter 1	2014 Quarter 2	2014 Quarter 3
Total Recipients (Avg)	2,846	2,934	2,932	n/a
Recipient Opens (Avg)	1,049	1,138	866	n/a
Percentage Opened (Avg)	20.8%	24.51%	18.6%	n/a
Click Rate (Avg)	3.84%	5.95%	2.59%	n/a
AEDC Master Email List	2014 Quarter 3	2014 Q4	2015 Q1	2015 Q2
Subscribers	3,506			
Opens	17.1%			
Clicks	2.3%			

Staff

- Bill Popp, President & CEO: bpopp@aedcweb.com
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- James Starzec, Research Director: jstarzec@aedcweb.com
- Archana Mishra, Live. Work. Play. Director: amishra@aedcweb.com
- Brooke Taylor, Communications Coordinator: btaylor@aedcweb.com
- Tammy Gossett, Operations Coordinator: tgossett@aedcweb.com
- Karli Lopez, Development Director: klopez@aedcweb.com

Interns

- Bridgette Coleman, Business & Economic Development Intern
- Jessica Boisver, Live. Work. Play. Intern