



Progress Report:

Quarter 4 of 2014

Ending December 31, 2014



Overview

Report Highlights

- AEDC won four awards for Excellence in Economic Development from the International Economic Development Council (IEDC), including a Gold, two Silver and a Bronze.
- AEDC's I Love Anchorage account was selected as Bronze winner for the 2014 Press Picks category: Local Twitter or Instagram accounts to follow.
- The 2014 Resource Extraction Report was released at a reception held at the Hotel Captain Cook.
- AEDC completed the Business Confidence Index (BCI) Survey with more than 245 responses.
- The Anchorage Host Committee for the IEDC annual Conference, lead by AEDC, began all final planning for the event, to be held in Anchorage on October 4-7, 2015.
- AEDC presented a draft proposal for business development and outreach work to ANC, based on the results of the Air Cargo Economic Development Assessment delivered July 2014.
- Use of AnchorageProspector tool remains steady.
- All areas of Live. Work. Play. met in Q4 and progressed their goals and targets.
- Inaugural Live. Work. Play. Signature event successfully conducted. The event attracted over 700 Anchorage residents.
- Live. Work. Play. Newsletter commenced and was well received.
- 144 organizations have signed the Live. Work. Play. MoU.
- AEDC released five reports to the public in Q4.
- During Q4 AEDC had 91 media placements for a value of \$326,887 and a reach of 9,906,026.
- AEDC social media has continued to grow across all platforms in Q4 of 2014.

Investor Update

Total Investors: 241

A thorough review of records was completed to verify the accuracy of the current Investor list. As a result, AEDC ended 2014 with a validated count of 241 Investor companies, which includes previous adds and drops that were not reported. The majority of new members from Q4 were brought on as 2015 Investors and will be listed in the 2015 Q1 report.

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. Please note: this list represents the number of times businesses were assisted, rather than single companies.

| | Q1 | Q2 | Q3 | Q4 | TOTAL |
|-------------------------|-----|-----|----|----|-------|
| AEDC Investor Companies | 117 | 57 | 40 | 35 | 249 |
| Non-Investor | 47 | 52 | 41 | 44 | 184 |
| Alaska-based | 148 | 96 | 74 | 61 | 379 |
| Out-of-State | 16 | 13 | 7 | 18 | 54 |
| TOTAL | 164 | 109 | 81 | 79 | 433 |

Awards

AEDC received the following awards in Q4.

- Gold Award - Excellence in Economic Development for New Media from the IEDC: I Love Anchorage Instagram
- Silver Award - Excellence in Economic Development for Newsletters from the IEDC: Entrepreneurship E-Zine
- Silver Award - Excellence in Economic Development Silver Award for Special Event from the IEDC: Pitch-On-A-Train
- Bronze Award - Excellence in Economic Development Bronze Award for Special Event from the IEDC: Alaska Mini Maker Faire
- Bronze 2014 PRESS Picks for Local Twitter or Instagram accounts to follow: I Love Anchorage Instagram

In addition, AEDC nominated Diane Kaplan for the IEDC Institutional Leadership Award and she was chosen. Past AEDC Vice President, Jon Bittner, was selected as the IEDC Young Economic Development Professional of the Year and was recognized at the Annual Conference.



Project & Events Updates

Project Name: 2014 Resource Extraction Report

Date: October 16, 2014

Outcome: The annual Resource Extraction Report was released during a reception at the Hotel Captain Cook. Senator Mark Begich, Joe Beedle of Northrim Bank, and Bill Popp spoke at the event. Our regular industry expert in mining was unavailable this year and the AEDC research department was called upon to write this section for the first time.

Project Lead: James Starzec



Project Name: 2015 Business Confidence Index

Date: November 17- December 19, 2014

Outcome: The seventh annual BCI survey was conducted in Q4, with a record 245 responses collected. The report is being produced by the AEDC Communications Department and will be released at Economic Forecast Luncheon in February 2015.

Project Lead: James Starzec

Project Name: 2015 Communication Planning

Date: December 2014

Outcome: The AEDC Communication Department created a comprehensive year-long plan for all projects, promotions and other deliverables for 2015 – across all departments. This plan will set expectations for all other departments requesting deliverables, while also enhancing the strategic outgoing communications from AEDC to the public.

Project Lead: Valerie Walsh

Project Name: 2015 IEDC Annual Conference

Date: Ongoing

Outcome: The Anchorage Host Committee began all final planning for IEDC's 2015 Annual Conference, to be held in Anchorage on October 4-7, 2015. Fundraising for the conference was well underway and all other conference milestones set for the Committee are being met. Walsh Sheppard developed the Anchorage conference logo, with approval from IEDC, and the new logo was launched in Q4.

Project Lead: Bill Popp



Project Name: Air Cargo-Related Business Development Project

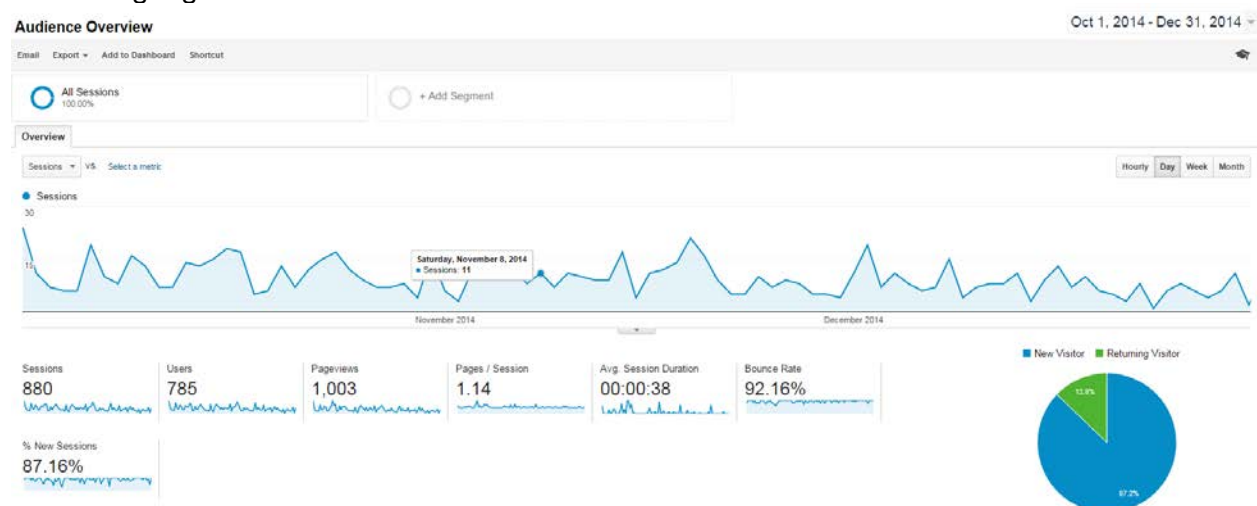
Date: Ongoing

Outcome: Based on the results of the Air Cargo Economic Development Assessment delivered July 2014, AEDC presented a draft proposal for business development and outreach work to ANC. AEDC and ANC are awaiting final approval to move forward with this project.

Project Lead: Will Kyzer

Project Name: AnchorageProspector.com

Date: Ongoing



Outcome: Overall, user statistics changed very little in Q4 compared to Q3. Sessions (previously referred to as “Visits”) decreased 1.9 percent in 2014 Q4 compared to 2014 Q3. Individual users

decreased 3.4 percent during the same time. Compared to Q4 of 2013, sessions are up 66.4 percent with individual user totals up 83 percent.

Project Lead: James Starzec

Project Name: Broadband Taskforce Contract Rural Development Program

Date: Ongoing

Outcome: In Q2, 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 completed the recording of the FastTrac classes in Q4. In 2015, emphasis will shift to video editing and creation of online video segments to roll-out to rural Alaska communities.

Project Lead: Valerie Walsh

Project Name: Business Retention & Expansion (BRE) Survey

Date: October-December, 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. Of the completed surveys, 332 were included in the final analysis. A preliminary compilation of the results has been completed and will be a key resource for the Board's newly reconstituted Economic Development Advisory Committee.

Project Lead: Will Kyzer & James Starzec

Project Name: Site Selector Outreach: Newsletter and Meetings

Date: October 14-22, 2014

Outcome: AEDC's Business Attraction Newsletter was distributed to over 2,000 site selectors and corporate decision-makers outside Alaska. Additionally, one-on-one meetings were conducted with 10 site selectors and consultants during the 2014 IEDC Annual Conference in Ft. Worth, Texas.

Project Lead: Will Kyzer & Valerie Walsh

Project Name: Live. Work. Play.

Date: Ongoing

Outcome: All areas of focus met in the quarter and progressed their goals and objectives as set in the first quarter. Additionally, they've undertaken to focus on their goals as they affect the AEDC LWP Metrics and will report on the progress in 2015. As of today, 144 organizations have signed the non-binding MoU to support this effort. A monthly newsletter has commenced and has been positively received. The inaugural LWP Signature Event in November was successfully conducted drawing over 700 Anchorage residents who had the opportunity to learn more about the initiative. Personal briefings and feedback session regarding the effectiveness of LWP continues with all members of the AEDC Board. Regular reporting from these meetings are provided to the members of the Steering Committee, and will be used to inform the need for continuous improvement.

Project Lead: Archana Mishra

Project Name: LWP's I Love Anchorage First Friday event

Date: November 7, 2014

Outcome: The inaugural LWP Signature Event was held at the Egan Center as part of the November First Friday downtown line-up of activities. Art panels featuring more than 900 photos from first year of the I Love Anchorage Instagram account were created to be displayed, along with exhibits from the different LWP Areas of Focus. Music was provided by 2 Cent Acre. The event drew over 700 Anchorage residents and was a tremendous success. The I Love Anchorage exhibit was also displayed at

the annual AEDC Holiday Party on December 3, 2014. There have been multiple requests for the exhibit to be displayed at other venues, which will be explored for 2015.

Project Lead: Archana Mishra & Valerie Walsh



Project Name: LWP's I Love Anchorage Instagram

Date: Ongoing

Outcome: Account was hosted by 13 different individuals and organizations in Q4. Hosts included a youth pastor, Alaska Federation of Natives Keynote Speaker, boutique owner, realtor, personal stylist, film maker and the Anchorage Police Department.

Project Lead: Valerie Walsh

Reports

During Q4, AEDC released five reports.

- Resource Extraction Report
- September, October and November Employment Reports
- Q3 ANCI Report

| | | |
|--|--|--|
| <p>Resource Extraction Report</p> | <p>Q3 2014 Anchorage Consumer Optimism Index Report</p> | <p>September 2014 Employment Report</p> |
|--|--|--|



Communications

Public Relations

| Media | Q1 | Q2 | Q3* | Q4 | Total |
|----------------------------|------------|-----------|--------------|--------------|----------------|
| Media Placement | 93 | 87 | 133 | 91 | 404 |
| Value | \$933,235 | \$183,315 | \$282,194.58 | \$326,886.89 | \$1,729,011.09 |
| Reach | 23,206,406 | 6,475,896 | 12,177,375 | 9,906,026 | 50,179,204 |
| Return on Investment (ROI) | 73:1 | 18:1 | 26:1 | 40:1 | 41:1 |

*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
 - AEDC releases resource extraction projections – Alaska Business Monthly
 - National employment rate now outpacing Alaska’s – Alaska Dispatch News
 - Alaskans receive top honors for leadership and innovation by International Economic Development Council – Alaska Business Monthly
 - I Love Anchorage – KTUU TV
 - Rare Cargo Options Offered at Stevens Airport – Alaska Journal of Commerce
 - Broad effort focuses on increasing housing in Anchorage – Alaska Dispatch News

Website:

- Complete site redesign launched in November. Continuing to make updates and improvement to the new site, as well as continuing to build additional content.
- Initiated meetings with Ted Stevens International Airport to redesign and update their pages on the AEDC website. Creation of new pages to be done in Q1 of 2015, with a projected launch of new pages in Q2 of 2015.



| Page ? | Pageviews ? ↓ | Unique Pageviews ? | Avg. Time on Page ? | Entrances ? | Bounce Rate ? |
|-------------------------------|--|--|--|--|--|
| | 12,456 % of Total: 100.00% (12,456) | 10,299 % of Total: 100.00% (10,299) | 00:01:42 Avg for View: 00:01:42 (0.00%) | 5,673 % of Total: 100.00% (5,673) | 56.68% Avg for View: 56.68% (0.00%) |
| 1. / | 3,361 (26.98%) | 2,859 (27.76%) | 00:01:36 | 2,776 (48.93%) | 45.19% |
| 2. /live-work-play | 502 (4.03%) | 340 (3.30%) | 00:00:51 | 195 (3.44%) | 75.90% |
| 3. /research-reports/research | 483 (3.88%) | 319 (3.10%) | 00:01:17 | 20 (0.35%) | 50.00% |
| 4. /about/staff | 262 (2.10%) | 237 (2.30%) | 00:02:45 | 15 (0.26%) | 60.00% |

Social Media

- AEDC social media presence improved across all platforms in Q4.
- I Love Anchorage Instagram users spiked with an increase of over 100 followers in one week due to the media coverage leading up to the I Love Anchorage First Friday event, including appearances on both the KTUU and KTVB Morning shows by Valerie Walsh.
- Valerie Walsh presented on the I Love Anchorage Instagram account at the IEDC Annual Conference Ignite Session and has since advised many other groups around the country how to create similar accounts in their communities.

| Platform | Year Created | 2013 Q4 Total Followers | 2014 Q1 Total Followers | 2014 Q2 Total Followers | 2014 Q3 Total Followers | 2014 Q4 Total Followers |
|----------------------------|--------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| AEDC Facebook | Aug. 2009 | 915 | 1,061 | 1,090 | 1,194 | 1,297 (+103) |
| Live. Work. Play. Facebook | Feb. 2012 | 675 | 791 | 876 | 944 | 1,002 (+58) |
| AEDC Twitter | Feb. 2009 | 1,963 | 2,351 | 2,351 | 2,651 | 2,820 (+169) |
| AEDC LinkedIn | Mar. 2013 | 537 | 738 | 801 | 910 | 1,042 (+132) |
| AEDC Instagram | Oct. 2013 | 75 | 125 | 182 | 194 | 224 (+30) |
| I Love Anchorage Instagram | Aug. 2013 | 463 | 892 | 1,186 | 1,667 | 2,491 (+824) |

Q4: Instagram: I Love Anchorage Hosts

| Week # | Dates | Name | Organization |
|--------|----------------|-----------------------|--|
| 56 | OCT 6 - 12 | Phillip Crawford | 907Life.com |
| 57 | OCT 13 - 19 | Phil Cannon | First Covenant Church |
| 58 | OCT 20 - 26 | Miriam Aarons | Bering Straights Native Corporation, AFN Keynote |
| 59 | OCT 27 – NOV 2 | Jamie Gates | Hard Rock Cafe |
| 60 | NOV 3 - 9 | Brooke Taylor | Anchorage Economic Development Corporation |
| 61 | NOV 10 - 16 | Natasha Price | Spirit of Youth, Skinny Raven |
| 62 | NOV 17 - 23 | Deela Roe | Roger Hickel Contracting, Mabel McKinley |
| 63 | NOV 24 - 30 | Annie Ciszak Pazar | Bella Boutique |
| 64 | DEC 1 - 7 | Kirsten Swann | Mt. View Post |
| 65 | DEC 8 - 14 | Travis Smith | Hybrid Color Films |
| 66 | DEC 15 - 21 | Shannon Ingram | Realtor |
| 67 | DEC 22 - 28 | Tess Weaver | Stylist |
| 68 | DEC 29 – JAN 4 | Anchorage Police Dept | Anchorage Police Dept |

AEDC E-Newsletter

- During Q4 we continued to refine the lists in our MailChimp database by compiling multiple lists and capturing lists from our other email platforms (DoubleKnot and LinkedIn).
- 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 |
| New: AEDC Master Email List | 2014 Quarter 3 | 2014 Q4 | 2015 Q1 | 2015 Q2 |
| Subscribers | 3,506 | 3,462 | | |
| Opens | 17.1% | 17.1% | | |
| Clicks | 2.3% | 2.0% | | |

Staff

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

Interns

- Bridgette Coleman, Business & Economic Development Intern