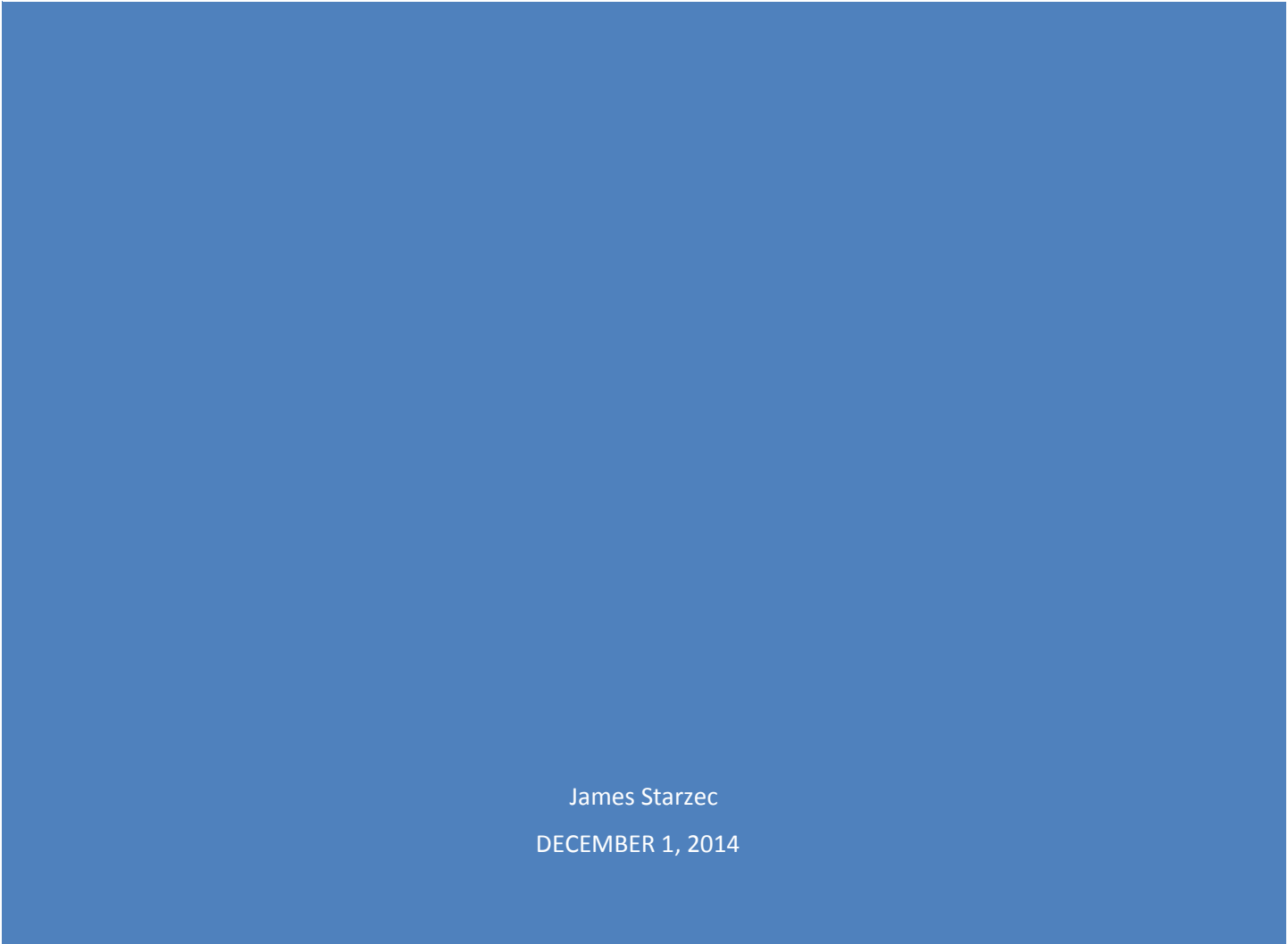




2014 AEDC BRE SURVEY RESULTS SUMMARY



James Starzec
DECEMBER 1, 2014

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Executive Summary

BACKGROUND

A core goal for any economic development group is aligning their efforts with the known needs of the business community to encourage growth in the economy. To effectively achieve this, strategies and tactics to address barriers must be based in relevant information collected from business leaders in a wide range of industries. The process of collecting and analyzing this business intelligence, designing interventions to address the discovered issues and implementing the strategies is commonly referred to as a Business Retention and Expansion (BRE) program.

In 2014, AEDC launched a multi-year BRE plan designed to improve our effectiveness in serving our investors and the Anchorage community in general. The first year of the program was focused on collecting the relevant data from the local business community to gain an in-depth understanding of business conditions, impediments to growth and opportunities where AEDC could assist in overcoming these issues. 332 individuals responded to this detailed survey, resulting in one of the most comprehensive examinations of the Anchorage business climate to date. The initial findings of this survey are reported in the accompanying document and summarized in the sections below.

In the second year of our program, AEDC will be reconstituting our Board's Economic Development Advisory Committee (EDAC) to assist the staff in the creation of strategies to deal with the issues discovered through this survey process. The data from this survey will be a key resource to inform the committee and ensure the plans created are relevant and effective. This report is intended to give committee members a general overview of the data to begin this process. It is expected that their feedback will stimulate deeper analysis of the survey results and the issues raised by them.

RESULTS

The following sections represent the general categories in which the BRE questions were designed to gain insight from. It is important to remember that the findings for each section are subject to further interpretation by both AEDC staff and the EDAC and will be refined throughout the BRE process. The sections are:

- **Survey Demographics**
- **Market Characteristics**
- **Workforce Characteristics**
- **Training & Business Assistance Program Utilization**
- **Local Business Conditions**
- **Site Conditions & Issues**
- **Utilities & Infrastructure**

Survey Demographics:

- Services companies were the largest industry cohort represented with 35% of the respondents identifying their company as such.
- When compared to the makeup of the Anchorage business community, the survey respondents group is of similar proportion in most industries. Over-representation occurs in the Professional, Scientific & Technical Services, while under-representation is suggested in Health Care, Retail Trade and Construction.
- Over half of the respondents are Anchorage Chamber of Commerce members, and nearly 40% are AEDC members. Twenty-two organizations had at least eleven respondents as members.

Market Characteristics:

- Less than ten percent of respondents reported all of their sales originate in the Anchorage market. However, over 60% said that the majority of their sales are within Anchorage.
- The average respondent received 45% of their sales outside of the Anchorage market, with 17% coming from outside the state.
- The top three countries (besides the US) respondents do business in are Canada, China and the United Kingdom.
- Over 70% described their business' growth outlook in both Anchorage and the rest of Alaska markets as either Fair or Excellent. Growth in the US and International markets is also positive, but many respondents reported that these areas are not applicable to them.
- There are a wide variety of good and services Alaskan businesses would like to source within the state but are unable to do so at this time. Construction and resalable goods were most often cited, along with information technology and commercial printing services.

Workforce Characteristics:

- The median number of employees for respondents was 14 employees in Anchorage, 19 statewide, and 23 companywide.
- Over 50% of respondent's employees were identified as in either Professional/Management or Production/Specialty Skills categories.
- Production/Specialty Skills employees are in high demand, with 94 respondents indicating that they are hiring in this class. The second highest hiring demand was shown in Sales, with 54 respondents.
- Local availability for applicants in Production/Specialty Skills, Professional/Management and Information Technology positions was felt to be below average.
- The new hire skills set for Unskilled Labor class of positions was the only felt to be below average.
- The top two factors contributing to recruiting difficulties were applicant's inadequate skills and a labor supply shortage.
- Only a third of businesses surveyed actively recruit employees from out of state.

Training & Business Assistance Program Utilization

- Less than a quarter of businesses surveyed have utilized any state job training programs.
- Less than half of respondents have engaged with educational organizations to improve their workforce.
- Less than a third of respondents have worked with a business assistance organization to obtain support services for their businesses.
- Half of the respondents are interested in job training tailored to their particular businesses.

Local Business Conditions

- Out of 369 answers, the top three greatest advantages to operating a business in Anchorage are a preferred lifestyle/community or high quality of life (86), largest market/labor pool in the state (81) and good economy/business climate (48).
- Out of 375 answers, the top three greatest disadvantages to operation a business in Anchorage are labor/wage/recruitment issues (70), geographical issues (66) and high business costs (49).
- The top three issues creating difficulties for respondent's businesses are related to labor (139), governmental regulation (121) and transportation (74).
- Over 20% of respondents identified Workforce Issues as the most critical to their business.
- The top two recommendations for improving the business climate in Anchorage are to improve education and/or increase education spending, and improve the availability of affordable housing.

Site Conditions & Issues

- Generally, respondents were happy with the condition of their current sites and buildings. All 12 characteristics that were rated obtained a score above average. The issue "surrounding community conditions" scored the lowest at 3.5, with 3 equaling "average" and 4 being "fair". Ease of access to airport system scored the highest at 4.12.
- The top three improvements respondents would like to see at their current location is additional space, modern telecom/internet and parking.

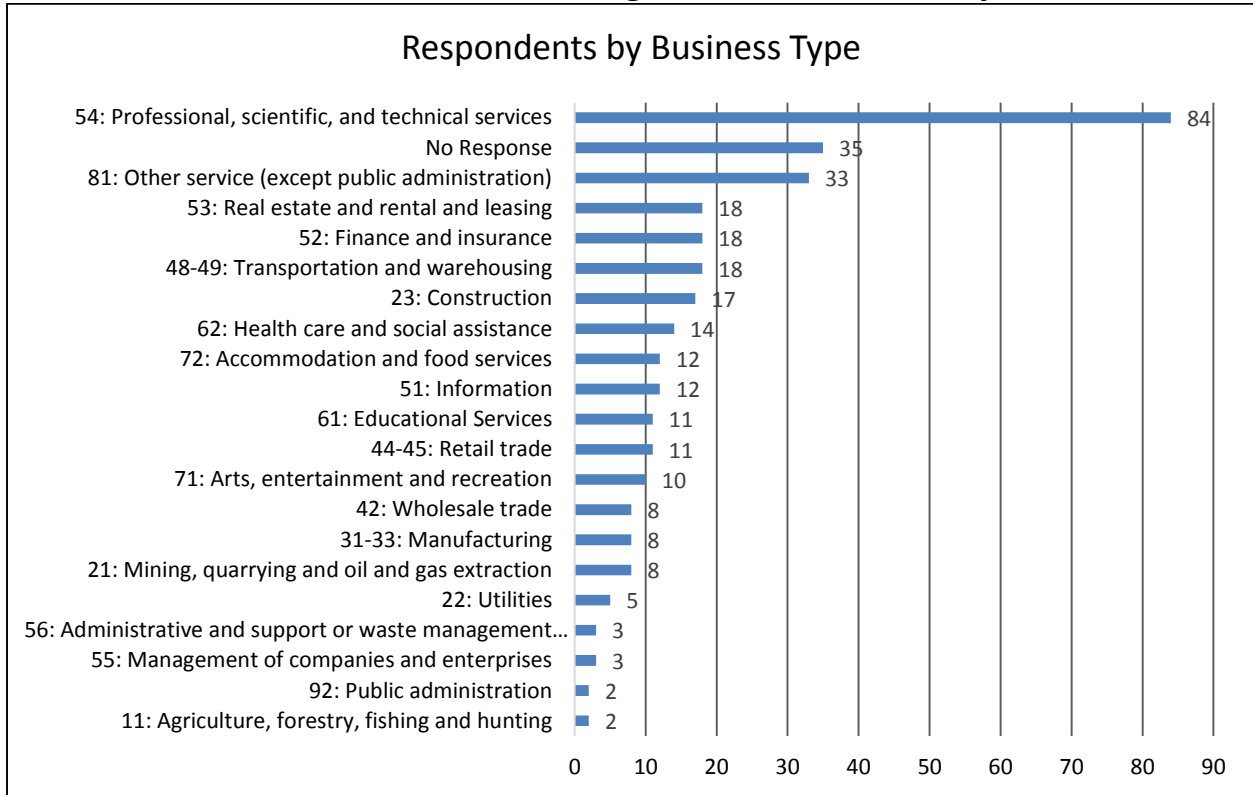
Utilities & Infrastructure

- The vast majority of respondents (90%) have not experienced any recent disruptions of their water or sewer services.
- Insurance for water & sewer infrastructure repairs, both interior and exterior, was identified as the top service many respondents would be interested in taking advantage of.
- 47% of respondents were located at a site in which recycling collection was available, and of them, 87% utilize the service. Of those who did not have access to recycling at their business, 59% indicated they would be inclined to use the service if it was available.
- Reducing energy costs is an active concern for 70% of the survey's respondents.
- Energy audits, energy plans/policies and energy management systems were the top three interventions for those concerned about reducing energy costs.
- Significant interest was shown for tools that helped businesses understand their energy usage through online audits and load profiles.

- The Port of Anchorage was the overwhelming choice for business' port of access into Anchorage.
- Half of the survey's respondents use cloud services for data storage or backup.
- Of those that don't, 40% had no use for the service, while a significant portion had security or reliability concerns that discouraged them from using cloud services.
- While most respondents were generally satisfied with their telecom provider, significant numbers were unsatisfied with their data/internet products and services (23%) and wireless products and services (16.5%).
- Comprehensive Alaska coverage and high quality customer service were the two most important qualities identified for a wireless provider.

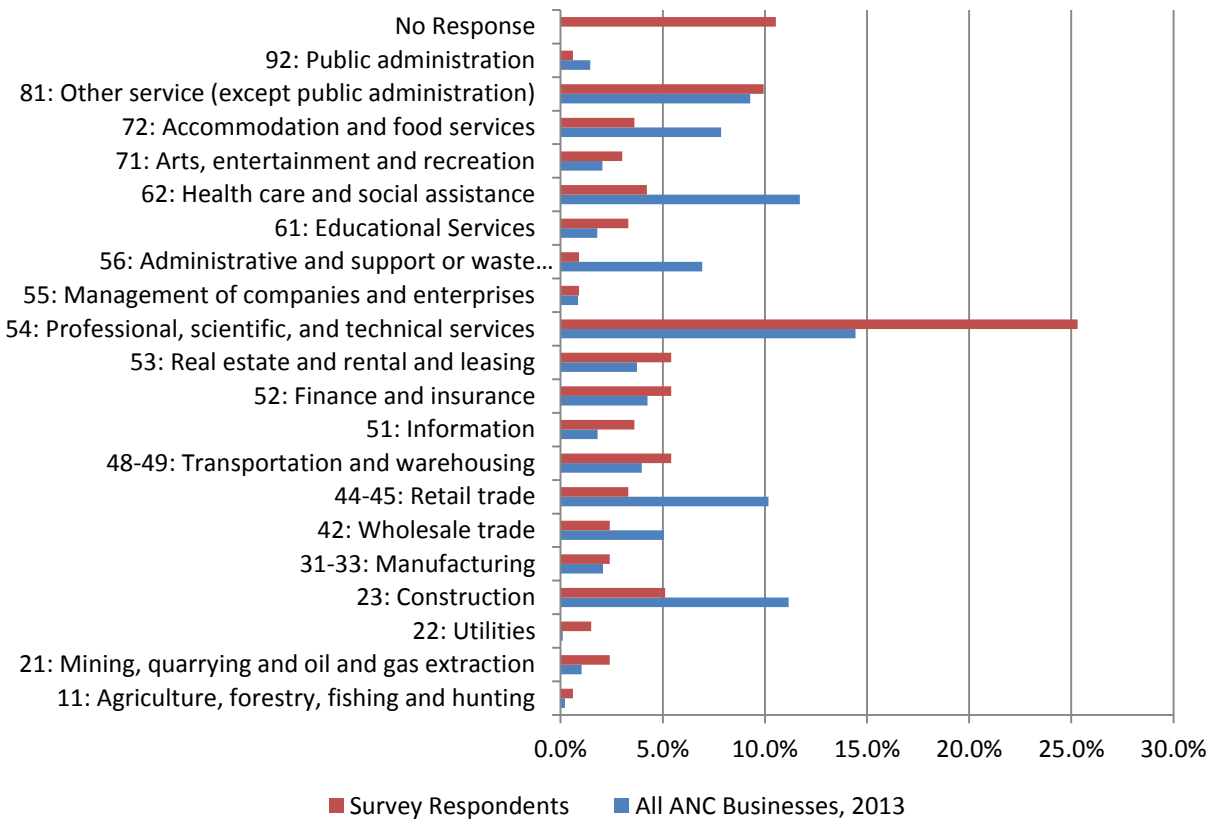
Survey Demographics

Question: Business' 2 digit NAICS code/industry.



n=322

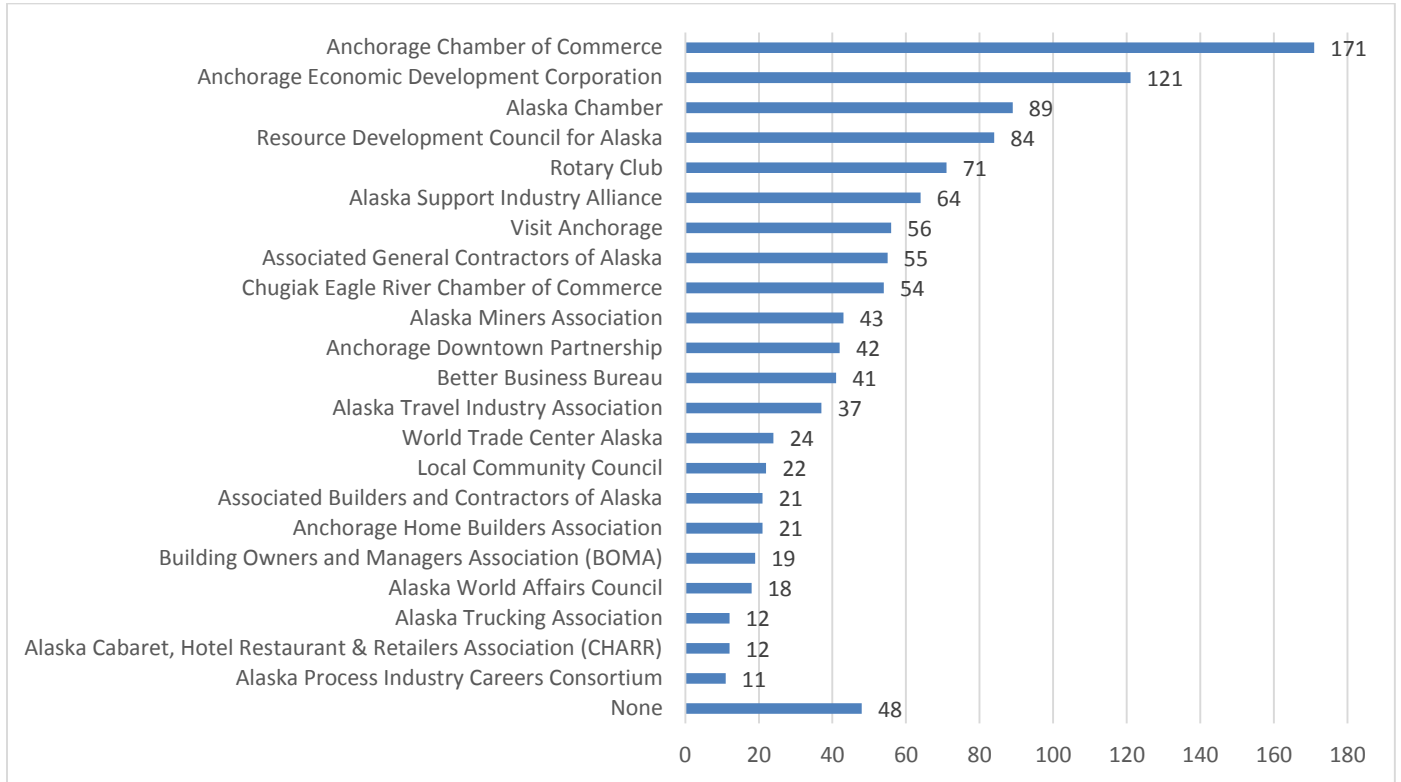
Survey Respondents vs All Anchorage Businesses



Survey Respondents: n=332

All ANC Businesses: n= 8,138

Question: Business/community associations you are a member of. Check as many as apply.



n=332

Total Responses: 1,136

Market Characteristics

**Question: What markets does your business serve? Please indicate the percentage of total sales for each area. Combined, the total should equal 100%.
(Choices were: Anchorage, Rest of Alaska, Rest of US and International)**

Average % of Sales in Anchorage: 55%

Average % of Sales in the Rest of Alaska: 28%

Average % of Sales in the Rest of the US: 11%

Average % of Sales Internationally: 6%

of businesses reporting all sales within Anchorage market: 28 (9.7%)

of businesses reporting 50% or more of their total sales within Anchorage market: 179 (62.2%)

of businesses reporting 50% or more of their total sales within the Rest of Alaska market: 71 (24.7%)

of businesses reporting none of their total sales within the Rest of Alaska market: 49 (17%)

of businesses reporting 50% or more of their total sales within the Rest of US market: 25 (8.7%)

of businesses reporting none of their total sales within the Rest of US market: 181 (62.9%)

of businesses reporting 50% or more of their total sales within the International market: 15 (5.2%)

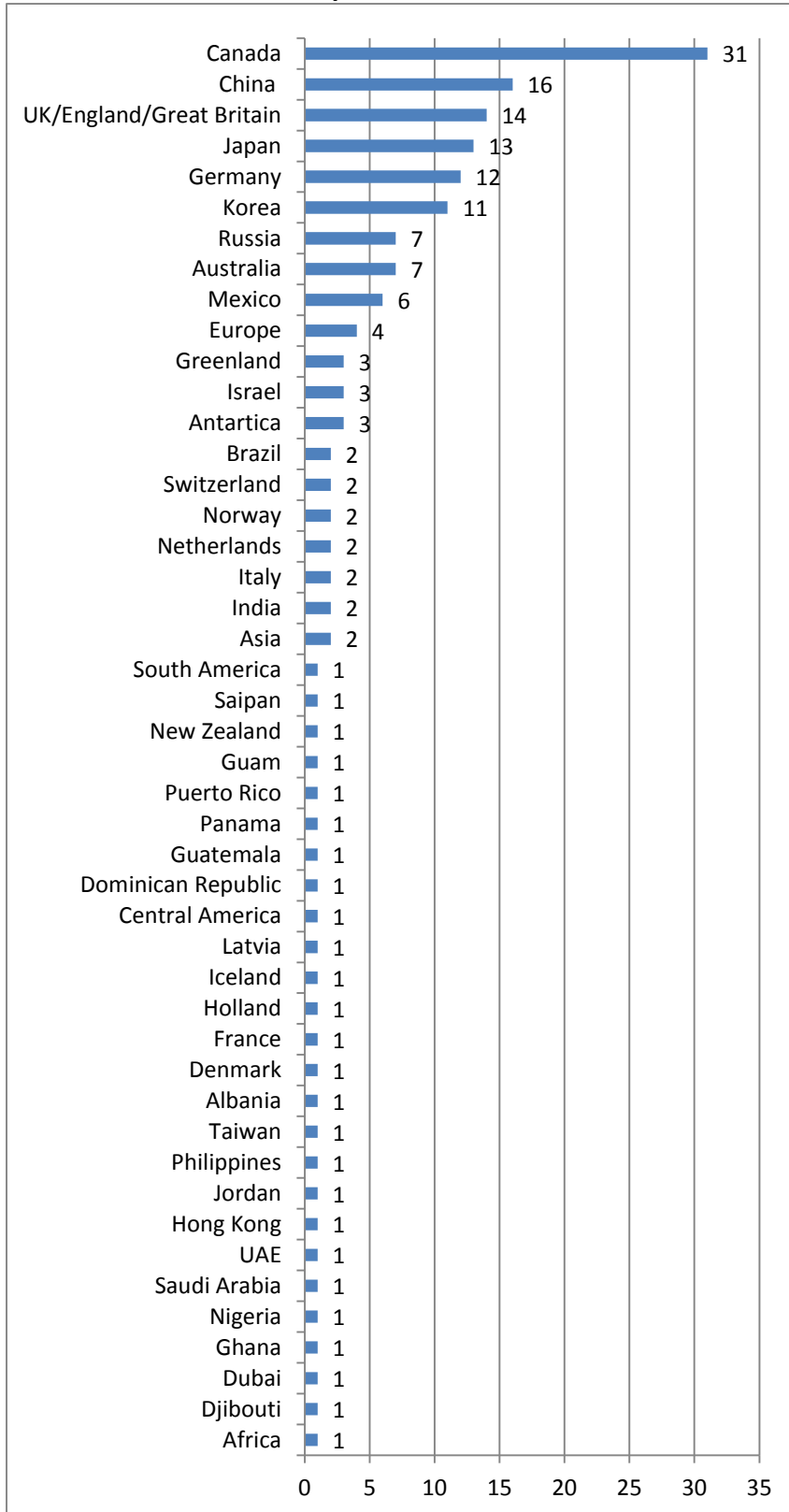
of businesses reporting none of their total sales within the International market: 228 (79.2%)

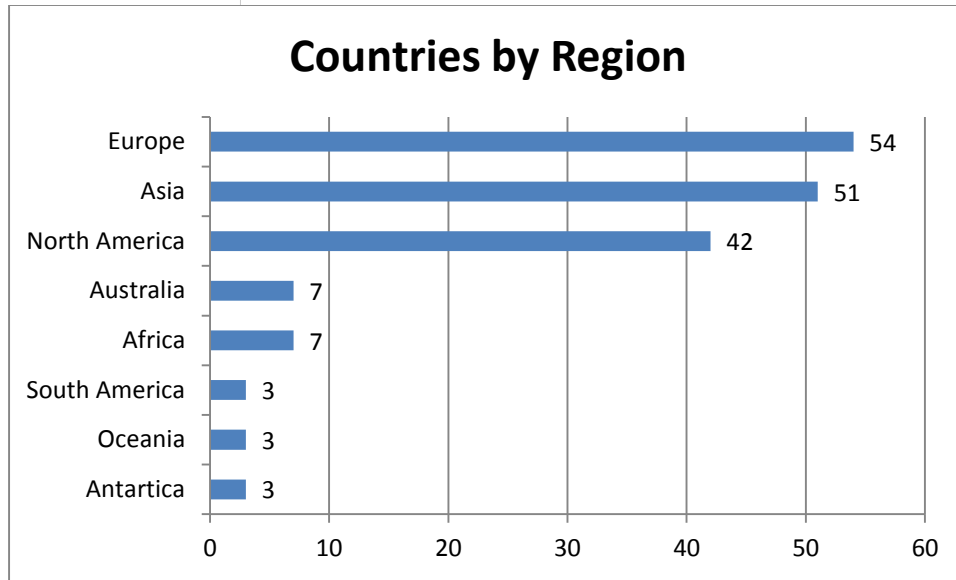
of businesses reporting 50% or more of their total sales within EITHER the Rest of US or International markets: 46 (16%)

n=288

Only those responses that totaled 100% are represented

Question: What are the top three countries outside of the U.S. that you do business in?





n=70

170 responses

Some respondents gave more than three answers, and some included U.S. territories, regions or continents. All of these answers are included.

Question: How would you describe your business' current growth opportunities in each of the following markets? (Anchorage, Rest of Alaska, Rest of US, International)

Growth Outlook for Anchorage		
Response	Count	% of Total
Fair	129	38.9%
Excellent	109	32.8%
Flat	44	13.3%
Difficult	22	6.6%
Not Applicable	15	4.5%
Very Difficult	9	2.7%
No Answer	4	1.2%

Growth Outlook for Rest of Alaska		
Response	Count	% of Total
Fair	146	44.0%
Excellent	88	26.5%
Flat	27	8.1%
Not Applicable	26	7.8%
Difficult	21	6.3%
No Answer	15	4.5%
Very Difficult	9	2.7%

Growth Outlook for Rest of U.S.		
Response	Count	% of Total
Not Applicable	100	30.1%
Fair	70	21.1%
No Answer	58	17.5%
Excellent	54	16.3%
Flat	28	8.4%
Difficult	14	4.2%
Very Difficult	8	2.4%

Growth Outlook for International		
Response	Count	% of Total
Not Applicable	140	42.2%
No Answer	79	23.8%
Fair	42	12.7%
Excellent	36	10.8%
Flat	14	4.2%
Very Difficult	11	3.3%
Difficult	10	3.0%

n=332

Question: Of the services or materials your business sources from outside of Alaska, which would you prefer to purchase locally if they were available at a competitive price?

82 respondents gave one or more unique responses, totaling 117 responses.

Materials

Construction/Building Materials (12)
Building materials (2)
Building materials
Carpet and floorcoverings
Coils of aluminum and downspouts
Fabricated Structural Steel
Fixtures
Wood, Stone & Masonry Products
Pipe
Plumbing & Mechanical Materials
Mechanical Construction
Mall Tile
Prefab Metal

Office Supplies (10)
Office Products
Office Supplies (3)
Correctional Supplies
Credit Card Equipment
Shopping Bags
Wrapping Paper
Staples
Paper

Consumer Goods (11)
Soft Goods
Mini Soaps
Shampoos
Logo Wear
Soap
Jewelry
Candles
Mattresses
Merchandise
Science & Nature-Related Merchandise
Small Gifts

Foodstuffs (9)
Food & Beverage Items
Dairy
Food Products (2)
Fresh Food
Fresh Produce (2)
Specialty Food Products (Restaurant)
Meat

Electrical Goods/Materials (7)
All Electrical Materials
Electronic Components
Telecommunications Parts & Materials (2)
Electronic Parts
Electronics
Lighting

Fuel (3)
Gasoline
Boat Fuel
Rocket Propellant

Industrial Goods (3)
Purified Industrial Gasses Ice Melt Pins & Swag

Furniture (3)
Furniture (2) Cabinets

Computer Equipment (3)
Computer Equipment File Server Computers

Energy System Components (2)
Solar & Wind Energy System Components Module LNG Plants

Janitorial Goods (2)
Janitorial/Housekeeping/Maintenance Supplies Healthy Cleaning Supplies

Machinery/Manufacturing Equipment (2)
Commercial Printing & Manufacturing Equipment Machinery

Other (10)
Aviation Products Film Support Equipment Promotional Materials Heavy Equipment Medical Supplies (2) Natural Resources Exploration Supplies Manufactured Housing Sporting Goals, Bleachers & Nets Transportation Vehicles

Services

<p>IT Services (9)</p> <p>Technical (software related) Development IT Services (3) Web Design Computer Programmers (2) Software Architects</p>	<p>Media/Marketing Services (3)</p> <p>Photoshop Web Promotions Voiceover Work</p>
<p>Commercial Printing (8)</p> <p>Commercial Printing Book Printing Production & Volume Printing Print Printing (3) Web Offset Heatset Printing</p>	<p>Professional Services (3)</p> <p>Healthcare Economics/Statistics Human Resources Lead Development ESOP Management Advice</p>
<p>Technical Services (4)</p> <p>Assay Lab Geophysical Surveys Information Security Specialists Statistical Analysis</p>	<p>Educational Services (2)</p> <p>Executive Development Psycho-social-technical design specialist for process improvement</p>
	<p>Other Services (11)</p> <p>Housekeeping Contractor Industrial Painting Internet Providers Ship Fuel Services Epidemiologist Labor (6)</p>

Workforce Characteristics

Question: Please indicate the approximate number of employees your business has by region (In Anchorage, Statewide, Companywide).

319 respondents gave an answer for at least one of the three categories. If the respondent's statewide total was less than their in Anchorage total, it was assumed this was an imputation error and the statewide response was disregarded. Likewise with companywide vs statewide or in Anchorage.

Employment Category	Number of Respondents	Total Employees Reported	Average Number of Employees	Median Number of Employees
In Anchorage	311	28,288	91	14
Statewide	146	25,085	172	19
Companywide	222	1,581,035	7,122	23

Employment Category	Number of Respondents	% of Respondents Reporting One Employee	% of Respondents Reporting 1.5 to 10 Employees	% of Respondents Reporting 11-100 Employees	% of Respondents Reporting 101-1,000 Employees	% of Respondents Reporting Over 1,001 Employees
In Anchorage	311	10.6%	34.7%	40.8%	12.2%	1.7%
Statewide	146	9.6%	27.4%	38.4%	21.2%	3.4%
Companywide	222	9.0%	26.1%	31.5%	17.1%	16.3%

Question: Please indicate the percentage of your workforce in each of the following categories. The overall total should equal 100%.

- Categories & Definitions Provided
 - Unskilled labor
 - Employees engaged in work that requires no specific education or experience.
 - Production/Specialty Skills
 - Workers whose contribution involves utilizing a specific skills set.
 - Clerical/Secretarial
 - Workers engaged in general office support activities; such as filing, scheduling, supply, etc.
 - Sales
 - Workers directly involved in sales of business' products/services.
 - Professional/Management
 - Workers involved in management of staff and/or high level business decisions.
 - Information Technology
 - Workers primarily involved in the management and maintenance of business' technology assets.
 - Temporary/Seasonal/Contract
 - Workers hired for short term assignments.
 - Other Workers

263 Responses

Average Response	
Unskilled labor	6%
Production/Specialty Skills	30%
Clerical/Secretarial	12%
Sales	13%
Professional/Management	24%
Information Technology	6%
Temporary/Seasonal/Contract	5%
Other Workers	4%

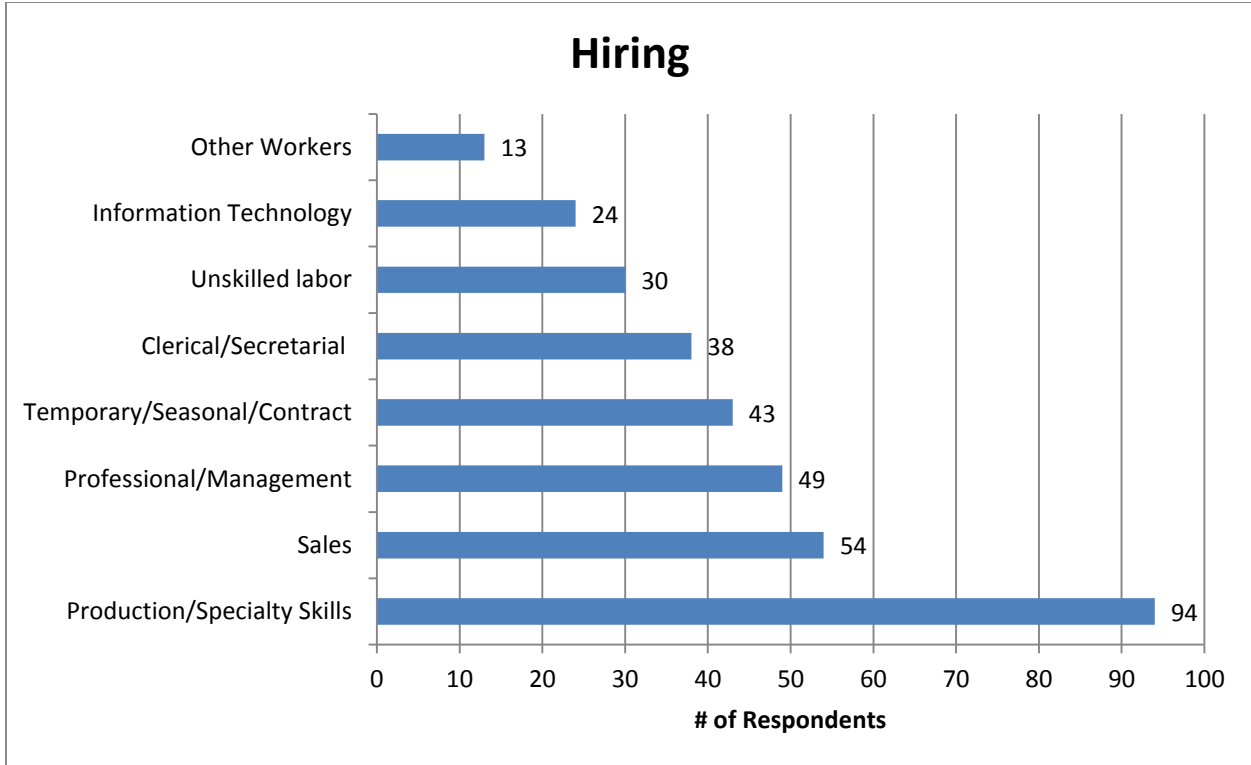
Average Response by NAICS Code									
	Total Responses	Unskilled labor	Production/ Specialty Skills	Clerical/ Secretarial	Sales	Professional/ Management	Information Technology	Temporary/ Seasonal/ Contract	Other Workers
11: Agriculture, forestry, fishing & hunting	1	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
21: Mining, quarrying & oil and gas extraction	7	1.4%	32.9%	11.4%	14.3%	22.9%	0.0%	15.7%	1.4%
22: Utilities	5	8.0%	42.0%	8.0%	8.0%	14.0%	14.0%	6.0%	0.0%
23: Construction	14	9.3%	50.0%	10.7%	2.1%	14.3%	0.0%	7.9%	5.7%
31-33: Manufacturing	4	0.0%	60.0%	10.0%	15.0%	5.0%	2.5%	7.5%	0.0%
42: Wholesale trade	6	1.7%	28.3%	11.7%	41.7%	15.0%	1.7%	0.0%	0.0%
44-45: Retail trade	7	0.0%	10.0%	10.0%	52.9%	7.1%	5.7%	0.0%	14.3%
48-49: Transportation & warehousing	16	13.1%	35.0%	13.1%	13.1%	16.3%	2.5%	6.9%	0.0%
51: Information	11	0.0%	14.5%	9.1%	16.4%	29.1%	26.4%	2.7%	1.8%
52: Finance & insurance	16	2.5%	18.1%	27.5%	21.9%	23.1%	5.0%	1.3%	0.6%
53: Real estate & rental & leasing	16	7.5%	15.6%	16.9%	31.3%	17.5%	6.3%	4.4%	0.6%
54: Professional, scientific & technical services	67	1.5%	31.3%	11.3%	8.2%	33.0%	8.2%	4.6%	1.8%
55: Management of companies & enterprises	2	5.0%	55.0%	15.0%	10.0%	5.0%	5.0%	5.0%	0.0%
56: Administrative & support or waste management & remediation services	3	16.7%	13.3%	13.3%	0.0%	26.7%	3.3%	23.3%	3.3%
61: Educational Services	9	6.7%	27.8%	12.2%	0.0%	36.7%	11.1%	5.6%	0.0%
62: Health care & social assistance	12	10.8%	48.3%	15.0%	3.3%	17.5%	2.5%	2.5%	0.0%
71: Arts, entertainment & recreation	9	2.2%	30.0%	11.1%	12.2%	23.3%	4.4%	16.7%	0.0%
72: Accommodation & food services	7	30.0%	14.3%	8.6%	18.6%	11.4%	1.4%	15.7%	0.0%
81: Other service (expt. public administration)	26	0.8%	32.7%	6.5%	11.2%	26.9%	2.7%	1.2%	18.1%
92: Public administration	1	10.0%	60.0%	10.0%	10.0%	10.0%	0.0%	0.0%	0.0%
No Response	24	11.7%	26.7%	13.3%	9.2%	22.1%	8.3%	4.6%	4.2%

Verbatim responses to **Please describe the type of workers you employ that are represented as “Other Workers”.**

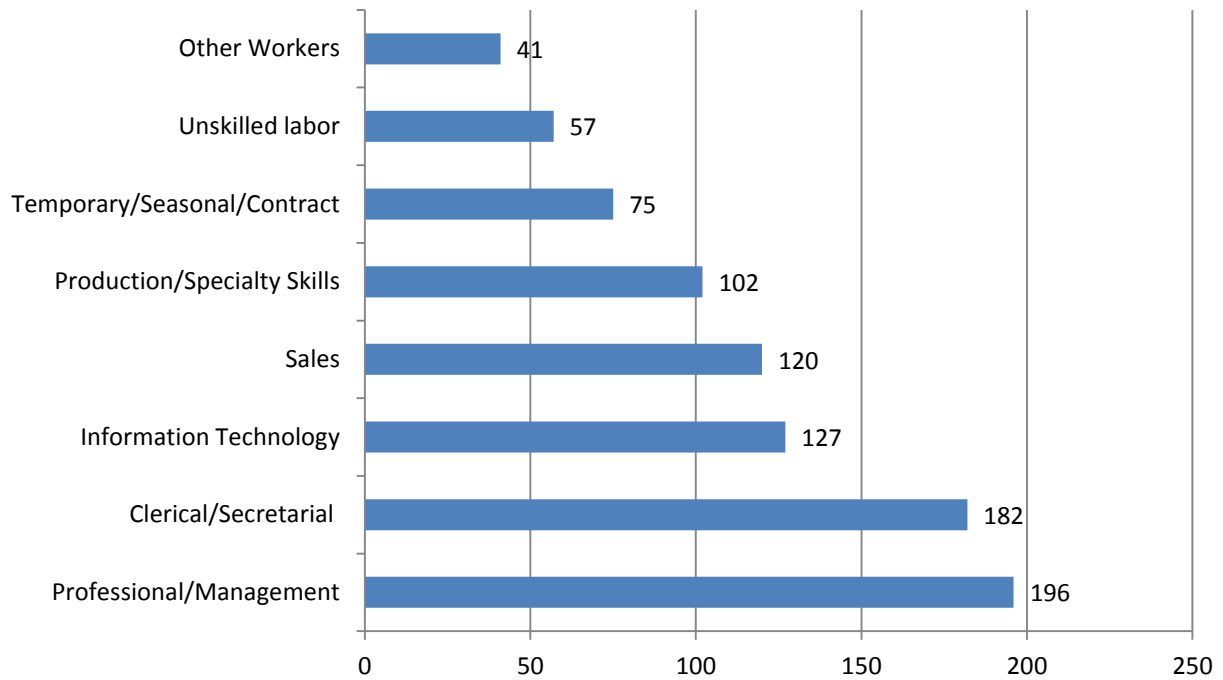
- 1099 contracted employees
- Accountant, education provider and case manager
- Additional labor as needed
- Architects, Auto CADD Techs, Word Processors
- Cleaners for our cleaning company
- Clinical nurses
- College students
- Consultants
- Contract labor as needed. Janitorial or professional services on short term contracts
- Contracted employees
- Disabled employees who need supported employment
- Individual contractors
- Interns
- Personal Trainers, Nutrition Coach (specialized education required for both positions)
- Pet groomers
- Pilots, mechanics, lodge caretakers
- Program staff, accounting/finance, communications, govt. relations
- Sales support staff
- Snow removal
- Temporary staff
- Trainers/consultants by contracts
- Union Representatives
- Film production crew positions
- Workers with multiple craft and labor abilities

Question: Please indicate your business' hiring status for each of the following labor skills classes (classes are unskilled labor, production/specialty skills, clerical/secretarial, sales, professional/management, information technology, temporary/seasonal/contract and other workers)

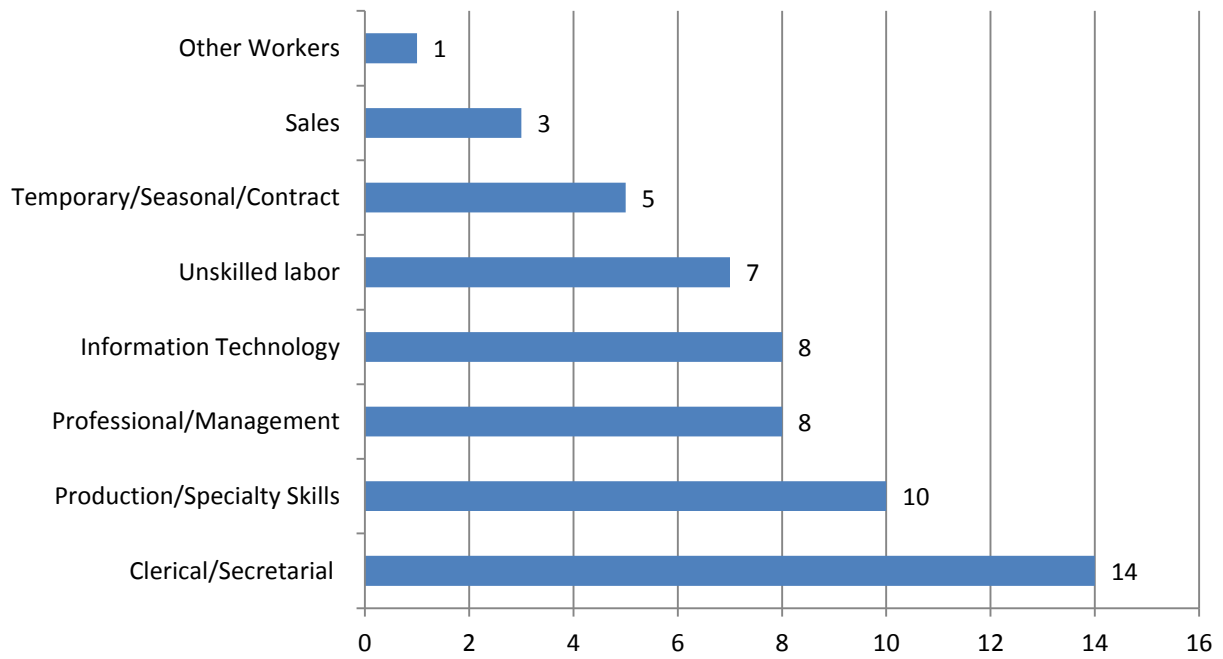
Choices are Hiring, Stable, Downsizing and Not Applicable



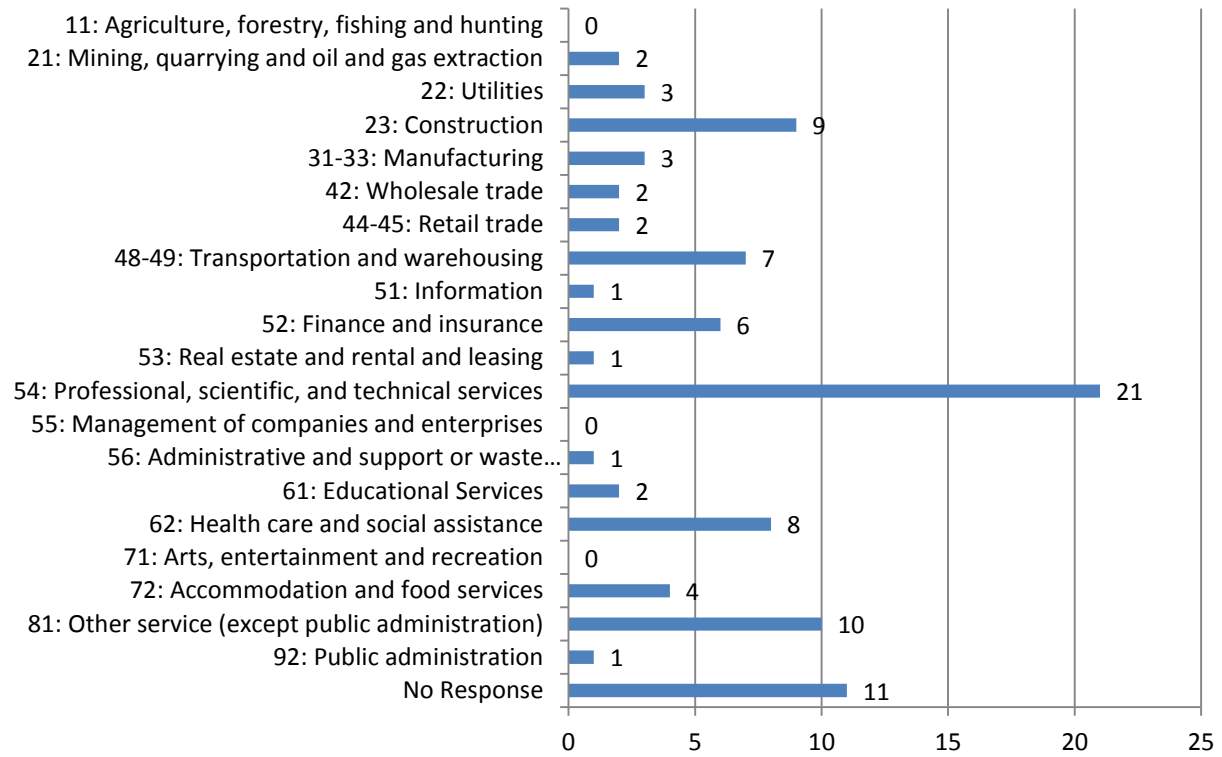
Stable



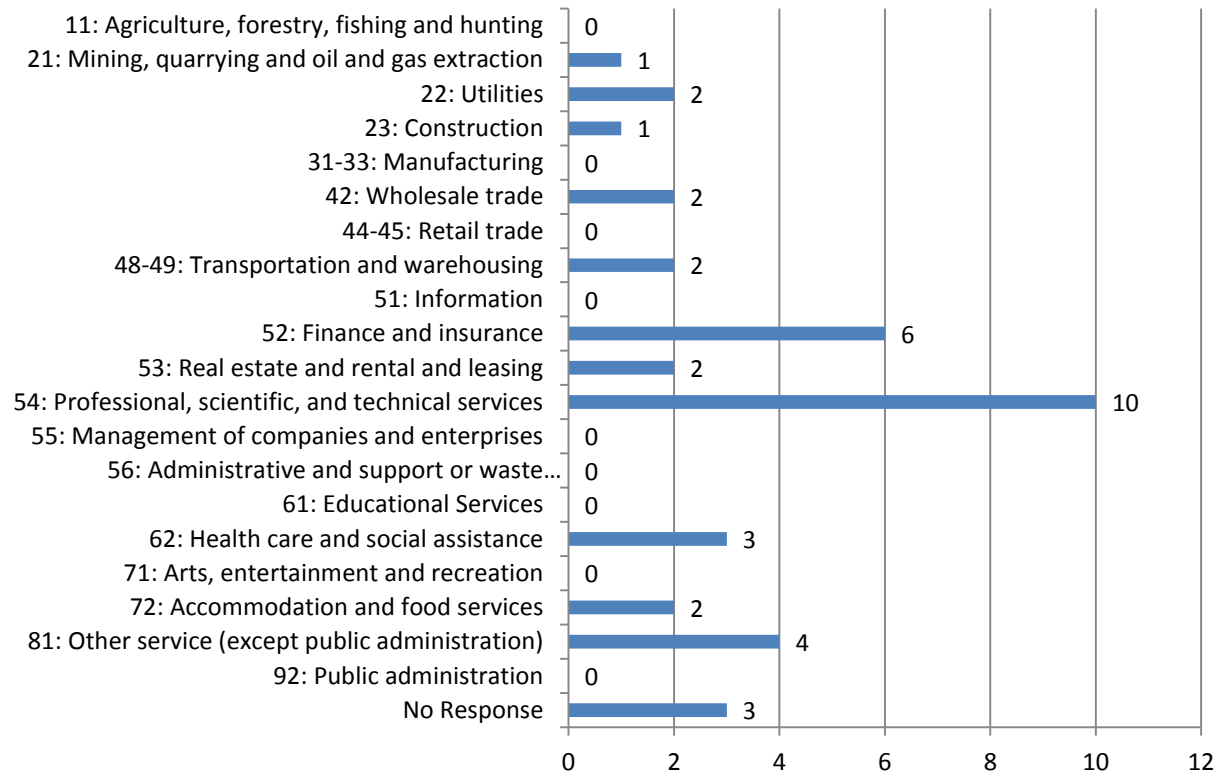
Downsizing



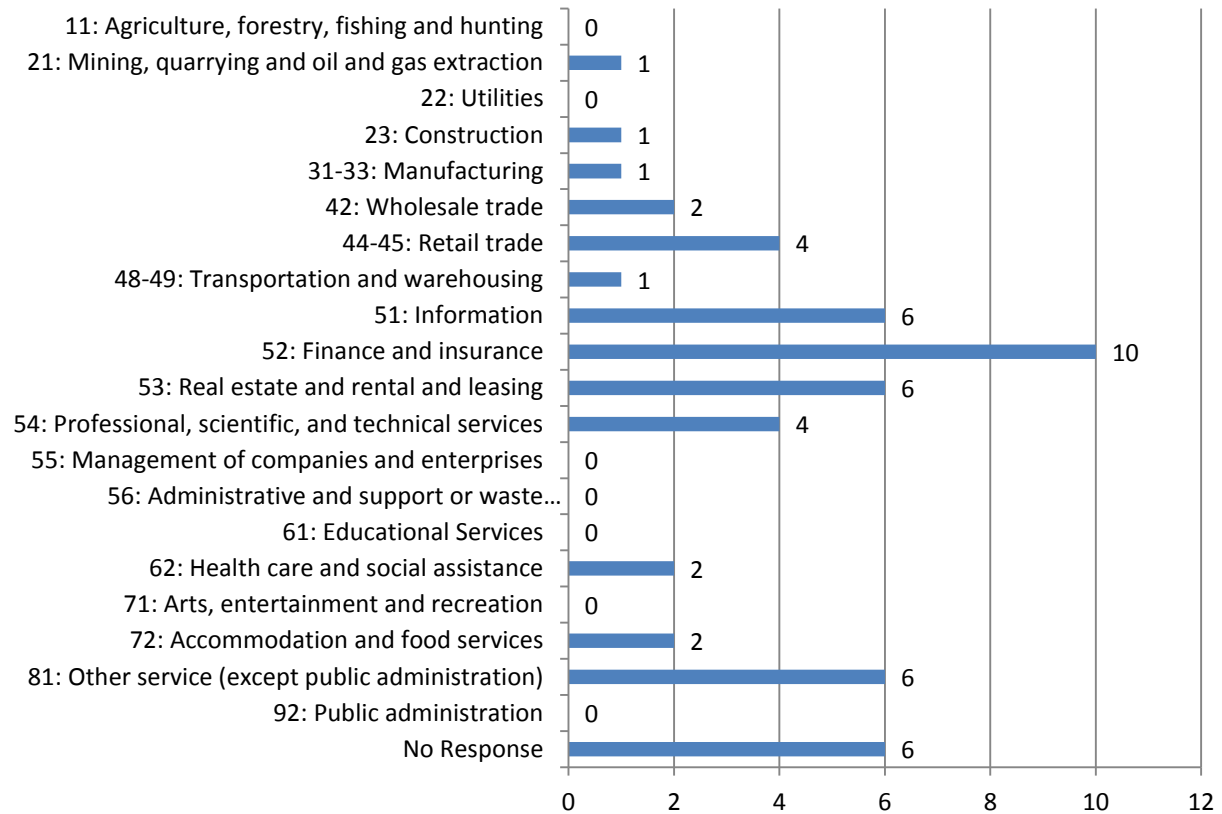
Production/Specialty Skills "Hiring" by Business NAICS Code



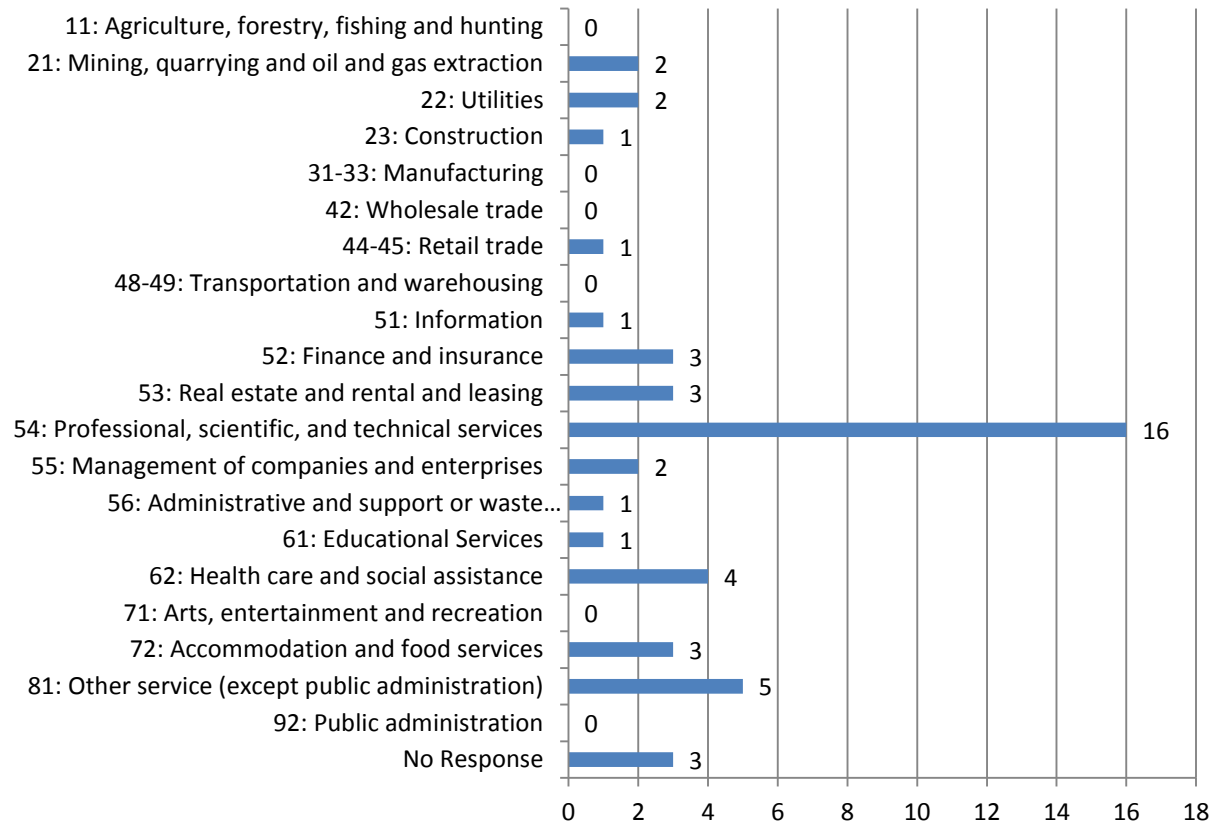
Clerical/Secretarial "Hiring" by Business NAICS Code



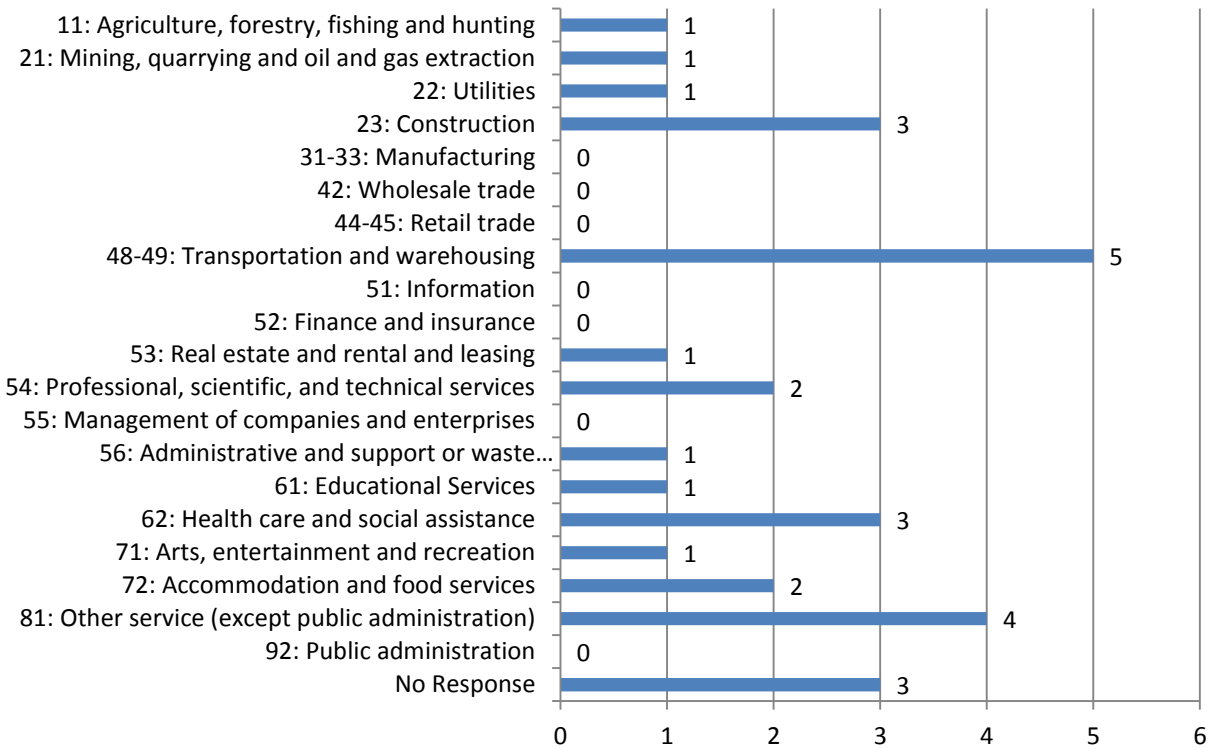
Sales "Hiring" by Business NAICS Code



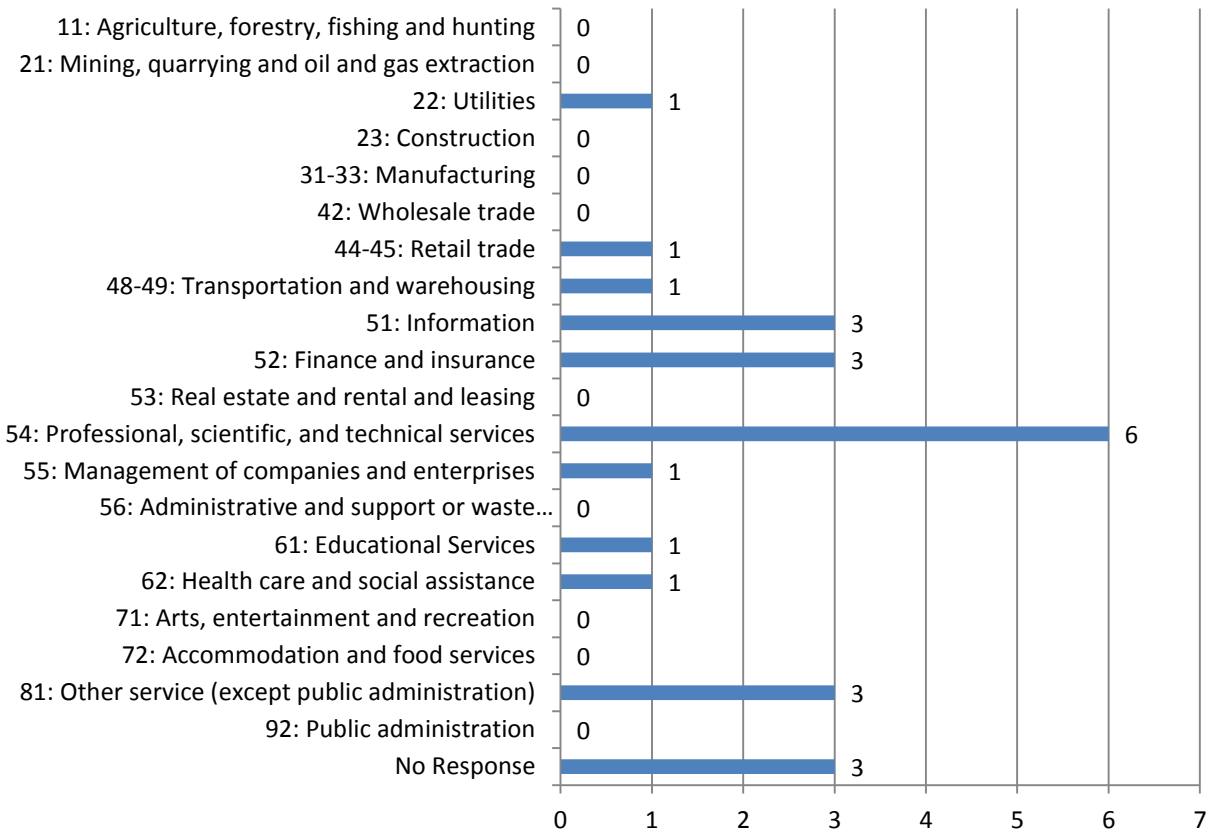
Professional/Management "Hiring" by Business NAICS Code



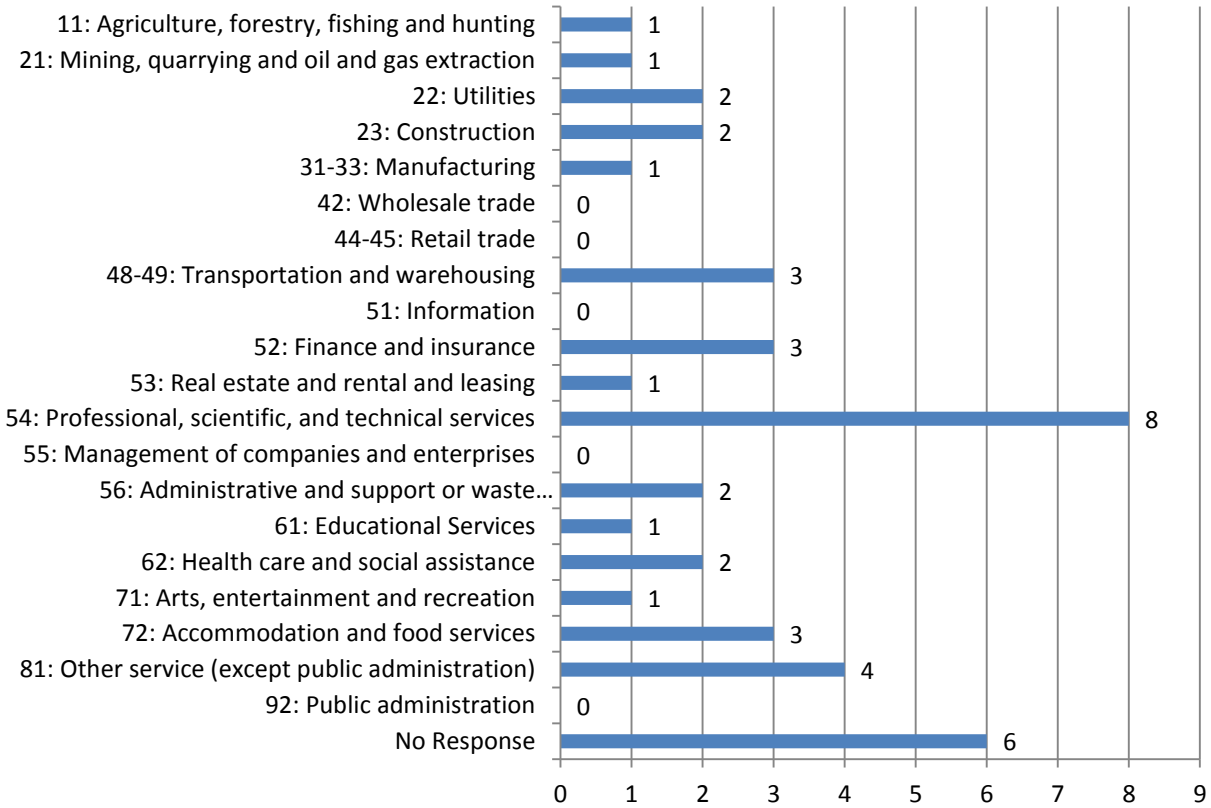
Unskilled Labor "Hiring" by Business NAICS Code



Information Technology "Hiring" by Business NAICS Code



Temporary/Seasonal/Contract "Hiring" by NAICS Code



Question: Please give your opinion on the local availability of the following labor skill classes:

Choices are 1=Poor, 2=Low, 3=Average, 4=Good, 5=Excellent, N/A=Not Applicable or No Opinion

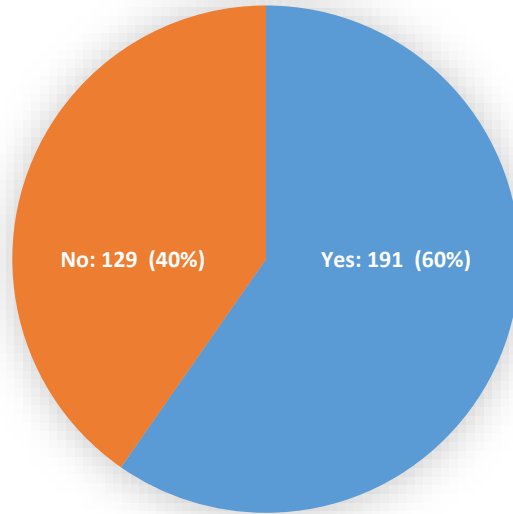
Availability of Qualified Applicants		
	# of Responses	Average Score
Unskilled labor	151	3.5
Production/Specialty Skills	247	2.71
Clerical/Secretarial	263	3.34
Sales	201	3.02
Professional/Management	260	2.9
Information Technology	183	2.9
Temporary/Seasonal/Contract	160	3.38

Question: Please give your opinion on the quality of skills possessed by new employees in the following labor skills classes:

Choices are 1=Poor, 2=Low, 3=Average, 4=Good, 5=Excellent, N/A=Not Applicable or No Opinion

Quality of New Hire Skills		
	# of Responses	Average Score
Unskilled labor	127	2.87
Production/Specialty Skills	229	3.31
Clerical/Secretarial	241	3.29
Sales	179	3.18
Professional/Management	245	3.59
Information Technology	164	3.53
Temporary/Seasonal/Contract	135	3.2

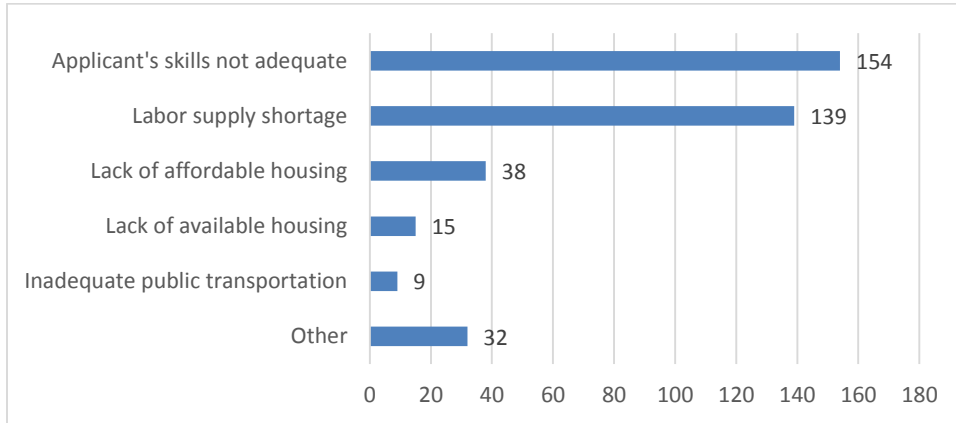
Question: Have you recently had difficulty in recruiting new employees?



n=320

Question: Which of the following factors have contributed to your difficulties in recruiting new employees? Check as many as apply.

185 respondents checked at least one item.



Verbatim answers to "Other" response

Worker Characteristics
Background clearance
Background issues
Employees wanting Full Time
Lack of drive
Life skills not adequate
Outsiders not understanding Alaska's climate
Too many that apply are criminals

Location
Alaska's location
Family in Lower 48/distance from family
Geographic location
Unwillingness to relocate
Winter

Wages/Costs
Compensation
Competitive wages
Competitive wages
Cost of labor
Low wages comparable to US
Cost of advertising
Overall cost of living
Public sector pay too low
Relocation costs
Relocation costs
Wages available to pay entry level

Other Issues
Affordable housing within "good" neighborhoods
Industry uncertainty
Market competition
No local schooling for architecture
No training in Anchorage for skill set, older labor force in place
Non-Compete clauses
Special selection of people for training
Startup

Question: What other labor difficulties has your business recently experienced?

86 respondents gave 95 unique answers. The list below gives the general category each fell under, and a selection of representative verbatim answers.

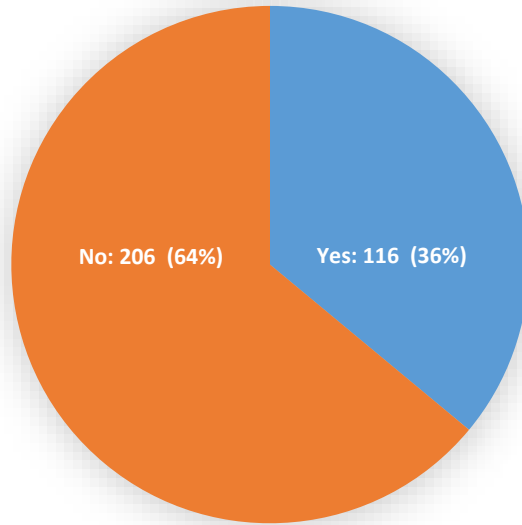
- High Turnover/Poaching Issues (22)
 - Companies lure employees away with more money when there is a short supply of qualified candidates
 - We have provided training and then employees have moved on to higher paying corporations
 - Mid-level employees moving out of state
- Applicant's Skills Issues (21)
 - Absenteeism is on the rise
 - Applicants have difficulty passing fit-for-duty testing or passing drug test
 - Poor reading and math skills
 - Basic employability skills
- Hiring Process Issues (12)
 - Employment agencies not having appropriately skilled candidates
 - I have had difficulty in even getting responses to job postings
 - Small pool of qualified candidates
- Alaska's Location/Cost of Living (8)
 - High cost of living
 - Relocation can be expensive
 - Negative stigmas associated with perception of living in Alaska
- Wage Competition (7)
 - Competing with State of Alaska wages for entry level jobs
 - Competitive wages in Lower 48
 - Rising cost of labor due to influx of new retail stores
- Poor Economic Conditions (7)
 - General economic uncertainty in Alaska
 - Business activity very slow since 2009
 - Uncertainty of our state film incentive program
- Lack of Local Training Opportunities (5)
 - We do not have good trade training for carpenters
 - Forced to provide on the job training
- Other Issues (13)
 - Small labor pool
 - Having affordable health care options for employees

Question: What types of positions are you finding the most difficulty hiring?

180 respondents gave over 250 answers. The graphic below is a word cloud visualization based on these answers. It shows the frequency in which words were used by their relative size. The largest words were used most often.



Question: Does your business actively recruit employees from out of state?



n=322

Question: In what cities or states has your business had success recruiting employees from?

79 Respondents provided 186 answers that were either cities, states or regions.

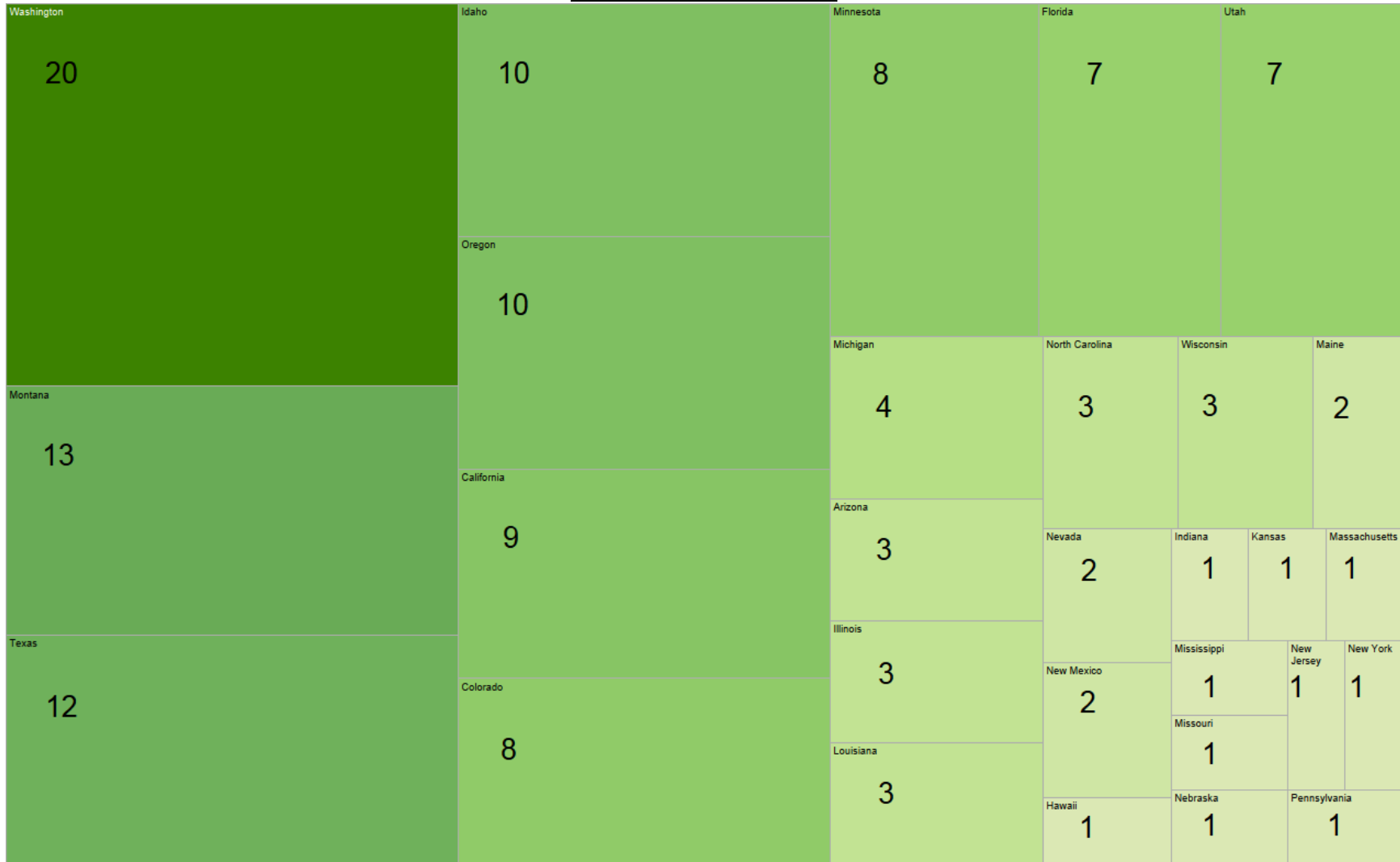
Cities recruited from

Seattle 7	Las Vegas 2	Atlanta 1	Boston 1	Buffalo 1	Cleveland 1
Chicago 3	Phoenix 2	Denver 1	Madison 1	Orlando 1	Tacoma 1
		Fairbanks 1			
	Portland, OR 2	Houston 1	San Antonio 1	Washington DC 1	
		Juneau 1			



n=29

States recruited from



n=139

Regions recruited from

Northwest 5	Mid-West 3	West 3	
Gulf of Mexico 4	Eastern Seaboard 1	Mountain West 1	Southern California 1

n=18

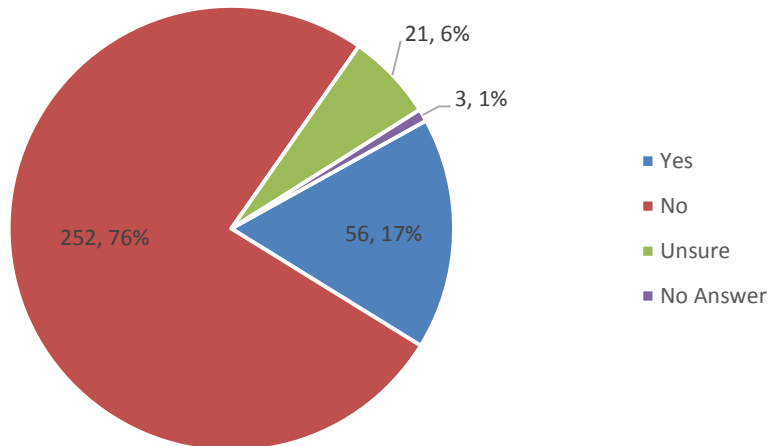
Question: What methods/companies does your business use to recruit employees from out of state?

102 respondents gave 206 answers

Advertisements	27
Advertisements: Industry Specific	5
Advertisements: Online	3
Advertisements: Print Media	11
Advertisements: Radio	1
Advertisements: Unknown	7
Conferences/Conventions	2
Industry Association Job Banks	17
Internal Processes	36
Benefit Package Promotion	3
Business Contacts/Word of Mouth	19
Referrals from Employees	2
Human Resources Department	9
Promotions from Within	3
Internet Resources	79
CareerBuilder.com	2
Company Website Job Bank	10
Craigslist.org	10
Facebook.com	1
Hcareers.com	1
Idealist.org	1
Indeed.com	2
Job Banks (general)	11
LinkedIn.com	7
Monster.com	7
Neogov.com	1
Resume Databases	1
Social Media	6
State Job Bank	1
Talentzoo.com	1
Other, Not Specified	17
Recruitment Services	37
Universities/Colleges	9
Alumni Associations	1
Interns	1
Job Fairs	2
On-site Recruitment Activities	5

Training & Business Assistance Program Utilization

Question: Has your business utilized any state job training programs?

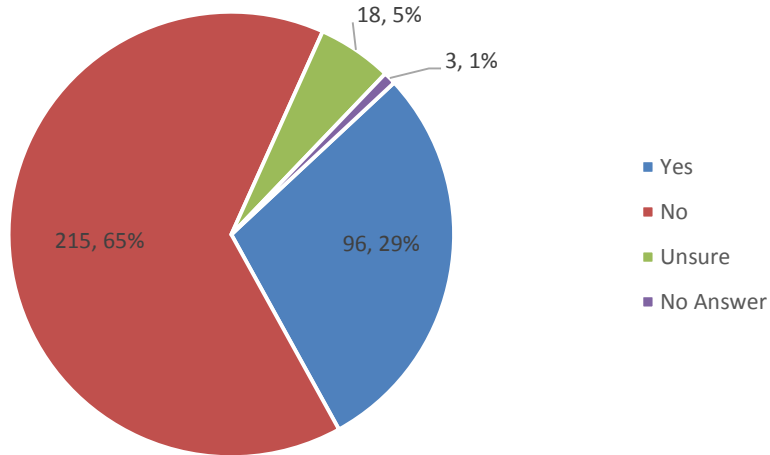


Question: Which job training programs has your business used?

48 respondents gave 64 answers identifying 42 unique programs or topics.

Programs Mentioned by Multiple Respondents
University of Alaska, Anchorage (8)
Alaska Vocational Technical Center (AVTEC) (4)
King Career Center (3)
Alaska Works Partnership (3)
State of Alaska (3)
Northern Industrial Training (2)
Job Corps (2)
Small Business Administration (2)

Question: Have you engaged with any business assistance organizations to obtain support services for your business?



Question: Which business support organizations have you obtained assistance from?

82 respondents gave 167 answers

All organizations mentioned more than once	
Organization	Responses
Small Business Development Center	22
Anchorage Economic Development Corporation	15
Small Business Administration	15
University of Alaska, Anchorage	8
Anchorage Chamber of Commerce	7
The Foraker Group	7
Alaska Procurement Technical Assistance Center	7
World Trade Center Alaska	6
Commonwealth North	3
Resource Development Council for Alaska	3
Associated General Contractors of Alaska	3
State of Alaska Dept. of Labor & Workforce Development	3
Alaska Miners Association	2
Alaska Travel Industry Association	2
State of Alaska Dept. of Economic Development	2
Municipality of Anchorage	2
The Alliance	2

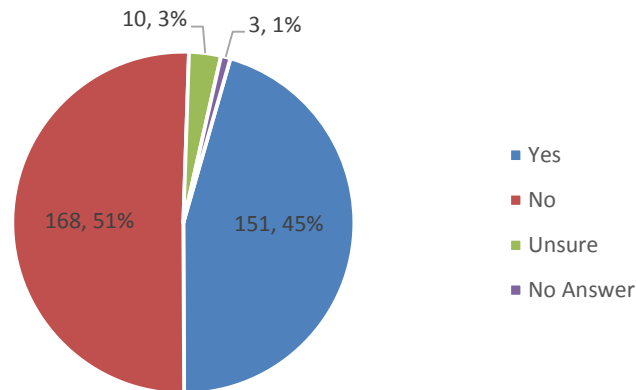
Question: If they were available, what type of business support services would you be interested in taking advantage of?

117 Respondents gave 160 answers, which were generalized and then broadly categorized as either Training Needs, Services or Programs.

Training Needs	Services
<u>Workforce Dev./Entry Level</u>	Accounting/Payroll/Human Resources (20)
General Workplace/Soft Skills (24)	Administration/Clerical (9)
Construction/Vocational/Technical (10)	Information Technology (8)
Increased University Degree Programs (8)	Legal (3)
Industry Specific Training (3)	Business & Economic Research/Data (2)
<u>Continuing Ed./Operational Level</u>	Process Evaluation (2)
Business Management & Development (12)	Professional Consultants (2)
Accounting/Payroll/Human Resources (8)	Non-Profit Services (2)
Sales (8)	Merchant Services (1)
Professional Development/Continuing Ed. (7)	Call Center (1)
Business Software (7)	Tech Support (1)
Marketing (6)	Graphic Design (1)
Board of Directors Training (1)	Book Printing (1)

Programs
Internship/Apprenticeship (5)
Networking (5)
Business Incubators (2)
Affordable Health Care Assistance (1)

Question: Have you worked with any local educational organizations to help address the issue of quality workforce or to provide customized training for your employees?



Question: Which local education organizations have you worked with on workforce development or training needs?

128 respondents gave 236 answers identifying 81 organizations.

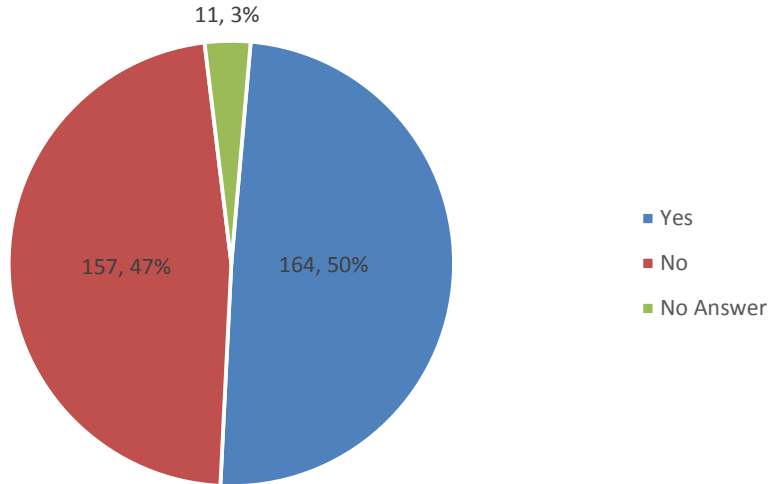
Organizations Identified by Multiple Respondents	
Organization	Responses
University of Alaska Programs & Schools	117
Anchorage School District/King Career Center	31
Alaska Pacific University	19
Charter College	9
Alaska Vocational Technical Center (AVTEC)	6
Alaska Process Industry Careers Consortium	3
Cook Inlet Tribal Council	3
First Alaskans Institute	3
Associated Builders and Contractors	2
Alaska Works	2
Ilisagvik College	2
Job Corps	2
Nine Star	2

Question: What was the outcome of your collaboration with the local educational organization?

Positive Comments	91
Negative Comments	15
Process Still On-going	14

n=120

Question: Would you be interested in job training programs designed to meet your business' needs?



Question: What specific types of job training programs would you be interested in?

111 respondents gave 140 answers.

Top Responses	
Customer Service/People Skills	10
Sales	10
Information Technology	10
Computer/Software Skills	9
Vocational Training	9
Accounting	8
Entry Level Skills	6
Advertising/Marketing Skills	6
Healthcare Related Positions	5
Clerical Skills	5
Professional/Executive Development	5
Hospitality Related Positions	5

Local Business Conditions

Question: Please list or describe the greatest advantages of operating your business in Anchorage as opposed to somewhere else.

287 respondents gave 369 answers.

Top Responses
Preferred Lifestyle/Community or High Quality of Life (86)
Largest Market/Labor Pool in the State (81)
Good Economy/Business Climate (48)
Easy Access to Other Businesses & Government (33)
Easy Access to the Rest of Alaska's Markets & Outdoors (28)
Limited Competition (25)

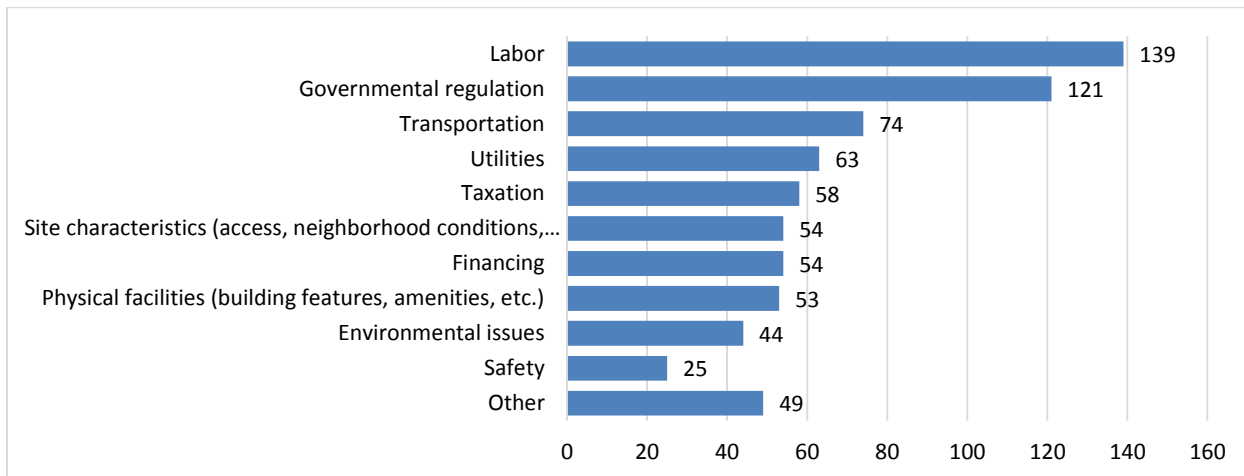
Question: Please list or describe the greatest disadvantages of operating your business in Anchorage as opposed to somewhere else.

263 respondents gave 375 answers.

Top Responses
Labor/Wage/Recruitment Issues (70)
Geographical Issues (66)
High Business Costs (49)
Small Market/Few Opportunities (31)
State/Local Government Issues (22)
Housing & Land Issues (21)
High Cost of Living (20)

Question: Which of the following issues/items create difficulties for your business? (check all that apply)

290 respondents checked at least one item.



Top "Other" Responses
Health Care Costs (7)
Government Policies (6)
Advertising/Media/PR (5)
Financing Difficulties (3)
Land Development Issues (3)
Labor Issues (3)

Question: Please describe the most critical issue facing your business today.

257 respondents gave 291 answers.

Top Responses
Workforce Issues (65)
Government Policies/Actions/Budgets (52)
Growing Business/Maintaining Workload (34)
Economic/Business Climate Issues (32)
Financials & Financing Issues (26)
ACA & Health Care Costs (17)
Competition (10)

Question: Please describe any emerging technologies or business trends that may potentially impact your business/industry.

162 respondents gave 196 answers.

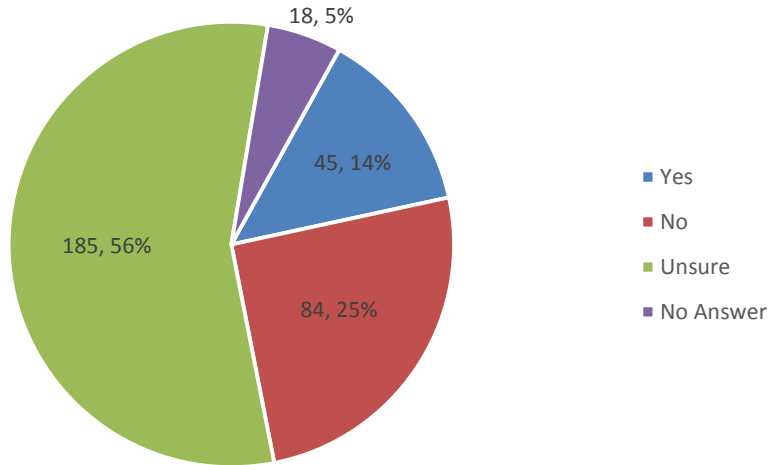
Top Responses
Mobile & Internet Services/Competition (63)
Changing Regulations & Government Policies (18)
General Technological Advances (14)
Entries/Exits of Businesses in Local Market (11)
New Energy Technologies (8)
Resource Extraction Levels & Technologies (8)
Healthcare Trends/ACA (8)

Question: What recommendations do you have for improving the business climate or quality of life in Anchorage?

242 respondents gave 256 answers.

Top Responses
Improve Education/Inc. Ed. Spending (25)
Address Affordable Housing/Housing Supply (24)
Enhance Redevelopment & City Design Policies (16)
Have a Business Friendly Government (16)
Increase/Improve Infrastructure/Public Properties (16)
Improve Public Transportation/Trans. Infrastructure (13)
Increase Govt. & ED Support/Cooperation (13)

Question: Are there any specific challenges to your business that the Anchorage Economic Development Corporation may be able to assist your business with?



Question: Please describe the issue(s) that you would like AEDC to assist you with.

Responses (55)
State Policy Advocacy (9)
Business Development Assistance (8)
Financing/Incentive Programs (7)
Marketing Support (7)
Municipal Policy Advocacy (6)
Business/Market Intelligence (6)
Networking Opportunities (5)
Address Education Issues (2)
Address Labor Issues (2)
Federal Policy Advocacy (2)
Address Housing Issues (1)

Site Conditions & Issues

Question: Please rate how the following characteristics of your current site meet your business' needs:

1=Severely deficient, 2=Somewhat deficient, 3=Average, 4=Fair, 5=Excellent, N/A= Not applicable

Issue	# of Responses	Average Score
Size of land parcel	236	3.6
Size of buildings	258	3.64
Shipping/Receiving Access	229	3.63
Internal Infrastructure	269	3.58
Neighborhood Reputation	268	3.77
Surrounding community conditions	276	3.5
Visibility to customers	264	3.68
Ease of access for customers	268	3.72
Ease of access to road system	270	4.11
Ease of access to rail system	129	3.54
Ease of access to airport system	203	4.12
Quality of facilities in relation to costs	273	3.65

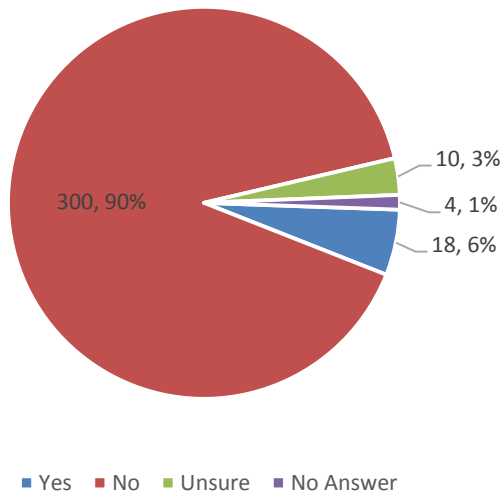
Question: Please describe any other characteristics or issues regarding your current site that may be impeding your business' ability to function or expand.

75 respondents gave 90 answers.

Issues Identified by More Than One Respondent
Need Additional Space (14)
Site Lacks Modern Telecom/Internet (7)
Parking Issues (7)
Site Not Accessible by Alt. Transportation (7)
Poor Surrounding Environment (6)
Rent/Tenant Improvements Too High (6)
Negative Impact of MOA Road Improvements (5)
Poor Road Network/Access (5)
Homeless Issues (4)
Inadequate Upkeep by Landlords (4)
Lack of Reasonably Priced Land (3)
Poor Visibility to Clients (2)

Utilities & Infrastructure

Question: Has your business recently experienced a disruption in your water or sewer services?



Question: What was the water/sewer problem and its impact on your business?

(Only asked of the 18 who responded "yes" to previous question)

15 Verbatim Responses

- 40 year old main line breakage
- Billing spikes
- Broken water service and sewer not provided
- Busted water main
- Expense of rural services
- Frozen sewer line
- I have an on-site septic that backed up several times last winter but that appears to have been fixed
- Leak in main
- Line to water main burst
- Our road overflows in breakup season every year and backs up our sewer system
- Replacing old lines
- Shutdown
- The two cross streets were torn apart most of the summer and the streets were blocked and flooded, smell wasn't very appealing at times; traffic was rerouted and that was somewhat inconsistent as well



- Water line disruption due to leaking pipe repair
- Water main failed; formerly AWWU did not serve the Port fully, but that is changing

Question: Regarding your water and sewer service, which of the following services would your business be interested in if they were available?

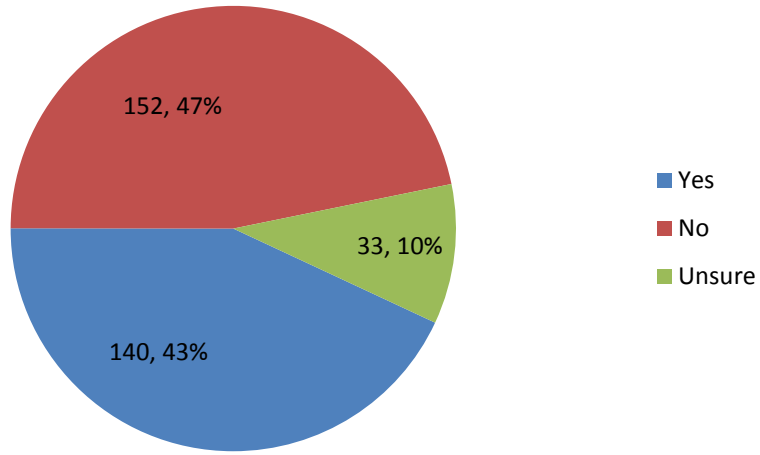
332 Respondents

Proposed Service	# of Interested Responses
Insurance for interior plumbing repairs	21
Collection service for used cooking oils (for bio-diesel fuel manufacturing)	18
Sales/service of Point-of-Use devices (filters, reverse osmosis units, faucet mounted devices, etc.)	16
Insurance for on-property water & sewer extension repairs	14
Portable bulk water supplies for events	14

An “other” response was offered with an opportunity to elaborate. The following is a verbatim list of applicable responses.

- City water/sewer
- Competitive contractor labor/materials pricing for plumbing repairs/capital projects. Grants
- Disaster supplies
- Opting out
- Recycling including electronic
- Recycling made convenient
- Water and sewer
- We buy drinking water. The tap water comes out brown sometimes.

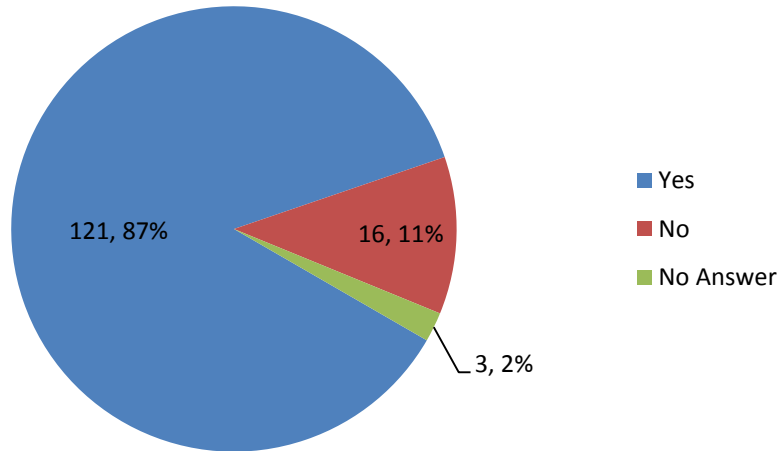
Question: Is on site recycling collection available at your business location?



n=325

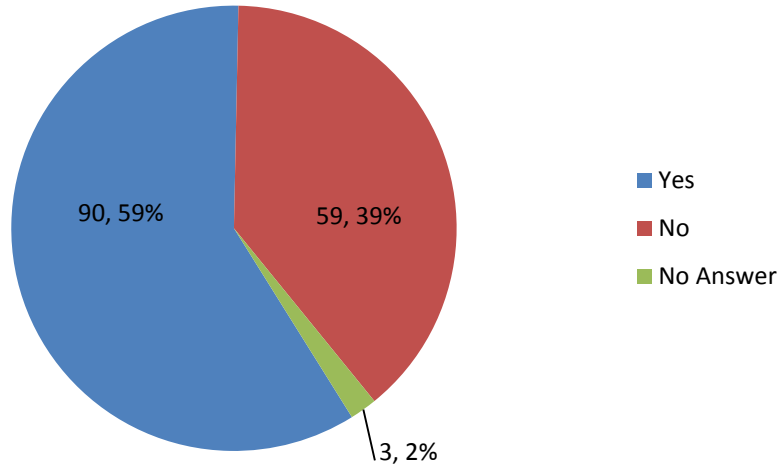
Question: Does your business utilize the available on site recycling collection service?

(Asked of the 140 respondents who gave a “yes” answer to the previous question)

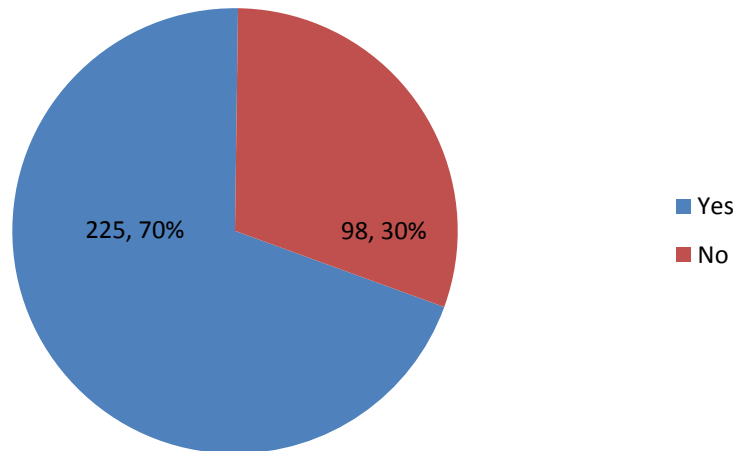


Question: If on site recycling were available for a fee, would your business be inclined to use this service?

(Asked of the 162 respondent who gave a “no” answer to the recycling availability question)



Question: Is reducing energy costs an active concern for your business?



n=323

Question: Which of the following does your business do, or is considering doing, to reduce energy costs? Check all that apply. (Asked of the respondent who answered “yes” to the previous question)

Energy Reduction Action	# of Respondents Doing or Considering Action	% of Respondents
Conducting an energy audit/facility assessment	92	40.9%
Creating an energy plan/policy for your business	57	25.3%
Installing an energy management system	30	13.3%
Installing solar, wind or other non-utility net metering	31	13.8%
Replacing lighting, HVAC or other systems	117	52.0%
Researching/applying for energy efficiency loans	15	6.7%
Other	17	7.6%

n=225

An “other” response was offered with an opportunity to elaborate. The following is a verbatim list of applicable responses.

- Add insulation
- Comprehensive plan in place and ongoing
- Controlled by landlord
- Designing for sustainable, long term efficient building performance
- Discussions with landlord - JL Properties
- Employee education
- Grant Funded Projects
- Major remodels and upgrading most systems
- New construction in Deadhorse - more energy efficient
- on site electrical generation
- Pay for recycling/power reduction services
- Producing our own power
- Putting in better insulation
- Replace as needed
- Turn things off when we aren't using them, wear a sweater ... simple basic stuff
- Using new more efficient motion picture lighting technology
- We just replaced lighting

Question: Which of the following services, products or technologies would you like your electrical utility provider to offer? Please check all that apply.

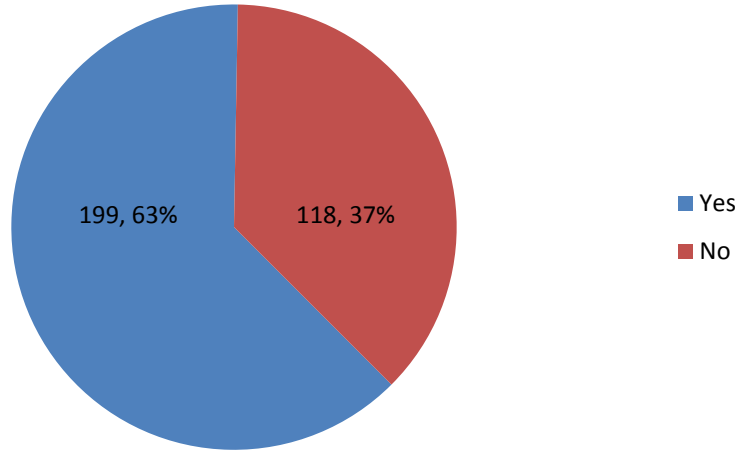
Potential Service	# of Interested Respondents	% of Respondents
Load profile service	51	41.1%
Online energy audit/assessment/benchmark tools	95	76.6%
Wattage meter loan program	24	19.4%
Other	14	11.3%

n=124

An “other” response was offered with an opportunity to elaborate. The following is a verbatim list of applicable responses.

- Buy back of private power to encourage distributed/renewable power generation
- Consistent power; five outages this summer
- Contemporary energy incentives and rates
- Energy Buy Back
- Expand grid for green tech
- Grants for Energy Efficient Projects
- Incentives for efficiency
- Net metering
- Net metering for wind and solar energy with guidelines based on pre-existing statistical data in 24 hours versus demanding a 1 year study
- Off Peak Rate, Reduced Demand Charge, Industrial Rate
- Renewable
- Renewable energy assistance
- Secondary main power supply to Port; add meters for electricity
- We have in the last 2 years or so really converted a lot of conservation type changes to make the business more energy efficient

Question: Are you aware of which port of access your out of state shipments arrive through?



n=317

Question: Which port of access does your business primarily use? (Asked of the respondents who answered “yes” to the previous question)

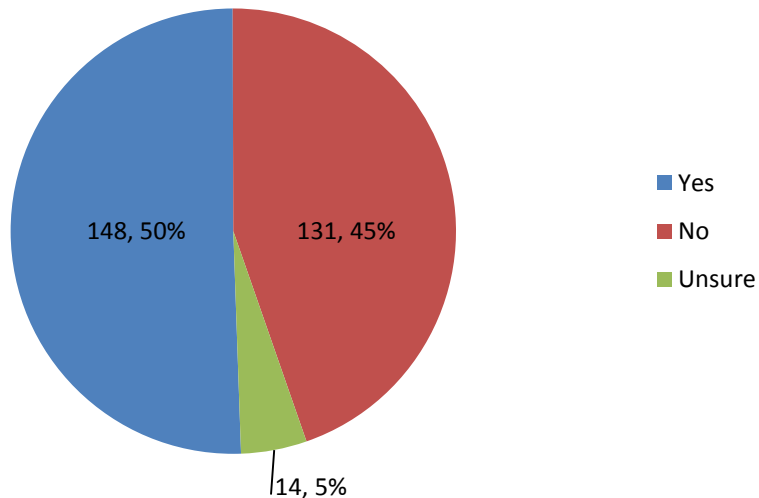
Port of Access	# of Responses
Port of Anchorage	107
Ted Stevens International Airport	63
Port of Whittier	5
Overland Transport	3
Port of Seward	3
Ship Creek Barge Terminal	3
Other: Kodiak	2
Other: Yakutat	1
No Answer	12

Question: Why does your business use a primary gateway other than the Port of Anchorage? (Asked of the respondents who did not answer the previous question with “Port of Anchorage)

Reasons Respondent Uses Gateways Other Than POA	# of Responses
Shipping Not Needed	17
Shorter Time of Transit	11
Respondent is a Port/Air Transport Operator	6
Product/Size Issues	5
Other Location Preferred	4
Not Feasible to Use POA	2
Other Gateways Less Expensive	1
Need for an Ice Free Port	1

n=47

Question: Does your business currently use cloud services for data storage or backup?



n=293

Question: Why doesn't your business utilize cloud services?

Response	# of Responses	% of Respondents
Not Needed	54	40.3%
Too Expensive	13	9.7%
Unfamiliarity with the Product	22	16.4%
Other	45	33.6%

n=134

“Other” Responses

Reason	# of Responses
Confidentiality/Security Concerns	17
Service Already Done In-House	9
Considering it/In Process of Implementing	7
Reliability/Access Concerns	5
Company Policy	2
Service Has a Bad Reputation	1
Not Sure We Need It	1
Not Fast Enough In Alaska	1
Time Constraints to Set Up	1
Cloud Service Used for Other Reasons	1

Question: How do you rate your satisfaction with your business' telecom provider(s) with respect to the quality of the following items?

Service	# of Answers	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	Not Applicable
Voice Telecom Products & Services	330	36 (10.9%)	160 (48.5%)	81 (24.6%)	31 (9.4%)	13 (3.9%)	9 (2.7%)
Data/Internet Products & Services	330	34 (10.3%)	135 (40.9%)	81 (24.6%)	51 (15.4%)	25 (7.6%)	4 (1.2%)
Wireless (mobile) Products & Services	329	35 (10.6%)	153 (46.5%)	75 (22.8%)	40 (12.2%)	14 (4.3%)	12 (3.6%)
Customer & Technical Support Services	321	28 (8.7%)	132 (41.1%)	105 (32.7%)	37 (11.5%)	11 (3.5%)	8 (2.5%)

Question: Which of the following is the most important quality in a wireless provider to your business?

Quality	# of Responses
Comprehensive Alaska coverage	113
Comprehensive out-of-state roaming coverage	36
High quality customer service and support	83
Lowest cost for plans and/or equipment	57
Other Responses	14

n=303

Verbatim "Other" responses

- Consistent accessibility
- Covers both in state and out of state
- Customer service and quality service of phone instead of sporadic unpredictable issues via ACS
- Data transfer speed, data caps
- First release technology
- Flexible contracts for unlocking devices
- Good North America coverage
- High quality service
- In state and out of state coverage
- Lowest Cost for plans/equipment & High quality customer service and support
- Phones help people stay in touch & do business at the comfort of one's privacy
- Reliability
- Reliability
- Reliability; no outages

Please list any telecom products or services that your business would be interested in.

57 Verbatim Responses

- A breakdown of options for telecom verse VOIP
- AT&T and GCI
- Better coverage to native villages
- Better rural Alaskan connectivity, voice and data. Wireless internet access in rural communities
- Better teleconference capabilities through local provider rather than goto meeting
- Better video conferencing options for out of state employees
- Broadband access for hotel guests
- Cell and land lines. Cable modem connection for server
- Cellular for staff
- Cellular service that is 100% coverage in all areas of South Central Alaska - especially South Anchorage. ATT cellular service is non-existent in our area, and they do not care
- Cheaper internet services
- Cloud storage & delivery
- Conference room speakers
- Consistent Data access at lower cost than current
- Corporate plan for multiple plans
- Fast Internet
- Faster internet
- Faster internet service
- Faster internet services
- Faster internet speed
- Full contingency solution to support our needs in the event of a disaster
- Gigabit internet access
- Good internet service
- Google fiber
- HD video conference
- Higher speed data and internet connections
- Higher speed internet and thru-put
- I like GCI and use their wireless but their coverage in south central is spotty at best
- I want widespread calling coverage both in Alaska and in the lower 48
- I will be looking into a better system for an answering system
- Increased monitoring for threats to data security. Increased internet speed
- International wireless ACS is the Best!! However, they do not have international plans
- Internet, phone service, mobile
- ISDN lines comparable in costs to those in the lower 48. Our use is only occasional

- It is unacceptable that customers in Alaska have to wait months after new technology is introduced in other areas before it is available in Alaska
- Land line/cellular phones, internet
- Lower cost cable service in Girdwood, the local provider is very expensive
- LTE data services, high speed data connectivity, dark fiber, access to rights of way and cellular towers
- Mobile app / internet integration
- Mobile data cards
- More internet speed
- Receiving much faster internet capabilities
- Roaming, Alaska area AND LOWER 48 Coverage, with just one carrier
- Service in Anchorage is adequate. Service in the remote locations is expensive and not as reliable
- Service is horrible on my side of the valley. Would like better reception and more competitive prices in relation to the Lower 48
- Stronger, more consistent wifi
- Support for telephone, email (with large document attachments)
- Telco in Anchorage is ridiculously over priced for the product delivered
- Transmission of large data packages
- TRUE high speed Internet
- Video conferencing
- We are just upgrading now with ACS for new VOIP phone system
- We would welcome another provider to the state to compete with the status quo
- Whatever it takes to not have dropped calls
- Wireless service throughout the state of Alaska and the lower 48 States
- Wireless, in state local call fees
- With the growth of available data and data methods, faster speeds are required to manage the growing volume of data exchange. Growth of live video and the connectivity required is important to us