



AEDC PROGRESS REPORT

QUARTER 1 OF 2017 | Ending March 31, 2017

REPORT HIGHLIGHTS

- Hosted a sell-out crowd for the Economic Forecast Luncheon Feb. 1 with more than 1,500 attendees. Keynote speaker was Brad Tilden of Alaska Air Group.
- Released six economic reports.
- Anchorage's Comprehensive Economic Development Strategy survey was completed, garnering 1,200 responses from the community.
- Convened business leaders into an Electric Utilities Working Group in order to facilitate discussion around what can be done regarding Anchorage's rising electric utility costs.
- Began the process of a redesign for Anchorageprospector.com to provide a better user experience.



Staffing

AEDC is now fully staffed. In February we brought on Darleen Fernandez as Development Director. In March the Business & Economic Director position was filled by Emma Kelly. We also created two new positions to assist the Live. Work. Play. and BED departments. Connor Keesecker came on as LWP Coordinator and Samantha Luban joined the team as BED Coordinator.



Darleen Fernandez



Emma Kelly



Connor Keesecker



Samantha Luban

Community Engagement

AEDC staff participated in several community events in Q1:

- The whole staff attended the BOMA Annual Commercial Real Estate Forecast Jan. 13
- Will presented for the Alaska Air Carriers Association Feb. 22
- On March 18 Moira participated in a Mountain View employment roundtable discussion
- AEDC staff attended the ATHENA luncheon March 20
- Allison and Natasha attended a VIP sneak peek event for The Studio at The Alaska Club on Jewel Lake March 22
- AEDC invited UAA students to job shadow March 31. Five students met with the staff as a group and then in departmental presentations.

Project Events & Updates

EXECUTIVE

Project Name: AEDC Electric Utilities Working Group

Project Lead: Bill Popp

Date: March 24, 2017

Outcome: AEDC convened a working group of eight to 12 Anchorage business leaders who own or manage commercial/industrial business that are electric consumers in either ML&P or CEA services areas. The group is focusing on a high-level conversation about the challenges the electric utilities face in providing cost-effective and reliable electricity in the coming years and to make recommendations to both utilities and the MOA for go forward strategies to consider. The first two of four scheduled meetings took place in March and included presentations from Mr. Mark Johnston of ML&P, Mr. Lee Thibert of Chugach Electric Association and utilities industry consultant Mr. Kurt Strunk, NERA. Four meetings will have been completed by April 7 and recommendations submitted to utilities/MOA by April 12.

BUSINESS & ECONOMIC DEVELOPMENT

Businesses Assisted Update

	Q1	Q2	Q3	Q4	TOTAL
AEDC Investor Companies	13				13
Non-Investor	15				15
TOTAL	28				28

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

Project Name: Cost of Living Index Data Collection

Project Lead: Allison Meyers

Date: Jan. 12-13, 2017

Outcome: AEDC conducted data collection for the Cost of Living Index. This quarterly project provides a pricing comparison of cities across the nation of key consumer costs. The Cost of Living Index is the most reliable source of city-to-city comparisons of key consumer costs available anywhere. COLI data is recognized by the U.S. Census Bureau, U.S. Bureau of Labor Statistics, CNN Money and the President's Council of Economic Advisors. Our data and methodology are described in detail and completely transparent to users. Both data and methodology are reviewed by an advisory board composed of academic researchers and government officials. The Cost of Living Index is referenced in the U.S. Census Bureau's Statistical Abstract of the U.S. Participation ensures that Anchorage continues to be included in this 265-city report, allowing us to maintain an understanding of our standing versus other cities. Additionally, we receive quarterly and annual reports on the data at no cost by being a data provider.

Project Name: Comprehensive Economic Development Strategy (CEDS)

Project Lead: Emma Kelly

Date: Ongoing

Outcome: AEDC is working on the Anchorage Community Economic Development Strategy to provide a plan for future economic strategies for the city. Municipal grant funding totaling \$50,000 has been approved, \$10,000 in private sector funding has been committed to by Northrim Bank, and an application for a \$60,000 EDA planning grant has been preliminarily approved. CEDS project planning and implementation in Q1 2017 has been focused on organizing the steering committee for the project, the analysis of the 1,200 community survey responses, and organizing industry and community meetings. The Anchorage CEDS will be a five-year economic development plan and will provide a vehicle for individuals, organizations, government, learning institutions and private industry to engage in a meaningful conversation about what capacity building efforts would best serve economic development for Anchorage. The CEDS also provides the Anchorage community the opportunity to qualify for EDA assistance under its Public Works and Economic Adjustment Assistance programs.

DEVELOPMENT

Project Name: 2017 Economic Forecast Luncheon

Project Lead: Bill Popp & Sean Carpenter

Date: Feb. 1, 2017

Outcome: The Economic Forecast Luncheon was a complete success, with Communications Director Sean Carpenter selling out tickets within a week of going public. We had nearly 300 people on the waiting list for the event and sold out for a fifth year at approximately 1,500 tickets. The Live. Work. Play. exhibit in the lobby and Newcity Entertainment’s photo booth attracted significant attention. The private Keynote Reception for Brad Tilden was successful due to high attendance, increased local interest and increased sponsor participation.



Plus, a great deal from Gallop Lodge! | [View this email in your browser](#)



INVESTOR E-NEWS | MARCH 2017

UAA's economic impact event

 Moira Sullivan Live/Work/Play Director AEDC	 Jim Brewer Sr. Operations Manager FedEx Anchorage	 Deb Hansen Chief Nursing Executive Prudence Alaska Medical Center	 Geoff Wright President Pangea Technology
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On March 21 Alaska Common Ground hosted "UAA & Our City's Future" at 49th State Brewing Company. More than 50 community members attended this public event, which facilitated conversation about the University of Alaska Anchorage, its economic impacts on Anchorage, and what potential university budget cuts could mean for the city's economy and businesses.

[Read More](#)

Project Name: Investor Communication & Recognition

Project Lead: Darleen Fernandez & Sean Carpenter

Date: Ongoing

Outcome: The Communications Department sent out six Investor e-news campaigns during Q1 where AEDC welcomed and recognized 23 Investors. In March, Comms redesigned the Investor e-news by making it more modern, more visual and easier to navigate. Compared to e-mail statistics from Q1 2016, the open rate and click rate have both increased dramatically.

Project Name: Investor Recruitment

Project Lead: Darleen Fernandez

Date: March 2017

Outcome: A new and updated Investor kit has been designed, produced and distributed in new Investor recruitment meetings and efforts. With focus on attracting \$500-level Investors, the piece places heavy emphasis on Bronze Investor benefits and opportunities while offering an overview of AEDC accomplishments, staff and Areas of Focus including Live. Work. Play. and Alaska AeroNexus Alliance. Since its implementation, three new Bronze Level Investors have joined AEDC.



Project Name: ChamberMaster

Project Lead: Darleen Fernandez

Date: March 2017

Outcome: In ongoing efforts to better serve Investors, ChamberMaster has been implemented as AEDC's Investor management software. Key components include elimination of data entry into multiple systems, website integration, custom reporting, communications, event management and online directory. With this new platform greater efficiencies will be realized in both streamlined administrative recordkeeping activities and Investor retention and attraction initiatives.

AIRPORT-RELATED BUSINESS DEVELOPMENT

Project Name: Carbon Fiber Manufacturing Research

Project Lead: Will Kyzer

Date: January 2017

Outcome: AEDC assisted the Municipality of Anchorage in researching the feasibility of attracting a carbon fiber manufacturing facility to Anchorage. AEDC set up meetings with both carbon fiber manufacturing experts and logistics consultants. After further research, the Municipality concluded that a carbon fiber manufacturing facility would not be feasible in Alaska at this time.

Project Name: 3-D Printing Startup

Project Lead: Will Kyzer

Date: February 2017

Outcome: AEDC received an inquiry from a foreign-based 3-D printing startup regarding relocation possibilities in Anchorage and the opportunities served by Anchorage air cargo connectivity. The company expressed interest in the feasibility of establishing an assembly and distribution center in Anchorage for serving the U.S. market. AEDC consulted with the company and provided a relocation information packet tailored to the specific needs of the company, including an overview of real estate options, workforce supply chain advantages and public resources. The company is considering the investment proposal.

Project Name: Request for Interest - Commercial Developers and Finance Partners

Project Lead: Will Kyzer

Date: March 13, 2017

Outcome: As part of the Alaska AeroNexus® Alliance, AEDC drafted and marketed a Request for Interest for commercial developers and financing partners. This RFI process provides a vehicle for developers and financing entities to collaborate with investing companies in the future. This project is continuing into April 2017.

Project Name: California Regional Investigational Supplies Professionals (CRISP) Meeting

Project Lead: Will Kyzer

Date: March 22-23, 2017

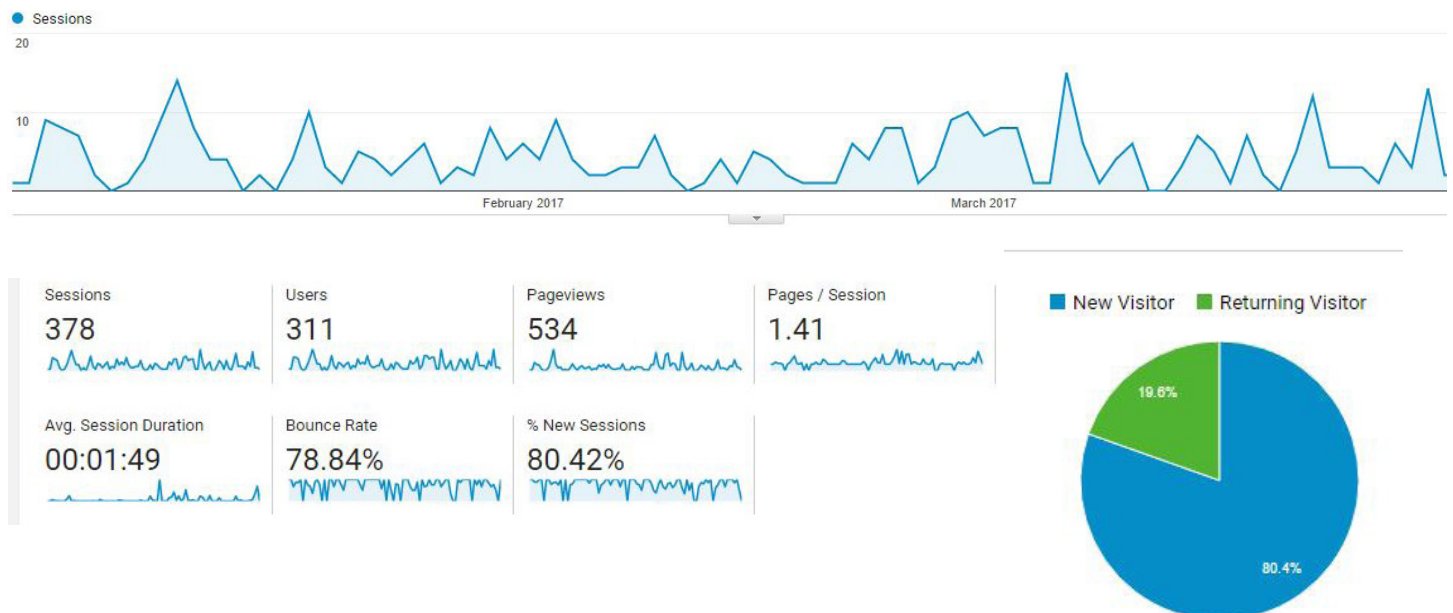
Outcome: Will Kyzer attended the CRISP Meeting in Burlingame, CA. The event focused on best practices in clinical trials logistics management and was a unique opportunity to network with professionals in this sector. In addition to meetings conducted during this conference, several follow-on teleconferences were scheduled with industry experts attending the conference.

RESEARCH

Project Name: AnchorageProspector.com

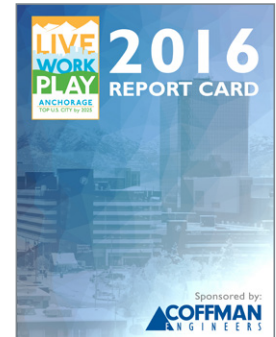
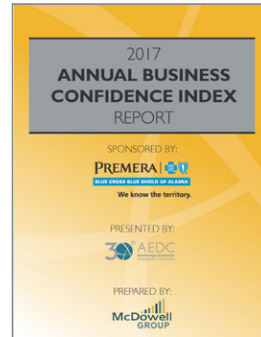
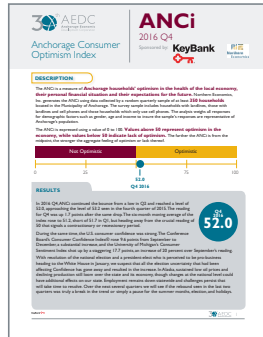
Project Lead: Sean Carpenter

Date: Ongoing



Outcome: In comparing Q1 of this year to Q1 of 2016, the average session time has increased 372 percent, meaning visitors to Anchorage Prospector are spending a great deal more time exploring the site during a single visit. Users are also exploring more pages per session compared to Q1 of last year. The bounce rate decreased by 17 percent, which is a positive statistic.

Project Name: AEDC Reports
Project Lead: Sean Carpenter
Date: January-March 2017
Outcome: In Q1, AEDC released **Six reports.**



LIVE.WORK.PLAY.

Project Name: Make Anchorage - Stakeholder Meetings
Project Lead: Moira Sullivan
Date: Jan. 9-13, 2017

Outcome: As part of the Creative Placemaking Area of Focus initiative to create a private local arts council, “Make Anchorage,” we convened three meetings of arts community stakeholders to discuss the feasibility of such a council in Anchorage. The first meeting included major arts funders (Rasmuson Foundation, Block Foundation, Atwood Foundation, ConocoPhillips, Alaska Airlines, and the Municipality); the second meeting included the major arts organizations in Anchorage (the Anchorage Museum, Anchorage Concert Association, Anchorage Symphony Orchestra, Cyrano’s, Perseverance Theater, Anchorage Artists Co-Op). Both groups endorsed the idea of an arts council and requested some additional information about three forms that the council might take, either as a stand-alone 501(c)3, as a donor-advised fund at the Alaska Community Foundation, or as a program within an existing nonprofit in Anchorage.

Project Name: Green Dot on Trails
Project Lead: Moira Sullivan
Date: Jan. 25, 2017

Outcome: The Community Safety and Trails Areas of Focus joined forces to put on a first-ever Green Dot training for Trail Watch volunteers and trail enthusiasts. Green Dot is a nationwide, safe bystander intervention training. Over 40 trail users attended to learn techniques to keep themselves and others safe on the trails. Mayor Ethan Berkowitz spoke about the importance of each of us feeling empowered to make our community safer.



Project Name: Job Skills Boot Camp at Mt. View Library

Project Lead: Moira Sullivan

Date: March 8, 2017

Outcome: The Workforce Development Area of Focus is teaming up with local business professionals to offer Job Skills Boot Camps in four communities. Each workshop, which will be hosted in neighborhood centers around town, will cover eight topics from how to dress appropriately for an interview to customer service skills. Companies participating in the first boot camp included GCI, Providence Hospital, the Anchorage Police Department, CIRI, Anchorage Water & Wastewater Utility and Cook Inlet Tribal Council.

Project Name: Anchorage Cares Business Summits

Project Lead: Moira Sullivan

Date: March 9 and 30, 2017

Outcome: In the fall of 2016, the Community Safety Area of Focus launched the “Anchorage Cares” initiative, with signs and ads discouraging Anchorage residents from giving money to panhandlers and instead urging them to give directly to local homeless service agencies through the website, www.anchoragecares.org. In March, the committee brought together major businesses in town that are disproportionately impacted by panhandling to raise additional funds and expand the campaign to have broader reach over the next three years, starting in May 2017, and to have new point-in-time panhandling counts, conducted by researchers at the UAA Department of Justice, to track the impact of the campaign over time.



Project Name: UAA and Our City’s Future

Project Lead: Moira Sullivan

Date: March 21, 2017

Outcome: AEDC assisted Alaska Common Ground in holding a public discussion about the economic impacts of the University’s funding reductions. Moira and three other business professionals spoke about what the University means for their businesses and communities. Over 50 people attended the event.

Project Name: Trails Initiative Wayfinding – Project Fundraising

Project Lead: Moira Sullivan

Date: March 15, 2017

Outcome: The Trails Initiative has been working for three years to create and design a new wayfinding system of maps and signs on Anchorage’s trails. In order to install these signs in summer 2017 and summer 2018, the Trails Initiative, a partnership of the Anchorage Park Foundation and AEDC, is working to raise private funding from local businesses and individuals, totaling \$600,000 for the full trails project.

Project Name: LWP Exhibit Hall at the Economic Forecast Luncheon

Project Lead: Moira Sullivan

Date: Feb. 1, 2017

Outcome: At the 2017 AEDC Economic Forecast Luncheon, the Live. Work. Play. Areas of Focus were showcased in the exhibit hall right outside the main ballroom. The exhibit hall opened an hour before the luncheon began, and drew early arrivals to learn more about the projects of each Area of Focus and how to get involved with Live. Work. Play. More than 20 Live. Work. Play. volunteers staffed booths, answered questions, displayed project materials, and took names of interested volunteers.



 iloveanchorage - @angieinalaska, Nikki Navio and @adamlegg

Project Name: I Love Anchorage Instagram Account

Project Lead: Natasha Price

Date: Ongoing

Outcome: The account was hosted by 27 individuals and organizations in Q1. Hosts included representatives from the State of Alaska Child Care Program, Alpha Media, Alaska Public Media, Skinny Raven Sports, Tundra Travels, UAA, HDR Inc., AEDC, ChangePoint, Anchorage School District, Anchorage Park Foundation, Alaska's Kids, Fur Rendezvous, Hard Rock Cafe, Alaska World Affairs Council, Deha Yoga Studio, Mediaegg LLC, Pacific Northern Academy, Live Large Design and Alaska Airlines as well as a paralegal, nanny, hairdresser and dental assistant.

COMMUNICATIONS

Project Name: Anchorage Prospector Redesign

Project Lead: Sean Carpenter

Date: Ongoing

Outcome: Anchorage Prospector has had the same layout for the past few years. In order to effectively market it, and in turn, Anchorage, it was decided that the website needed a new user interface. Communications Director Sean Carpenter worked with GIS Planning to produce a more user-friendly prototype that will be launched by early May 2017.

Public Relations

PR INQUIRIES	Q1
Media Contacts	28
Presentations by staff	19

MEDIA COVERAGE

From this progress report and going forward, the way media coverage is reported will be different. To be able to set internal PR metrics, only actual media coverage will be reported, resulting in a smaller number than before, but a more accurate representation of AEDC's media market penetration.

Media Clips

- Bad for business: How education cuts could hurt the Anchorage economy -KTVA CBS 11
- In rare move, AEDC submits motion urging lawmakers' budget decisions - KTUU
- AEDC launches targeted job skills boot camps in high unemployment neighborhoods -Your Alaska Link
- Alaska home foreclosure count shows little sign of recession's effects - Alaska Dispatch News
- Ship Creek development leaves some worrying: What if there's an earthquake? - Alaska Dispatch News



SOCIAL MENTIONS

Q1 - 253
Q2
Q3
Q4

This metric doesn't include engagement, but is strictly a measure of Share of Voice. What does this number mean? It means that our new strategy to make AEDC's brand more well known via our social channels is working.



NEWS COVERAGE

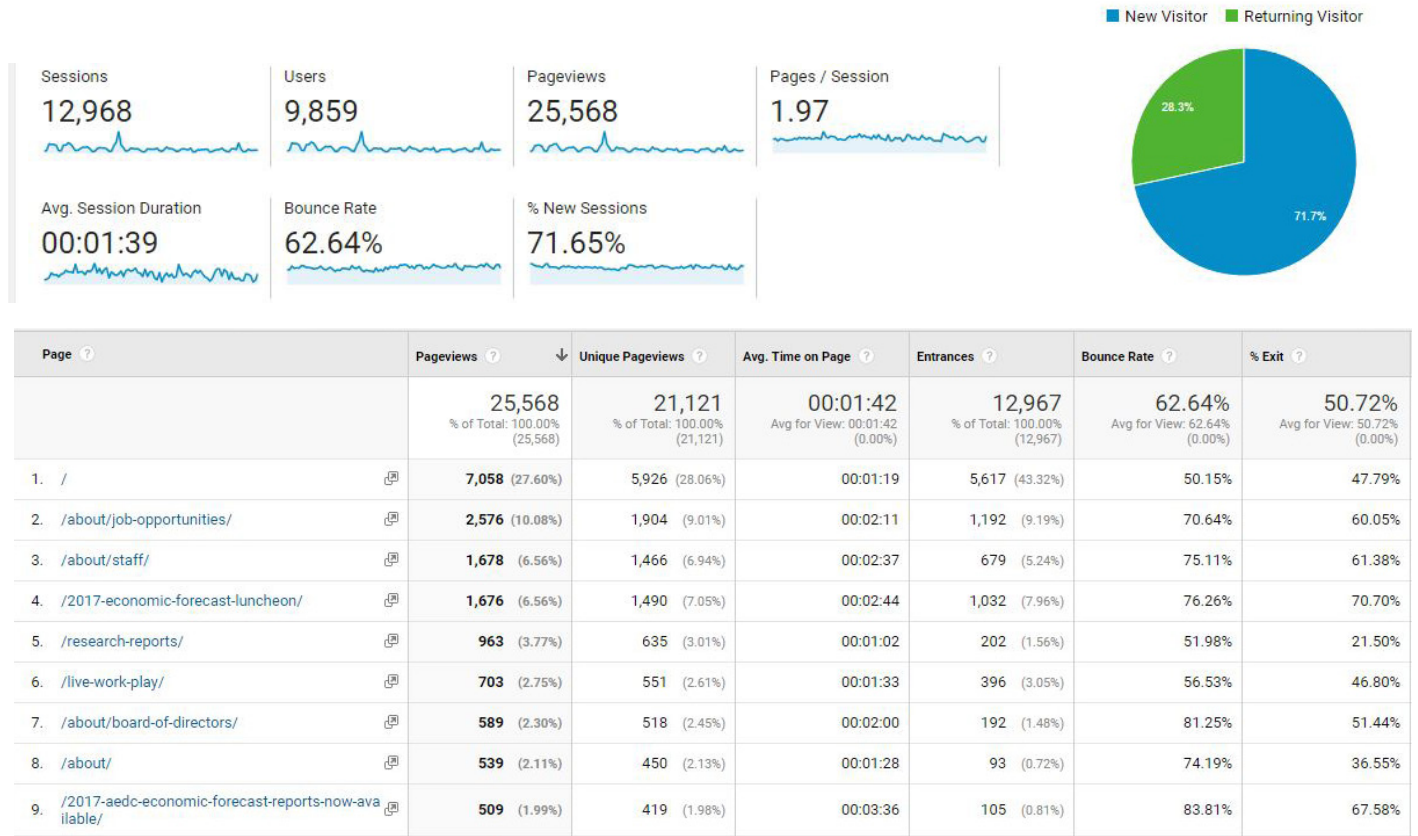
Q1 - 33
Q2
Q3
Q4

Even with a reduced PR budget for FY 2017, and many projects for the Comms. team to work on, AEDC still achieved the media spotlight more than twice a week on average!

WEBSITE

The Communications Department is in the process of improving the search engine optimization (SEO) for the website. Due to their efforts, the site has seen a 35.2% increase in unique page views since last quarter. The Comms team will continue to optimize the site, update the content and improve the overall design in an effort to increase our web presence.

All social media platforms have seen an increase in followers, due to an increased effort from the Comms team to post quality content across all our accounts.



SOCIAL MEDIA

Platform	Year Created	2016 Q1 Total Followers	2016 Q2 Total Followers	2016 Q3 Total Followers	2016 Q4 Total Followers	2017 Q1 Total Followers
AEDC Facebook	Aug. 2009	1,769	1,931	2,019	2,084	2,107
Live. Work. Play. Facebook	Feb. 2012	1,457	1,593	1,692	1,773	1,787
AEDC Twitter	Feb. 2009	3,507	3,596	3,669	4,024	4,069
AEDC LinkedIn	Mar. 2013	1,433	1,475	1,510	1,564	1,581
Live. Work. Play. LinkedIn	Mar. 2016	9	56	66	85	87
AEDC Instagram	Oct. 2013	413	503	556	640	669
I Love Anchorage Instagram	Aug. 2013	10,669	12,351	13,794	14,707	15,863

Q1: INSTAGRAM - I LOVE ANCHORAGE HOSTS

Week #	Dates	Name	Organization
173	JAN 2 - 4	Christina Hulquist	State of Alaska Child Care Program Office
173	JAN 5 - 8	Matt Collins	Alpha Media
174	JAN 9 - 11	Angie Fraker	Paralegal
174	JAN 12 - 15	Jon Norris	Alaska Public Media
175	JAN 16 - 18	Sarah Haynes	Skinny Raven
175	JAN 19 - 22	Haley Johnson	Tundra Travels
176	JAN 23 - 25	Myra Scholze	UAA student
176	JAN 26 - 29	Nikki Navio	HDR, Inc.
177	JAN 30 - FEB 1	Sean Carpenter	AEDC
177	FEB 2 - 5	Adam Legg	ChangePoint, Love Alaska
178	FEB 6 - 8	Ivy Bowler	Anchorage School District
178	FEB 9 - 12	Jennifer Caynor	Nanny
179	FEB 13 - 15	Laura Vachula	Anchorage Park Foundation
179	FEB 16 - 19	Jamie Robinson	Alaskas Kids
180	FEB 20 - 22	Marissa Gingery	Dental Assistant
180	FEB 23 - 26	Amie Haakenson/Rondy Royalty	Rondy Royalty
181	FEB 27-MAR 1	Sonya Wellman	Hard Rock Café
181	MAR 2-5	Kendra LeAnn	Hairdresser
182	MAR 6-8	Alyssa Bish	Alaska World Affairs Council
182	MAR 9-12	Lisa Burke	UAA student
183	MAR 13-15	Andrea DeVore	Deha Studio
183	MAR 16-19	Aliza Sherman	Mediaegg, LLC
184	MAR 20-22	Molly Liston	Pacific Northern Academy
184	MAR 23-26	Adele Wiejaczka	Live Large Design
185	MAR 27-29	Liliana Acosta	Alaska Airlines
185	MAR 30-APR 2	Katy Bakker	Teaching assistant

AEDC E-NEWSLETTER

	2016 Q2	2016 Q3	2016 Q4	2017 Q1
Campaigns sent	5	13	4	6
Subscribers	4,082	4,282	4,262	4,190
Opens	16.7%	16.2%	16.2%	16.4%
Clicks	2.4%	2.3%	2.4%	2.4%

LIVE. WORK. PLAY. E-NEWSLETTER

The LWP e-news was officially launched in 2015, providing a monthly update on the initiative and current Area of Focus projects and events.

	2016 Q2	2016 Q3	2016 Q4	2017 Q1
Campaigns sent	3	3	4	5
Subscribers	1,145	1,193	1,248	1,249
Opens	25.60%	24.20%	23.90%	23.60%
Clicks	4.00%	3.90%	3.40%	3.40%

Staff

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