



AEDC PROGRESS REPORT

QUARTER 2 OF 2017 | ENDING JUNE 30

REPORT HIGHLIGHTS

- Continued work on the Anchorage Comprehensive Economic Development Strategy - a key player in helping shape the Anchorage economy over the next five years.
- Released five economic reports.
- AEDC testified before the Anchorage Assembly on behalf of the Electric Utilities Working Group's recommendation Letter
- AEDC assisted 47 businesses in Q2
- Anchorageprospector.com redesign was completed and made live

Community Engagement



AEDC staff participated in several community events in Q2:

- Staff participated in a Green Dot training April 18 and learned about positive intervention techniques
- The whole staff attended the Anchorage Chamber's "Make it Monday" event April 24 to support Moira Gallagher as she presented about Workforce Development in Anchorage
- Will and Natasha attended the the annual Copper River salmon opener event May 19 at the Alaska Airlines Cargo Center
- Several staff members attended Investor TrailerCraft's annual open house event June 21
- Darleen represented AEDC at the Girl Scouts of Alaska Young Women of Achievement Luncheon
- AEDC staff participated in the city's annual clean-up day May 4 where they picked up trash on the Coastal Trail

Project Events & Updates

EXECUTIVE

Project Name: AEDC Utilities Working Group Project

Project Lead: Bill Popp

Date: Began 4th quarter 2016, completed 2nd quarter 2017

Outcome: Based on input from local businesses and Investors, AEDC formed a business working group that evaluated the current status of the local electric grid and the two major providers ML&P and Chugach Electric Association. The Working group met four times and engaged with the local power company's leadership and a national consultant on power companies. The Utilities Working group made three recommendations:

- The Utilities should maximize all efforts currently underway to align the operations of the 2 utilities
- The Utilities should seek out any additional opportunities that might still remain to better align systems and operations not already identified
- The Utilities should enter into immediate discussions to explore whether they should ultimately merge into a single utility to maximize efficiencies in an effort to stabilize or even lower long-term electricity costs

Recommendations were delivered to ML&P, CEA and the Municipality of Anchorage. Both the Mayor's office and the Anchorage Assembly approved ML&P entering into a discussion with CEA about a possible merger. CEA also has agreed to enter into the discussion.

BUSINESS & ECONOMIC DEVELOPMENT

Project Name: Comprehensive Economic Development Strategy

Project Lead: Emma Kelly

Date: Ongoing

Outcome: AEDC was commissioned by the City of Anchorage to consult the citizens of Anchorage, local government and the business community to develop an ongoing strategy to increase economic development in Anchorage. In Q2, BED facilitated nine CEDS roundtable discussions for both the community and businesses. The roundtable discussions were organized to dig deeper into the SWOT (strengths, weaknesses, opportunities and threats) Analysis. Attendees participated in a facilitated discussion to brainstorm what Anchorage needs to continue to be a welcoming and successful city.



Project Name: Cost of Living Index Data Collection

Project Lead: Emma Kelly

Date: March 23-24, 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: "Pop-Up" Anchorage

Project Lead: Emma Kelly

Date: Ongoing

Outcome: AEDC is working with several community partners to stimulate and foster business growth for minority, low income, and immigrant entrepreneurs. It's based on REVOLVE Detroit, a collaborative program that activates vacant storefronts with transformational businesses and art installations. This project is still in the planning process. The BED department has met with Catholic Social Services, SBDC, ACLT, the Mayor's Office, APU and PTAC to discuss curriculum development and analyze current barriers.

Businesses assisted by AEDC in 2017:



DEVELOPMENT

Project Name: 2017 3-Year Outlook Luncheon Planning

Project Lead: Darleen Fernandez

Date: April 1 - June 30, 2017

Outcome: Sponsorship commitments were solicited and secured resulting in \$132,500 raised through June 30. This amount exceeds prior year fundraising. Sponsorship efforts to continue through July 15 followed by event planning including logistics, volunteer recruitment and centerpiece and gift bag assembly.

AIRPORT-RELATED BUSINESS DEVELOPMENT

Project Name: Outsourcing Clinical Trials Conference

Project Lead: Will Kyzer

Date: May 22-24, 2017

Outcome: AEDC attended this conference focused on clinical trial logistics companies. AEDC staff met with 10 companies at this conference, including eight clinical trial logistics firms and two pharma developers/manufacturers. Several ongoing conversations occurred after the conference, with proposals to be delivered to at least two of these businesses.

Project Name: SelectUSA Investment Summit

Project Lead: Will Kyzer

Date: June 19-20, 2017

Outcome: AEDC attended this conference focused on foreign direct investment and trade, with over 3,000 representatives. AEDC met with representatives of nine companies, including site selectors and an Asia conglomerate with specialties in consumer electronics, automotive manufacturing and industrial finance. Significant opportunities may exist with Asia firm and discussions are ongoing.

Project Name: Press Release – AeroNexus Letters of Interest

Project Lead: Will Kyzer

Date: June 28, 2017

Outcome: Six companies have formally expressed interest in discussing commercial development and financing options in and around the Ted Stevens Anchorage International Airport. Irwin Development Group, Lynxs Group, Pfeffer Development, First National Bank Alaska, KeyBank and Northrim Bank submitted formal requests for interest letters to the Alaska AeroNexus® Alliance in pursuit of development opportunities at the Anchorage airport. AEDC successfully created and distributed a press release to targeted industry publications. Coverage was received in at least three publications, including American Shipper, Air Cargo News and 247CustomsBroker. A major national airport property developer contacted AEDC as a direct result of the press release. Discussions with this developer are ongoing.

Project Name: Transportation Infrastructure Outlook
Project Lead: Will Kyzer
Date: June 20, 2017
Outcome: AEDC organized an event focused on the opportunities and challenges facing Anchorage's largest infrastructure assets. Speakers included executives and managers from the Ted Stevens Anchorage International Airport, Alaska Railroad, Port of Anchorage, Alaska Trucking Association and Alaska DOT. Approximately 25 people attended the event.

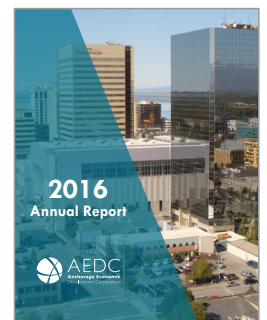
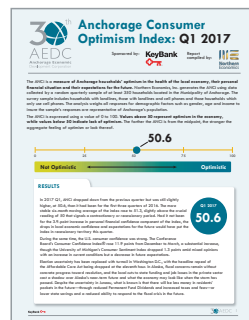
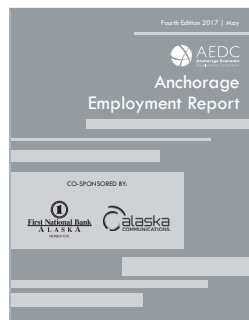
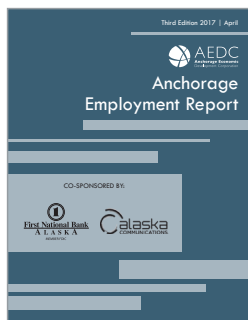
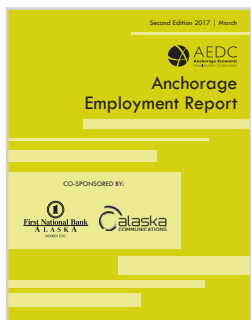


Project Name: AeroNexus Alliance: Proposal Delivery
Project Lead: Will Kyzer
Date: June 30, 2017

Outcome: To date, detailed company-specific investment proposals have been delivered to 18 companies in the clinical trial logistics, automotive electronics, consumer electronics and third-party logistics sectors. This outreach coincides with the finish of Global Logistics Development Partners' work. Transition of relationships built from GLDP to AEDC is underway to continue discussions.

RESEARCH

Project Name: AEDC Reports
Project Lead: Sean Carpenter
Date: April-June 2017
Outcome: In Q2, AEDC released **five reports.**



Project Name: AnchorageProspector.com

Project Lead: Sean Carpenter

Date: Ongoing



Outcome: In comparing Q2 of this year to Q2 of 2016, the average session time has increased 324 percent, meaning visitors to Anchorage Prospector are spending a great deal more time exploring the site during a single visit. The bounce rate decreased by 21 percent, which is a positive statistic.

LIVE.WORK. PLAY.

Project Name: Job Skills Boot Camp

Project Lead: Moira Gallagher

Date: April 29, 2017

Outcome: LWP hosted a Job Skills Bootcamp at the Spenard Recreation Center. With the partnership of the Alaska Federation of Filipino Americans, Inc. (AFFA), the event provided the attendees with soft skills and professionalism training to help prepare them for interviews and jobs.

Project Name: College to Career (Job Skills Training)

Project Lead: Moira Gallagher

Date: May 17, 2017

Outcome: College to Career was a job skills boot camp at Bear Tooth Theatrepub. This was an opportunity for college students and recent graduates to learn about the skills they need to find a job after college.

Project Name: Anchorage Cares Campaign

Project Lead: Moira Gallagher

Date: 2016-2019

Outcome: A public awareness campaign to deter members of the public from giving directly to panhandlers. There are multiple components to this project including a communications strategy and a panhandling point in time count.



Project Name: Trails Safety Summer Kick-Off

Project Lead: Moira Gallagher

Date: May 24, 2017

Outcome: The kick-off was a public event to promote strategies for trail safety and opportunities to get involved with Anchorage Trail watch.

Project Name: PrideFest Sponsorship

Project Lead: Moira Gallagher

Date: June 22, 2017

Outcome: LWP provided rainbow flags and bunting as a component of our sponsorship of 2017 PrideFest to the following businesses: Orso Ristorante, Glacier Brewhouse, Kobuk Coffee, 49th State Brewing, Fat Ptarmigan, Humpy's, SteamDot, Williwaw, Glenn Cravez Law Office.

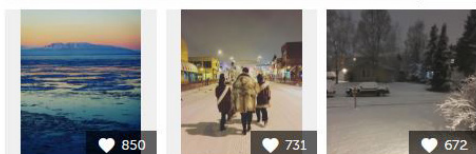
Project Name: I Love Anchorage Instagram Account



Project Lead: Natasha Price

Date: Sept. 2013-June 2017

Outcome: We are saddened to announce that our Instagram account, I Love Anchorage, has been suspended indefinitely due to technical problems. For nearly four years Anchorage residents have been showing off photos and videos of their great city - from coffee cups to moose to our endless sunsets.



It's been a great run and we hope you'll continue using the #iloveanchorage hashtag. Keep showing off our amazing city! Thanks to all 292 hosts who shared 4,560+ photos and gained us more than 16,000 followers. And thank you all of Anchorage!

Public Relations

PR INQUIRIES	Q1	Q2
Media Contacts	28	36
Presentations by staff	19	17

MEDIA COVERAGE

Media Clips

- Panhandlers increasing? Anchorage count could provide clues -KTVA CBS 11
- Big name retailers 'NOT' Coming soon - KTUU
- Empty office spaces reflect sagging economy, low oil prices -KTVA CBS 11
- Personal income dips in Alaska after decade of solid growth - Alaska Dispatch News
- Full-scale studio apartment model points toward Anchorage's housing future - Alaska Dispatch News



SOCIAL MENTIONS

Q1 - 253
 Q2 - 272
 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

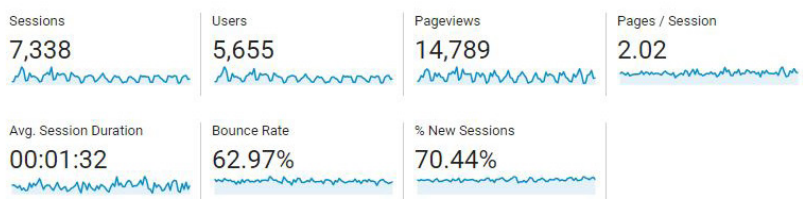
Q1 - 33
 Q2 - 31
 Q3
 Q4

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 about than twice a week on average!

WEBSITE

With luncheon planning taking up a good part of second quarter, the Communications department focused much of their attention to that. However, the website has still seen an increase in important statistics such as bounce rate due to the focus on producing quality content.

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



	14,789 % of Total: 100.00% (14,789)	12,460 % of Total: 100.00% (12,460)	00:01:30 Avg for View: 00:01:30 (0.00%)	7,337 % of Total: 100.00% (7,337)	62.97% Avg for View: 62.97% (0.00%)	49.61% Avg for View: 49.61% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	3,309 (22.37%)	2,856 (22.92%)	00:01:03	2,702 (36.83%)	45.41%	44.03%	\$0.00 (0.00%)
2. /about/staff/	947 (6.40%)	833 (6.69%)	00:02:41	409 (5.57%)	78.48%	66.31%	\$0.00 (0.00%)
3. /2017-3-year-outlook-luncheon/	579 (3.92%)	498 (4.00%)	00:02:41	202 (2.75%)	79.70%	62.52%	\$0.00 (0.00%)
4. /research-reports/	523 (3.54%)	318 (2.55%)	00:00:50	71 (0.97%)	45.07%	17.02%	\$0.00 (0.00%)
5. /ceds/meeting-schedule/	495 (3.35%)	449 (3.60%)	00:02:42	333 (4.54%)	89.19%	80.61%	\$0.00 (0.00%)
6. /live-work-play/	493 (3.33%)	414 (3.32%)	00:01:02	313 (4.27%)	63.90%	50.51%	\$0.00 (0.00%)
7. /about/	481 (3.25%)	380 (3.05%)	00:01:08	98 (1.34%)	73.47%	38.05%	\$0.00 (0.00%)
8. /about/job-opportunities/	448 (3.03%)	401 (3.22%)	00:01:36	224 (3.05%)	74.11%	62.50%	\$0.00 (0.00%)
9. /live-work-play/areas-of-focus/workforce-development/	340 (2.30%)	308 (2.47%)	00:03:14	236 (3.22%)	86.02%	76.18%	\$0.00 (0.00%)
0. /about/board-of-directors/	333 (2.25%)	301 (2.42%)	00:01:41	145 (1.98%)	86.21%	60.36%	\$0.00 (0.00%)

SOCIAL MEDIA

Platform	Year Created	2016 Q2 Total Followers	2016 Q3 Total Followers	2016 Q4 Total Followers	2017 Q1 Total Followers	2017 Q2 Total Followers
AEDC Facebook	Aug. 2009	1,931	2,019	2,084	2,107	2,153
Live. Work. Play. Facebook	Feb. 2012	1,593	1,692	1,773	1,787	1,889
AEDC Twitter	Feb. 2009	3,596	3,669	4,024	4,069	4,181
AEDC LinkedIn	Mar. 2013	1,475	1,510	1,564	1,581	1,605
Live. Work. Play. LinkedIn	Mar. 2016	56	66	85	87	96
AEDC Instagram	Oct. 2013	503	556	640	669	783

AEDC E-NEWSLETTER

	2016 Q3	2016 Q4	2017 Q1	2017 Q2
Campaigns sent	13	4	6	3
Subscribers	4,282	4,262	4,190	4,169
Opens	16.2%	16.2%	16.4%	16.4%
Clicks	2.3%	2.4%	2.4%	2.4%

LIVE. WORK. PLAY. E-NEWSLETTER

	2016 Q3	2016 Q4	2017 Q1	2017 Q2
Campaigns sent	3	4	5	4
Subscribers	1,193	1,248	1,249	1,253
Opens	24.20%	23.90%	23.60%	22.90%
Clicks	3.90%	3.40%	3.40%	3.30%

Staff

Bill Popp, President & CEO: bpopp@aedcweb.com

Will Kyzer, Airport Business Development Director: wkyzer@aedcweb.com

Moira Gallagher, Live. Work. Play. Director: mgallagher@aedcweb.com

Sean Carpenter, Communications Director: scarpenter@aedcweb.com

Darleen Fernandez, Development Director: dfernandez@aedcweb.com

Emma Kelly, Business & Economic Development Director: ekelly@aedcweb.com

Allison Meyers, Operations Coordinator: ameyers@aedcweb.com

Natasha Price, Communications Coordinator: nprice@aedcweb.com

Samantha Luban, BED Coordinator: sluban@aedcweb.com

Connor Keesecker, LWP Coordinator: ckeesecker@aedcweb.com



510 L Street, Suite 603, Anchorage, AK 99501 | (907) 258-3700 | F: (907) 258-6646

www.AEDCweb.com