



Progress
Report

Ist Quarter

2011

Executive Overview • Business & Economic Development •
Communications • Development

April 20

Executive Overview

AEDC completed a successful period in the 1st quarter. Highlights include:

- Assisted 12 in-state and 5 out-of-state businesses seeking help with information and connections to needed resources or contacts in the business community. Two national retailers, one national restaurant chain, and one new technology venture were examples of companies assisted, though all of these companies are engaged under non-disclosure agreements, with no details available for public disclosure.
- Saw a modest decline in usage of AnchorageProspector.com in the 1st quarter of 2011. Usage is expected to increase in the 2nd quarter with the rollout of the upgraded version of AnchorageProspector.com in May.
- Successfully executed the January Economic Forecast luncheon with nearly 1,500 attendees. Event highlights included the presentation of the AEDC 1-Year Economic Forecast, the Business Confidence Index Survey and our featured speaker Peter Sheahan, author of “FI!P”
- Completed and delivered a statewide economic impacts analysis of the 2010 “Everybody Loves Whales” film production in early February.
- AEDC engaged two new staff members: Jon Bittner as Business and Economic Development Director and Meaghan Gould as Administrative Assistant. AEDC is now fully staffed.
- AEDC presented the 2011 Resource Extraction Project Projection report at a very successful event on March 31. Over 100 local business leaders attended. The report, a joint project with Petroleum News and the North of 60 Mining News publications, demonstrated the potential of nearly \$34 billion in proposed new project investments that would create over 10,500 jobs if Alaska can find ways to overcome significant issues that challenge all the projects analyzed in the report.
- The Anchorage economy was highlighted in four national stories across multiple media outlets for a total value of \$246,940 and a total of 12,231,534 circulation/impressions. The Anchorage economy and AEDC were the focus of 20 stories locally with a total value of \$58,652 and circulation/impression of 3,185,898. Total ROI for the 1st quarter was 12:1.
- The Live Work Play committee progressed in its efforts in the first quarter. Initial sub-committee memberships were developed, co-chairs for each subcommittee appointed and a timeline and progress metrics were established. Soft rollout of the “Why do you live here? Why would you leave?” survey was begun with very strong initial response rates. 2nd quarter is expected to see significant progress towards achieving the planned deliverables of both a narrative and metrics that define the vision “By 2025, Anchorage will be the #1 city in America to live, work and play.”
- Preliminary FY11 1st quarter financial results show a +\$107,462 net operating result before depreciation. This is -\$20,839 under budget projection.

Business & Economic Development

Alaska Forward Initiative

The Alaska Forward Leadership council has chosen co-chairs to lead their efforts. Margie Brown, CEO of CIRI and Will Anderson, CEO of Koniag Corporation have agreed to share the

chairmanship of the council. The council is scheduled to meet in person on April 13 to consider two additional industry cluster working groups to recommend for action and funding. The two industry cluster working groups already under way are tourism and renewable/alternative energy. The Leadership council will also consider additional members and future funding needs for additional clusters.

Site Selection Work

Webinar

AEDC Staff is studying the possibility of expanding the scope of the webinar project to include a variety of topics including guides on how to use the new AnchorageProspector.com interface, overviews of the Anchorage economy, discussions of economic development techniques that may be of particular value to the Anchorage economy (such as economic gardening and clustering), and other topics AEDC feels would benefit the local business community and policy makers.

AEDC staff has decided to wait until after the first regional trip is completed to produce a site selector specific webinar in order to give staff a better understanding of exactly what site selectors are looking for. **Status: On-Going**

Meetings

AEDC staff recently purchased a database subscription to *LocationAdvisors.com* that will allow us to better target site selectors for industry specific outreach and to expand our site selector network. This is a key tool that we will use when setting up the regional and familiarization tours. AEDC is looking to do the first regional tour in May and the follow-up familiarization tour sometime in August. **Status: On-Going**

Other Projects/Programs

ARDOR Grant

AEDC participated in the annual ARDOR meeting in January. This was an opportunity to exchange updates with the state administration and the other regional ARDORs on our respective activities. The state updated on legislation pending this session that could help with economic development, including micro loans and expanded authority for AIDEA to provide significant new development tools and loan programs. The state also updated the ARDORs on the Alaska Broadband task force effort planned for launch in March.

Economic Profile for Anchorage

The economic profile is an introductory primer on the Anchorage economy for use by companies considering Anchorage as a possible business location. This document will be invaluable in showing out of state companies the advantages to moving their businesses to the Anchorage area. The first draft for this project is complete and is currently going through revisions. **Status: On-Going**

2011 Anchorage CEDS Update

AEDC and the Municipality of Anchorage are continuing their successful collaboration on the 2010 Comprehensive Economic Development Strategy (CEDS) report to provide the 2011 update to the Anchorage CEDS. The 2011 update document was sent out to all the stakeholders at the end of March via e-mail and their updates and comments are expected back by the end of April. The project is currently on-time and going smoothly. **Status: On-Going**

ANC Contracts

[AnchorageProspector.com](#)

The *AnchorageProspector.com* website update is in the process of final design revisions and is set for a soft release at the end of April/beginning of May. The website has been redesigned to provide more comprehensive demographic reporting in an easier to use format, as well as including some new and improved features. Once implemented, the updated *AnchorageProspector.com* website will be an even more powerful tool for out of state companies interested in relocating to Anchorage and the surrounding area as well as for local businesses looking for comprehensive data sets to help them decide where and how to expand. We continue to keep in touch with ANC staff about the website upgrade and the new features that the redesigned *AnchorageProspector.com* site has to offer.

Status: On-Going

[ANC Website](#)

AEDC staff has produced a graphic mockup of the website interface for Ted Stevens Anchorage International Airport (ANC) staff to approve before it's sent to Walsh Sheppard for actual coding and design. The ANC section of the AEDC website will consist of four separate pages in total. The front page will be divided into three sections: one containing basic information about ANC, one specifically for Kulis & other ANC commercial properties and the third section focusing on cargo transfer rights. Each of those sections will have a link that takes the user to a sub-page populated with more comprehensive data on the chosen section. Each sub-page will also display links to the ANC website for related information.

Currently, the content used for these pages comes from the AEDC Economic Profile for Anchorage, but all information will be edited and approved by ANC staff before being loaded onto the site. **Status: On-Going**

[AnchorageProspector.com Statistics](#)

In 2011 AEDC staff took on the project of revamping the *AnchorageProspector.com* metrics so that they would be easier to understand and could provide a better picture of what is going on in regards to usage of the site.

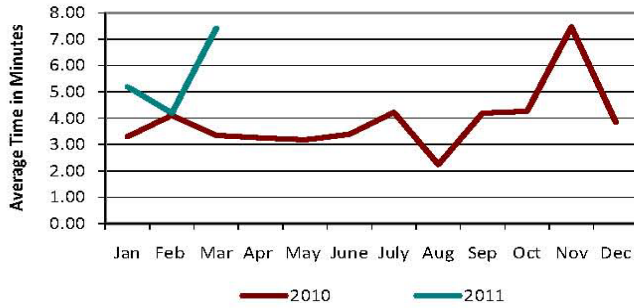
While overall unique visitor traffic is down over the first three months of 2011, the amount of time that this smaller group is spending on the site, and number of pages that they are viewing, has gone up while bounce rates (an indicator of whether or not a visitor arrived at the page intentionally) have gone down. This implies that *AnchorageProspector.com* visitors who come to the site are coming intentionally and are interested in the information that the site has to offer.

Visitors also seem to be gaining a better understanding of the tools offered on *AnchorageProspector.com* as reflected in the report requests which are starting to show more usage for 2011 than 2010. This is especially true when looking at regional searches and reports requested.

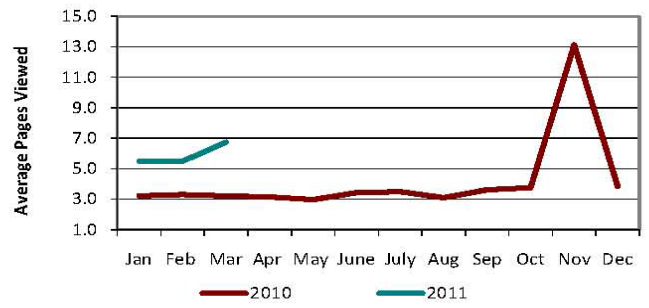
AEDC will continue to promote *AnchorageProspector.com* as a free tool to local real estate agents, business community members, and the general public as well.

General Information

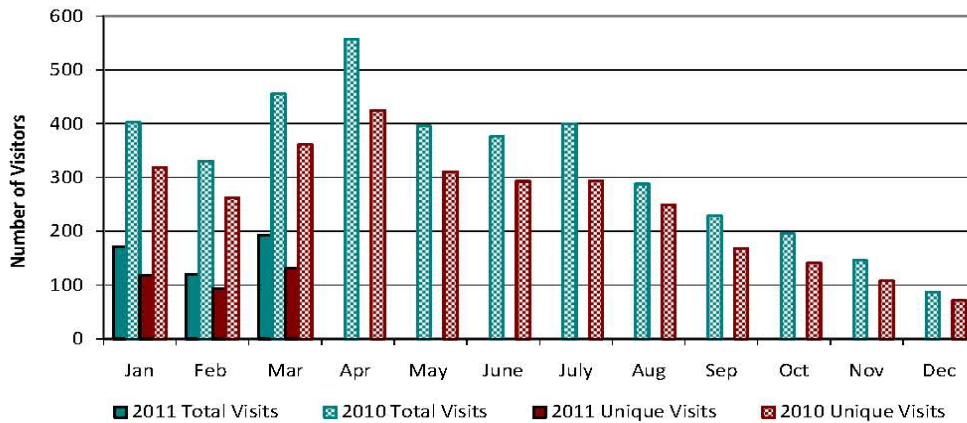
Average Visit Length



Average Pages Viewed

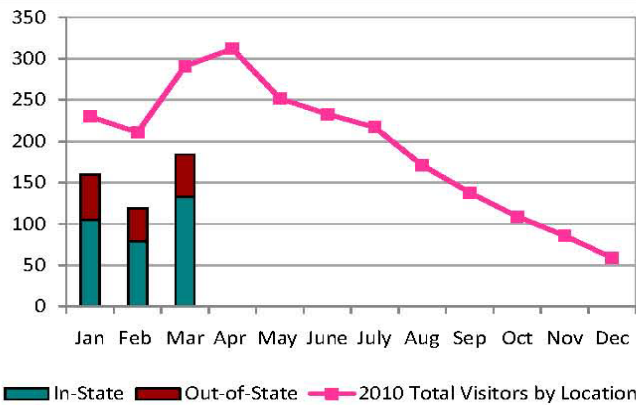


Visitor Traffic

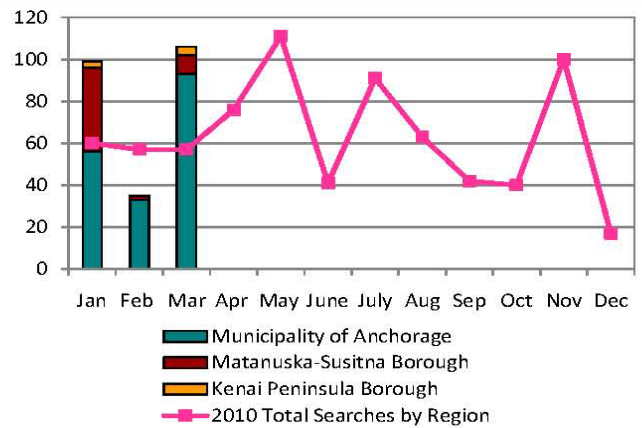


Where Are They From/Where Are They Looking

In-State vs Out-of-State Visitors

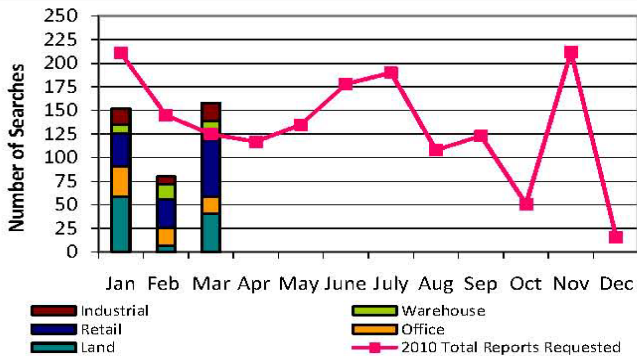


Searched by Region

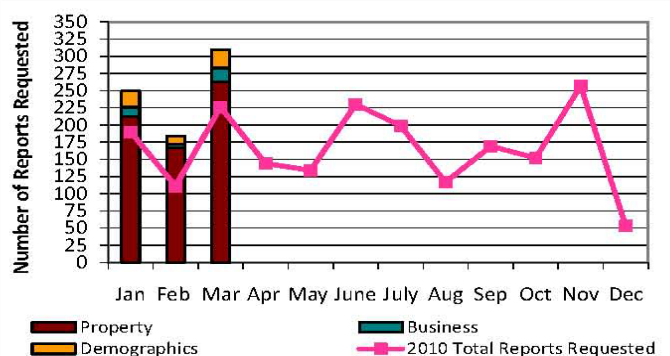


What Are They Doing

Listing Searched by Type



Reports Requested



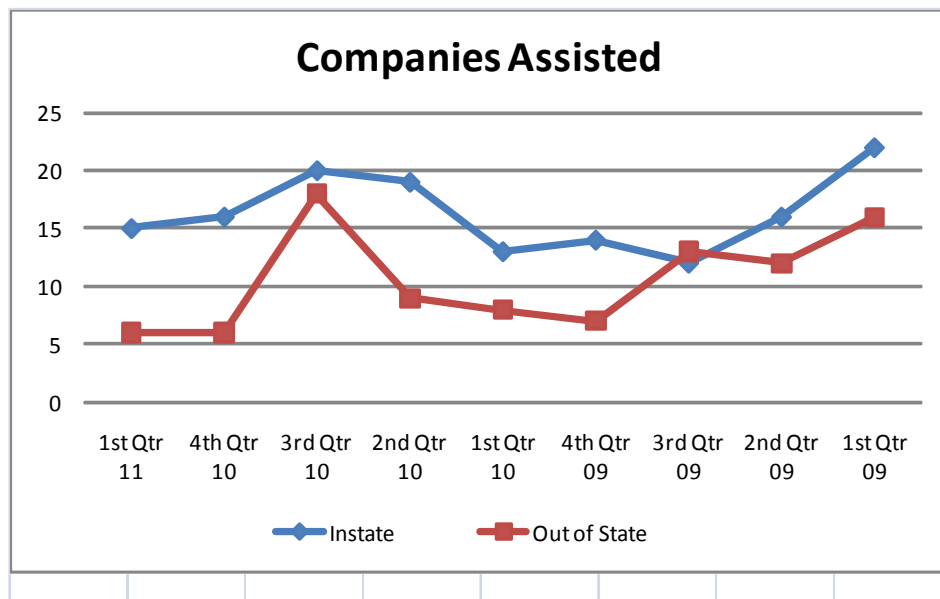
Businesses Assisted

Number of Businesses Assisted

- YTD 2011 Total Businesses Assisted: 17
 - Instate: 12
 - Out of State: 5
- Total 1st Quarter Businesses Assisted: 17
 - Instate: 12
 - Out of State: 5

Sample of businesses assisted:

- The UAA Office of Admittance called looking for information on the population in Anchorage for the past 30 years, the next 30 years, why we grew in the past, and why would we grow in the future. The AEDC staff produced a six page report annotated with a variety of hyperlinks where readers could find additional information on a particular topic.
- A site selector called looking for possible tax incentives for a national franchise that is looking to locate in Anchorage. AEDC provided them with information about available tax credits and worked with the franchise to help them understand what the requirements were and how to apply for them. In the end it turned out the company was ineligible for the credits.
- A local Anchorage company was looking for information on the Consumer Price Index for Anchorage and the US (average). AEDC staff showed them where to find the information on the Alaska Department of Labor website.



SpringBoard

Staff continues to work with Juneau Economic Development Corporation (JEDC) to promote military technology transfer in Southcentral Alaska. We see this as another way to grow our economy from within by creating new markets in-state that haven't existed before.

Technology Transfer: Old Project Updates

- Non-Destructive Testing (NDT) Technology:

- Working with an Anchorage company on a possible NDT technology to see if they are interested in manufacturing a piece of equipment that could test structural integrity through concrete. We put them in touch with JEDC and was told by JEDC that they are waiting till the busy season is over to move forward with the project. We might want to wait to see what the results of the NDT project below are then go to this company with both projects. **Status: On Hold**
- Working with an Anchorage company interested in purchasing technology that could do NDT tests on underground pipe without having to dig it up. We provided the company with information on the technology and they showed some interest. The tech person for the company is now going to get in contact with JEDC to see how they can work together. **Status: Open (updated)**
- Crab Boat Technology: AEDC is currently working with the Bering Sea Crabbers Association on a number of projects. Everything from safety of current equipment on ships to what the next generation of crabbing boats is going to be. **Status: Open**
- Anti-Corrosion Products: AEDC staff has talked to a local company about an anti-corrosion product that they could license in Alaska. Potential markets for this product have already been identified. The company eventually determined that they weren't interested in the products, deciding that it was not an area they wanted to get into. **Status: Closed**
- Revegetation: JEDC passed along some information about a product that helps to speed the process of revegetation. Unfortunately, before we could reach out to local companies to get them involved JEDC had found enough companies willing to try the technology out. **Status: Closed**

New Projects

- Security Upgrade: Working with a local entity on a possible solution to help bring them up to code on their security using Navy technology. **Status: Open**

Communications

Public Relations

73 Placements
Value \$305,565
Reach 15,417,432
ROI 12:1

The Anchorage economy was highlighted in five national stories across multiple media outlets for a total value of \$246,940 and a total of 12,231,534 impressions. The Anchorage economy and AEDC were the focus of 20 stories locally with a total value of \$58,625 and impressions of 3,185,898

Recent Media

National Coverage

“Movie boost to Alaska estimated at \$16.5 million”

“Economics group predicts double job growth rate in ‘11””

“Barrymore movie gives boost to Alaska’s economy”

“Whales’ boost to Alaska economy estimated at 16.5 million”

Local Coverage

“Empty storefronts in Glenn Square have business owners worried”

“AEDC forecast: Local Economy on the upswing”

2011 Economic Forecast was featured on the Mike Porcaro Show

Bill Popp presented the Economic Forecast findings on the David Weatherholt radio program (KOAN)

“Whale’ of an impact: Estimate Credits 1,300 Jobs, \$16.5 Million to Film”

“State, Anchorage jobs, economy looking bright for 2011”

“When it comes to states that offer the best business climate for organizations”

Bill Popp hosted the Dave Stieren Show (KFQD) and discussed the Anchorage economy as well as L.W.P.

“AEDC: presenting an Alaska call to action”

“Alaska Economic Year in Review; 2011 Employment Forecast”

Publications & Reports

- 2011 Economic Forecast
- 2011 Business Confidence Index
- AEDC Connections, 1 Quarter
- February Employment Report
- “Everybody Loves Whales” Economic Impact Study
- 2010 Annual Report
- 2011 Resource Extraction Project Projection
- Economic Dashboard

Electronic Media

[E-Newsletter](#)

The AEDC E-Newsletter is sent out monthly to over 1000 recipients

	2010 Quarter 2	2010 Quarter 3	2010 Quarter 4	2011 Quarter 1
Total Recipients (Avg)	1,050	1,031	1,087	1,158
Recipient Opens (Avg)	242	215	204	217
Percentage Opened (Avg)	23.3%	21%	19.1%	18.9%
Click Rate (Avg)	5.4%	4.9%	4.8%	4.4%

Website

Q1 11 Visits (Avg by month)
1,522 (+64)

Bounce Rate
55.33% (-4.15%)

Average Time On Site
2:03 min (-8)

Social Media

Facebook
256 Fans (+42)

Twitter
486 Followers (-203)

Campaigns

Anchorage First Campaign

In its second year, Anchorage First has continued to expand. Currently there are over 45 participating businesses as well as 2 media outlets offering special advertising deals to participating businesses. In addition to promotion through our sister agencies, GCI and Coastal Television is running the Anchorage First commercial on cable television. Print ads are running in the Anchorage Press through the support of Anchorage Downtown Partnership (ADP), Anchorage Convention and Visitor's Bureau (ACVB) and the Anchorage Press. The campaign has also partnered with Groupon to offer special "Anchorage First" weeks on Groupon.

There is also a promotional/sweepstakes mobile device campaign that allows users to check in at their favorite participating businesses for chances to win prizes. In concert with this program each participating business receives an individualized poster to display in their window.

As in the past, this grass roots campaign is supported by a \$0 budget, but realized through the efforts of AEDC, ACVB, ADP, the Anchorage Chamber, the Chugiak-Eagle River Chamber of Commerce and many generous media partners.

Live.Work.Play. Committee

Released "Why do you live here?" poll online. Promoted through 2 hours on The Dave Stieren show on KFQD and webpresence. Currently have 152 completed responses and will follow on with larger promotional campaign.

Development

Events

AEDC has recently put on two events open to AEDC Investors and the general public. Both events were successful and well attended.

January Economic Forecast Luncheon

The January Luncheon is held the last Wednesday in January and is AEDC's biggest event of the year. It is also one of our biggest fundraisers of the year. Our speaker this year was Peter Sheahan. He has authored several best sellers including a book called FIIP. For those that are interested Peter's speech can still be seen on www.AEDCweb.com

Event Quickfacts

- 1,477 – number of people in attendance
- \$57,000 – dollars raised for the event
- It was a sellout event

AEDC 10 Year Resource Extraction Projection

This is a new event for AEDC that was developed as a way to showcase the types of materials that AEDC puts out for the public. It was also a networking opportunity for AEDC Investors. Dave Witte with CMAI was the guest speaker at the event and talked about the potential of value added chemical manufacturing here in Cook Inlet. Over 100 business and industry leaders attended the event hosted by the Anchorage Marriott Hotel.

Sister Organization Summit

In February we held our third Sister Organization Summit. This gathering of sister organizations that work in the field of or support economic development was created to share projects and to help prevent duplication between organizations. It provides an opportunity for organizations to partner up on projects with the resources needed to make a project a success. Over a dozen organizations participated. The next Summit will be held in Fall 2011.

Investor Relations

- AEDC has 187 2011 Investors (cash & in-kind)
- YTD 2011 AEDC made connections with 46 Investor Companies (25% met with)
- Investors met/scheduled to meet with: 46
- Investor declined meetings: 0
- Attempted contact 3 times with no response: 0