



Progress  
Report

3<sup>rd</sup> Quarter

2013

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Executive Overview • Business & Economic Development  
Communications • Campaigns • Development

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Ending September 30, 2013

## Executive Overview

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### AEDC completed a successful period in the 3<sup>rd</sup> quarter. Highlights include:

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- Assisted 25 in-state and 5 out of state businesses seeking information, contacts and partnerships in the Alaska business community. Out of state companies assisted include ABX Airlines, Quasar Energy Group and Hard Rock Café. Additionally, AEDC assisted numerous in-state companies, including a startup looking to establish a coworking facility in Anchorage, a film production company seeking space to film scenes for a feature film and an entrepreneur intending to provide debit card access in rural Alaska villages.
- AEDC organized the Alaska Entrepreneurship Week to great success. Nearly 3,000 **people attended the 11 events that occurred in Anchorage and Fairbanks. AEDC's** events included the Anchorage Mini Maker Faire, 2013 3-Year Economic Outlook Luncheon, Business Pitch-on-a-Train and the 3<sup>rd</sup> Alaska Hackathon. Four other organizations held Entrepreneurship Week events, as well.
- AnchorageProspector.com saw 122 more visitors, 137 more unique visitors and 185 more page views in Quarter 2 of 2013 than in Quarter 1. Access to the Prospector tool has been increasing, with over 50 percent of all visits originating from websites other **than AEDC's site.**
- The Anchorage economy and AEDC was highlighted in 96 stories across multiple media for a total media value of \$686,250 and 28,855,317 total impressions.
- AEDC released the Alaska Innovator magazine in partnership with the Alaska Journal of Commerce and integrated new, cutting edge augmented reality technology into the publication. In just one month it set records as the highest viewed magazine online for AJOC for 2013.
- Entrepreneurship Week highlighted entrepreneurship in Anchorage with a Hackathon, **the Outlook Luncheon, a Pitch on a Train and a Mini Maker's Faire. All together these** events raised \$102,500 in sponsorships and just over \$48,000 in event revenue.
- The fall campaign has begun with five new members as of 9/30/13.
- Live. Work. Play. evolved during this quarter with six distinct areas of focus established and their work plan in place. A number of collaborative efforts marked the beginning of Creative Placemaking and Trails Initiative work. e.g. The Light Brigade show.
- More than eighty LWP supporters have sealed their commitment by signing a non-binding Memorandum of Understanding with AEDC. More partners are likely to sign in the coming weeks.

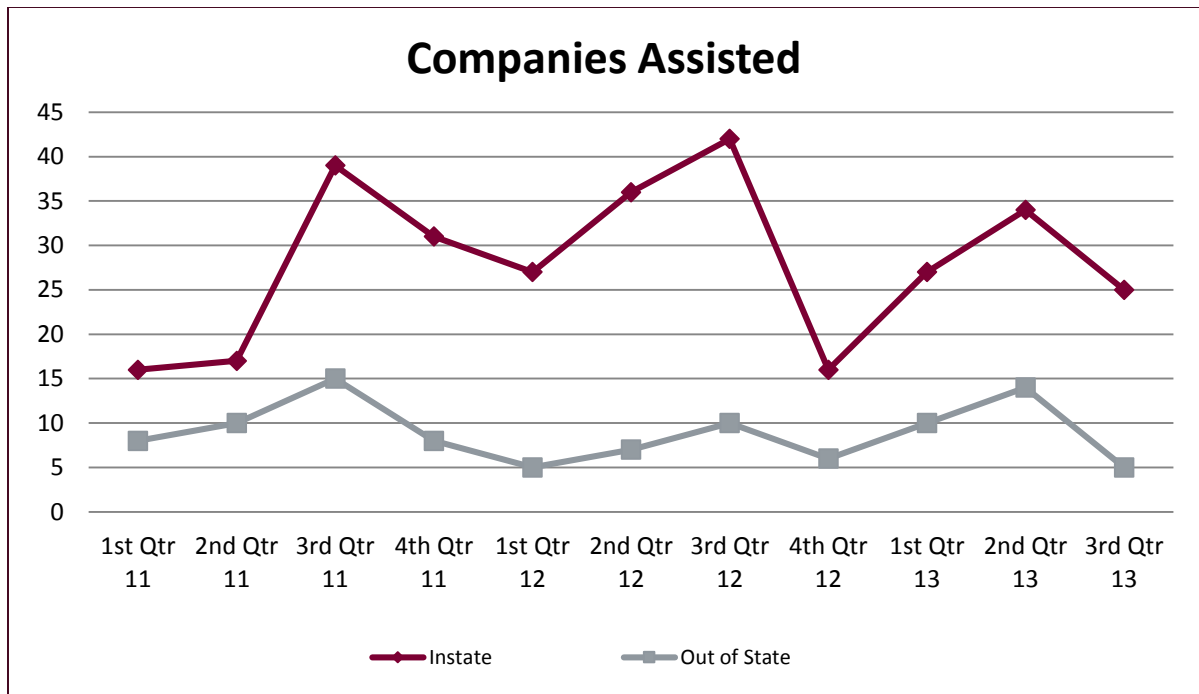
## Business & Economic Development

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### Businesses Assisted

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- 2013 Total Businesses Assisted: 108
  - In-State: 80
  - Out of State: 28
- Total 2013 3rd Quarter Businesses Assisted: 30
  - In-State: 25
  - Out of State: 5
- Total 2013 2nd Quarter Businesses Assisted: 41
  - In-State: 28
  - Out of State: 13
- Total 2013 1st Quarter Businesses Assisted: 37
  - In-state: 27
  - Out of State: 10



## Other Projects/Programs

### Business Pitch-on-A-Train

On August 1, AEDC organized the Business Pitch-on-a-Train, a business pitch competition aboard a moving Alaska Railroad car traveling between Anchorage and Portage. The event was a huge success. Five startups, including Aknuna Technologies, Airlite Snowshoes, Arxotica, GearSpoke and RLB Productions pitched their business ideas to a panel of judges that included angel investors, banking representatives and business leaders. Brian McKinnon of Aknuna Technologies was the winner. The awards ceremony occurred at Alyeska Resort, where Brian received prizes including a data plan from GCI, free marketing consulting from Spawn advertising agency and office space from The Boardroom. More than 80 people attended the event.

### Anchorage Mini Maker Faire

AEDC put on the first-ever Maker Faire in Alaska on July 27 at the Loussac Library. Roughly 1,200 people attended to see inventors, engineers, tinkerers, artists and craftspeople show off their creations and learn something new. Forty different businesses and organizations held booths and another 10 people gave presentations about their projects. Popular booths included a Ray Troll-designed fire-breathing salmon sculpture, a 30-foot Eiffel Tower made of cardboard and the creations of the Dimond High School Robotics Team.

### 3<sup>rd</sup> Alaska Hackathon

AEDC held the 3<sup>rd</sup> Alaska Hackathon at the newly established Anchorage Community Works, a multi-use work space in the Ship Creek neighborhood. Thirty computer developers worked over the course of a weekend to develop software and web applications for nonprofits and civic purposes. Projects resulting from the Hackathon included iTAV, a mobile app assisting in searches for missing people, an avalanche-risk modeling app and AKFoodTrucks.com, a website for tracking and learning about food trucks in Anchorage.

### Other Alaska Entrepreneurship Week Events

Alaska Small Business Development Center (SBDC), Fairbanks Economic Development Corporation (FEDC), DAS and Associates, LLC and Anchorage Programming Workshop also held events for Alaska Entrepreneurship Week. SBDC's events included three classes: Navigating Commercial Leases, Starting a Business, and an Exit Planning seminar, co-organized by DAS and Associates.

FEDC held three events in Fairbanks: a Crowdfunding Panel and Lecture, a Business Pitch-in-a-Pub competition and a tour of local Fairbanks farms. Anchorage Programming Workshop hosted a class, "Intro to GitHub", where they taught the basics of the GitHub, a code sharing and document sharing platform.

### Chinese EMBA Tour

In August, AEDC, in conjunction with Alaska World Trade Center, Fairbanks Economic Development Corporation (FEDC), and Nankai University, held the Chinese Executive MBA (EMBA) Tour. The 10 attendees represented a wide range of industries, including finance, construction, energy and food manufacturing. The attendees spent two days in Anchorage and one day in Fairbanks meeting with representatives from a wide range of Alaska's industries, including oil & gas, mining, renewable energy, seafood and tourism. The group also spent time networking with local business leaders. The intent of the trip was for the attendees to learn about Alaska's economy and establish connections for future business dealings.

## Research

### Anchorage Prospector



Usage of AnchorageProspector.com in Quarter 3 of 2013 was down in most categories over Quarter 2 of 2013. There were 74 less visitors, 92 less unique visitors, 138 more page views, and the average pages per visit and visit duration were also slightly down. However, when compared to Q3 of 2012, visits are up 35 percent, unique visitors are up 37 percent and page views have increased by 33 percent.

### UAA/CTC Roundtable Report

Following the successful completion of AEDC's contract with UAA's Community and Technical College to conduct a series of roundtable discussions focused on the workforce development needs of local businesses, our Research Director was asked to present at the national NCCET Conference in Baltimore, MD in October. Along with representatives from UAA, he will be discussing how collaboration between secondary education organizations and economic development groups helps to advance both of their missions, particularly in the realm of workforce development.

### Alaska Data Commons Project

Steady progress is being made to implement this project, which would allow for the collection, sharing and analysis of various data sets through one website. A significant portion of the first year's costs are being met through a grant from the Rasmuson Foundation, which should be awarded by the end of 2013.

## Monthly Employment Reports

Three reports were produced this quarter providing the employment figures and narrative for the Anchorage area. Beginning with the July report, First National Bank is now the official sponsor of this report. We are seeing a steady increase in media reports related to this report.

## Anchorage Consumer Optimism Index

The 2013 Q2 report was released in July. The overall reading and two of its components were record highs.

## Outside Research Assistance

A number of businesses and individuals contacted the research department for assistance this quarter, including:

- The Growth Company
- Design P/T
- Municipality of Anchorage's Health and Human Services
- Technipress Printing
- Alaska Regional Hospital
- ACS
- Alaska Airlines
- Port of Anchorage

## Communications

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### Public Relations

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*96 Placements | Value \$686,250 | Reach 28,855,317 | ROI 43:1*

The Anchorage economy and AEDC was highlighted in 96 stories across multiple media outlets for a total media value of \$686,250 and 28,855,317 total impressions.

### **Select Recent Media:**

[“Signs of a Strengthening Economy in Anchorage”](#) – NBCNews.com

[“Getting Startup Capital Without Strings”](#) – The Wall Street Journal

[“Pitch-On-A-Train Brings Entrepreneurs, Investors Together”](#) – Alaska Journal of Commerce  
Special note: This article was picked up by the [Associated Press](#). From there it ran in publications from [South Carolina](#) to [Sacramento](#) to [Juneau](#) and [Fairbanks](#).

[“10 Great Places to Live, 2013”](#) - Kiplinger

[“AEDC Pitch on a Train”](#) – Your Alaska Link

[“Mini Maker Faire at Loussac Library”](#) – KTUU.com (photo slideshow)

[“Anchorage Holds First Mini Maker Faire”](#) – APRN

[“Shutdown places thousands of Alaskans on unpaid furloughs”](#) – Anchorage Daily News

[“Anchorage eyes return to normalcy”](#) – Air Cargo World

[“Midyear Economic Outlook July 2013”](#) – Alaska Business Monthly

[“Study predicts moderate growth for city economy through 2016”](#) – Anchorage Daily News

## Electronic Media

### E-Newsletter

The AEDC E-Newsletter was sent out four times to more 1,400 recipients in Quarter Two and showed an average open rate of 20.88 percent, and a click rate of 5.24 percent.

### E-News

	2012 Quarter 4	2013 Quarter 1	2013 Quarter 2	2013 Quarter 3
Total Recipients (Avg)	<b>1,446</b>	<b>1,450</b>	<b>1,440</b>	<b>1,550</b>
Recipient Opens (Avg)	<b>300</b>	<b>305</b>	<b>296</b>	<b>287</b>
Percentage Opened (Avg)	<b>26.2%</b>	<b>21.4%</b>	<b>20.88%</b>	<b>18.92%</b>
Click Rate (Avg)	<b>3.1%</b>	<b>4.26%</b>	<b>5.24%</b>	<b>3.84%</b>

### Website

	2013 Quarter 3
Visits	<b>7,497</b>
Absolute Unique Visitors	<b>5,255</b>
Page views	<b>15,355</b>
Avg. Time On Site	<b>2:20 min</b>
Bounce Rate	<b>57%</b>
New Visits	<b>62%</b>

#### WEBSITE GLOSSARY TERMS

- Visits = Number of visitors to website
- Absolute Unique Visitors = Number of unduplicated visitors (counted only once) to website
- Page Views = Number of times website is viewed
- Avg. Page Views = Average number of times website pages viewed
- Avg. Time On Site = Average amount of time visitor spends on website
- Bounce Rate = Percentage of visitors that leave site from home page
- New Visits = Percentage of visitors on website for the first time (measured by web browser cookie)

### Social Media

AEDC’s social media continues to see a rise in interaction. During Quarter 3 AEDC’s Facebook followers increased to 915. Twitter increased to a total of 1,963 followers, up 152 from Quarter 2. We are on the brink of hitting new social media milestones for AEDC: AEDC’s first 1,000 Facebook followers and we are just 50 away from 2,000 Twitter followers. AEDC’s LinkedIn page continues to grow with 117 new followers in Q3.

#### Facebook

**915 Likes (+204)**  
**1,595 Total Page Views**  
**57 External Referrers**

#### Twitter

**1,963 Followers (+152)**

#### LinkedIn

**537 Followers (+117)**  
**167 Page Views**

### Alaska Innovator Magazine

AEDC released the Alaska Innovator magazine in partnership with the Alaska Journal of Commerce (AJOC) and integrated new, cutting edge augmented reality technology (layar) into the publication. In just one month it set records as the highest viewed online publication for AJOC.

## Campaigns

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### **Live. Work. Play. Initiative**

Live. Work. Play. evolved during this quarter with six distinct areas of focus established and their work plan in place. A number of collaborative efforts marked the beginning of Creative Placemaking and Trails Initiative work. e.g. The Light Brigade show.

Each area is in different stages of development, resourcing and timeframe. AEDC and Steering Committee determined their roles to be across the four “C’s”: Coordinate, Convene, Cajole and Cheerlead depending on the requirement.

All areas established goals and plan of action either formed through LWP facilitation process or in case of ongoing efforts like education and housing, are committed to align their plans with LWP goals.

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### **1. EDUCATION**

Encompasses the entire spectrum from ‘early learning to work ready’ education and training. **Lead: Michele Brown, United Way of Anchorage**

**Project:** United Way of Anchorage initiative 90% by 2020 in partnership with Anchorage School District and Anchorage Chamber of Commerce.

**Our role:** Cheerleader. For example, AEDC and LWP applauding business community support to increase school attendance, Bill Popp hosting Dave Stieran Show and highlighting this initiative.

### **2. HOUSING** (Established and needs assistance)

Includes (but not limited to) low income, rental, mix use, land availability, re-development and all housing issues affecting cost and accessibility. **Lead: Carol Gore, Cook Inlet Housing Authority (CIHA)**

**Project:** Two fold strategy includes (a) policy, regulation and funding (underway by a specific Housing Group) and advocacy and (b) awareness campaign (to be undertaken by a public relations firm hired by United Way of Anchorage).

**Our Role:** Convener and coordinator: engage in supporting the awareness of housing issue and its impact on the economy. For example, Bill Popp highlighted the need for more and affordable housing at the Chamber of Commerce Make it Monday Forum and at the AEDC Luncheon in July.

### **3. WORKPLACE WELLBEING** (Incubating and needs assistance to establish)

An attempt to create a culture of holistic wellbeing at workplaces across Anchorage.

Incentives: increased engagement, higher performance, greater productivity, an increase in safety and a decrease in costs associated with providing benefits to employees and their families.

**Lead(s): Tamara Green, Providence, Lynn Henderson, Premera Blue Cross Blue Shields of Alaska**

**Project:** Providence and Premera are willing to partner and persuade the businesses in Anchorage to adopt a wellbeing culture. The first step is to develop a definition of ‘workplace wellbeing’ and clarify steps required by businesses to achieve that goal.

**Our Role:** Convener and coordinator.

### **4. COMMUNITY SAFETY** (Established, Needs assistance for specific initiatives)

Community safety should allow citizens to pursue and obtain the fullest benefits from their social and economic lives without fear or hindrance from crime and disorder.

**Lead: Chief Mark Mew, Anchorage Police Department**

**Project:** Seek support for the Anchorage Safety Patrol service to be made available twenty four seven from the current sixteen hours duration. **Project lead: Cory Evans, Anchorage Downtown Partnership.**

Increasing the ASP services will have significant cost savings across multiple departments including Police and Fire and Emergency Services. The money required for ASP's 24/7 services will enable both these departments to focus on more important issues.

**Our role:** Coordinate, Convene and Cajole. There is a significant support for this effort both within AEDC and City Government.

#### **5. BIG. WILD. TRAILS** (Not Established but important)

Greenbelts and Trails bring economic vitality to communities, attract tourists and new residents. **Trails enhance quality of life, a critical factor in attracting and retaining businesses to Anchorage. Lead: Beth Nordlund, Anchorage Park Foundation**

**Project:** This initiative is a strategic branding, marketing and capital improvement campaign for Anchorage's greenbelts and trails. Anchorage Park Foundation, Parks and Recreation, and Visit Anchorage are partnering in this effort.

**Our role:** Convener and coordinator. We are bring together all needed parties and ensuring alignment with other LWP efforts where possible.

#### **6. CREATIVE PLACEMAKING** (Not Established but important)

Creative Placemaking animates public and private spaces, rejuvenates parks, structures, and streetscapes, improves local business viability and public safety, and brings diverse people together to educate, celebrate, inspire, and be inspired. **Lead: Shannon Daut, Alaska State Council on the Arts**

**Project:** Establishment of a central body for arts and creative industry in Anchorage. Attempts are made to create a platform that will support a thriving arts and creative scene in the city through advocacy, funding and other viable means. A number of successful models across the country is being examined and experts from those establishments are advising this group to create a world class body in Anchorage.

**Our role:** Convene and Cajole. Meeting were held to explore potential funding sources to establish 'Create Anchorage'. AEDC is partnering with Anchorage Community Development Authority in conjunction with the City Government in this effort.

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More than eighty LWP supporters sealed their commitment by signing a non-binding Memorandum of Understanding with AEDC.

## **Development**

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### **Events**

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Entrepreneurship Week began with the Anchorage Mini Maker's Faire on July 27 held at the Anchorage Public Library. More than 1500 people attended. The event revenue was \$2,516 with several in-kind sponsors: Lime Solar, Creative Lights & Sound, GCI and the Anchorage Public Library.

The 2013 Outlook Luncheon was held July 31, 2013 with Keynote speaker Jim Clifton, Chairman of Gallup. Sponsorships raised was \$102,500 with Creative Lights & Sound, The Chariot Group, GCI and Alaska Journal of Commerce as in-kind sponsors. The event began with a reception in the lobby which showcased several startups and entrepreneurs that James Starzec organized:



- Zensor
- CFT Solutions
- Airlite
- Project Keepers

and organizations that support Start-ups:

- SBDC
- UA CED
- Anchorage Maker Space
- REAP
- Kiva Zip

All of the above had seats at the lunch generously donated by our Diamond Level Investors.

The luncheon was broadcast live on Channel I and was live streamed on GCI web site. This was our “test” to see how a “shared” speaker for our Luncheons with Juneau & Fairbanks would work. We have a commitment from Juneau to live stream our January speaker.

The inaugural Pitch-On-A-Train was held August 1, 2013 with five companies pitching, Jim Clifton attending and more than 75 Investors able to interact with the companies on the trip. Event revenue raised was \$2,236 with cash sponsors: Wells Fargo and The Wilson Agency. In-kind sponsors included Alaska Railroad, Alyeska Resort, and Princess Tours.

## Investor Relations

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- To date AEDC has 18 new members with 9 having dropped.
- The fall Investor campaign is underway with five new investors (included in above number). It will wrap up by the end of October with the results announced at the November Board meeting.
- A new category is being recommended for entrepreneurs at \$250 which will be vetted by the Business & Economic Development Department and good for one year.