



Progress Report:

Quarter I of 2014

Ending March 31, 2014

Overview

Welcome to the new AEDC Progress Report for 2014! The staff revised the format of the progress report for 2014 to give a clear snapshot of the projects underway in our office. There is new information included and a new method for presenting updates on projects.

Report Highlights

- AEDC staff has improved methodology for tracking meetings across all departments.
- AEDC membership is at an all-time high.
- 2014 Economic Forecast Luncheon tickets sold-out and gate revenue exceeded budget.
- AEDC conducted extensive outreach to utilities, telecom companies and sister organizations to design and market the Business Retention & Expansion for a Q2 launch.
- AEDC submitted an application for a grant from Connect Alaska.
- Jon Bittner became Alaska's first certified Kauffman Foundation FastTrac instructor.
- New co-chair named to the Live. Work. Play. Steering Committee.
- 132 organizations have signed the Live. Work. Play. MoU.
- AEDC published Live. Work. Play. magazine in partnership with Anchorage Daily News. ADN distributed the magazine in their Sunday edition.
- AEDC released six reports to the public in Q1.
- During Q1 AEDC had 93 media placements for a value of \$933,235 and a reach of 23,206,406.
- AEDC social media has continued to grow across all platforms in Q1 of 2014.

Membership Update

Total Members: 260

New Members: 11

- GMC Contracting
- Apokrisis LLC
- Alaska Sausage and Seafood
- Pacific Rim Media
- American Diabetes Association
- Environmental Management Inc.
- Hope Community Resources
- Alaska Institute of Surgical & Medical Specialties
- Furniture Enterprises of Alaska, Inc
- RavnAlaska
- The Boardroom

Lost Members: 7

- AngloAmerican – left the state
- CH2MHill – priorities changed
- Swissport – in the process of purchasing other companies
- Alaska Neurological Associates of Alaska – priorities changed
- Koniag – business leader changed and decided to not renew
- Fireweed Benefits – priorities changed
- Linford of Alaska – business is not doing well

Businesses Assisted Update

For 2014, we are using a new CRM software platform that helps us to improve our internal tracking of business meetings across all departments

Q1: Total Businesses Assisted or Met With: 169

- AEDC Investor companies: 117
- Non-Investor companies: 47
- Alaska-based companies: 148
- Out-of-state companies: 8

2014: Total Businesses Assisted or Met With: 169

- AEDC Investor companies: 117
- Non-Investor companies: 47
- Alaska-based companies: 148
- Out-of-state companies: 8

Project & Events Updates

Project Name: 2014 Economic Forecast Luncheon

Date: Wednesday, Jan. 29, 2014

Outcome: Sold-out event with more than 1,500 attendees. Gate revenue of \$59,608 exceeded budget by \$13,000+. Raised \$128,000 in cash sponsorships and \$44,000+ in-kind donations. Speaker was Ann Rhoades, author of Built on Values.

Project Lead: Ruth Glenn



Project Name: Business Retention & Expansion Survey

Date: Jan. – March 2014

Outcome: Conducted extensive outreach to utilities, telecom companies and sister organizations to design and market the Business Retention & Expansion (BRE) Survey. In all, AEDC staff met with 19 different organizations and 17 have participated in marketing the BRE Survey.

[Click here to take the BRE survey!](#)

Project Lead: Will Kyzer

Project Name: Korean Air Cargo, Seafood cargo development

Date: January 20-21, 2014

Outcome: Five meetings organized for Korean Air Cargo with seafood CDQ representatives, freight forwarders and transportation companies (4 additional meetings organized in December 2013). Meetings resulted in Korean Air obtaining live crab shipments from Norton Sound, building new connections and improved understanding of Alaska seafood market.

Project Lead: Will Kyzer

Project Name: Air Cargo Supply Chain Analysis Project, Alaska International Airport System (AIAS)

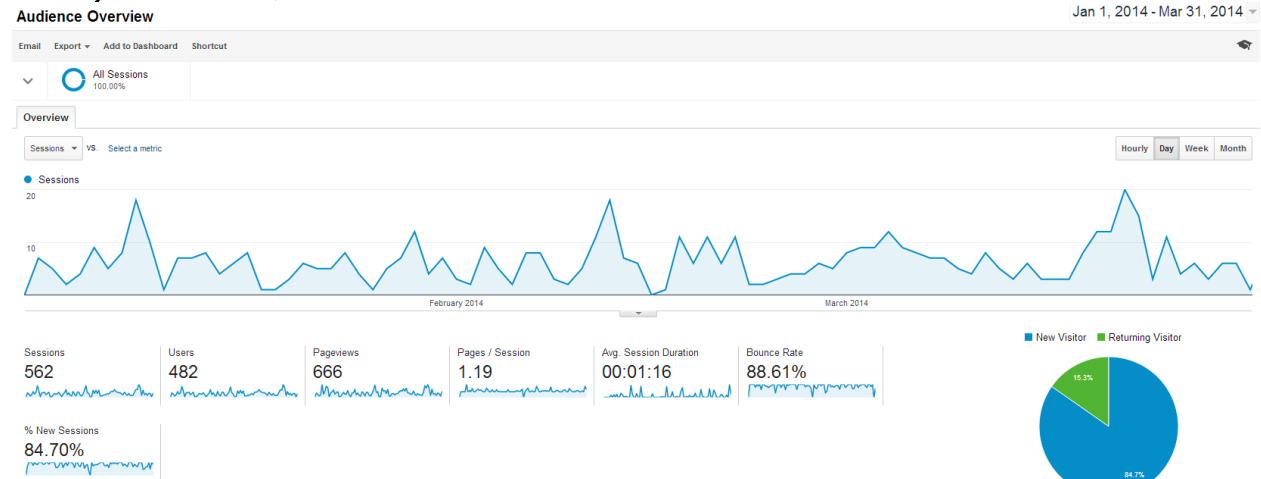
Date: Project Ongoing

Outcome: Potential industries for attraction identified. Study is assessing viability of Anchorage to attract value-added operations (light manufacturing, product assembly, distribution centers, etc.) based around Alaska's air cargo advantages.

Project Lead: Will Kyzer

Project Name: AnchorageProspector.com

Date: Jan – March 31, 2014



Outcome: Sessions (previously referred to as “Visits”) dropped 6 percent in 2014 Q1 compared to 2013 Q4. However, individual users increased 12 percent during the same time. A new marketing effort, new website widgets and features, and an increased demand for Prospector training sessions in Q2 are expected to improve these metrics.

Project Lead: James Starzec

Project Name: Alaska Hackathon

Date: Ongoing

Outcome: Fundraising, promotional support and guidance given to a volunteer group taking over the Alaska Hackathon program from AEDC. Scheduled for May 17-18, it is expected that the volunteer group will fully take over responsibility for this event moving forward.

Project Lead: James Starzec

Project Name: Anchorage Mini Maker Faire

Date: Ongoing

Outcome: Volunteer group from SBDC, Anchorage MakerSpace and the Anchorage Library will be driving the implementation of this event, with guidance and marketing support from AEDC. It is expected that future faires will be produced solely by this group. Organizational support and pre-planning activities took place in Q1.

Project Lead: James Starzec

Project Name: Housing Anchorage Support Contract

Date: Ongoing

Outcome: Secured a \$15,000 contract to provide research support to Housing Anchorage, a local committee involved in housing issues.

Project Lead: James Starzec

Project Name: Live. Work. Play.

Date: Jan – March 31, 2014

Outcome: Chris Schutte named a co-chair of the LWP Steering Committee. Six areas of focus met in the quarter. As of today, 132 organizations have signed the non-binding MoU to support this effort. All areas of focus have developed their goals and objectives for 2014. Personal briefings and feedback session regarding the effectiveness of LWP is underway with all members of the AEDC Board.

Project Lead: Archana Mishra

Project Name: Broadband Taskforce Grant Rural Development Program

Date: Jan. – March 2014

Outcome: AEDC submitted a \$50,000 grant application to Connect Alaska to engage in efforts to conduct economic development work in rural Alaska that focuses on the use of broadband technology. AEDC pitched the idea of remote learning using pre-recorded sessions from the upcoming Kauffman Foundation FastTrac classes that will be taught by AEDC and The Boardroom founders as well as the development of online resources and outreach to connect rural entrepreneurs with Anchorage-based mentors and funding sources.

Project Lead: Jon Bittner

Project Name: FastTrac Training

Date: March – Ongoing

Outcome: Partnered with The Boardroom to host upcoming series of Kauffman Foundation classes geared towards teaching local entrepreneurs the skills they need to launch a business. The classes have been taken by more than 300,000 startups nationwide and have an 80 percent successful launch rate. The founders of The Boardroom and Jon Bittner recently attended training classes at the Kauffman Foundation in Kansas City with the result that Anchorage now has the state's first licensed FastTrac program. The first round of classes will begin the end of May.

Project Lead: Jon Bittner

Project Name: Tech Sector Workforce Development

Date: March 2014 – Ongoing

Outcome: Partnered with local tech companies, the Municipality of Anchorage, UAA's Computer Science Dept. and the Anchorage School District to develop a new curriculum to teach programming to K-8 students. The new program will be beta tested in a Title 9 school this summer (tentatively Wonder Park Elementary) and will be used to create a stand-alone curriculum that would be built into the regular school year. The goal of this program is to familiarize students with the tech skills they need to pursue degrees and/or careers in the technical fields.

Project Lead: Jon Bittner

Reports

During Quarter I, AEDC released six reports.

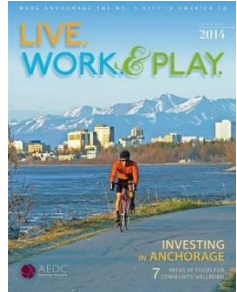
<p>Jan. 29, 2014: 2014 Economic Forecast Report for Anchorage</p> 	<p>Jan. 29, 2014: 2014 Anchorage Business Confidence Index Report</p> 	<p>Jan. 29, 2014: 2014 Live. Work. Play. Metrics</p> 	<p>Feb. 7, 2014: Q4 2013 Anchorage Consumer Optimism Index</p> 
<p>March 20, 2014: 2013 Anchorage Cost of Living Index</p> 	<p>March 28, 2014: February 2014 Employment Report for Anchorage</p> 		

Communications

Public Relations

- Media Placements: 93
 - Value: \$933,235
 - Reach: 23,206,406
 - Return on Investment (ROI): 73:1
- Media Clips
 - [Study: Alaska health care prices top nation](#) – Anchorage Daily News (Story was picked up by the Associated Press and ran across the nation, from MiamiHerald.com to ConnecticutPost.com to [WashingtonTimes.com](#))
 - [Bill Popp: Anchorage cost of living high but can shrink](#) – Anchorage Daily News (Bill is contributing a monthly opinion column to ADN)
 - [Nordstrom Rack opening Anchorage store in Sears Mall](#) – Bloomberg Businessweek Online

- [Anchorage's 'fat factor' belies 'Live. Work. Play.' motto](#) – AlaskaDispatch.com
- Modest job growth will continue in Anchorage, says development agency – Anchorage Daily News
- Published Live. Work. Play. magazine in partnership with Anchorage Daily News. Distributed to 1,500+ at the Economic Forecast Luncheon and to 50,000 in the Sunday edition of the Anchorage Daily News.



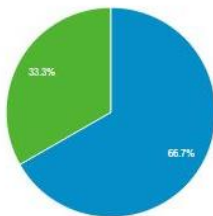
- Our Live. Work. Play. partner, the Parks Foundation, ran a PSA on public radio quoting Bill. The spot ran 91 times over a two-week span.

Website:

- Hired new web developer.
- Website infected with Malware Jan. 1, and quickly remedied.



■ New Visitor ■ Returning Visitor



Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
	19,365 % of Total: 100.00% (19,365)	15,468 % of Total: 100.00% (15,468)	00:01:40 Site Avg: 00:01:40 (0.00%)	8,923 % of Total: 100.00% (8,923)	59.74% Site Avg: 59.74% (0.00%)
1. AEDC	6,241 (32.23%)	5,197 (33.60%)	00:01:48	4,636 (51.96%)	51.21%
2. Reports	1,418 (7.32%)	876 (5.66%)	00:01:10	58 (0.65%)	43.10%
3. Live. Work. Play.	1,242 (6.41%)	705 (4.56%)	00:00:47	356 (3.99%)	43.82%

Social Media

AEDC social media presence improved across all platforms in Q1. During January, AEDC spent \$125 on Facebook advertisements promoting the Economic Forecast Luncheon.

Platform	Year Created	2013 Q2 Total Followers	2013 Q3 Total Followers	2013 Q4 Total Followers	2014 Q1 Total Followers
AEDC Facebook	Aug. 2009	638	711	915	1,061 (+91)
Live. Work. Play. Facebook	Feb. 2012	203	464	675	791 (+116)
AEDC Twitter	Feb. 2009	1,652	1,811	1,963	2,351 (+201)
AEDC LinkedIn	Mar. 2013	280	420	537	738 (+115)

AEDC Instagram	Oct. 2013	N/A	N/A	75	125 (+50)
I Love Anchorage Instagram	Oct. 2013	N/A	N/A	463	892 (+429)

AEDC E-Newsletter

	2013 Quarter 2	2013 Quarter 3	2013 Quarter 4	2014 Quarter 1
Total Recipients (Avg)	1,440	1,550	2,846	2,934
Recipient Opens (Avg)	296	287	1,049	1,138
Percentage Opened (Avg)	20.88%	18.92%	20.8%	24.51%
Click Rate (Avg)	4.26%	5.24%	3.84%	5.95%

Staff

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