



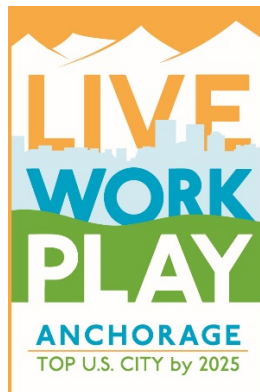
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# Progress Report:

## Quarter I of 2015

Ending March 31, 2015

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# Overview

## Report Highlights

- Sixteen new Investors and 10 dropped Investors in Q1.
- Business & Economic Development Department assisted 39 businesses.
- Hosted the largest Economic Forecast Luncheon in the history of our organization on Feb. 5 with more than 1,600 attendees. Ticket sales and sponsorships exceeded expectations. Keynote speaker was Daniel Pink.
- Bill Popp and Julie Saupe co-chaired the organization of a public listening session for visiting Dept. of Army officials. The event brought out more than 1,000 attendees on Feb. 23.
- Reconvened and held the first Economic Development Advisory Committee (EDAC) meeting in Q1.
- AEDC and ANC signed an agreement for AEDC to conduct work related to attracting air cargo-related business investment to Anchorage.
- AEDC began the process of converting our CRM software in Q1.
- AEDC created, designed and released six economic reports in Q1.
- AEDC filmed and edited 10 videos for the Connect Alaska contract.
- Live. Work. Play.: This initiative is growing at a rapid rate with all Areas of Focus progressing their goals and objectives as set for the first quarter.
- During Q4 AEDC Communication Department created a comprehensive year-long plan for all projects, promotions and other deliverables for 2015 across all departments. The plan and deadlines were launched in Q1 as a roadmap for the organization in 2015.
- During Q1 AEDC had 196 media placements for a value of \$4,934,848 and a reach of 121,760,134.
  - This includes coverage of the Economic Forecast Luncheon, the Live. Work. Play. magazine distributed by Alaska Dispatch News, Rally for our Troops and an article in the New York Times.
- AEDC social media has continued to grow across all platforms in Q1 of 2015.
  - AEDC's I Love Anchorage account was selected as finalist for the "Instagram | Best PR Campaign" by PR NEWS.

## Investor Update

**Total Investors:** 251 (+10 from Q4 2014)

### New Investors:

- |   |                  |
|---|------------------|
| 1. Alaska Permanent Capital Management    | Bronze           |
| 2. American Marine International          | Bronze           |
| 3. Anchorage Golf Course                  | Bronze           |
| 4. Cook Inlet Tribal Council              | Silver           |
| 5. Hawk Consulting                        | Bronze           |
| 6. Pacific Northern Academy               | Bronze           |
| 7. The Arc of Anchorage                   | Bronze           |
| 8. The Planning Group of Anchorage        | Bronze           |
| 9. The Trust Land Office                  | Bronze           |
| 10. BAC Transportation                    | Gold             |
| 11. Epoch                                 | Bronze           |
| 12. Wilson Strategic                      | Bronze           |
| 13. C2 North, LLC                         | Bronze           |
| 14. Brew Brothers (dba Glacier Brewhouse) | Silver – In-kind |
| 15. JW Industries                         | Bronze           |
| 16. Art Services North                    | Bronze - In-kind |

### Dropped Investors:

- |  |        |                       |
|--|--------|-----------------------|
| 1. Chris Stephens Commercial Real Estate | Bronze | No longer in business |
| 2. Cange & Chambers                      | Bronze | Financial reasons     |

3. American Diabetes Association	Bronze	Financial reasons
4. Alaska Aerospace	Silver	Financial reasons
5. KABATA	Bronze	Financial reasons
6. Northwest Data Solutions	Bronze	Insufficient benefits

## Businesses Assisted Update

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

	Q1	Q2	Q3	Q4	TOTAL
AEDC Investor Companies	15				15
Non-Investor	24				24
Alaska-based	24				24
Out-of-State	15				15
TOTAL	39				39

## Research Assistance

In the first quarter of 2015, the Research Department responded to eighteen requests for information and research assistance. Six requests were from AEDC investor companies and twelve were from non-investors. These requests ranged from general economic data collection (employment, wage, sales, etc.) to Alaska Prospector training sessions.

## Awards

In Q1, AEDC's I Love Anchorage Instagram campaign was declared one of five finalist for the international PR News "Social Media Icon Awards," in the "Instagram: Best PR Campaign" category. Our competition includes National Geographic and the United Nations Foundation. One campaign will be given the top honor, the others will be recognized as Honorable Mentions. The winner will be announced on June 1 in Miami, FL.

## Project & Events Updates

### Executive

**Project:** Army Force Reduction Listening Session

**Date:** February 23<sup>rd</sup>

**Outcome:** On Feb. 23, Army officials were in Anchorage to conduct a listening session to gain an understanding of how a reduction of 5,300 Army jobs on JBER would impact the Anchorage area. When the city was informed of this visit in late-January, the Mayor asked Bill Popp and Julie Saupe of Visit Anchorage to co-chair a committee to organize the event and a citywide tour for the officials. AEDC staff provided support in the communications and research needed to successfully orchestrate these events. The resulting tour, community rally and listening session were successfully completed, with approximately 1,000 residents at the rally and 500 staying for the listening session.

**Project Lead:** Bill Popp



**Project Name:** 2015 IEDC Annual Conference

**Date:** Ongoing

**Outcome:** Sponsorship solicitation was a priority in Q1 and many additional commitments were secured for a total of \$163,500 in IEDC Conference sponsorship.



*Committed sponsors:*

• GCI	\$10,000.00
• Wells Fargo	\$10,000.00
• Alaska Airlines	\$50,000.00
• AIDEA	\$50,000.00
• DCCED	\$15,000.00
• Airport	\$15,000.00
• BDO	\$2,500.00
• The Wilson Agency	\$1,000.00
• AEDC	\$10,000.00

An additional \$177,000 in IEDC Conference sponsorships are anticipated, pending signed commitments.

**Project Lead:** Bill Popp

## ***Business & Economic Development***

**Project Name:** Economic Development Advisory Committee (EDAC)

**Date:** Ongoing

**Outcome:** The EDAC was reconvened at the start of 2015 as a way for AEDC members to actively assist staff in their ongoing projects. Specifically, the committee is focused on two projects, Business Retention and Expansion and Air Cargo-Related Business Development. The committee is comprised of eleven investors from both the Board and the members at large. The first meeting of the committee was held on March 5, with future meetings scheduled for the first Thursday of the month. The committee is currently reviewing the BRE survey results to identify the priority barriers for Anchorage businesses to be addressed through the BRE program. They are also reviewing the Air Cargo Related Economic Development Assessment report done by GLDP.

**Project Lead:** James Starzec

**Project Name:** Air Cargo-Related Business Development Project

**Date:** Ongoing

**Outcome:** In February 2015, AEDC and ANC signed an agreement for AEDC to conduct work related to attracting air cargo-related business investment to Anchorage. AEDC is conducting further research regarding target industry lines, assessing potential sites (both on-airport and off-airport), gaining input from local business leaders and working to build relationships in these target industries.

**Project Lead:** Will Kyzer

**Project Name:** Business Retention & Expansion (BRE)

**Date:** Ongoing

**Outcome:** As part of AEDC's ongoing effort to support local businesses in their growth, the BRE program is designed to identify and address key issues facing local businesses through a data driven process. The first step was completed in 2014 with the administration of a citywide BRE survey that collected data from 333 businesses. This information was analyzed by the Research Department and is the basis for the development of interventions to overcome identified barriers to growth. In 2015, an action plan will be created to guide the development and implementation of tactics that address these barriers. The BRE program is assisted by the Economic Development Advisory Committee, which was reconstituted in the first quarter.

**Project Lead:** James Starzec

**Project Name:** Confidential Entrepreneur/Startup Assistance

**Date:** March 2015

**Outcome:** AEDC provided significant assistance to a local entrepreneur looking to establish a line of women's fishing and outdoor apparel. Many local and national entities/associations were contacted; research was collected and processed to identify market trends/demand for target industry. Collaboration from AEDC staff led to a presentation from our investor, Spawn Ideas, which provided insight on the target demographic in Alaska.

**Project Lead:** Bridgette Coleman

**Project Name:** Confidential Insurance Provider

**Date:** February 11, 2015

**Outcome:** AEDC assisted an Alaska insurance provider in assessing the opportunity for expanding their operations in the state. AEDC consulted with them about the market opportunity Alaska offers, expanding their claims adjustment and customer service departments and potential sources of employees. This company is still in the decision-making process regarding this opportunity.

**Project Lead:** Will Kyzer

**Project Name:** I Million Cups

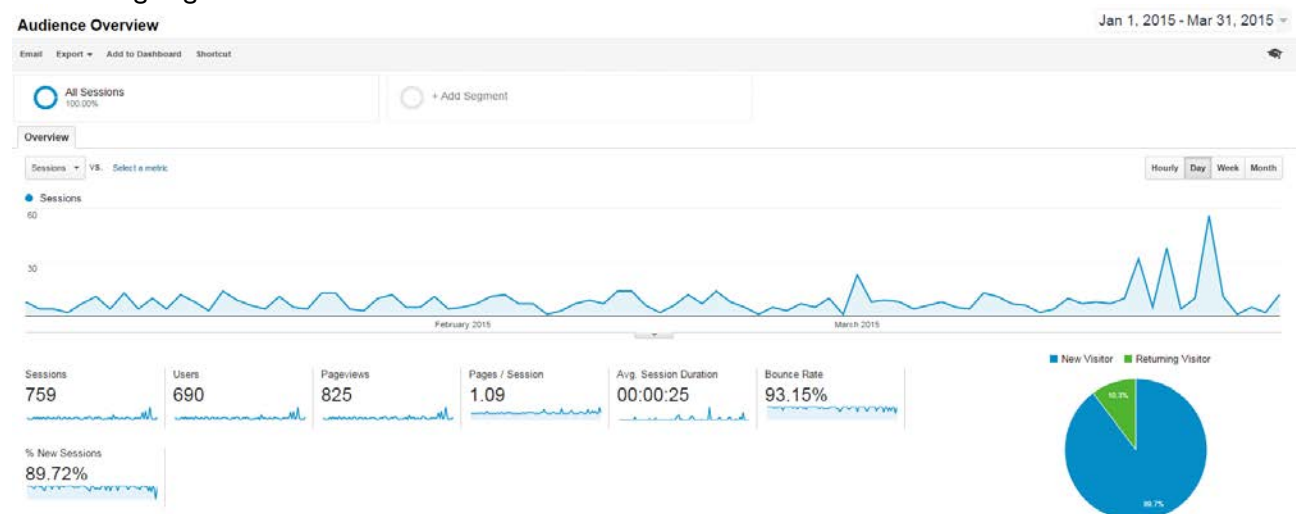
**Date:** August, 2014 - present

**Outcome:** I Million Cups is an effort that allows entrepreneurs to showcase their business idea or plan to an audience of angel investors, entrepreneurs, service providers and others that make up the startup community in Anchorage. This weekly event has gained momentum since its Anchorage launch in 2014, seeing between 20-50 attendees every week. I Million Cups has become the leading networking event for Anchorage's startup community. AEDC continues to support this effort through recruitment of entrepreneurs and host responsibilities.

**Project Lead:** Will Kyzer & Bridgette Coleman

**Project Name:** AnchorageProspector.com

**Date:** Ongoing



**Outcome:** User statistics were down in Q1 compared to 2014 Q4. Sessions decreased by nearly 14 percent while individual users also declined by 12 percent. However, when compared to Q1 of 2014, all of the statistics have improved dramatically. Sessions increased by 197, or 35 percent, and user totals went up by 208, or 43 percent.

**Project Lead:** James Starzec

## Development & Events

### **Project Name:** 2015 Economic Forecast Luncheon

**Date:** February 5, 2015

**Outcome:** The Forecast luncheon was attended by approximately 1,600 business leaders and community members, breaking the record for AEDC events. Ticket sales exceeded expectations and the sponsorship dollars surpassed previous luncheons. The Live. Work. Play. exhibit in the lobby attracted significant attention and served to educate attendees on the initiative. The private reception for Daniel Pink was well attended and his presentation to students at UAA was enjoyed and appreciated by students.

**Project Lead:** Karli Lopez



### **Project Name:** Customer Relationship Management Software Conversion

**Date:** Ongoing

**Outcome:** A contract was signed with WebLink International to replace the existing software with a more robust tool for managing Investor data and contacts. The negotiated price of the contract will result in budget savings for the year. The data conversion began in February and the software is scheduled to go live in Q2.

**Project Lead:** Karli Lopez

### **Project Name:** Investor Benefits Restructuring

**Date:** Ongoing

**Outcome:** Additional benefit options were researched, including offerings from similarly structured EDOs. Feedback from the Investor Relations Committee led to a draft plan and strategy for the project trajectory in Q2.

**Project Lead:** Karli Lopez

## Communications

### **Project Name:** 2015 Communication Planning

**Date:** January 2015

**Outcome:** In 2014 Q4, the AEDC Communication Department created a comprehensive year-long plan for all projects, promotions and other deliverables for 2015 – across all departments. This plan sets expectations for all other departments requesting deliverables, while also enhancing the strategic out-going communications from AEDC to the public. The plan was rolled out in Q1. All staff have access to the calendar tracking all AEDC projects and deliverables for the coming year.

**Project Lead:** Valerie Walsh

### **Project Name:** Connect Alaska Contract

**Date:** Ongoing

**Outcome:** In 2014 Q2, AEDC submitted an 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 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. AEDC recorded all of the classroom sessions during Q4 and determined that the end product of hours-long classroom recordings was not going to benefit the end-user as well as a series of concise videos addressing key issues in entrepreneurship. During Q1 AEDC engaged Alaska Channel to help with filming and editing 10 videos on different aspects of starting a business. AEDC staff worked closely with Alaska Channel to edit 45-minute interviews with various experts down to 10 minute videos. During Q2 the videos will be uploaded to AEDCweb.com and promoted in rural Alaska. The contract ends May 29, 2015, but the videos will be a great asset to our organization and we plan to promote them during Entrepreneurship Week as well.

**Project Lead:** Valerie Walsh

### *Live. Work. Play.*

**Project Name:** Live. Work. Play.

**Date:** Ongoing

**Project Lead:** Archana Mishra

**Outcome:** This initiative is growing at a rapid rate with all Areas of Focus progressing their goals and objectives as set for the first quarter. They are on track to producing positive results and cross-referencing their work with other areas.

The Live. Work. Play. community survey was launched in February which will lead to an updated aspirational narrative for Anchorage. A review committee has been formed and will deliver the updated narrative which is anticipated to be released in November.

Key efforts undertaken by the Areas of Focus are noted below:

#### **Housing**

- Employee and Employer survey completed.
- Regulatory and financial recommendations developed.
- Presentation to stakeholders (such as Anchorage Assembly) begun.

#### **Creative Placemaking**

- Formation of local arts and culture organization, Make Anchorage progressed. Completed phase I, embarking on phase 2.
- A number of arts and placemaking interventions undertaken, for example, an impromptu opera performance at a pop-up winter market was very successful.

#### **Community Safety**

- Research work completed and key spots identified to pilot the “crime prevention through effective lighting” effort. This will be piloted in downtown Anchorage.
- Green Dot is spearheading “crime prevention through bystander safety training” and is expanding its reach in the business community through this area of focus. AEDC staff has done the training and is encouraging other business to do the same.
- “Change for the better” initiative is resurrected and a comprehensive campaign strategy is being developed.
- This area is also working with the Trails Initiative on specific safety related issues.

#### **Trails Initiative**

Anchorage Trails branding complete and being disseminated to the broader stakeholder groups. Additionally, the following tasks are being undertaken by this area of focus.

- Building the broken bridge
- Wayfinding for the entire trails system

- Signage on trails
- Safety on trails
- Schools on trails: Nunaka Valley school pilot-program will be continued (classes are taught on and around the trail system) and there has been evidence of improved attendance and health due to this pilot program.
- This area is coordinating with Safety, Housing, Creative Placemaking and Workplace Well-being areas.

### Education

- Work readiness survey results available and strategies to implement the results and recommendations are being discussed
- Graduation 2015 promotion has begun and a number of business are participating

### Workplace Well-being

- The employer recognition and award program is designed and a strategy for its implementation is being finalized
- This Area is coordinating with Trails Initiative.

### One Anchorage, One Economy

- I+I Alaska survey was launched and businesses are participating. A public recognition event is planned in conjunction with Pride Fest.
- AEDC has participated in the survey and is encouraging other businesses to do the same.

### Project Name: LWP's I Love Anchorage Instagram

**Date:** Ongoing

**Outcome:** Account was hosted by 18 different individuals and organizations in Q1. Hosts included representatives from two different University of Alaska Anchorage departments, a teacher and Iditarod musher, an Alaska Native dancer, a Fur Rondy representative, a series of local dogs for Iditarod week, a fitness store owner, a high school ski coach and AEDC Board Member and Alaska Airlines Regional Vice President Marilyn Romano. In one week of hosting the account, Marilyn Romano grew the account by 116 followers – the highest for the quarter.

**Project Lead:** Valerie Walsh

### Other

**Project:** AEDC Internship Program

**Date:** Ongoing

**Outcome:** Through staff discussions, it was determined that a comprehensive program to attract and train interns was necessary in order to gain the highest value from the program for both AEDC and the interns. AEDC staff attended two recruitment events at UAA and participated in a job shadowing program, resulting in commitments from four students to summer internships. A training day has been established on their first day (May 11<sup>th</sup>) and a formal process for attracting and managing interns is being developed.



**Project Lead:** Archana Mishra

**Project Name:** Pick. Click. Give. Analysis Contract

**Date:** Ongoing through March

**Outcome:** AEDC's Research Department was contracted by the Rasmuson Foundation to organize and analyze Pick. Click. Give. donation data from the last seven years. The project was completed and payment was received in the amount of \$10,000.

**Project Lead:** James Starzec

**Project Name:** TSAIA Corporate Business Travel Survey

**Date:** Ongoing until June

**Outcome:** The Ted Stevens Alaska International Airport (TSAIA) amended their partnership agreement with AEDC to include an additional \$15,000 of funding for the administration of a survey designed to inform air carriers on the travel preferences of Alaska's business travelers. Through an online survey, coordinated marketing and personal communications, AEDC staff are encouraging local business leaders to participate in the survey. Data collection will continue until May 8<sup>th</sup> and the final report will be delivered by May 29<sup>th</sup>.

**Project Lead:** James Starzec

## Reports

During Q1, AEDC released **six reports**.

- 2015 Economic Forecast Report
- 2015 Business Confidence Index Report
- 2015 Live. Work. Play. Metrics Report
- 2015 First Edition of the Anchorage Employment Report
- 2014 Cost Of Living Index Report
- 2014 Q4 Anchorage Consumer Optimism Index Report



# Communications

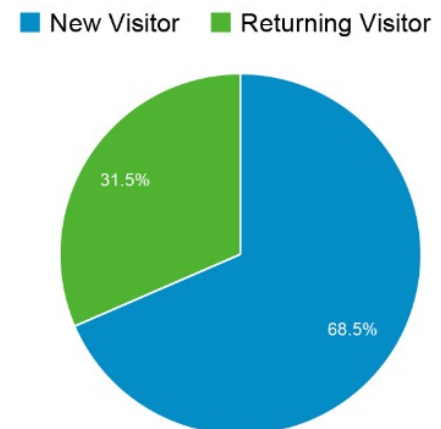
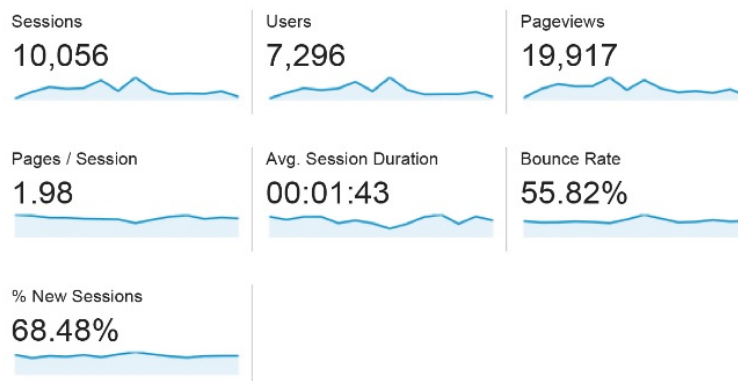
## Public Relations

Media	Q1	Q2	Q3	Q4	Total
Media Placement	196				
Value	\$4,934,848.00				
Reach	121,760,134				
Return on Investment (ROI)	291:1				

- Media coverage for Q1 included extensive coverage for the Rally For Our Troops event, a New York Times article that included quotes from Bill Popp and the Live. Work. Play. magazine distributed through the Alaska Dispatch News.
- Media Clips
  - Workforce Housing Needed – Alaska Business Monthly
  - Anchorage office market hesitant, retail future bright – Alaska Journal of Commerce
  - Anchorage amps up efforts to battle potential troop reductions – Alaska Dispatch News
  - Rally planned in support of keeping Alaska troops – Washington Times
  - Simple way to make Anchorage better to work, live and play – even in winter – Alaska Dispatch News
  - Rural Broadband Access Still Lacking in U.S., Even As Remote Alaska Communities Connect – International Business Times
  - Anchorage economy expected to remain steady in 2015 - KTUU
  - Matured Anchorage struggles to Shake Haunting Memories – The New York Times
  - Economic Group Sees Affordable Housing Shortage As Barrier To Growth For Anchorage – Alaska Public Radio

## Website:

- Continuing to make updates and improvement to the new site, as well as continuing to build additional content.
- Work began to redesign and update the Ted Stevens International Airport pages on the AEDC website. Projected launch of new pages in Q2 of 2015.



Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	19,917 % of Total: 100.00% (19,917)	16,766 % of Total: 100.00% (16,766)	00:01:45 Avg for View: 00:01:45 (0.00%)	10,038 % of Total: 100.00% (10,038)	55.82% Avg for View: 55.82% (0.00%)
1. /	5,962 (29.93%)	5,103 (30.44%)	00:01:15	4,884 (48.66%)	40.50%
2. /rally-troops/	1,688 (8.48%)	1,523 (9.08%)	00:04:25	1,438 (14.33%)	87.14%
3. /2015-economic-forecast-luncheon/	1,687 (8.47%)	1,370 (8.17%)	00:03:28	638 (6.36%)	66.72%
4. /about/staff/	785 (3.94%)	684 (4.08%)	00:02:05	250 (2.49%)	60.40%
5. /research-reports/	750 (3.77%)	544 (3.24%)	00:00:58	49 (0.49%)	37.50%
6. /live-work-play/	614 (3.08%)	507 (3.02%)	00:01:54	303 (3.02%)	53.80%
7. /about/job-opportunities/	550 (2.76%)	412 (2.46%)	00:01:34	174 (1.73%)	58.05%
8. /about/board-of-directors/	452 (2.27%)	379 (2.28%)	00:02:23	95 (0.95%)	69.47%
9. /event/aedc-economic-forecast-luncheon/	427 (2.14%)	383 (2.28%)	00:02:30	274 (2.73%)	66.91%
10. /about/contact/	411 (2.06%)	356 (2.12%)	00:01:41	111 (1.11%)	52.68%

## Social Media

- AEDC social media presence improved across all platforms in Q1.

Platform	Year Created	2014 Q1 Total Followers	2014 Q2 Total Followers	2014 Q3 Total Followers	2014 Q4 Total Followers	2015 Q1 Total Followers
AEDC Facebook	Aug. 2009	1,061	1,090	1,194	1,297	1,358* (+61)
Live. Work. Play. Facebook	Feb. 2012	791	876	944	1,002	1,112 (+110)
AEDC Twitter	Feb. 2009	2,351	2,351	2,651	2,820	2,974 (+154)
AEDC LinkedIn	Mar. 2013	738	801	910	1,042	1,136 (+94)
AEDC Instagram	Oct. 2013	125	182	194	224	273 (+49)
I Love Anchorage Instagram	Aug. 2013	892	1,186	1,667	2,491	3,095 (+604)

\*Facebook changed the way they measure how many people like a Page, some groups saw a decrease in likes after March 12 after Facebook removed likes from inactive Facebook accounts, leading to a smaller increase in followers than usual.

## Q1: Instagram: I Love Anchorage Hosts

Week #	Dates	Name	Organization
69	JAN 5 - 11	Kati Capozzi	Resource Development Council
70	JAN 12 - 18	Brix Hahn	Alaska Dispatch News
71	JAN 19 - 25	Garren Volper	Anchorage Folk Festival
72	JAN 26 - 28	Emily DaLuz & Dana Thorp Patterson	University of Alaska Anchorage, Continuing Education
72	JAN 29 – FEB 1	Roxanna Pertilla	University of Alaska Anchorage, College of Business & Public Policy
73	FEB 2 - 8	Marilyn Romano	Alaska Airlines
74	FEB 9 - 15	Philip Walters	Teacher, Iditarod Racer
75	FEB 16 - 22	Mattox Metcalf	Alaska Native Heritage Center
76	FEB 23 – MAR 1	Amanda Loy	Providence Alaska Health & Services
77	MAR 2 - 8	Erik Judson	Fur Rondy

78	MAR 9 - 10	Hank Le Frenchie	Dogs take over for Iditarod
78	MAR 11 - 12	Biggie Smalls	Dogs take over for Iditarod
78	MAR 13 - 4	Dog Tired Day Care	Dogs take over for Iditarod
78	MAR 15	Toby	Dogs take over for Iditarod
79	MAR 16 - 22	Jay Ubben	STG Incorporated
80	MAR 23 - 29	Sara Miller	South High School Nordic Club
81	MAR 30 – APR 5	Charity Blanchett	Body Phlo, Sports Shop

### AEDC E-Newsletter

- During Q1 we continued to refine the lists in our MailChimp database by compiling multiple lists and capturing lists from our other email platforms (DoubleKnot and LinkedIn).
- With the list restructure, we are adopting new metrics for tracking.

	2013 Quarter 4	2014 Quarter 1	2014 Quarter 2	2014 Quarter 3
Total Recipients (Avg)	2,846	2,934	2,932	n/a
Recipient Opens (Avg)	1,049	1,138	866	n/a
Percentage Opened (Avg)	20.8%	24.51%	18.6%	n/a
Click Rate (Avg)	3.84%	5.95%	2.59%	n/a
<b>New: AEDC Master Email List</b>	<b>2014 Quarter 3</b>	<b>2014 Q4</b>	<b>2015 Q1</b>	<b>2015 Q2</b>
Subscribers	3,506	3,462	3,579	
Opens	17.1%	17.1%	17.0%	
Clicks	2.3%	2.0%	2.0%	

### Staff

- Bill Popp, President & CEO: [bpopp@aedcweb.com](mailto:bpopp@aedcweb.com)
- Valerie Walsh, Communications Director: [vwalsh@aedcweb.com](mailto:vwalsh@aedcweb.com)
- Will Kyzer, Business & Economic Development Director: [wkyzer@aedcweb.com](mailto:wkyzer@aedcweb.com)
- James Starzec, Research Director: [jstarzec@aedcweb.com](mailto:jstarzec@aedcweb.com)
- Archana Mishra, Live. Work. Play. Director: [amishra@aedcweb.com](mailto:amishra@aedcweb.com)
- Karli Lopez, Development Director: [klopez@aedcweb.com](mailto:klopez@aedcweb.com)
- Brooke Taylor, Communications Assistant Director: [btaylor@aedcweb.com](mailto:btaylor@aedcweb.com)
- Bridgette Coleman, Business & Economic Development Assistant Director: [bcoleman@aedcweb.com](mailto:bcoleman@aedcweb.com)
- Tammy Gossett, Operations Coordinator: [tgossett@aedcweb.com](mailto:tgossett@aedcweb.com)
- Arie Henry, Live. Work. Play. Intern: [ahenry@aedcweb.com](mailto:ahenry@aedcweb.com)
- Ken Kroeker, Business & Economic Development Intern: [kkroeker@aedcweb.com](mailto:kkroeker@aedcweb.com)