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# Progress Report:

## Quarter 2 of 2015

Ending June 30, 2015

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# Overview

## Report Highlights

- Eight new Investors and 13 dropped Investors in Q2.
- Business & Economic Development Department assisted 49 businesses.
- AEDC created, designed and released five economic reports in Q2.
- The AEDC Research Department responded to 23 requests for information.
- AEDC released 10 videos for the Connect Alaska contract.
- Live. Work. Play.: The Mayor-Elect of Anchorage named LWP as one of the five transition sub-committees and asked for a list of priorities for a stronger public-private partnership. As all Area of Focus teams are making progress and showing results, the LWP Director is making presentations to the AEDC investor companies, and broader community organizations to transform this grassroots initiative into a community wide movement.
- During Q2 AEDC had 116 media placements for a media value of \$1,485,196 and 29,308,214 total impressions.
- AEDC social media has continued to grow across all platforms in Q2 of 2015.
  - AEDC's I Love Anchorage account was an honorary mention for the "Instagram | Best PR Campaign" by PR NEWS.

## Investor Update

**Total Investors:** 246

-5 from Q1 2015

+5 from EOY 2014

### New Investors:

Q2

1. RMG Real Estate	Bronze	\$500.00
2. BBFM Engineers	Bronze	\$500.00
3. Petro Marine	Bronze	\$500.00
4. YWCA	Bronze	\$500.00
5. Dittman Research	Bronze	\$500.00
6. Simon 5th Avenue Mall	Bronze	\$500.00
7. Anchorage Sand & Gravel	Bronze	\$500.00
8. Bering Straits Native Corporation	Silver	\$2,500.00

### Dropped Investors:

Q2

1. Matanuska Susitna Borough	Drop	\$(2,500.00)	No reason given
2. MSI Communications	Drop	\$(500.00)	Reducing memberships
3. Pebble Partnership	Drop	\$(1,000.00)	Financial
4. Elwood Staffing	Drop	\$(500.00)	Reducing memberships
5. Hughes Gorski Seedorf	Reduction	\$(500.00)	Same benefits for \$500 less
6. SprocketHeads	Drop	\$(500.00)	Financial - Film Tax Credit
7. GMC Contracting	Drop	\$(500.00)	Unsure how they joined
8. Pacific Rim Media	Drop	\$(500.00)	Could not contact
9. Gordon Dewitt	Drop	\$(500.00)	Could not contact
10. ADS-B Technologies	Drop	\$(500.00)	Financial
11. North Pole EDC	Drop	\$(500.00)	Could not contact
12. AK Institute of Surg & Med Specialties	Drop	\$(1,000.00)	Could not contact
13. Anchorage Community Land Trust	Drop	\$(500.00)	Discussion pending

## 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	10			25
Non-Investor	24	39			63
Alaska-based	24	33			57
Out-of-State	15	16			31
TOTAL	39	49			88

## Research Assistance

In Q2, the Research Department responded to 23 requests for information and research assistance. Fourteen requests were from AEDC investor companies and nine were from non-investors. These requests ranged from general economic data collection (employment, wage, sales, etc.) to Alaska Prospector training sessions.

## Awards

In Q2, AEDC's I Love Anchorage Instagram campaign received Honorable Mention recognition, as one of five finalists for the international PR News "Social Media Icon Awards," in the category "Instagram: Best PR Campaign." The United National Foundation #UNselfie campaign won the category.

## Project & Events Updates

### Executive



**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	• Eklutna	\$2,500
• Wells Fargo	\$10,000.00	• The Chariot Group	\$1,000
• Alaska Airlines	\$50,000.00	• Premera	\$5,000
• AIDEA	\$50,000.00	• ADP	\$2,500
• DCCED	\$15,000.00	• Aleut Corporation	\$1,000
• Airport	\$15,000.00	• Alaska Executive Search	\$2,500
• BDO	\$2,500.00	• AT&T	\$5,000
• The Wilson Agency	\$1,000.00	• Enstar	\$1,000
• AEDC	\$10,000.00	• Lynden International	\$5,000
• Arctic Wire Rope & Supply	\$2,500	• KPB Architects	\$2,500
• Hotel Captain Cook	\$5,000	• Chugach Alaska Corporation	\$2,500
• Eagle River Chamber	\$500	• Alaska Housing Finance Corp.	\$2,500
• DOWL	\$2,500	• <b>Total</b>	<b>\$207,000</b>

An additional \$87,000 in IEDC Conference sponsorships are anticipated, pending signed commitments. The remaining \$94,000 to reach goal is being actively worked on.

**Project Lead:** Bill Popp

### Business & Economic Development

**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. AEDC continues to provide I Million Cups as an opportunity for the startups and entrepreneurs we work with to gain exposure to the local startup community.

**Project Lead:** Bridgette Coleman

**Project Name:** Airport Business Development Project: Additional Agreement

**Date:** Ongoing

**Outcome:** AEDC

In May 2015, AEDC signed an agreement with Ted Stevens Anchorage International Airport (ANC) and a third-party consultancy, Global Logistics Development Partners (GLDP), to accelerate work on a 2-year effort to attract further investment to Anchorage associated with ANC's air cargo advantages. GLDP will act as a sub-contractor to AEDC. GLDP's efforts will provide support related to supply chain sector analysis, industry relationship development and the development of business plans for target companies.

**Project Lead:** Will Kyzer

**Project Name:** Airport Business Development Project: Perishable Supply Chain Conference

**Date:** May 17-20, 2015

**Outcome:** Will Kyzer attended the Cool Chain Association's Perishable Supply Chain Conference. AEDC had two primary goals of attending the conference: make high-level contacts in the air forwarding industry and learning about the operating characteristics of the cool shipping sector. Both goals were accomplished, with one-on-one conversations occurring with 23 conference attendees and a thorough understanding of the perishable shipping industry obtained. Several follow up teleconferences occurred as a direct result of this conference.

**Project Lead:** Will Kyzer

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

**Date:** June 2015

**Outcome:** AEDC provided significant assistance to a local entrepreneur looking to expand her customer base for Alaska-made dog treats and food. Data was collected regarding the local and national demand for high quality dog food and treats. AEDC assisted in improving the individual's business plan and creating a slide deck to allow the company to be pitched at I Million Cups Anchorage. AEDC also reviewed and edited the Kiva Zip landing page for the company and provided social media exposure to allow the entrepreneur to realize her goal of raising \$5,000 for equipment and marketing needs.

**Project Lead:** Bridgette Coleman

**Project Name:** Entrepreneur Week 2015

**Date:** March through August 2015

**Outcome:** AEDC met and coordinated with individuals and entities hosting entrepreneur week events. AEDC acts as the marketing center point for event coordinators. Event information and graphics were collected, managed and stored by AEDC staff in order to streamline the marketing process and better cross-promote events. Initial coordination of entrepreneur exhibit hosts for the AEDC 3-Year Forecast Luncheon was executed.

**Project Lead:** Bridgette Coleman & Brooke Taylor

**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:** 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 ten investors from both the Board and the members at large. The committee has met three times in the second quarter and five times this year. The committee has reviewed the BRE survey results and has drafted a resolution to the board identifying 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 and providing valuable feedback for the project.

**Project Lead:** James Starzec

**Project Name:** Peony Logistics Roundtable

**Date:** May 2015

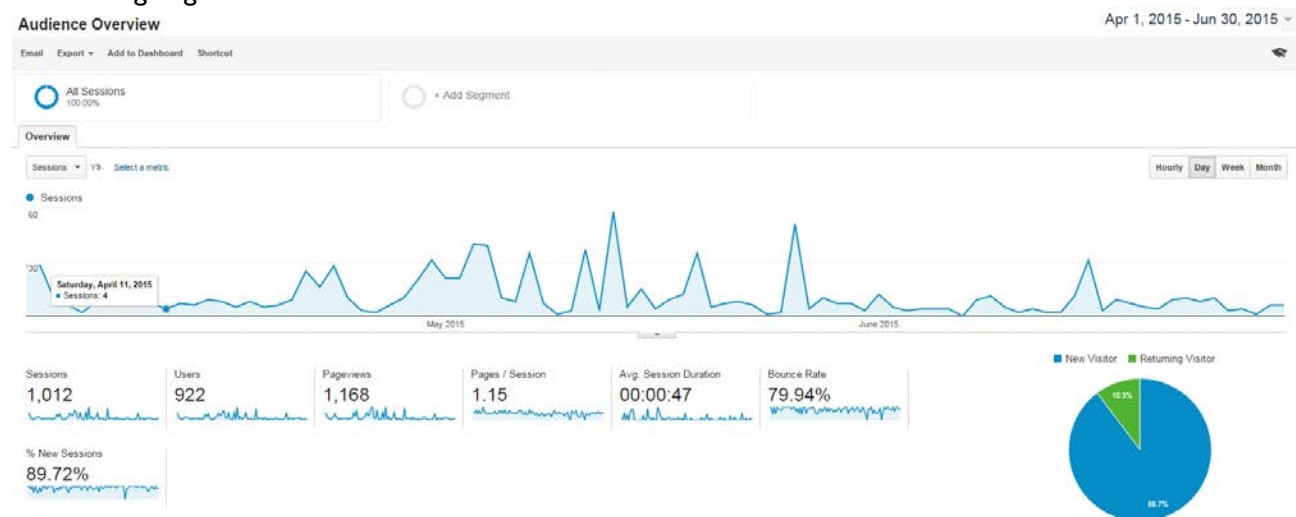
**Outcome:** AEDC was able to leverage its connections with the logistics industry leaders in Anchorage to put on a Peony Logistic Roundtable. As peony growers throughout the state are planting more stems and harvests are continuing to grow exponentially, the need for improved logistics capabilities to reach domestic and international markets is a rising concern. AEDC hosted a roundtable including growers from all over Alaska, a representative from Senator Lisa Murkowski's office, local Lynden managers and a Lynden representative from Seattle. The discussion focused on the state of peony growing in Alaska and the need for additional logistic support, specifically to Asian markets.

**Project Lead:** Bridgette Coleman

## Research

**Project Name:** AnchorageProspector.com

**Date:** Ongoing



**Outcome:** User statistics have significantly improved in Q2 compared to 2014 Q2. Sessions increased by 71 percent, while individual users increased by 86%. When compared to Q1 of 2015, all of the statistics have also improved dramatically. Sessions increased by 253, or 33 percent, and user totals went up by 232, or 34 percent. Direct instruction on how to utilize the Prospector tool was given to a staff members at the Alaska Dispatch News, McDowell Group and the Alaska Department of Labor, Division of Research and

Analysis. Additionally, the tool was utilized to assist in at least seven inquiries to the Research Department and continues to be promoted to the community.

**Project Lead:** James Starzec

**Project Name:** Confidential Business Development Data Collection

**Date:** May-July

**Outcome:** Assisted a member organization in the collection of market data and local contacts to help develop their business proposition.

**Project Lead:** James Starzec

**Project Name:** Cost of Living Index Data Collection

**Date:** April 9 – 13

**Outcome:** Quarterly collection of price data for a nation-wide survey of city-to-city comparisons of key consumer costs. 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. Q2 data will be released on August 29.

**Project Lead:** James Starzec

**Project Name:** Investor Relations Focus Groups

**Date:** April 6 & 7

**Outcome:** Using the well-established roundtable conversation method, the Research Department conducted two discussions focused on AEDC's Investor benefits from the perspective of current and potential Investors. The goal of these roundtables was to learn what the business community perceives as the most valuable part of their investment in AEDC and to identify opportunities for AEDC to serve its Investors. The results were compiled in a report and delivered to the AEDC Investor Relations Committee who utilized the information while restructuring the Investor benefits. The opportunity to network was a consistent theme and was incorporated through the creation of our new Investor-only events.

**Project Lead:** James Starzec

**Project Name:** Ted Stevens Anchorage International Airport Business Traveler Survey

**Date:** March - May

**Outcome:** The Ted Stevens Anchorage International Airport (ANC) amended the Economic Development Services Letter of Agreement with AEDC to include the implementation of a survey designed to help ANC gain a higher understanding of destinations frequented by business travelers, and to suggest new opportunities for services and improvements. The survey was successfully launched, analyzed and delivered as a report to ANC. AEDC received \$15,000 for the project.

**Project Lead:** James Starzec

## *Development & Events*

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

**Date:** Ongoing

**Outcome:** New software went live in Q2 and is being populated with accurate, up-to-date Investor information as well as tracking prospects, non-Investor businesses provided support and support given to the entrepreneur community. Training with staff is ongoing as the team learns the capability of the tool. The online directory component is scheduled to be completed by the end of July. This feature will be a searchable index of investor company information with varying amounts of information dependent upon investment level. The directory is a new Investor benefit for 2015

**Project Lead:** Karli Lopez



**Project Name:** Investor Benefits Restructuring

**Date:** Complete

**Outcome:** The new Investor benefits schedule received Board approval in May. Informational materials were completed by the Communications Department and have been implemented in Investor recruitment. Additionally, the new benefits schedule was distributed with all invoices for the July billing cycle. An orientation session for prospective and current Investors is scheduled for August 26 to provide an in-depth review of what AEDC can offer Investors. These sessions are currently planned on a quarterly basis, but may increase dependent upon recruitment levels and demand. Other new benefits that were added through the project are complete or in progress, such as the creation of an AEDC Investor graphic and the first quarterly newsletter, scheduled for distribution by the end of August.

**Project Lead:** Karli Lopez

**Project Name:** Investor Networking Events

**Date:** Ongoing

**Outcome:** In Q2, we introduced regularly scheduled networking events at no cost to AEDC Investors.



The first event was held at KPB Architects in May and drew 50-75 attendees. Each event will be tied to a Live. Work. Play. Area of Focus, and May's event featured the Community Safety team and the Green Dot Anchorage program. The next event is scheduled for August 27 at Wells Fargo and will highlight One Anchorage, One Economy and the Welcoming Cities initiative. September and October events are in the planning stages due to high interest

from a variety of prospective hosts. The opportunity to host these events is open only to Gold level Investors.

**Project Lead:** Karli Lopez

**Project Name:** 2015 3-Year Outlook Luncheon

**Date:** Ongoing

**Outcome:** The planning work for the luncheon began in Q2 as we secured the speaker contract and began soliciting sponsorships. The Communications team heavily marketed the event and tickets went on sale to AEDC Investors in June.

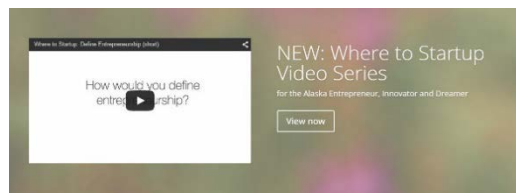
**Project Lead:** Karli Lopez

## Communications

**Project Name:** Connect Alaska Contract

**Date:** Ended May 29, 2015

**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.

In 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. In Q2, the videos were uploaded to AEDCweb.com and promoted throughout Alaska. AEDC networked with groups such as Alaska Native corporations, the Small Business Development Center and the State of Alaska to connect Alaskan entrepreneurs with these videos.

The contract was completed on May 29, 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

**Project Name:** Alaska Innovator Magazine

**Date:** Ended May 29, 2015

**Outcome:** Met with Alaska Dispatch staff and outlined the magazine content. Divided the work with Dispatch staff and connected them with story contacts. Magazine is set to release at the 3-Year Outlook Luncheon.

**Project Lead:** Valerie Walsh

### *Live. Work. Play.*

**Project Name:** Live. Work. Play. (LWP)

**Date:** Ongoing

**Project Lead:** Archana Mishra

**Outcome:** The Mayor-Elect of Anchorage, Ethan Berkowitz, named LWP as one of his five transition sub-committees and asked for a list of priorities for a stronger public-private partnership. As all Area of Focus teams are making progress and showing results, the LWP Director is making presentations to AEDC Investor companies and broader community organizations to transform this grassroots initiative into a community wide movement.

The LWP Narrative survey has received 500 responses and the key emerging themes are being noted and analyzed by the Narrative Review Committee. An updated draft narrative will be released on November 6.

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

### **Housing**

- Key goals of housing survey, regulatory and financial groups are complete and the team members are merging into an advocacy group.
- The Housing group supported, and provided testimony to the Anchorage Assembly for the 4<sup>th</sup> Avenue Theater development project 4||5. The Housing team believes this project will foster the much needed vitality of our downtown.
- The Housing group developed a set of recommendations for reforming the design element requirements under Title 21. In order to do so, the Housing group supported its suspension for 18 months.
- The advocacy group aims to inform, educate and engage stakeholders about the work that the three group have completed.
- Presentation to stakeholders (such as Anchorage Assembly) continued.

### **Creative Placemaking**

- Phase 2 work of the formation of local arts and culture organization, Make Anchorage progressed.
- A number of arts and placemaking interventions undertaken, for example, an Urban Conflux five-thirty was conducted successfully.





## Community Safety

- The effective lighting team is engaging with the owners of the properties that were identified as the hot spot for crime prevention through better lighting.
- The team is connecting Green Dot Anchorage to more businesses and community organizations for “crime prevention through bystander safety training”. The Mayor-Elect’s staff did the training and it is planned to expand the training across all municipal staff.
- Anchorage Downtown Rotary Club has offered partnership to progress the compassionate panhandling campaign “change for the better”.

## Trails Initiative

Anchorage Trails branding complete and the elements of the broader branding strategy are being implemented. This area is coordinating with Safety, Housing, Creative Placemaking and Workplace Well-Being areas.

## Education

- Stronger alliance building between 90 by 2020 and LWP efforts underway to ensure the set goals are met in time.
- Graduation 2015 promotion was successful and a number of businesses, including AEDC participated.



## Workplace Well-Being

- The employer recognition and award program finalized and ready to be launched in August 2016.

## One Anchorage, One Economy

- I+I Alaska survey is about to be closed and a guidebook is to be published recognizing all participating businesses.

**Project Name:** LWP’s I Love Anchorage Instagram

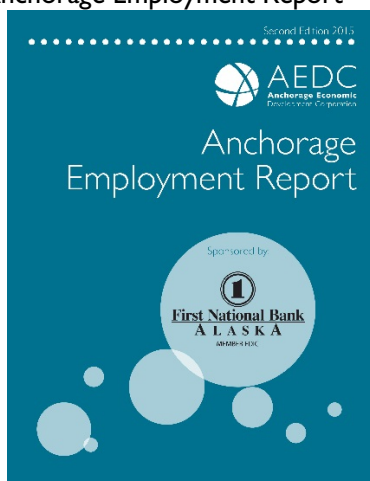
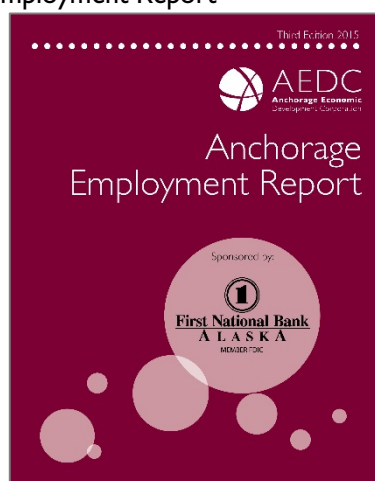
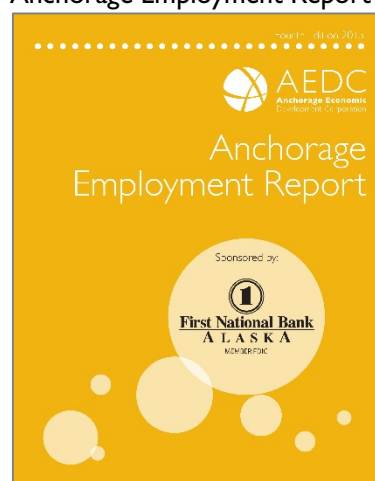
**Date:** Ongoing

**Outcome:** Account was hosted by 16 different individuals and organizations in Q2. Hosts included representatives from Kaladi Brothers, Alaska Dispatch News, KPB Architects, Bike Anchorage, Moose’s Tooth, KTVA Channel 11, several local startup businesses and Anchorage School District Superintendent Ed Graff.

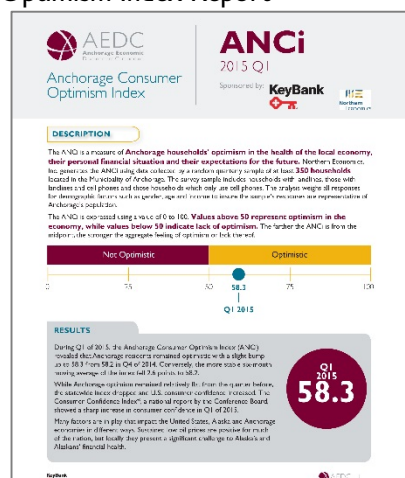
**Project Lead:** Valerie Walsh

During Q2, AEDC released **five reports**.

2015 Second Edition of the  
Anchorage Employment Report

2015 Third Edition of the Anchorage  
Employment Report2015 Fourth Edition of the  
Anchorage Employment Report

## 2015 Q1 Anchorage Consumer Optimism Index Report



## 2015 Q1 Anchorage Economic Dashboard

[illegible]

## Communications

## Public Relations

Media	Q1	Q2*	Q3	Q4	Total
Media Placement	196	116			312
Value	\$4,934,848.00	\$1,485,196.29			\$6,420,044
Reach	121,760,134	29,308,214			151,068,348
Return on Investment (ROI)	291:1	164:1			

\*During Q2, CNN ran a story titled “Most diverse place in America? It’s not where you think,” highlighting Anchorage’s diverse population. The media value associated with this article is not included in the total for Q2. The one article skewed results noticeably (total media clips WITH CNN article: 134, total impressions: 88,128,019 for a total media value of \$4,231,799 and an ROI of 467:1).

- Media coverage for Q2 included extensive coverage of the Anchorage mayoral race, during which candidates referenced the AEDC Live. Work. Play. Initiative, as well as for Mayor-Elect Ethan Berkowitz's selection of LWP as one of this five transition committees. AEDC Board Chair Mike

Prozeralik's selection to head the LWP transition committee and AEDC President & CEO's selection and work on the Mayor-Elect's Economy transition committee.

- **Media Clips**

- Anchorage housing gridlock turning Lower 49 works away – KTVA
- In final debate, mayoral candidates have some feisty exchanges – Alaska Dispatch News
- Bill Popp, head of Anchorage Economic Development Corp., extends contract – Alaska Dispatch News
- Survey says Anchorage remains optimistic – Alaska Business Monthly
- 4<sup>th</sup> Ave. Theatre redevelopment fits with bold plan for Anchorage Downtown – Alaska Dispatch News
- Anchorage mayor-elect announces community-driven transition process – Alaska Public Media
- The “Where to Startup” Series: First Steps and Crowdfunding – Unleashed, The Boardroom magazine
- Anchorage & Aviation: Flying through time – Alaska Journal of Commerce
- In Anchorage, a Growing Demand for Urban Living, But Builders Aren't Building – National Mortgage News

**Website:**

- Continuing to make updates and improvement to the new site, as well as continuing to build additional content.
- Creation of the Where to Startup video series section
- Work underway to redesign and update the Ted Stevens Anchorage International Airport pages on the AEDC website. New pages launched in Q2 with updates continuing in Q3.



Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	19,669 % of Total: 100.00% (19,669)	16,836 % of Total: 100.00% (16,836)	00:02:05 Avg for View: 00:02:05 (0.00%)	10,225 % of Total: 100.00% (10,225)	61.58% Avg for View: 61.58% (0.00%)
1. /	6,983 (35.50%)	6,234 (37.03%)	00:01:32	5,967 (58.36%)	63.00%
2. /live-work-play/	764 (3.88%)	608 (3.61%)	00:01:51	433 (4.23%)	51.96%
3. /about/staff/	738 (3.75%)	648 (3.85%)	00:02:45	241 (2.36%)	62.08%
4. /research-reports/	670 (3.41%)	422 (2.51%)	00:00:55	51 (0.50%)	32.69%
5. /where-to-startup/	552 (2.81%)	406 (2.41%)	00:02:16	312 (3.05%)	54.23%
6. /2015-three-year-outlook-luncheon/	536 (2.73%)	473 (2.81%)	00:02:34	211 (2.06%)	68.22%
7. /about/board-of-directors/	416 (2.12%)	372 (2.21%)	00:01:43	112 (1.10%)	76.79%
8. /about/job-opportunities/	378 (1.92%)	310 (1.84%)	00:01:36	95 (0.93%)	62.11%
9. /about/contact/	360 (1.83%)	302 (1.79%)	00:02:09	83 (0.81%)	61.45%
10. /live-work-play/2015-live-work-play-survey/	355 (1.80%)	313 (1.86%)	00:05:12	202 (1.98%)	32.04%

## Social Media

- AEDC social media presence improved across all platforms in Q2.

Platform	Year Created	2014 Q2 Total Followers	2014 Q3 Total Followers	2014 Q4 Total Followers	2015 Q1 Total Followers	2015 Q2 Total Followers
AEDC Facebook	Aug. 2009	1,090	1,194	1,297	1,358*	1,462 (+104)
Live. Work. Play. Facebook	Feb. 2012	876	944	1,002	1,112	1,213 (+101)
AEDC Twitter	Feb. 2009	2,351	2,651	2,820	2,974	3,136 (+162)
AEDC LinkedIn	Mar. 2013	801	910	1,042	1,136	1,230 (+94)
AEDC Instagram	Oct. 2013	182	194	224	273	301 (+28)
I Love Anchorage Instagram	Aug. 2013	1,186	1,667	2,491	3,095	4,376 (+1,281)

\*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.

## Q2: Instagram: I Love Anchorage Hosts

Week #	Dates	Name	Organization
82	APR 6 – 12	Kathryn Muntean	Downtown Kaladi Brothers
83	APR 13 - 19	Laurel Andrews	Alaska Dispatch News
84	APR 20 - 26	Ryann Swalling	KPB Architects
85	APR 27 – MAY 3	Ed Graff	Anchorage School District
86	MAY 4 - 10	Brenda Lester	Hatcher Press Clothing
87	MAY 11 - 17	Kennis Brady	Girls On The Run Club, Anchorage Fire Dept.
88	MAY 18 - 24	Aimee Chauvot	Bike Anchorage
89	MAY 25 - 31	Chris Cupp	Professional photographer
90	JUN 1 - 7	Jordan Bird	Moose's Tooth
91	JUN 8 - 9	Megan Mazuruk	KTVA
91	JUN 10 - 11	Emily Carlson	KTVA
91	JUN 12 - 13	Jason Sear	KTVA
91	JUN 14 - 15	Mary Simton	KTVA
92	JUN 16 - 21	Ira Edwards	Ski Rep
93	JUN 22 - 28	Larissa Villar Aaberg	Palette Pop-Up Art Studio
94	JUN 29 – JUL 5	Sergios Rahmatoulin	Girdwood Forest Fair & Hope Community Resources

## AEDC E-Newsletter

- During Q2 we continued to refine the lists in our MailChimp database by compiling multiple lists and capturing lists from our other email platforms (Constant Contact and LinkedIn).
- With the list restructure, we are adopting new metrics for tracking.

	2014 Quarter 3	2014 Q4	2015 Q1	2015 Q2
Subscribers	3,506	3,462	3,579	3,729
Opens	17.1%	17.1%	17.0%	16.4%
Clicks	2.3%	2.0%	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, Airport Business Development Director: [wkyzer@aedcweb.com](mailto:wkyzer@aedcweb.com)
- Bridgette Coleman, Business & Economic Development Director: [bcoleman@aedcweb.com](mailto:bcoleman@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)
- Tammy Gossett, Operations Coordinator: [tgossett@aedcweb.com](mailto:tgossett@aedcweb.com)

### Interns:

- Arie Henry, Live. Work. Play. Intern
- Alexa Wolf, Development Intern
- Glen Dunn, Business & Economic Development Intern
- Xavier Mason, Communications Intern