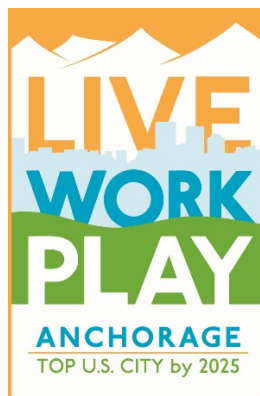




Progress Report:

Quarter 3 of 2015

Ending September 30, 2015



Overview

Report Highlights

- 2015 3-Year Outlook Luncheon: First year the July Luncheon has sold out.
- Assisted local groups in conducting Alaska Entrepreneurship Week.
- Seven new/increased Investors and four dropped Investors in Q3.
- Business & Economic Development Department assisted 30 businesses.
- AEDC created, designed and released five economic reports in Q3.
- The AEDC Research Department responded to 29 requests for information.
- AEDC signed a 2-year agreement with the Airport to attract business investment to Anchorage.
- AEDC received two Aurora Awards from the Public Relations Society of America, Alaska Chapter.
- Live. Work. Play.: LWP Survey completed with 1,275 responses and Review Committee is now finishing the Narrative revisions. 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 Q3 AEDC had 206 media placements for a media value of \$3,047,750 and 245,538,422 total impressions.
- AEDC social media has continued to grow across all platforms in Q3 of 2015.

Investor Update

Total Investors: 247

+1 from Q2 2015

+6 from EOY 2014

New Investors:

Q3

1. Beacon Media & Marketing	New	Bronze	\$ 500
2. Alaska Salmon Alliance	New	Bronze	\$ 500
3. Covenant House Alaska	New	Bronze	\$ 500
4. Vertical Harvest Hydroponics	New	Bronze	\$ 500
5. Alaska Railroad	Increase	Gold	\$ 6000
6. ACDA	Increase	Diamond	\$ 5000
7. Northern Air Cargo	Increase	Silver	\$ 1500

Dropped Investors:

Q3

			<i>Reason for Drop</i>
1. Blood Bank of Alaska	Drop	-\$ 2500	Financial
2. Buzz Rohlfing	Drop	-\$ 2500	Financial
3. Futaris	Drop	-\$ 500	Financial
4. Lottsfeldt Strategies	Reduction	-\$ 500	Financial

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	9		34
Non-Investor	24	39	21		84
Alaska-based	24	33	25		82
Out-of-State	15	16	5		36
TOTAL	39	49	30		118

Research Assistance

In Q3, the Research Department responded to 29 requests for information and research assistance. Eighteen requests were from AEDC Investor companies and 11 were from non-Investors. These requests ranged from general economic data collection (employment, wage, sales, etc.) to research project proposals.

Awards

In Q3, AEDC received two Public Relations Society of America, Alaska Chapter Aurora Awards for Live. Work. Play.'s I Love Anchorage Instagram account and the Rally For Our Troops event with Visit Anchorage.



Community Engagement

In Q3, H&M kicked off its Anchorage opening with an VIP invite-only party on July 16. AEDC had the opportunity, through our Public Relations firm, Thompson & Co., to have our Board of Directors added to the VIP guest list. The event had a great turnout and was enjoyed by all in attendance.

On August 18, AEDC staff were joined by Board member, Brian Nerland, to Chalk the Walk at Inlet View Elementary School. This program helps welcome students back as they start their new year, providing encouragement and showing that the community cares about them.



Project & Events Updates

Executive



Project Name: 2015 IEDC Annual Conference

Project Lead: Bill Popp

Date: Ongoing

Outcome: Sponsorship solicitation was mostly completed in Q3 and many additional commitments were secured for a total of \$352,950 in IEDC Conference sponsorship.

Committed sponsors:

• AIDEA	\$50,000	• Professional Growth Systems	\$4,000
• Alaska Airlines	\$50,000	• ADP	\$2,500
• ExxonMobil	\$25,000	• Alaska Executive Search	\$2,500
• DCCED	\$15,000	• Alaska Housing Finance Corp.	\$2,500
• Municipality of Anchorage	\$15,000	• Arctic Wire Rope & Supply	\$2,500
• Ted Stevens Int'l Airport	\$15,000	• BDO USA LLP	\$2,500
• AEDC	\$10,000	• Chignik River LLC	\$2,500
• BAC Transportation	\$10,000	• Chugach Alaska Corporation	\$2,500
• BP Exploration	\$10,000	• CIRI	\$2,500
• GCI	\$10,000	• Cook Inlet Housing Authority	\$2,500
• Wells Fargo	\$10,000	• DOWL	\$2,500
• SWAMC	\$8,750	• Eklutna, Inc.	\$2,500
• Alyeska Pipeline Company	\$7,500	• KPB Architects	\$2,500
• Alaska Communications	\$5,000	• Mat-Su Borough	\$2,200
• Alaska USA FCU	\$5,000	• Aleut Corporation	\$1,000
• Anchorage Chamber	\$5,000	• Birch Horton Bittner & Cherot	\$1,000
• AT&T	\$5,000	• CRW Engineering	\$1,000
• AWWU	\$5,000	• ENSTAR Natureal Gas Comp.	\$1,000
• Carpenters Union	\$5,000	• First National Bank	\$1,000
• Hotel Captain Cook	\$5,000	• Foraker Group	\$1,000
• Lynden International	\$5,000	• RIM Architects	\$1,000
• Premera BCBS	\$5,000	• Stantec	\$1,000
• Providence	\$5,000	• The Chariot Group	\$1,000
• TOTE Maritime	\$5,000	• The Wilson Agency	\$1,000
• Weidner Apartment Homes	\$5,000	• Eagle River Chamber	\$500
• KeyBank	\$4,500	• Total	\$352,950

No additional sponsorships are anticipated for this effort. IEDC has informed AEDC that no additional funds will be required to address the sponsorship goal shortfall of \$31,050. A recap of the outcomes of the completed conference will be provided in the Q4 progress report.

Project Name: Policy Letters

Project Lead: Bill Popp

Date: September 2 & 15, 2015

Outcome: At the AEDC Board of Directors meeting on August 20, the Board voted to draft a letter to the Governor and Legislature urging them to take decisive action in the next Legislative session to address the current fiscal situation. AEDC staff were directed to draft the letter, which subsequently went through revisions by the Executive Committee before being submitted to the Board for approval at a special meeting on September 2. The AEDC Board believes that the only reasonable solution is a measured combination of cuts, new revenue and growth. The letter articulating the new policy was then sent to Governor Bill Walker and the Alaska Legislature.

On September 15, the AEDC Board held a special meeting and unanimously approved a policy letter regarding the pending decision by the Anchorage Assembly on proposed ordinances to adopt equal rights provisions in the municipal code for the LGBT community. The original request for this action was brought to AEDC by Assembly member Bill Evans through the Live. Work. Play. (LWP) One Anchorage, One Economy (OAOE) Area of Focus. The policy was drafted by AEDC staff and then revised and moved forward by the OAOE team, the LWP Steering Committee and the Executive Committee, before being approved by the Board of Directors. This letter was then shared with the Anchorage Assembly and Mayor Ethan Berkowitz and was read into the record during public testimony on the proposed ordinances. The ordinance has since been passed by the Assembly and signed into law by the Mayor.

Business & Economic Development

Project Name: I Million Cups

Project Lead: Bridgette Coleman

Date: Ongoing

Outcome: I Million Cups is a national program designed by the Kauffman Foundation 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 to educate, engage and connect. AEDC continues to support this effort through recruitment of entrepreneurs and host responsibilities, as well as continuing 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 Name: Entrepreneur/Startup Assistance

Project Lead: Bridgette Coleman

Date: June-October 2015

Outcome: AEDC provided significant assistance to Vertical Harvest Hydroponics (VHH) to promote their business to a local national and international audience. Per AEDC recommendation, VHH will be able to present their business model at the IEDC Annual Conference and co-host a booth at the Alaska Federation of Natives Conference with AEDC. VHH has recently come on Board as an AEDC Bronze Investor.



Project Name: Local Food Industry Roundtables

Project Lead: Bridgette Coleman

Date: Ongoing

Outcome: AEDC has hosted a number of roundtables to bring together various parts of the local food economy. The group brought together through these roundtables has taken an interest in pursuing the creation of a food hub or local food market in Anchorage. The group has expressed that creation of a food hub may allow for improved distribution of locally grown products, opportunities to scale food business to serve wholesale buyers and an opportunity for food related entrepreneurs to access the resources necessary to grow their business in state (rather than relocating outside Alaska). AEDC will continue to bring together partners and organizations and pursue solutions to fill the gaps in the local food economy.

Project Name: Entrepreneurship Week 2015 (E-Week)

Project Lead: Bridgette Coleman & Brooke Taylor

Date: March through August 2015

Outcome: AEDC worked with a number of partner organizations including; The Boardroom, SBDC, BEI and APU to name a few, in order to organize Entrepreneurship Week 2015. 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. E-Week 2015 included 19 events that focused on growing the entrepreneur community and giving local entrepreneurs an opportunity to come together and pursue new ideas, network with like-minded individuals and gain access to resources. The week of events included; Start-up Weekend, I Million Cups, AEDC's July Luncheon and Entrepreneur Exhibit Hall, the Mini Maker Faire and a number of courses and workshops featuring speakers such as Ed Hess. There were several planning meetings leading up to the week of events, AEDC hosted the event calendar and webpage. The collaboration leading up to this year's E-Week has led to continued partnerships to grow and improve the entrepreneur community in Anchorage and Alaska.

Project Name: Entrepreneur Exhibit Hall at AEDC July Luncheon

Project Lead: Bridgette Coleman

Date: July 2015

Outcome: AEDC organized a group of nine Alaskan entrepreneurs to showcase their companies as part of the July Luncheon. Participating entrepreneurs set up booths to display the products they have developed and talk with attendees about the benefits and impacts of their work in Alaska. Entrepreneurs included; Palette pop-up art studio, ArXotica, Alaska Paracord, Coppa Ice cream, Vertical Harvest Hydroponics, Drool Central, Bambinos Baby food, I Million Cups and Fishe Wear. The exhibits gave the luncheon attendees a chance to see the work of talented entrepreneurs in their community and get in early to purchase some of their fantastic products.



Project Name: Business Assistance, Sweet Chalet

Project Lead: Bridgette Coleman

Date: August 2015

Outcome: AEDC had the chance to sit down with the owner of Sweet Chalet, a local artisan chocolate shop, and discuss ways to grow and expand their market locally. AEDC and SBDC have teamed up to provide support in creating material for Sweet Chalet to use when hosting the I Love Anchorage Instagram account in December 2015. Additionally AEDC will be providing opportunities for their hand painted chocolate bonbons to be given out at the IEDC Conference and a PRSA monthly professional development luncheon.



Project Name: Economic Development Advisory Committee (EDAC)

Project Lead: James Starzec

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 twice in the third quarter and seven times this year. The committee brought a resolution to the board identifying the priority barriers for Anchorage businesses to be addressed through the BRE program at the Board of Directors meeting on August 20. The resolution was adopted by the Board, identifying labor availability issues as a priority barrier and directs the staff to develop a strategic action plan to address them. They are also reviewing the Air Cargo Related Economic Development Assessment report done by GLDP and providing valuable feedback for the project.

Airport-Related Business Development

Project Name: Airport Business Development, 2-Year Agreement

Project Lead: Will Kyzer

Date: July 23, 2015

Outcome: AEDC signed a 2-year agreement with Ted Stevens Anchorage International Airport (ANC) and subcontractor Global Logistics Development Partners (GLDP) to attract business investment to Anchorage related to ANC's air cargo and logistics advantages. The agreement has allowed the creation of a new position at AEDC, the Airport Business Development Director, which focuses exclusively on airport-related economic development at ANC.

Project Name: Council of Supply Chain Management Professionals, Annual Conference

Project Lead: Will Kyzer

Date: September 26-30, 2015

Outcome: Will Kyzer attended the Council of Supply Chain Management Professionals (CSCMP) Annual Conference in San Diego, CA. CSCMP's conference is one of world's largest supply chain and logistics conferences and provided excellent networking opportunities. Will met with numerous freight forwarders and third-party logistics (3PL) providers and several follow-up phone calls as a result.

Project Name: Local Commercial Developers, Project Introduction

Project Lead: Will Kyzer

Date: July 2015 - Ongoing

Outcome: Meetings occurred with several Alaska commercial developers to introduce the airport business development effort AEDC is leading and gain feedback regarding the industry propositions. Types of industry operations being targeted, size and potential locations were discussed. These meetings served as excellent opportunities to identify areas where more information gathering is needed and familiarize them with the project. Additional meetings are expected.

Project Name: Pharmaceutical Reverse Logistics Research, Local Vendors and Operations

Project Lead: Will Kyzer

Date: July 2015 - Ongoing

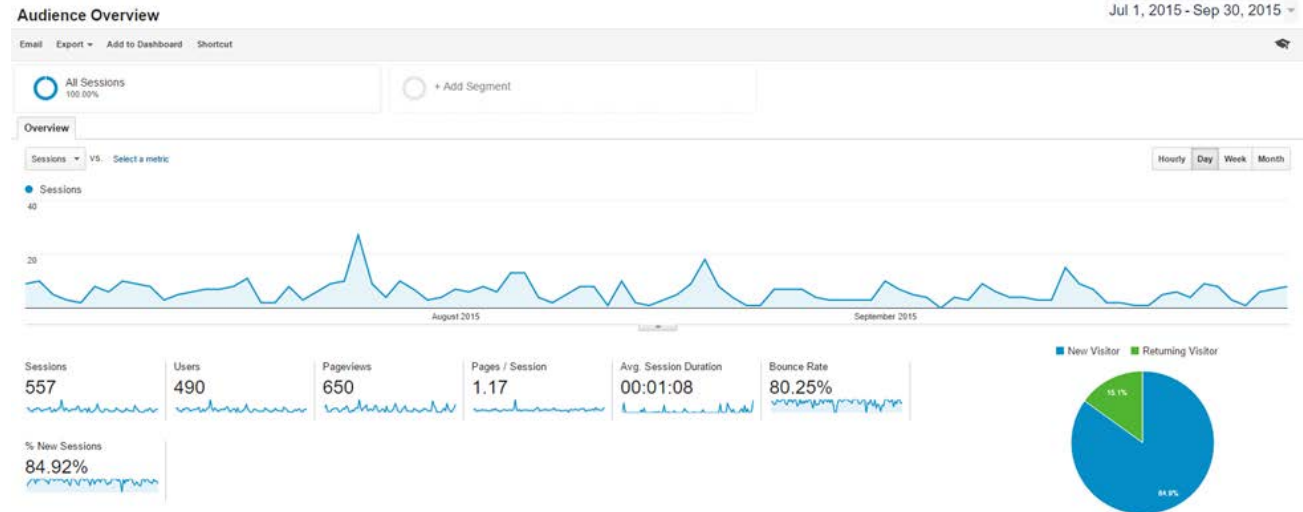
Outcome: Will Kyzer met with Anchorage hospitals and a local provider of hazardous waste incineration to determine how pharmaceuticals reverse distribution (destruction of expired or damaged product) works in Anchorage. While most product that is returnable for credit is currently being shipped out of state for processing, the infrastructure and vendors exist to provide destruction of unsaleable product in Anchorage, should a pharma returns processor choose to establish an Anchorage location.

Research

Project Name: AnchorageProspector.com

Project Lead: James Starzec

Date: Ongoing



Outcome: For the first time in recent history, user statistics in this quarter under-performed both last quarter and the previous year's comparable quarter in the two major measures. Sessions were down 37.9 percent from 2014 Q3 and 45 percent from 2015 Q2. Individual users totals were also down 39.7 percent from 2014 Q3 and 46.9 percent from 2015 Q2. On the positive side, average session duration was up 104.5 percent from 2014 Q3 and 44.9 percent from 2015 Q2. Additionally, the bounce rate, a measure of the percentage of visitors to a particular website who navigate away from the site after viewing only one page, decreased 12.2 percent from 2014 Q3. During Q3, the Prospector User Guide was updated to reflect recent improvements to the tool and will be prominently displayed on the Research Department web page. Marketing strategies are also being designed to increase use of Prospector and we are confident that these measures will help to improve user statistics in the fourth quarter. Overall, 2015 YTD sessions, users, pageviews and bounce rates have all improved over 2014 YTD.

Project Name: 2015 Resource Extraction Projects: 10-Year Projection Report

Project Lead: James Starzec

Date: July - November 2015

Outcome: The 2015 Resource Extraction Report was started in July with the contracting of Dan Dickinson to provide the Oil and Gas section and gaining the participation of Steve Borrell to provide an article for the Mining section. The AEDC Research Department once again produced the mining section and was able to receive direct input from over 75 percent of the mining companies profiled. Production of the final report is ongoing and a release event is scheduled for November 10, 2015.

Project Name: Cost of Living Index Data Collection

Project Lead: James Starzec

Date: July 9 - 13, 2015

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. Q3 data will be released on October 30.

Project Name: 2015 3-Year Outlook Report

Project Lead: James Starzec

Date: July 2015

Outcome: The 2015 Outlook Report was successfully completed on time for the July luncheon.

Project Name: Arctic Development Research Project

Project Lead: James Starzec

Date: August 2015

Outcome: The Mayor's Office requested data regarding the impact of arctic development projects on the Anchorage economy. Collected data included industry overviews, infrastructure impacts and general economic statistics.

Project Name: Monthly Employment Report

Project Lead: James Starzec

Date: July - September 2015

Outcome: Two employment reports were produced in Q3. Improvements include a recurring special report section which highlights a specific industry or data product related to the report.

Project Name: 2015 Q2 Anchorage Consumer Confidence Index (ANCI) Report

Project Lead: James Starzec

Date: July 2015

Outcome: The 2015 Q2 report was successfully released within two weeks of the data delivery.

Development & Events

Project Name: Investor Networking Events

Project Lead: Karli Lopez

Date: Ongoing

Outcome: In Q3, we held our second Investor-Only networking event on August 27, at Wells Fargo, highlighting One Anchorage, One Economy and the Welcoming Cities initiative. The next event will be in February 2016, due to the high number of upcoming networking opportunities that are already scheduled.



Project Name: 2015 3-Year Outlook Luncheon

Project Lead: Karli Lopez

Date: July 29, 2015

Outcome: The July Outlook luncheon sold out for the first time with 1518 seats reserved. Adam Braun was well-received and demand for his book led to requests for additional signed copies after the event. The Entrepreneurship Exhibit Hall in the lobby was well attended and enjoyed by attendees, as was the education session conducted at The Chariot Group with Alaskan stakeholders. The promotional video for the Where to Startup video series, produced by AEDC in Q2 and showcased at the luncheon, was also well-received.



Project Name: Investor Thank You Campaign

Project Lead: Karli Lopez

Date: Ongoing

Outcome: The Thank You campaign was launched at the August Board meeting and each Board member was assigned AEDC Investors to contact. As of the end of Q3, calls are still being completed. All feedback received has been complementary, with a few opportunities for outreach to partner on specific issues. The campaign is expected to be completed by the end of November.

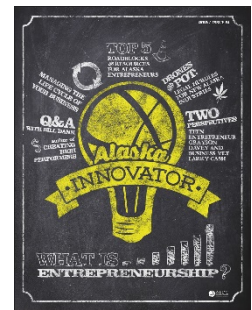
Communications

Project Name: Alaska Innovator Magazine

Project Lead: Valerie Walsh

Date: July 29, 2015

Outcome: In Q2, AEDC staff met with Alaska Dispatch staff and outlined the magazine content. The work was divided with Dispatch staff and AEDC connected them with story contacts. The magazine was released at the 3-Year Outlook Luncheon on July 29, as well as being distributed to 45,000 Dispatch subscribers. It generated much interest, including requests for additional copies.



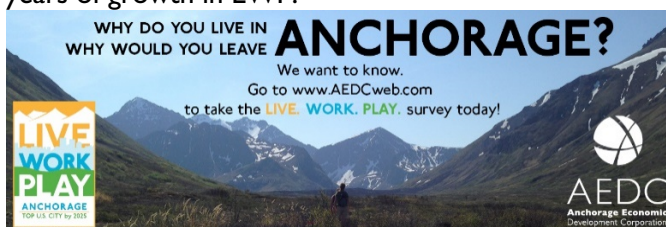
Live. Work. Play.

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

Project Lead: Archana Mishra

Date: Ongoing

Outcome: The LWP Survey with two questions - "Why do you live here?" and "Why would you leave?" - received 1,275 responses and gave us the opportunity to check the pulse of our community after five years of growth in LWP.



A Narrative Committee of more than thirty-five members from all walks of life in Anchorage analysed the survey results and helped us update the Aspirational Narrative for Anchorage.

Archana Mishra reached out to the Anchorage community through presentations/roadshow to enhance engagement and participation in this initiative.

Following events/organizations were reached during this quarter:

- Cook Inlet Housing Authority
 - Board
 - Executive Team
- LWP Housing Committee
- Rotary Clubs:
 - Downtown
 - East
- ASHRM
- Bettisworth North Architects

A number of new partners have come on board and new members have joined several Areas of Focus.

Housing

- Completed Regulatory and Financial aspects of their work.
- Partnership with the new Municipality planning department team is yielding better understanding of the issues that should be addressed.
- Began work on infrastructure needs and building communications platform.

Community Safety

- Progressing effective lighting initiative. The new city government has also taken leadership to address lighting issues.
- Panhandling awareness campaign is being progressed and a representative from the city government will also participate in this work.

Trails Initiative

- Anchorage Park Foundation hired a new Schools on Trails Coordinator.
- German Immersion School, Rilke Schule, to connect with Meadow Park.
- Wayfinding work progressed.
- Anchorage School District has partnered up with Providence Health & Services Alaska to bring health awareness in schools through a program called SQORD.
- Neighborhood branding work started.

Education

- 90 by 2020 endorsed by Mayor Berkowitz.
- Public event organized by Anchorage Chamber and progress highlighted.
- AEDC and 90 by 2020 to work more closely with each other.

Workplace Well-Being

- The employer recognition and award program finalized and will be launched in Q4.

One Anchorage, One Economy

- Assembly member Bill Evans introduced an equal rights ordinance to address workplace discrimination on the basis of sexual orientation and gender identity. The AEDC Board supported the ordinance and Bill Popp testified to the Assembly.
- The ordinance passed and signed into law.
- Anchorage's first ever Welcoming Week was celebrated during September 12-20. Five separate events engaged businesses, government and community organizations and individuals.
- Mayor Berkowitz and the Anchorage Assembly passed proclamations to mark Welcoming Week in Anchorage.
- A 3-year commitment to make Anchorage a more open, diverse and welcoming community was undertaken by the Welcoming Anchorage Committee, lead by First Lady Mara Kimmel.

Creative Placemaking

- Phase 2 of Make Anchorage project (establishing a local arts council in Anchorage) is ongoing. A number of potential funding organizations are being identified to create this organization.

Project Name: LWP's I Love Anchorage Instagram

Project Lead: Valerie Walsh

Date: Ongoing

Outcome: Due to the large volume of host requests AEDC is now receiving for the account (waiting list had reached over 70), the decision was made to move from weekly to bi-weekly hosts. Starting the week of July 20, 2015, new hosts now begin each Monday and Thursday.

The account was hosted by 23 different individuals and organizations in Q3. Hosts included representatives from H&M, Lucky Wishbone, F. Robert Bell & Associates, Small Business Development Center, Alaska Salmon Project, Lululemon, AEDC, Skinny Raven, Alaska Seafood Marketing Institute, United Way, American Cancer Society, Alaska Dispatch News, a local nurse, attorney, reggae band member, teachers at West High and Wendler Middle School, Clark James Mishler, AEDC Board member Brian Nerland of KeyBank and Anchorage Mayor Ethan Berkowitz.

The I Love Anchorage exhibit, showcasing the first year of photos from the account, was put on display during the Centennial Tent City event on the Park Strip on July 26.



Reports

During Q3, AEDC released **five reports**.

2015 Anchorage 3-Year Economic Outlook Report

2015 Fifth Edition of the Anchorage Employment Report

2015 Sixth Edition of the Anchorage Employment Report

2015 Q2 Anchorage Consumer Optimism Index Report

2015 Anchorage Economic Dashboard – June 2015

Category	2015				2014				2013				2012			
	YTD Change	1st Qtr	2nd Qtr	3rd Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
Population	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
AEDC Business Confidence Composite Index	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AEDC Anchorage Consumer Optimism Index	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0
Consumer Price Index, All-Consumer	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Consumer Price Index, Services	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Consumer Price Index, Retail	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Unemployment Rate	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%
Real GDP	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Real GDP, Anchorage	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Real GDP, State	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Real GDP, US	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Real GDP, Alaska	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Real GDP, Anchorage	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Real GDP, State	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Real GDP, US	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Real GDP, Alaska	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%

Communications

Public Relations

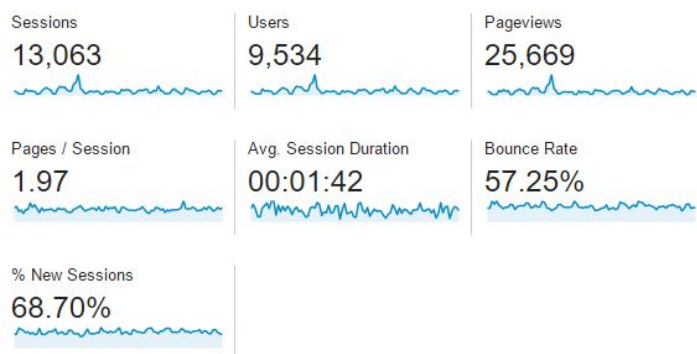
Media	Q1	Q2*	Q3	Q4	Total
Media Placement	196	116	206		518
Value	\$4,934,848.00	\$1,485,196.29	\$3,047,750.14		\$9,467,794
Reach	121,760,134	29,308,214	94,470,074		245,538,422
Return on Investment (ROI)	291:1	164:1	256:1		

*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 Q3 included extensive coverage for Mayor Ethan Berkowitz’s transition committees, the potential Army troop reductions at JBER, AEDC’s 3-Year Outlook luncheon and report, the state fiscal situation and the LBGT non-discrimination ordinance passed by the Anchorage Assembly.
- Media Clips
 - Anchorage braces for economic hit from troop drawdown at Elmendorf-Richardson – Stars and Stripes
 - Effect of troop cuts may be muted – Alaska Journal of Commerce
 - Troop cuts at JBER: Economic opportunity for soldiers in transition, and Anchorage – Alaska Dispatch News
 - Berkowitz unveils transition report, but keeps listening – KTUU
 - AEDC releases 3-year outlook on Anchorage economy – KTVA
 - Slight downturn predicted in latest Anchorage economic forecast – Alaska Dispatch News
 - 2015 Permanent Fund Dividend could hit \$2,000, AEDC says – KTUU
 - Anchorage eyes Midwestern cities as housing, development models – Alaska Dispatch News
 - Exploring Entrepreneurship and Growing Your Economy From Within - IEDC’s 2015 Annual Conference - Planetizen
 - Diversity helps drive the economic engine to power Anchorage’s future - Alaska Dispatch News
 - What’s so great about Anchorage? - Alaska Public Radio Network
 - Alaska businesses weigh in on state budget problems - Washington Times
 - Anchorage Assembly hears testimony on gay rights proposal - Alaska Dispatch News

Website:

- Continuing to make updates and improvement to the new site, as well as continuing to build additional content.
- Redesigned Business & Economic Development landing page and enhanced sub-pages



Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	25,669 % of Total: 100.00% (25,669)	21,700 % of Total: 100.00% (21,700)	00:01:45 Avg for View: 00:01:45 (0.00%)	13,009 % of Total: 100.00% (13,009)	57.25% Avg for View: 57.25% (0.00%)
1. /	7,481 (29.14%)	6,397 (29.48%)	00:01:13	6,050 (46.51%)	51.85%
2. /2015-three-year-outlook-luncheon/	1,627 (6.34%)	1,406 (6.48%)	00:04:29	748 (5.75%)	74.90%
3. /about/staff/	1,111 (4.33%)	945 (4.35%)	00:02:30	366 (2.81%)	61.48%
4. /research-reports/	811 (3.16%)	533 (2.46%)	00:00:50	64 (0.49%)	34.38%
5. /live-work-play/	774 (3.02%)	615 (2.83%)	00:01:33	409 (3.14%)	57.52%
6. /about/job-opportunities/	737 (2.87%)	546 (2.52%)	00:01:05	238 (1.83%)	60.50%
7. /event/aedc-economic-forecast-luncheon/	661 (2.58%)	599 (2.76%)	00:01:32	580 (4.46%)	70.52%
8. /about/board-of-directors/	609 (2.37%)	503 (2.32%)	00:01:44	206 (1.58%)	75.73%
9. /live-work-play/2015-live-work-play-survey/	561 (2.19%)	500 (2.30%)	00:02:41	378 (2.91%)	53.02%
10. /about/contact/	499 (1.94%)	403 (1.86%)	00:02:33	102 (0.78%)	57.84%

Social Media

- AEDC social media presence improved across all platforms in Q3.

Platform	Year Created	2014 Q3 Total Followers	2014 Q4 Total Followers	2015 Q1 Total Followers	2015 Q2 Total Followers	2015 Q3 Total Followers
AEDC Facebook	Aug. 2009	1,194	1,297	1,358*	1,462	1,626 (+164)
Live. Work. Play. Facebook	Feb. 2012	944	1,002	1,112	1,213	1,289 (+76)
AEDC Twitter	Feb. 2009	2,651	2,820	2,974	3,136	3,239 (+103)
AEDC LinkedIn	Mar. 2013	910	1,042	1,136	1,230	1,295 (+65)
AEDC Instagram	Oct. 2013	194	224	273	301	365 (+64)
I Love Anchorage Instagram	Aug. 2013	1,667	2,491	3,095	4,376	6,743 (+2,367)

*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
95	JULY 6 - 12	Amy Downing	Nurse Practitioner/Adventurer
96	JULY 13 - 19	Jennifer Ward	H & M
97	JULY 20 - 22	Mayor Ethan Berkowitz	Mayor's Office: Begin new schedule - Mondays and Thursdays
97	JULY 23 - 26	Carolina Stacey	Lucky Wishbone
98	JULY 27 - 29	Brian Nerland	KeyBank
98	JULY 30 - AUG 2	Lauren Riley	Small Business Development Center
99	AUG 3 - 5	Christine Moss	Girdwood resident/Wendler Middle School teacher
99	AUG 6 - 9	Miriam Roberts	Alaska Salmon Project
100	AUG 10 - 12	Meg Zaletel	Attorney
100	AUG 13 - 16	Joshua Afatia	Local musician, reggae band
101	AUG 17 - 19	Ardy Robertson	West High teacher/Wedding cake baker
101	AUG 20 - 23	Pearl-Grace	F. Robert Bell & Associates
102	AUG 24 - 26	Bree Villar	Lululemon/UAA Student
102	AUG 27 - 30	Karli Lopez	AEDC
103	AUG 31 - SEPT 2	Clark James Mishler	Professional photographer

I03	SEPT 3 - 6	Alev Kelter & Lorrie	Alaska members of U.S. Women's Rugby team
I04	SEPT 7 - 9	Ashley Lally	Alaska Department of Corrections/Ex-military
I04	SEPT 10 - 13	Susan Bick	Skinny Raven/UAA Student
I05	SEPT 14 - 16	Kate Consenstein	Rising Tide Communications/ASMI/Alaska Grown
I05	SEPT 17 - 20	Kati Ward	United Way/UAA Student
I06	SEPT 21 - 23	Audrey Leary	UAA Student
I06	SEPT 24 - 27	Tristan Walsh	American Cancer Society
I07	SEPT 28 - 30	Megan Edge	Alaska Dispatch News

AEDC E-Newsletter

- During Q3, 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).

	2014 Q4	2015 Q1	2015 Q2	2015 Q3
Subscribers	3,462	3,579	3,729	3,790
Opens	17.1%	17.0%	16.4%	16.5%
Clicks	2.0%	2.0%	2.0%	2.2%

Live. Work. Play. E-Newsletter

- In 2015, the LWP e-news was officially launched, providing a monthly update on the initiative and current Area of Focus projects and events. The list has grown substantially this year and we anticipate continued growth into 2015 Q4 and 2016.

	2015 Q1	2015 Q2	2015 Q3
Subscribers	483	700	923
Opens	39.9%	28.6%	28.3%
Clicks	7.1%	3.5%	5.0%

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