



Progress Report:

Quarter 4 of 2015

Ending December 31, 2015



Overview

Report Highlights

- AEDC won Gold and Silver awards for Excellence in Economic Development from the International Economic Development Council (IEDC) and two awards from the American Marketing Association, Alaska Chapter.
- AEDC's I Love Anchorage account was selected as Gold winner for the 2015 Press Picks category: Best Local Instagram.
- The 2015 Resource Extraction Report was released at a reception held at the Lakefront Anchorage.
- Three new Investors and eight dropped/decreased Investors in Q4.
- Business & Economic Development Department assisted 45 businesses.
- Airport Business Development Department assisted with identifying viable land parcels on airport property, as well as identification of existing infrastructure and utilities and service gaps.
- AEDC created, designed and released five economic reports in Q4.
- AEDC assisted in the successful completion of the 2015 IEDC Annual Conference in Anchorage, including hosting an Anchorage Familiarization Tour for site selectors and the Essence of Crowdfunding event.
- AEDC completed the Business Confidence Index (BCI) Survey with 239 responses.
- Live. Work. Play.: LWP Review Committee finished the Narrative revisions. All Area of Focus teams are making progress and showing results.
- The second annual Live. Work. Play. Signature event was successfully conducted. The event attracted over 1,100 Anchorage residents.
- During Q4 AEDC had 198 media placements for a media value of \$3,850,398 and 123,405,160 total impressions.
- AEDC social media has continued to grow across all platforms in Q4 of 2015.

Investor Update

Total Investors: 237

-4 from EOY 2014

New Investors:

Q4

1. Mabel T Caverly Senior Center	\$ 500	Bronze
2. HB Strategies	\$ 500	Bronze
3. AK Institute for Surgical & Medical Specialties	\$ 500	Bronze

Dropped Investors:

Q4

			<i>Reason for Drop</i>
1. Weatherholt & Associates	Drop	-\$ 500	Retired
2. ASRC Energy Services	Drop	-\$ 5000	Financial
3. PCL Construction	Drop	-\$ 500	Alaska Office Closed
4. Yuit	Drop	-\$ 750	Financial
5. Northwestern Mutual	Drop	-\$ 500	Moved to WA
6. Weston Solution	Drop	-\$ 550	Reorg & Financial
7. BAC Transportation	Reduction	-\$ 2000	Provided in-kind in lieu of cash
8. Microcom	Reduction	-\$ 2000	Wanted Journal ad benefit

Note: Any new AEDC investor revenue received after Oct. 31 will be recognized in Q1 as 2016 investment. A number of in-kind event sponsors of discontinued events were recognized as investors for 2015. These companies have been dropped as investors but with no impact to investor revenue.

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	13	47
Non-Investor	24	39	21	32	116
Alaska-based	24	33	25	30	112
Out-of-State	15	16	5	15	51
TOTAL	39	49	30	45	163

Awards

In Q4, AEDC received five awards:

- International Economic Development Council Awards
 - Gold for the AEDCweb.com design
 - Silver for the 2014 Crowdfunding AK event
- American Marketing Association, Alaska Chapter
 - Prism Award – Community Development Campaign of the Year for Live. Work. Play.
 - Pinnacle Award – Social Media Initiative for #iloveanchorage
- Anchorage Press Picks
 - Live. Work. Play.'s I Love Anchorage Instagram account voted Best Local Instagram



Staffing

Communications Director, Valerie Walsh, left the organization in early November. Brooke Taylor, formerly the Communications Assistant Director, has been promoted to the Director position. AEDC has hired Natasha Price as Communications Coordinator. She will be starting in February 2016.

Research Director, James Starzec, left the organization in late November. His duties have been assigned to other staff members.

Live. Work. Play. (LWP) Director, Archana Mishra, left the organization in mid-December. Moira Sullivan has been selected as the new LWP Director, beginning in February 2016.

Project & Events Updates

Executive



Project Name: 2015 IEDC Annual Conference

Project Lead: Bill Popp

Date: Completed October 2015

Outcome: The conference was successfully completed, IEDC financial expectations were met with no remaining liability to AEDC, and the IEDC Board has recognized the 2015 IEDC Annual Conference in Anchorage as a “landmark” event for their organization.

Final IEDC sponsor list:

• 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 Natural 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



Other notable IEDC Conference outcomes:

- 1,300 attended accompanied by an estimated 200+ spouses, children and guests.
- This was the largest conference in Alaska other than AFN in 2015.
- This conference is the largest gathering of economic developers in the world. Over 150 Alaskans attended this year.
- This conference included: 1,000 conferees, 200 speakers and moderators and 100 international attendees.
- Attendees traveled from 48 states, Washington DC, the Virgin Islands, Guam, Puerto Rico, eight Canadian provinces, six continents and 12 countries.
- The conference had an estimated \$2.5 million economic impact to Anchorage and Alaska.
- The conference included 40 concurrent learning sessions, 8 learning labs and over 60 exhibitors.
- An estimated 100+ site selection industry reps attended representing thousands of businesses seeking new locations for investment.

- Alaska and Anchorage were featured on a global economic stage during the seven days of conference related events in Anchorage.
- Three downtown hotels sold out during the conference.

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 AEDC Investor Vertical Harvest Hydroponics (VHH) to promote their business to local, national and international audiences. Per AEDC recommendation, VHH was 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. They gained a lot of interest in their product for growing produce year around in harsh environments.



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 to allow for improved distribution of locally grown products, 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). In October AEDC participated in the Wallace Center Food Hub Workshop hosted by the Alaska Food Policy Council. The workshop brought together individuals all over the state to explore potential models for food hubs in their communities. AEDC will continue to bring together partners and organizations and pursue solutions to fill the gaps in the local food economy.

Project Name: Site Selector Familiarization Tour

Project Lead: Bridgette Coleman

Date: October 6, 2015

Outcome: AEDC hosted a Familiarization Tour during the IEDC Annual Conference. The tour included four site selectors representing various companies in many industries. Participants toured the Anchorage

International Airport, Port of Anchorage and had a helicopter aerial tour provided by Tanalian Aviation (who came on as an Investor). We also met with key industry representatives and municipal representatives in Anchorage and Eagle River. We received very positive feedback from participants in regard to the insight we were able to provide about the benefits of doing business here and the efforts we have in place to improve the challenges we face (housing, availability of workforce, etc.).

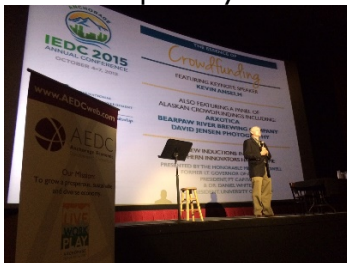


Project Name: The Essence of Crowdfunding

Project Lead: Bridgette Coleman

Date: October 7, 2015

Outcome: AEDC successfully hosted our third annual crowdfunding panel and speaker in partnership with the International Economic Development Council. The event was organized in three parts. Former Lieutenant Governor Mead Treadwell inducted the first group of individuals into the Northern Innovator Hall of Fame, Kevin Anselm gave a keynote speech on Securities laws and the future of intrastate equity based crowdfunding and a panel of three successful crowdfunding gave insight into the challenges and opportunities they faced throughout their campaigns. Additionally, David Jensen, one of our panelists pointed out that he chose to use crowdfunding to raise money for his newest book because he attended and was inspired by our crowdfunding event in 2014.



Project Name: Economic Development Advisory Committee (EDAC)

Project Lead: Bridgette Coleman

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 has 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 brought a resolution to the Board identifying labor as a priority barrier to business growth for Anchorage businesses. The resolution was adopted by the Board, and directs the staff to develop a strategic action plan to address labor issues. 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 Site Assessment

Project Lead: Will Kyzer

Date: Ongoing

Outcome: Viable land parcels on airport property were identified. Significant work was conducted in identifying infrastructure and utility services that exists, as well as service gaps that will need to be filled. Meetings with Chugach Electric, Anchorage Water and Wastewater Utility (AWWU) and Enstar occurred. Follow-up work will include: reviewing data gathered with industry experts from Economic Development Advisory Committee and identifying privately held industrial land that could be viable for development.

Project Name: ColdChain GDP Conference

Project Lead: Will Kyzer

Date: October 7-9, 2015

Outcome: Will attended this conference held in Boston, MA, and focused on the cool chain and pharmaceuticals logistics industry. The conference was well attended by leaders in cool chain logistics and one-on-one conversations occurred with dozens of industry professionals. Several follow-on conversations occurred as a result of attending this conference.

Project Name: Cargo Logistics America Conference

Project Lead: Will Kyzer

Date: December 1-3, 2015

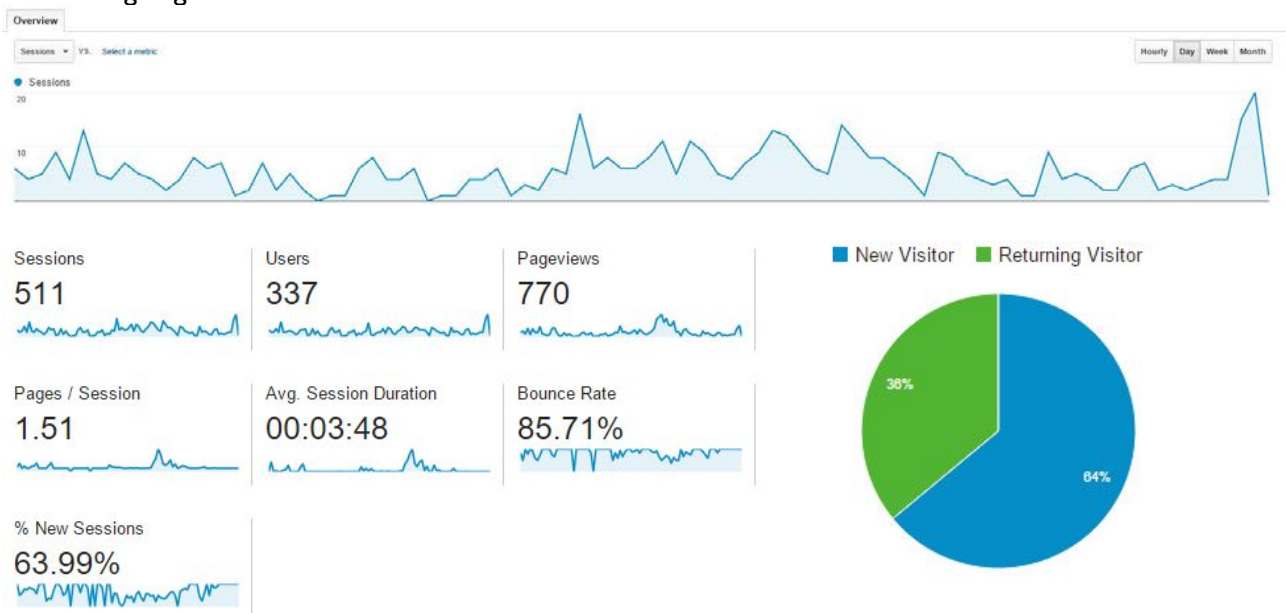
Outcome: One of the largest conferences in the country focused on intermodal logistics, Will had significant learning opportunities at the conference, in addition to relationship building with company decision-makers. Some of the key insights gained at the conference included: tapping ex-military as a source of workforce due to the high proportion with logistics knowledge and the trends affecting the air cargo industry, including 3-D printing, smaller/lighter electronics and others.

Research

Project Name: AnchorageProspector.com

Project Lead: James Starzec

Date: Ongoing



Outcome: Sessions were down 41.9 percent from 2014 Q4 and 8.3 percent from 2015 Q3. Individual user totals were also down 57.1 percent from 2014 Q4 and 31.2 percent from 2015 Q3. On the positive side, average session duration was up 508.6 percent from 2014 Q4 and 236.5 percent from 2015 Q3. 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 7.0 percent from 2014 Q4 and decreased 6.8 percent from 2015 Q3. Pages per session increased by 32.2 percent from 2014 Q4 and 29.1 percent from 2015 Q3. Pageviews were also up 18.5 percent from 2015 Q3.

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

Project Lead: James Starzec & Tammy Gossett

Date: July - November 2015

Outcome: The annual Resource Extraction Report was released during a reception at the Lakefront Anchorage on November 10, 2015. Joe Beedle of Northrim Bank and Bill Popp spoke at the event. Senators Lisa Murkowski and Dan Sullivan provided video addresses. The event was a success with almost 100 people in attendance.



Project Name: Monthly Employment Report

Project Lead: James Starzec & Jon Bittner

Date: October - December 2015

Outcome: Three employment reports were produced in Q4. With the departure of Research Director James Starzec, Jon Bittner took over the management of this project until another replacement can be found.

Project Name: 2015 Q3 Anchorage Consumer Confidence Index (ANCI) Report

Project Lead: James Starzec

Date: October 2015

Outcome: The 2015 Q3 report was successfully released within two weeks of the data delivery.

Project Name: 2016 Business Confidence Index (BCI)

Project Lead: Brooke Taylor & Bridgette Coleman

Date: November 10 – December 21, 2015

Outcome: The eighth annual BCI survey was conducted in Q4, with 239 responses collected, just under the record 245 responses collected last year. The report is being produced by the AEDC Communications Department and will be released at Economic Forecast Luncheon in January 2016.

Development & Events

Project Name: Live. Work. Play. Signature Event – I Love Anchorage First Friday

Project Lead: Archana Mishra & Valerie Walsh

Date: November 6, 2015

Outcome: The second annual LWP Signature event was held at the Anchorage Museum at Rasmuson Center as part of the November First Friday downtown line-up of activities. AEDC presented an exhibit including art panels featuring the first two years of photos from the I Love Anchorage Instagram account and provided an information table on LWP. Members of the Akela Collective, a group of photographers using their status as social media influencers to assist others in expanding their social media knowledge,

were on hand to take portraits for the Museum's Faces of First Friday feature. The event drew over 1,100 people to the event and some signed up to become volunteers for LVP Areas of Focus. The event brought in \$15,000 in sponsorships and a significant amount of in-kind was also contributed. The I Love Anchorage exhibit was also displayed at the annual AEDC Holiday Party on December 9, 2015.



Project Name: Investor Thank You Campaign

Project Lead: Karli Lopez

Date: Postponed

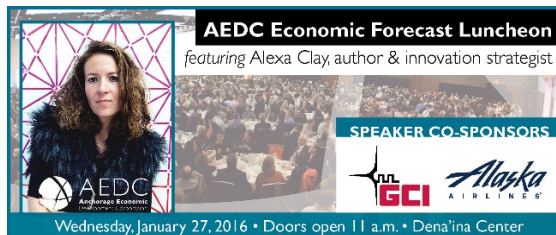
Outcome: The Thank You campaign was launched at the August Board meeting and each Board member was assigned AEDC Investors to contact. The campaign was not completed within the anticipated timeframe and has been postponed until Q2 2016.

Project Name: 2016 Economic Forecast Luncheon

Project Lead: Karli Lopez

Date: Ongoing

Outcome: Staff began securing sponsorships for 2016 events and finalizing details of the January luncheon. Tickets went on sale to Investors on December 7, 2015, and will be opened to the public on January 4, 2016.



Communications

Project Name: New AEDC/Anchorage Alaska Channel television ad

Project Lead: Valerie Walsh

Date: September – October 2015

Outcome: AEDC staff worked with Alaska Channel to update the ad promoting Anchorage that runs in local hotels. New interviews were conducted with Bill Popp, Mayor Ethan Berkowitz, Sophie Minich of CIRI and Greg Pearce of GCI. The new video was launched locally ahead of the IEDC conference in October and presented at the conference opening session. It can also be viewed on the AEDCweb.com homepage.

Project Name: Live. Work. Play. Magazine

Project Lead: Brooke Taylor

Date: October 2015 – January 2016

Outcome: In Q4, 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 and other submissions. The magazine will be released at the Economic Forecast Luncheon on January 27, as well as being distributed to 45,000 Dispatch subscribers.

Project Name: Where to Startup video series

Project Lead: Brooke Taylor

Date: October 2015 – January 2016

Outcome: In 2015 Q2, AEDC released the Where to Startup video series, through a grant provided by Connect Alaska to engage in efforts to conduct economic development work in rural Alaska that focuses on the use of broadband technology. The series was produced with the assistance of Alaska Channel and included 10 videos on different aspects of starting a business. The completed videos were uploaded to AEDCweb.com and promoted throughout Alaska. In Q4, AEDC received confirmation from GCI that they would sponsor the creation of additional videos in 2016. AEDC plans to partner with Alaska Channel on the new videos and planning will begin in January 2016.

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?” – was completed in Q3 with 1,275 responses collected. This data has given 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 analyzed the survey results and helped us update the aspirational Narrative for Anchorage. Updates were completed in Q4 and the revised Narrative submitted to the AEDC Board of Directors at their Annual Meeting. The revised Narrative will be released to the public at the Economic Forecast Luncheon on January 27, 2016.

Archana Mishra continued outreach efforts to bring Anchorage community together in support of this initiative.

Following events/organizations were reached during this quarter:

- International Rotary Club of Anchorage
- Independent Brokers Association of Anchorage

A number of new partners came on board and new members continued to join several Areas of Focus. Quite a few new sponsorships were also committed for LWP.

Housing

- Partnership with the Municipality planning department is getting stronger as both parties understand each other needs better. A few pilot initiatives are planned to test some of the issues raised by the industry.
- Infrastructure needs and communications plans are being progressed.
- New committee members from various sectors continue to join this group and provide valuable input.

Community Safety

- The city government took leadership to address lighting issues and this group is now monitoring the progress.
- Panhandling awareness campaign is being progressed in partnership with Downtown Rotary Club of Anchorage.
- The new Chief of Police assured his department's continued partnership/ support for this initiative and has appointed a representative for the committee.

Trails Initiative

- Anchorage Park Foundation's new Schools on Trails Coordinator is progressing a number of initiatives to connect schools on trails with this program
- German Immersion School, Rilke Schule connected with Meadow Park.
- Wayfinding work being implemented in various stages.
- Anchorage School District partnered up with Providence Health & Services Alaska and is bringing health awareness in schools through a program called SQORD.
- Neighborhood branding work has started and community input sought.

Education

- 90 by 2020 partnership was endorsed by Mayor Berkowitz and showing tangible outcomes.
- Partnership members made efforts to connect with the community at large and enhanced this program's impact.

Workplace Well-Being

- The employer recognition and award program finalized and will be launched in Q1 2016.

One Anchorage, One Economy

- The I+I Alaska survey and recognition program completed a crucial phase, and brought together a number of organizations to work towards creating better/ more diverse workplaces.
- A 3-year commitment to make Anchorage a more open, diverse and welcoming community is being progressed by the Welcoming Anchorage Committee, led 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: Brooke Taylor

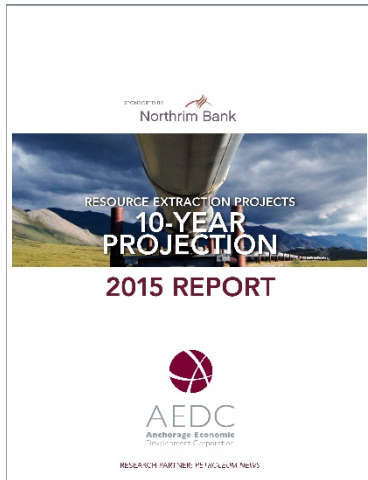
Date: Ongoing

Outcome: The account was hosted by 26 different individuals and organizations in Q4. Hosts included representatives from ShuzyQ, STG, Alaska Native Heritage Center, Yuit, DreFoto, AK on the GO, Alaska Magazine, Sol & Heart Coaching, Crush Wine Bistro, Association of Fundraising Professionals, PepsiCo, UAA Alaska Airlines Center, Alyeska Resort, Baby's Away Alaska, Senator Lisa Murkowski's Office, Anchorage Film Festival, Bear Tooth Theatrepub, COR Cosmetics, Solstice Advertising, ANTHC, a local artist, photographers, videographer, hairdresser and musician.

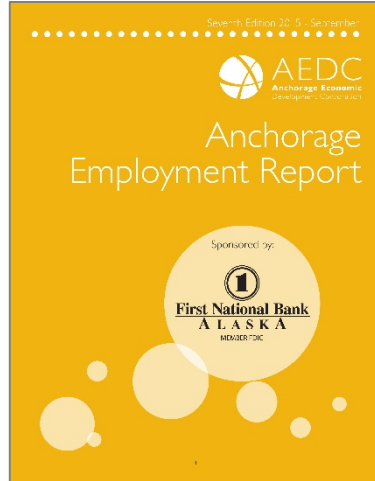
Reports

During Q4, AEDC released **five reports**.

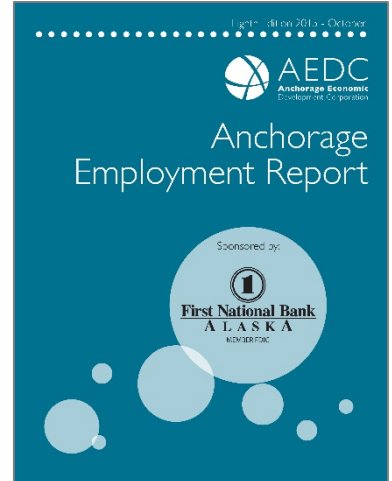
2015 Resource Extraction Report



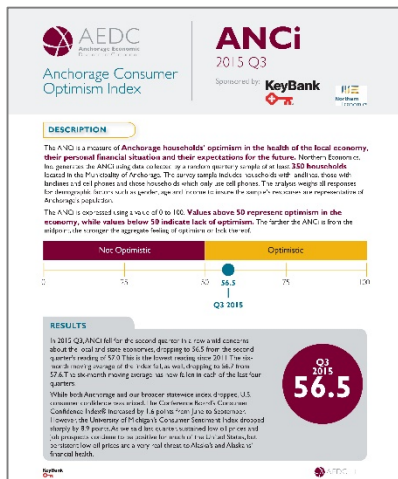
2015 Seventh Edition of the Anchorage Employment Report



2015 Eighth Edition of the Anchorage Employment Report



2015 Q3 Anchorage Consumer Optimism Index Report



2015 Anchorage Economic Dashboard – November 2015

AEDC Economic Dashboard as of 11/25/2015		2015											
		2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004
Population		28,100	27,800	27,500	27,200	26,900	26,600	26,300	26,000	25,700	25,400	25,100	24,800
AEDC Business Confidence Composite Index		56.5	56.5	56.5	56.5	56.5	56.5	56.5	56.5	56.5	56.5	56.5	56.5
Real Gross Domestic Product (GDP)		1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Unemployment Rate		5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Per Capita Income		\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Median Home Value		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Real Estate Sales		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Construction Spending		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Manufacturing Shipments		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Wholesale Trade Sales		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Retail Sales		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Food Services Sales		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Healthcare Services		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Education Services		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Government Services		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Non-Profit Services		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Other Services		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Total Services		\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000
Real Estate Sales (continued)		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Construction Spending (continued)		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Manufacturing Shipments (continued)		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Wholesale Trade Sales (continued)		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Retail Sales (continued)		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Food Services Sales (continued)		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Healthcare Services (continued)		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Education Services (continued)		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Government Services (continued)		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Non-Profit Services (continued)		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Other Services (continued)		\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Total Services (continued)		\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000	\$1,000,000,000

Communications

Public Relations

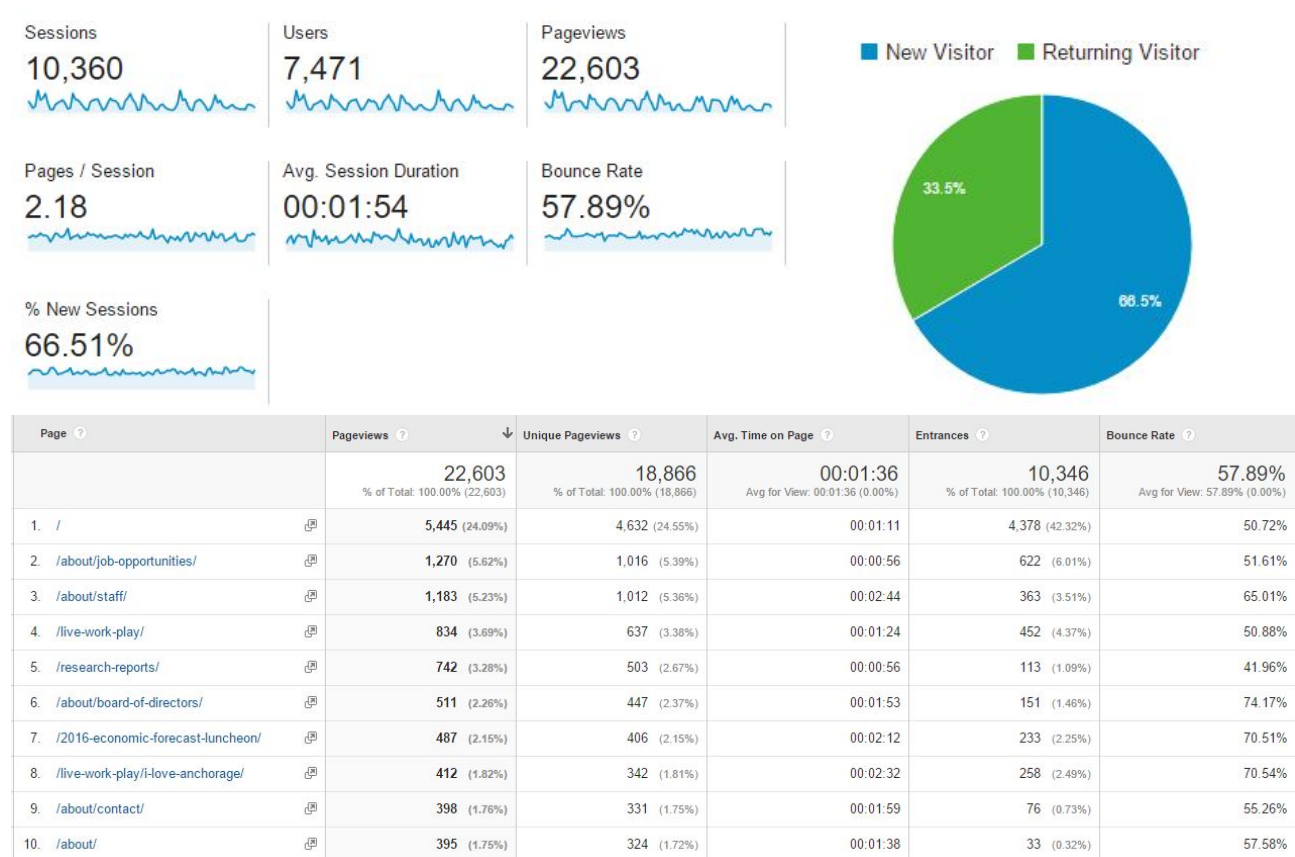
Media	Q1	Q2*	Q3	Q4	Total
Media Placement	196	116	206	198	716
Value	\$4,934,848.00	\$1,485,196.29	\$3,047,750.14	\$3,850,398.70	\$13,318,193
Reach	121,760,134	29,308,214	94,470,074	123,405,160	368,943,582
Return on Investment (ROI)	291:1	164:1	256:1	344:1	302:1

*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 Q4 included extensive coverage for the IEDC conference, Title 21 changes enacted by the Anchorage Assembly, the AEDC Resource Extraction Report release and the LGBT non-discrimination ordinance passed by the Anchorage Assembly.
- Media Clips
 - New Anchorage land rules encourage more housing, taller apartments – Alaska Dispatch News
 - Assembly votes for changes to residential construction and design – Alaska Public Media
 - REI to forego Black Friday sales, giving employees paid time off – KTVA
 - Picture icons rolled out for Anchorage parks, trails, neighborhoods – Alaska Dispatch News
 - Bad for state budget, cheaper fuel helping local economies – Alaska Journal of Commerce
 - AEDC Resource Outlook – KTUU
 - AEDC Releases Resource Extraction Projections – Alaska Business Monthly
 - Anchorage LGBT non-discrimination ordinance targeted for repeal – Alaska Dispatch News
 - Anchorage will be the No. 1 city to Live.Work.Play. if we embrace fair treatment for all – Alaska Dispatch News

Website:

- Continuing to make updates and improvement to the new site, as well as continuing to build additional content.



Social Media

- AEDC social media presence improved across all platforms in Q4.

Platform	Year Created	2014 Q4 Total Followers	2015 Q1 Total Followers	2015 Q2 Total Followers	2015 Q3 Total Followers	2015 Q4 Total Followers
AEDC Facebook	Aug. 2009	1,297	1,358*	1,462	1,626	1,689 (+63)
Live. Work. Play. Facebook	Feb. 2012	1,002	1,112	1,213	1,289	1,376 (+87)
AEDC Twitter	Feb. 2009	2,820	2,974	3,136	3,239	3,400 (+161)
AEDC LinkedIn	Mar. 2013	1,042	1,136	1,230	1,295	1,343 (+48)
AEDC Instagram	Oct. 2013	224	273	301	365	384 (+19)
I Love Anchorage Instagram	Aug. 2013	2,491	3,095	4,376	6,743	8,506 (+1,763)

*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.

Q4: Instagram: I Love Anchorage Hosts

Week #	Dates	Name	Organization
107	OCT 1 - 4	Jilli Lindstam	ShuzyQ, STG,
108	OCT 5 - 7	Bridgette Coleman	AEDC
108	OCT 8 - 11	April Joy Johnson	Stylist, hairdresser
109	OCT 12 - 14	Jenna Gerrety	UAA student, artist
109	OCT 15 - 18	Kelsey Wallace	Alaska Native Heritage Center
110	OCT 19 - 21	Andre Horton	entrepreneur, Yuit & DreFoto
110	OCT 22 - 25	Erin Kirkland	AK on the GO
111	OCT 26 - 28	Leslie Sarten	Leslie Meadow Photography
111	OCT 29 - NOV 1	Melissa Bradley	Alaska Magazine
112	NOV 2 - 4	Val Walsh	AEDC
112	NOV 5 - 8	Solveig Pederson	Sol & Heart Coaching
113	NOV 9 - 11	Cherie Shirey	Dashing Life Photography
113	NOV 12 - 15	Chad Culley	Crush Wine Bistro
114	NOV 16 - 18	Hannah Yoter	hannahyoter.com
114	NOV 19 - 22	Loki Tobin	Association of Fundraising Professionals
115	NOV 23 - 25	Bree Bieber	PepsiCo
115	NOV 26 - 29	Dustin Morris	UAA Alaska Airlines Center
116	NOV 30 - DEC 3	Eric Fullerton	Alyeska Resort
116	DEC 4 - 6	Tamara Butz	Baby's Away Alaska
117	DEC 7 - 9	Hannah Laird	Senator Murkowski's office
117	DEC 10 - 13	Rebecca Pottebaum	Anchorage Film Festival
118	DEC 14 - 16	Nicole Sola	Bear Tooth, roller derby
118	DEC 17 - 20	Amber Brophy	COR Cosmetics
119	DEC 21 - 23	Elyse Delaney	Solstice Advertising
119	DEC 24 - 27	Rachel Crawford	TCU Student in residency at ANTHC
120	DEC 28 - 30	Ben Gauthier	Videographer, musician

AEDC E-Newsletter

	2015 Q1	2015 Q2	2015 Q3	2015 Q4
Subscribers	3,579	3,729	3,790	3,790
Opens	17.0%	16.4%	16.5%	16.5%
Clicks	2.0%	2.0%	2.2%	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	2015 Q4
Subscribers	483	700	923	1,092
Opens	39.9%	28.6%	28.3%	27.2%
Clicks	7.1%	3.5%	5.0%	4.7%

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