

Progress Report: Quarter I of 2016

Ending March 31, 2016

REPORT HIGHLIGHTS

- Hosted a sell-out crowd for the Economic Forecast Luncheon on Jan. 27 with more than 1,500 attendees. Keynote speaker was Alexa Clay, author of “The Misfit Economy.”
- AEDC signed a partnership agreement with the Alaska International Airport System and the Municipality of Anchorage to form the Alaska AeroNexus® Alliance.
- AEDC joined the Alaska’s Future coalition and held a public education event with a presentation from Ron Duncan and Vince Beltrami at the Hotel Captain Cook.
- Fourteen new Investors and 15 dropped Investors in Q1.
- Business & Economic Development Department assisted 49 businesses.
- AEDC created, designed and released seven economic reports in Q1.
- Live.Work. Play.: The Steering Committee has been restructured with all new members confirmed.
- During Q1 AEDC had 256 media placements for a value of \$13,476,140 and a reach of 323,626,727.
- AEDC social media has continued to grow across all platforms in Q1 of 2016, with the Live.Work. Play. I Love Anchorage Instagram account surpassing 10,000 followers.



Investor Update

TOTAL INVESTORS: 241

-1 from EOY 2015

NEW INVESTORS

	Amount	Investor Level
Alaska's Future	\$500	Bronze
NECA - Alaska	\$500	Bronze
Irwin Development	\$500	Bronze
Vulcan Towing	\$500	Bronze
Paragon Interior Construction	\$500	Bronze
American Red Cross Alaska	\$500	Bronze
Avitus Group	\$500	Silver
Newcity Entertainment	\$500	Silver
Challenge Alaska	\$500	Silver
CH2M	\$2,500	Gold
TrailerCraft	\$2,500	Silver
QIP, Inc./Alaska Inc. Magazine	In-Kind	Silver
CBG USA Inc. - Alaska Native Directory	In-Kind	Silver
Anchorage Printing	In-Kind	Bronze

DROPPED INVESTORS

	Type	Amount	Reason
GraphicWorks	Drop	In-kind	One-time sponsorship
MINI of Anchorage	Drop	In-kind	One-time sponsorship
Gonzalez Marketing	Drop	In-kind	One-time sponsorship
Ravn Alaska	Drop	In-kind	One-time sponsorship
Bear Tooth	Drop	In-kind	In-kind only
Spenard Roadhouse	Drop	In-kind	Won membership for 2015
ConocoPhillips	Reduction	\$5,000	Financial
Flint Hills	Drop	\$5,000	Pulling out of Alaska
Peak Oilfield Services	Drop	\$5,000	New leadership not interested
Accurate Vision Clinic	Drop	\$500	Unknown
Epoch Men's Health	Drop	\$500	Financial
Lottsfeldt Strategies	Drop	\$500	Unknown
Hot Wire	Drop	\$500	Financial
Davis Constructors	Drop	\$1,000	Financial
The Planning Group of Anc	Drop	\$1,000	Feels they fall under Wells Fargo
Shell	Drop	\$0	Was sponsorship only

Community Engagement

Project Name: School Business Partnership - East High School

Date: Ongoing

Project Lead: Karli Lopez

AEDC entered into a partnership with East High School in late 2015 and has been actively engaging with the school through a variety of activities. AEDC staff has presented to students on workforce expectations from employers, facilitated connections for mentorship and informed the school coordinator of numerous community educational events that students were able to participate in. Additionally, 10 students served as volunteers at the Economic Forecast Luncheon in exchange for seats at sponsor tables. The students also received a brief etiquette lesson from Raquel Edelen that was well received. The coordinator for the partnership reached out after the event to connect with Raquel so that additional students could benefit from the information she shared. We continue to look for new ways to partner for mutual benefit.



Students from East High School served as volunteers at the Economic Forecast Luncheon in January.

Other Community Activities

In March, AEDC staff participated in several community events:

- Karli Lopez was invited by CH2M to join their all-ladies team at the PCA Frigid 5 Stand Shoot with representatives from Investors Carlile Transportation and Fairweather, LLC.
- Moira Sullivan participated in the Covenant House Young Professionals Sleep Out.
- AEDC continued to participate in the UAA job shadow program, hosting five college seniors for a day in March.
- Karli Lopez, Bridgette Coleman and intern Dottie Ochoa volunteered as instructors for Junior Achievement's "JA in a Day" program, teaching first graders at Ravenwood Elementary about entrepreneurship and how family members' jobs and businesses contribute to the well-being of the family.



Staffing

Live. Work. Play. Director Moira Sullivan and Communications Coordinator Natasha Price both came on in February.

AEDC also hired Allison Meyers as Operations Coordinator in March.



Project Events & Updates

EXECUTIVE

Project Name: Act Now: Alaska's Future Presentation

Project Lead: Bill Popp

Date: Feb. 24 - March 24, 2016

Outcome: More than 300 community members attended the Alaska's Future presentation, provided by AEDC and the Hotel Captain Cook. The event included presentations by Board members Jim Hasle and Sophie Minich, a presentation by Ron Duncan, CEO of GCI, and other business leaders in the community. Board member Raquel Edelen was instrumental in planning and coordination for the event. There was a Q&A session at the end in which several citizens gave their perspectives on the issues discussed.



Project Name: Seattle Chamber Presentation

Project Lead: Jon Bittner

Date: March 3 - 4, 2016

Outcome: Sixty Seattle business leaders, many representing companies that also do business in Alaska, attended a panel discussion on the potential for the drone industry in Alaska. The forum was sponsored by Alaska Airlines and GCI. The panel was made up of a representative from UAF, an Alaska drone company, a representative from The Boeing Company and Jon Bittner. There was a Q&A session at the end where nearly a dozen members of the audience asked questions until time ran out.

Project Name: Alaska Regional Development Organizations (ARDORs) Reauthorization

Project Lead: Jon Bittner

Date: Jan. 19 - Current

Outcome: Jon coordinated efforts to find a sponsor and secure passage of the ARDORs reauthorization bill. Currently the bill, carried by Representative Shelley Hughes, has passed the House and is scheduled for a hearing in its one Senate committee of referral, Senate Labor & Commerce. It is anticipated to pass before the end of session, although the funding associated with the program has been stripped out. AEDC continues to advocate for the bill due to the fact that we use the ARDORs designation to partner with the state on projects such as the Ted Stevens Anchorage International Airport (TSAIA) program.

Project Name: JEDC Innovation Summit/Emcee Entrepreneur Breakfast

Project Lead: Jon Bittner

Date: Feb. 8 - 9, 2016

Outcome: Jon helped to organize and plan the Juneau Economic Development Council's 2016 Innovation Summit and emceed the first Entrepreneur Pitch Breakfast. Over 250 attendees came to hear four startups pitch their business. At the end, listeners who had purchased "voting tickets" were able to put their votes towards one of the three companies.

BUSINESS & ECONOMIC DEVELOPMENT

	Q1	Q2	Q3	Q4	TOTAL
AEDC Investor Companies	10				10
Non-Investor	39				39
Alaska-based	42				42
Out-of-state	4				4
TOTAL	49				49

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

Project Name: Entrepreneur/Startup Assistance

Project Lead: Bridgette Coleman

Date: Dec. 2015 - Current

Outcome: AEDC provided significant assistance to K2 Dronotics (K2D). This startup company is run by brothers Nick and Ben Kelly who were born and raised in Kenai. The brothers worked as mechanical engineers prior to starting their UAV operations. The company will provide inspection and modeling; aerial photos and videos; hardware, data and technical consulting services. K2D presented to the AEDC Economic Development Advisory Committee and networked with business leaders at the luncheon Speaker Reception in January. Additionally, K2D was connected with 1 Million Cups and the Launch: Alaska Accelerator as opportunities for networking and mentorship. AEDC staff continues to work with the brothers on business development and to provide opportunities to gain exposure in the Anchorage business community.

Project Name: Creative Class Survey

Project Lead: Bridgette Coleman

Date: Jan. 2016 - Current

Outcome: AEDC was contracted by the State of Alaska Department of Economic Development to conduct a statewide survey of the creative class. The U.S. workforce is changing. Today, 34 percent of the country's workforce is considered "independent" and national forecasters expect that number to reach 40 percent by 2020.

Although it's reasonable to believe that Alaska's workforce is mirroring national trends, data to support this belief doesn't currently exist. This survey will provide baseline information about the state's independent workforce, specifically individuals who are part of the creative class (STEM, design, consulting, business services, writing, IT, etc.) that are creating and trading ideas and information. Learning more about this sector of Alaska's workforce will help us identify resources to benefit independent workers, fill labor gaps and raise awareness of this sector as a resource for Alaska businesses.

The survey was launched on March 30, 2016, and will close June 1, 2016.

CREATIVE CLASS SURVEY

Do you consider yourself a freelancer, creative consultant, independent contractor or business consultant?

Do you actively seek for-hire projects fitting your unique skill set or create useful products and services for companies across this state and globe?

We would like your input!

The survey takes 5 minutes to complete.



Take the survey and enter to win a round-trip ticket with Delta Air Lines!

Survey conducted by:



Take the survey now! bit.ly/CCSurveyAK

Project Name: Local Food Industry - Food Hub Presentations

Project Lead: Bridgette Coleman

Date: Ongoing

Outcome: AEDC continues to look at the food economy and opportunities to grow this sector. With 90 percent of the state's consumable goods being imported there is room to gain more of a share in the \$4 billion-a-year industry. Bridgette Coleman was invited to present "Food Hubs: An Alternative for Marketing your Produce" at the Food Policy Council's Annual Conference and the Alaska Sustainable Agriculture Annual Conference. Additionally, AEDC is partnering with Spork Consulting and the Food Policy Council to pursue USDA grant funding to execute market research and develop a business plan for an Anchorage food hub/food-related business incubator.

Project Name: Live. Work. Play. (LWP) Exhibit Hall at January Luncheon

Project Lead: Bridgette Coleman

Date: Jan. 27, 2016

Outcome: AEDC hosted a LWP exhibit hall leading up to the January Economic Forecast Luncheon. The exhibit gave the Areas of Focus and related partner organizations a chance to showcase the work that they have been doing and recruit potential volunteers to drive their initiatives. Seven of the eight Areas of Focus participated this year and the I Love Anchorage Instagram account banners were displayed during the hour leading up to the luncheon.



Project Name: Economic Development Advisory Committee (EDAC)

Project Lead: Bridgette Coleman

Date: Ongoing

Outcome: The EDAC committee has undergone a restructuring to allow for more actionable efforts to be pursued. The EDAC will oversee the efforts of two working groups: airport business development and business and economic development. The working groups will work on targeted projects to drive AEDC's initiative forward. Additionally, the business and economic development working group will brainstorm potential ideas that can be pursued to expand and diversify the economy. Working groups are not limited to AEDC board members or Investors, which allows for a broad representation of the business sector and a diverse group of participants across several sectors.

AIRPORT-RELATED BUSINESS DEVELOPMENT

Project Name: Alaska AeroNexus® Alliance

Project Lead: Will Kyzer

Date: Ongoing

Outcome: The Alaska AeroNexus® Alliance (A³) was established as a partnership of AEDC, the Alaska International Airport System and the Municipality of Anchorage. The mission of the A³ is to attract air cargo-related investment to Anchorage (associated with logistics advantages offered by the Anchorage International Airport) and address barriers that could impede investment. QI work has included coordinating on opportunities to increase usage of Anchorage's foreign trade zone and plan strategies to address issues with Municipal zoning of airport land.

Project Name: The A³ Partnership Signing Event

Project Lead: Brooke Taylor

Date: Jan. 28, 2016

Outcome: The A³ partnership was announced at a press conference in the TSAIA office. John Parrott, Airport Manager for TSAIA, Mayor Ethan Berkowitz and Bill Popp, all participated in the signing of the official partnership agreement. All major local media outlets were in attendance, including KTUU Channel 2, KTVA Channel 11, ABC/Fox Channels 4 & 13, Alaska Dispatch News, Alaska Business Monthly and the Alaska Journal of Commerce. The event subsequently received national coverage as well, including Air Cargo News, American Shipper and Global Logistics Development Partners.



Project Name: Off-Airport Site Identification

Project Lead: Will Kyzer

Date: Feb. - March 2016

Outcome: Two privately owned industrial sites have been identified for marketing to prospective investors. Both sites are located in south Anchorage and meet the size and proper zoning requirements. Verbal agreement has been obtained from the landowners to market the sites. More work is being conducted with landowners and their brokers to formalize this arrangement and conduct due diligence research on the sites' characteristics.

Project Name: Site Certification Program

Project Lead: Will Kyzer

Date: March 2016

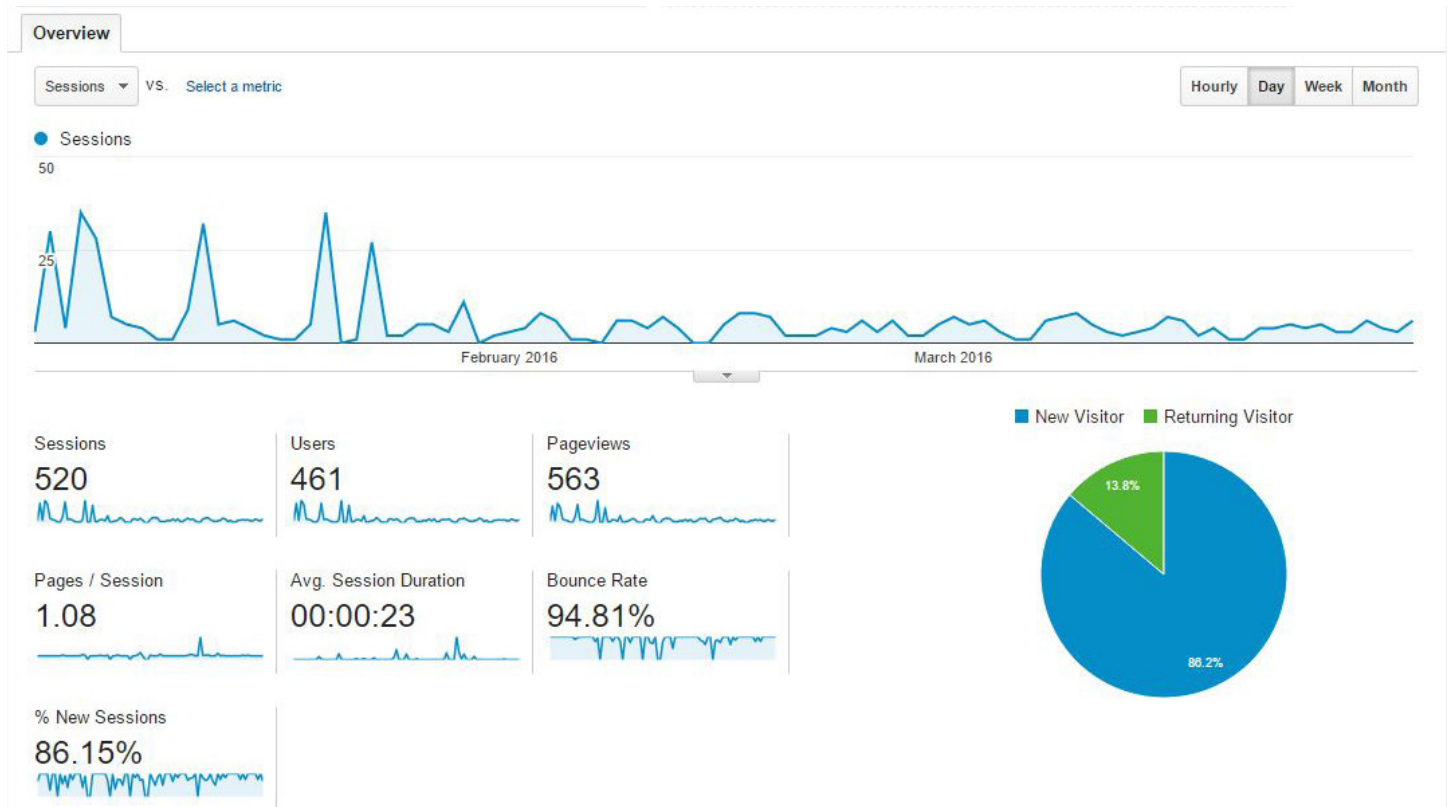
Outcome: At the request of TSAIA, AEDC has worked with the State of Alaska's Division of Economic Development, AIDEA and UAA's Center for Economic Development to draft the parameters of a state-led site certification program. AEDC's work has involved an in-depth review of best practices for site certification programs across the U.S. AEDC has also provided intensive consultation to ensure the program is tailored specifically for Alaska. Property owners and communities across Alaska will benefit from this statewide program.

RESEARCH

Project Name: AnchorageProspector.com

Project Lead: Jon Bittner

Date: Ongoing



Outcome: In comparing Q1 to 2015 Q4, while the amount of sessions and users increased, overall pageviews, pages per session and average session duration were down. The bounce rate did see a substantial decrease (10.61%), which is a positive. When compared to Q1 of 2015, all of the statistics have decreased.

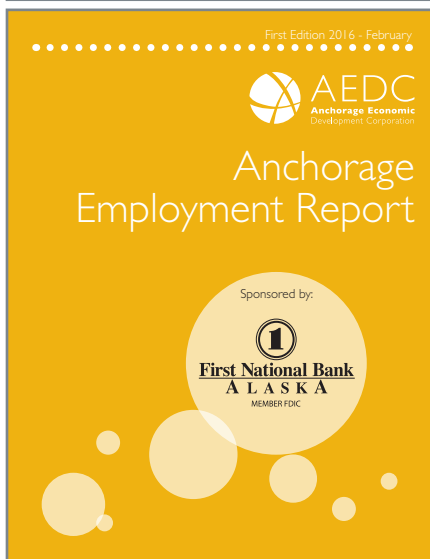
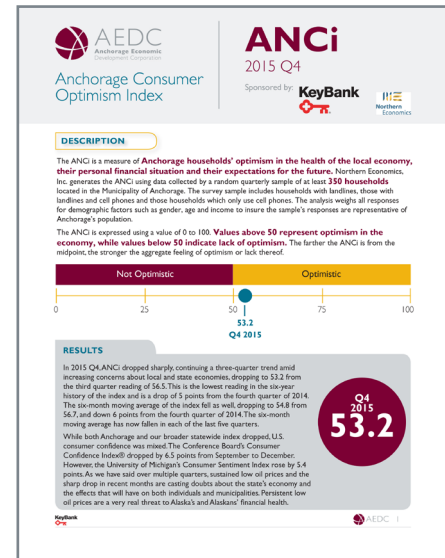
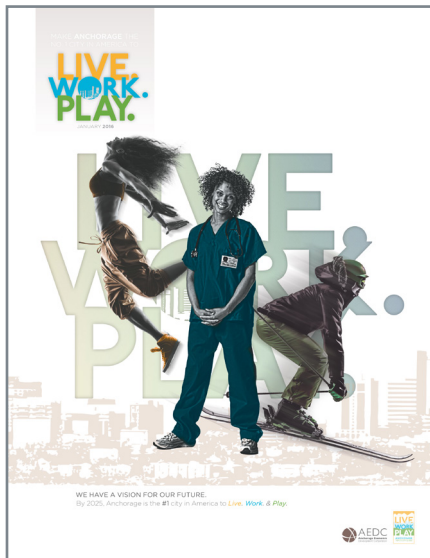
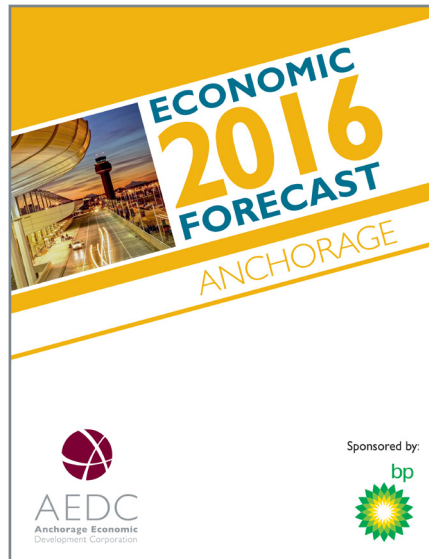
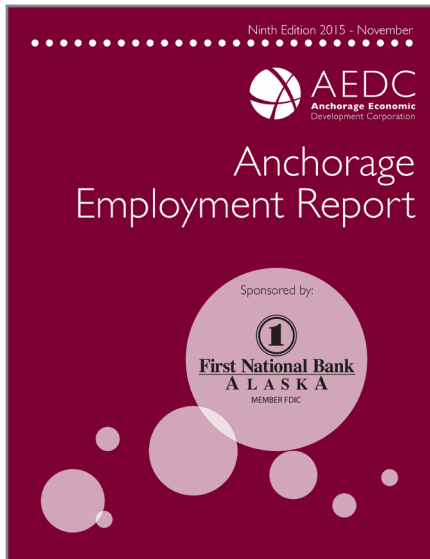
Project Name: Cost of Living Index Data Collection

Project Lead: Bridgette Coleman

Date: Jan. 7 - 9, 2016

Outcome: Quarterly collection of price data for a nationwide 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. Q4 data was released on Jan. 27, 2016.

Project Name: AEDC Reports
Project Lead: Bill Popp & Brooke Taylor
Date: Jan. - March 2016
Outcome: In Q1, AEDC released seven reports.



DEVELOPMENT & EVENTS

Project Name: 2016 Economic Forecast Luncheon

Project Lead: Karli Lopez

Date: Jan. 27, 2016

Outcome: The Forecast Luncheon was attended by approximately 1,550 business leaders and community members. The Live. Work. Play. exhibit in the lobby and new photo booth attracted significant attention. The private reception for Alexa Clay was one of our most successful receptions due to increased sponsor participation and the new venue. Alexa's workshop was well-attended.



Project Name: Investor Recruitment

Date: Ongoing

Project Lead: Karli Lopez

Outcome: With assistance from the Investor Relations committee, a new target list was developed in March using attendance data from the last two luncheons. Committee members and staff have identified contacts and added additional prospects to the list for outreach. We have already had three new Investors join AEDC through committee member Charlie Grimm, and an additional three expected to join in the next few weeks.

Project Name: Investor Recognition

Date: Ongoing

Outcome: Through increased outreach to existing Investors, the new Investor benefits involving our communication channels have been increasingly utilized. These benefits were added to the \$2,500+ Investor tier to provide incentive for Bronze Investors to step up to the Silver level. Organizations are interested in increasing their support or joining at the Silver level to take advantage of the ability to promote events and news through AEDC and to be the Featured Investor in a month of their choice.

LIVE.WORK. PLAY.

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

Project Lead: Moira Sullivan

Date: Ongoing

Outcome: Restructuring of the Live. Work. Play. Steering Committee to include new members, for a total of 11: Mike Prozeralik, KPB Architects (Chair); Michael King, Keller Williams Realty; Jason Feeken, First National Bank of Alaska; Jason Metrokin, Rasmuson Foundation; Laurie Wolf, the Foraker Group; Mara Kimmel, First Lady of Anchorage; Bill Evans, Anchorage Assembly; Teresa Jacobsson, JW Industries; Gary Katsion, Kittelson and Associates; Chris Block, Alyeska Resort; and Katherine Jernstrom, The Boardroom. The Steering Committee will meet for the first time in April.

Moira Sullivan engaged in outreach efforts to bring the Anchorage community together in support of this initiative, including a presentation to over 200 attendees at the Anchorage Chamber of Commerce Young Professionals Summit.

A number of new partners came on board and new members continued to join several Areas of Focus. Several new sponsorships were also committed for LWP, in particular an in-kind sponsorship from Alaska Printing that allowed us to print Live. Work. Play. and #iloveanchorage stickers that were distributed for free at the Young Professionals Summit and through SteamDot, another sponsor organization.

Housing

- Partnership with the Municipality planning department is getting stronger as both parties understand each other's 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

- A changing of the guard took place with two new co-chairs coming in: Gerard Asselin, the President of the Anchorage Police Department Employees Association, and Carmen Gutierrez, former Deputy Commissioner for the Department of Corrections.
- We continue to push our involvement in Green Dot, including a segment on local news about the program.
- New initiatives will focus on reducing recidivism of returning inmates to the Anchorage area.

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.
- Wayfinding work has been introduced to the community through a series of open houses and a citywide survey.
- Neighborhood branding work has started and community input sought.

Education

- Our Education committee has been restructured to focus more on post-secondary education and workforce development while United Way continues to focus on 90 Percent by 2020.
- New committee will meet in April, and initiatives will include coordinated internship recruiting at the University, workforce training programs and continuing education opportunities for adults.

Workplace Well-Being

- The employer recognition and award program is still being finalized, with help from Spawn Ideas in how to market the survey and encourage employer participation. Survey will go out Q2 2016.

One Anchorage, One Economy

- A three-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 II of Make Anchorage project (establishing a local arts council in Anchorage) is ongoing, and most funding has been secured for this phase.



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 Q1. Hosts included representatives from Anchorage School District, Keller Williams Alaska Group, Providence Alaska Medical Center, UAA, Ryan Air, Wells Fargo, Mendin Hearts Training, St. Elias Specialty Hospital, Anchorage Fire Department, Alaska Native Tribal Health Consortium, Haute Quarter Grill, Anchorage Project Access, Arctic Winter Games, Anchorage Heart Association, Thompson & Co., Serve Alaska, Alaska Commission on Post-Secondary Education, Sullivan's Steakhouse, International Gallery of Contemporary Art, Alaska Sudan Medical Project as well as a local photographer and carpenter.



  iloveanchorage - @gibby907, @lauritadianita and @zakzackzachary

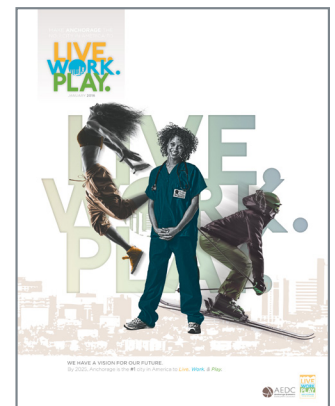
COMMUNICATIONS

Project Name: Live.Work.Play. magazine

Project Lead: Brooke Taylor

Date: Oct. 2015 – Jan. 2016

Outcome: In Q4 AEDC staff met with Alaska Dispatch staff and outlined the magazine content. The work was divided among staff at AEDC and the Dispatch and AEDC connected the Dispatch with story contacts and other submissions. The magazine was released at the Economic Forecast Luncheon on Jan. 27, as well as distributed to 45,000 Dispatch subscribers.



Project Name: Where to Startup video series

Project Lead: Brooke Taylor

Date: Oct. 2015 – Jan. 2016

Outcome: In 2015, AEDC released the first 10 videos of the Where to Startup series. In Q1, AEDC began coordinating with GCI, the 2016 video sponsor, and the Alaska Channel on filming dates, topics and speaker ideas. Filming is scheduled to take place in Q2, with the completed videos being released at the July Luncheon.

Public Relations

PR INQUIRIES	Q1	Q2	Q3	Q4	TOTAL
Media contacts	35				35
Presentations by staff	17				17

Please note: this chart references direct media requests through the Communications Department and does not encompass all media stories generated.

MEDIA COVERAGE

MEDIA	Q1	Q2	Q3	Q4	TOTAL
Media Placement	256				256
Value	\$13,476,140.97				\$13,476,140.97
Reach	323,626,727				323,626,727
Return on Investment (ROI)	886:1				

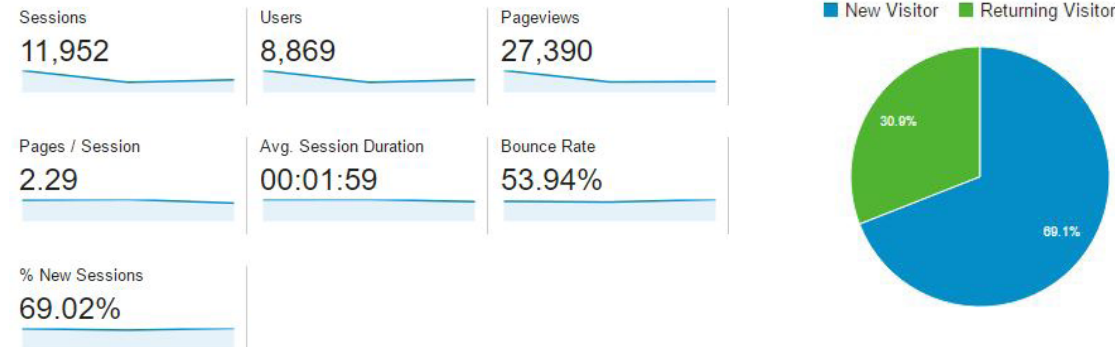
Media coverage for Q1 included extensive coverage for the Alaska AeroNexus® Alliance partnership agreement, the Act Now: Alaska's Future event and the Live.Work.Play. magazine distributed through the Alaska Dispatch News. The Alaska Dispatch News coverage of the January Luncheon was also picked up by the Associated Press, leading to valuable national coverage both online and in print.

Media Clips

- Aging Alaska population becomes key part of state's economy – KTUU
- Using Instagram to Attract Talent: 3 Tactics for Economic Developers – The DCI Blog (Development Counsellors International)
- Despite shaky economy, home values in Anchorage increased last year – Alaska Dispatch News
- AEDC releases 2016 economic forecast for Anchorage – KTVA
- Businesses losing faith in Anchorage economy; livability drops due to crime – KTUU
- Anchorage predicted to lose 1,600 jobs in 2016 – Alaska Dispatch News
- Business group projects 1,600 job loss in Anchorage in 2016 - Washington Times
- Alaska partnership to promote air cargo – Air Cargo News
- New Partnership Capitalizes on Alaska's Potential in Global Air Cargo Commerce – Global Trade
- AEDC joins forces with Alaska's Future - KTUU

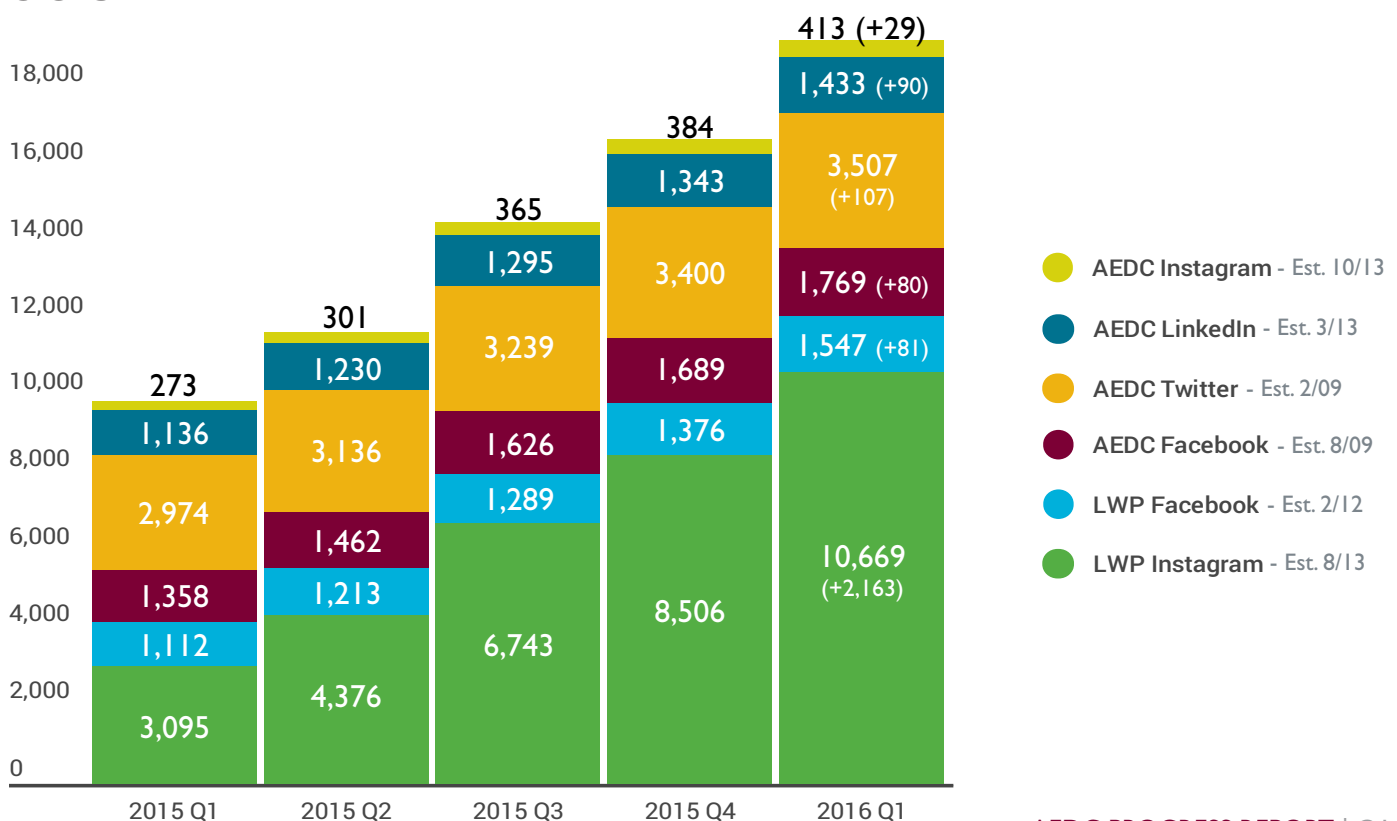
WEBSITE

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



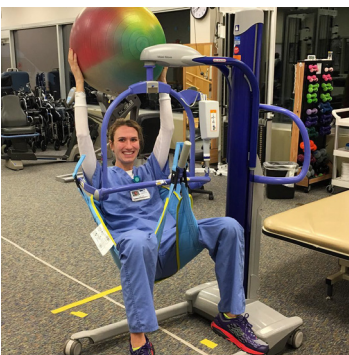
Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	27,390 % of Total: 100.00% (27,390)	22,438 % of Total: 100.00% (22,438)	00:01:32 Avg for View: 00:01:32 (0.00%)	11,935 % of Total: 100.00% (11,935)	53.94% Avg for View: 53.94% (0.00%)
1. /	6,627 (24.19%)	5,483 (24.44%)	00:01:12	5,225 (43.78%)	43.51%
2. /2016-economic-forecast-luncheon/	2,333 (8.52%)	2,078 (9.26%)	00:03:23	1,444 (12.10%)	77.01%
3. /about/staff/	1,328 (4.85%)	1,120 (4.99%)	00:02:10	443 (3.71%)	61.17%
4. /project/aedc-economic-forecast-report-2016/	1,017 (3.71%)	813 (3.62%)	00:00:46	483 (4.05%)	34.58%
5. /research-reports/	966 (3.53%)	634 (2.83%)	00:00:51	82 (0.69%)	37.80%
6. /about/job-opportunities/	783 (2.86%)	587 (2.62%)	00:00:50	278 (2.33%)	48.75%
7. /live-work-play/	685 (2.50%)	557 (2.48%)	00:01:11	377 (3.16%)	54.11%
8. /wp-content/uploads/2016/01/2016-AEDC-Economic-Forecast-Report-sponsored-by-B-P.pdf	685 (2.50%)	630 (2.81%)	00:03:55	11 (0.09%)	72.73%
9. /about/board-of-directors/	653 (2.38%)	541 (2.41%)	00:01:36	190 (1.59%)	67.37%
10. /Registration : Registration Form	652 (2.38%)	314 (1.40%)	00:01:30	300 (2.51%)	35.00%


SOCIAL MEDIA



Q1: INSTAGRAM - I LOVE ANCHORAGE HOSTS

Week #	Dates	Name	Organization
I21	JAN 4 - 6	Clare Fulp	Ravenwood Elementary
I21	JAN 7 - 10	Corky Still	Carpenter
I22	JAN 11 - 13	Anna Thomas	Keller Williams Alaska Group
I22	JAN 14 - 17	Hillary Walker	Providence
I23	JAN 18 - 20	David Clark	UAA Student
I23	JAN 21 - 24	Katrina Leary	Ryan Air
I24	JAN 25 - 27	Erik Amundson	Wells Fargo
I24	JAN 28 - 31	Jordan Sculy	Mendin Hearts Training
I25	FEB 1 - 3	Zachary Garcia	UAA student
I25	FEB 4 - 7	Catherine Steele	St. Elias Specialty Hospital
I26	FEB 8 - 10	Nick Constantino	Anchorage Fire Department
I26	FEB 11 - 14	Laura Avellaneda-Cruz	ANTHC
I27	FEB 15 - 17	Taylor Watson	Haute Quarter Grill/Table 6
I27	FEB 18 - 21	Bryan Gibson	Slope Drillsite operator
I28	FEB 22 - 24	Geri Cannon	Anchorage Project Access
I28	FEB 25 - 28	Kathleen Rehm	Alaska Nordic Racing/APU ski team
I29	FEB 29 - MAR 2	Kristin Luby	Anchorage Heart Association
I29	MAR 3 - 6	Bri Kelly	Thompson & Co.
I30	MAR 7-9	Kate Powers/Kathryn Abbott	ServeAlaska
I30	MAR 10 - 13	Daniel Pulu	Alaska Commission on Post-Secondary Education
I31	MAR 14 - 16	Kristin George	Sullivan's Steakhouse
I31	MAR 17 - 20	Alexa Donahe	Alaska Airlines Center
I32	MAR 21 - 22	Kris Swanson	Drone operator/photographer
I32	MAR 23 - 27	Honor Bowman	International Gallery of Contemporary Art
I33	MAR 28 - 30	Jessica Curtis	Alaska Sudan Medical Project
I33	MAR 31 - APR 3	Farrell Andrew	Alaska Native Tribal Health Consortium



 iloveanchorage - @coldhard, @jonathanjbower, @alexadonahe and @ak_tino

AEDC E-NEWSLETTER

	2015 Q2	2015 Q3	2015 Q4	2016 Q1
Subscribers	3,729	3,790	3,790	4,093
Opens	16.4%	16.5%	16.5%	16.5%
Clicks	2.0%	2.2%	2.2%	2.3%

LIVE.WORK. PLAY. E-NEWSLETTER

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

	2015 Q2	2015 Q3	2015 Q4	2016 Q1
Subscribers	700	923	1,092	1,125
Opens	28.6%	28.3%	27.2%	26.6%
Clicks	3.5%	5.0%	4.7%	4.3%

Staff

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- Moira Sullivan, Live.Work. Play. Director: msullivan@aedcweb.com
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- Dottie Ochoa, Business & Economic Development Intern