

Progress Report: Quarter 2 of 2016

Ending June 30, 2016

REPORT HIGHLIGHTS

- Celebrated Economic Development Week, in partnership with the state, Municipality and IEDC.
- Organized and hosted a business roundtable event with U.S. Treasury Secretary Jacob Lew.
- Met with over 200 investors, developers, consultants and economic development specialists at the third annual SelectUSA Foreign Investment Summit in Washington, D.C.
- Executed the Anchorage Transportation Industry event with over 70 people in attendance.
- Began filming new Where to Startup videos series, sponsored by GCI.
- Ten new Investors and four dropped Investors in Q2.
- Business & Economic Development Department assisted 34 businesses.
- AEDC created, designed and released five economic reports in Q2.
- Live.Work.Play.: AEDC became the nonprofit partner of the Alaska Women's Summit, with Live.Work.Play. comprising a prime component of the messaging for this year's summit, to be held on Oct. 28.
- During Q2 AEDC had 129 media placements for a value of \$4,596,070.75 and a reach of 133,317,221.
- AEDC social media has continued to grow across all platforms in Q2 of 2016.



Investor Update

TOTAL INVESTORS: 250

+ 10 from Q1

+ 8 from EOY 2015

NEW INVESTORS

	Amount	Investor Level
Brandy Pennington - Dwell Real Estate	\$500	Gold
Anchorage Press	In-kind	Platinum
Marsh Creek LLC	\$500	Bronze
Bambino's Baby Food	\$500	Bronze
Tex R Us	\$500	Bronze
Oceanic Management Group	\$500	Bronze
Capital Office	\$750	Bronze
Northern Compass Group	\$500	Bronze
FisheWear	\$500	Bronze
AIDEA	Recognition of support	Diamond
Stillpoint Lodge	\$2,500	Silver
McCool Carlson Green	\$500	Bronze

DROPPED INVESTORS

	Type	Amount	Reason
Arctic Controls	Drop	\$500	Unknown
Pacific Northern Academy	Drop	\$500	Financial
Kiewit	Drop	\$500	Unable to contact
Sockeye Consulting	Drop	\$500	Nonpayment

Community Engagement

Project Name: School Business Partnership - East High School

Date: Ongoing

Project Lead: Karli Lopez

Outcome: 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. During the first half of Q2, East High requested presentations regarding employer expectations for employee performance. Bill Popp presented two sessions to East High students before the end of the school year.

OTHER COMMUNITY ACTIVITIES

AEDC staff participated in many community events:

- AEDC staff participated in GradBliz 2016, part of 90 Percent by 2020 and the LVP Education Area of Focus efforts.
- Bill Popp and Karli Lopez attended AEDC Investor Avitus Group's Grand Opening event in April and Blood Bank of Alaska's ribbon cutting for their new facility in May. Bill was asked to provide the toast for the Avitus Group celebration.
- Will Kyzer and Bridgette Coleman attended Copper River Seafood's annual event to celebrate the arrival of the first king and sockeye salmon from the Copper River commercial fishery. The event was hosted at the Alaska Airlines Cargo Center May 17 and was promoted on AEDC's Instagram account.
- AEDC staff participated in the citywide Bike to Work Day event May 18. This was the AEDC's third year participating.
- Bill Popp attended celebrations around the Alaska Oil and Gas Association's 50th anniversary.
- Will Kyzer and Natasha Price had the opportunity to attend Northern Air Cargo's annual barbeque. The event saw 450 attendees, including existing customers, partners and employees from subsidiaries of parent company Saltchuk. Northern Air Cargo also held twin events in Barrow and Bethel that saw 400 and 200 attendees, respectively.
- Bill Popp, Jon Bittner and Brooke Taylor teamed up for the Chugiak-Eagle River Chamber golf tournament June 1.
- Bill Popp served barbecue lunch to the Youth Employment in Parks crew June 9.
- Karli Lopez, Will Kyzer, Natasha Price and AEDC Intern Logan Huvar toured AEDC Investor company TrailerCraft's new location at their grand opening event on June 21.
- On June 30, Will Kyzer, Pamela Kauveyiakul and Jon Bittner attended the kick-off event for Alaska peony growers at Lake Hood where one of the first plane loads of Susitna Valley peonies arrived at the Alaska Peony Distributors' new processing facility.



Staffing



AEDC hired Pamela Kauveyiakul as Business & Economic Development Director in June. Pamela has a passion for making a positive impact in the Anchorage community and a love for the outdoors. Prior to AEDC, she worked for BP Exploration (Alaska), Inc. in Procurement and Supply Chain Management, which included rotational work on the North Slope in Greater Prudhoe Bay. Pamela earned her master's degree in business administration and her bachelor's degree in sociology and communications (concentration in public relations) at Loyola University New Orleans.

Project Events & Updates

EXECUTIVE

Project Name: U.S. Treasury Secretary Jacob Lew – Business Roundtable

Project Lead: Bill Popp

Date: May 18, 2016

Outcome: At the request of Mayor Berkowitz, AEDC organized and hosted a business roundtable event with U.S. Treasury Secretary Jacob Lew. This hour-long roundtable, held in the Mayor's Conference Room at City Hall, encompassed a wide ranging discussion about the Alaska economy, federal policies and how U.S. Treasury policies could be more supportive of Alaska businesses. Companies invited by AEDC who attended the roundtable included Northrim

Bank, Eklutna, Inc., NANA Development Corporation, CIRI, Visit Anchorage, BP Exploration, ConocoPhillips, Arctic Rope & Wire, Spawn Ideas, Davis Constructors & Engineers and Trailboss.



Project Name: International Economic Development Council (IEDC) Federal Forum

Project Lead: Bill Popp

Date: April 3-5, 2016

Outcome: Bill attended the IEDC Federal Forum in Arlington, VA, a three-day forum providing the latest updated on federal government economic development related policies and programs. This year's forum focused on the possible impacts to many programs and policies that could result in imminent change in federal government leadership in the White House and possible changes in Congress. One area of significant interest to the attendees was the changes taking place in federal workforce development policies and programs created by the recently passed Workforce Innovation and Opportunities Act (WIOA), which incorporates local and state economic development strategies and priorities to a much greater degree than previous federal policy.

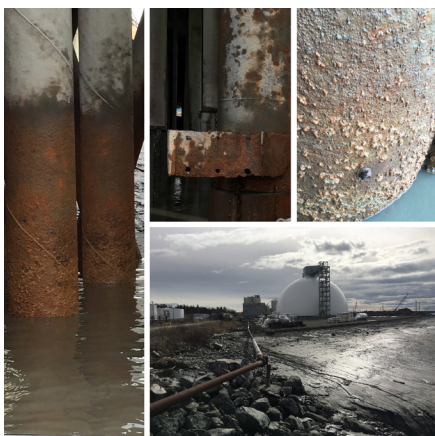


Project Name: Arctic Economic Development Forum

Project Lead: Bill Popp

Date: April 6, 2016

Outcome: Bill participated in the Arctic Economic Development Forum in Washington, D.C., hosted by The Wilson Center and Institute of the North, in association with the Senate Arctic Caucus, Arctic Economic Council, Alaska Arctic Council Host Committee and Arctic Parliamentarians. The two-day summit covered a range of topics about economic development in the Arctic as it relates to Native peoples, arctic transportation and logistics, energy and minerals development, and other topics related to the opening of the circumpolar region to new development activities. Bill was a panelist on the topic, "America's Arctic: Open for Business," with fellow panelists Peggy Philban, SelectUSA; Gail Shubert, Bering Straits Regional Corporation and Dana Eidsness, Maine North Atlantic Development Office. The entire conference was broadcast live via The Wilson Center's webcast of the conference.



Project Name: Port of Anchorage Tour

Project Lead: Jon Bittner

Date: April 8, 2016

Outcome: Jon Bittner and Bridgette Coleman were invited by the Port of Anchorage to get an up-close look at the port during low tide and view the corrosion undermining the port's infrastructure. They were joined by Port Director Stephen Ribuffo and Director of External Affairs Jim Jager, who provided information and answered questions during the tour. The Port is one of the most important pieces of infrastructure in the state. KTUU, Channel 2, participated in the tour and their news coverage provided updates on the Port Modernization Project.

Project Name: Economic Development Week Press Conference

Project Lead: Bill Popp & Brooke Taylor

Date: May 11, 2016

Outcome: Bill and Brooke coordinated with the International Economic Development Council (IEDC), the Alaska Department of Commerce, Community and Economic Development (DCCED), the Mayor's Office to showcase efforts provided by economic developers and celebrate Alaska Economic Development Week. A series of events were planned for the week, including a press conference on May 11 at the Hotel Captain Cook. The press conference featured Bill and IEDC president and CEO Jeff Finkle discussing the importance of economic development in Alaska as the state faces difficult economic issues, as well as DCCED Commissioner Chris Hladick and Mayor Ethan Berkowitz providing proclamations and discussion new economic development projects at the city and state levels.

Project Name: World IP Day

Project Lead: Jon Bittner

Date: May 3, 2016

Outcome: Jon, in partnership with the University of Alaska Anchorage, co-hosted Alaska's first World Intellectual Property Day. World IP Day is a program created through the U.S. Patent and Trademark Office. The head of the West Coast Regional office was the keynote speaker as well as several national experts on IP and university technology transfer. Mayor Ethan Berkowitz gave opening remarks and Lt. Governor Byron Mallott was the closing speaker. Over 100 entrepreneurs, investors, university staff and policy makers attended the day-long conference and the Innovation Hall of Fame awards that were held that night.

Project Name: Meeting with USDA Undersecretary Elvis Cordova

Project Lead: Jon Bittner

Date: May 25, 2016

Outcome: At the request of Alaska's USDA Office, AEDC staff attended a small gathering of food policy experts in the Governor's conference room with representatives from the Governor's Office, the Department of Natural Resources, the Department of Fish and Game and the Food Policy Council. AEDC staff took the opportunity to have a frank conversation with the Undersecretary regarding difficulties Alaska farmers have in securing organic designations, the need for research and funding for food security and arctic farming technology development. Staff also showcased some of the work AEDC has been doing to create a food hub in Anchorage.



Project Name: SelectUSA Foreign Investment Summit

Project Lead: Jon Bittner

Date: June 18-21, 2016

Outcome: AEDC was invited to host an Alaska booth at the third annual SelectUSA Foreign Investment Summit in Washington, D.C. While there AEDC staff met with over 200 investors, developers, consultants and economic development specialists as well as a number of federal government representatives showcasing a variety of opportunities and potential partnerships in Alaska. AEDC had reached out to nearly a dozen sister organizations across the state and made sure that they all had an opportunity to provide collateral and contact information at the booth. U.S. Secretary of Commerce Penny Pritzker chose Alaska's booth as one of the three booths she visited personally while walking the conference floor.



Project Name: Special Briefing With Mr. Mark Finley, General Manager of Global Energy Markets for BP

Project Lead: Jon Bittner

Date: June 29, 2016

Outcome: AEDC was afforded a unique opportunity to host a private meeting between the AEDC Board and a leading expert in global energy markets and trends, Mr. Mark Finley. Mr. Finley is the General Manager of Global Energy Markets for BP and is highly sought after for his expertise and analysis of global energy trends and the markets for key energy resources. BP has contacted our offices with a gracious offer to have Mr. Finley meet with interested AEDC Board members in a private briefing and discussion on Wednesday, June 29, from 1-3 p.m. in the Boardroom here at AEDC's offices. Over a dozen attendees were able to hear a frank and open discussion of the current and future state of the global energy market and to ask questions regarding the potential impacts on Alaska's economy.

BUSINESS & ECONOMIC DEVELOPMENT

	Q1	Q2	Q3	Q4	TOTAL
AEDC Investor Companies	10	11			21
Non-Investor	39	23			62
Alaska-based	42	24			66
Out-of-state	4	10			14
TOTAL	49	34			83

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: Ongoing

Outcome: AEDC provided significant business assistance to ZIP Kombucha and ClaimjumperAK. ZIP Kombucha is a startup that sells uniquely flavored kombucha to local markets. ZIP launched a Kickstarter campaign with guidance from AEDC and successfully raised over \$15,000 to expand operations and provide ZIP Kombucha on tap in locations around Anchorage. Additionally, AEDC worked closely with local apparel designer ClaimjumperAK to discuss opportunities to raise awareness of the brand and gain exposure in the local market. We were able to connect him with the Alyeska Resort purchasing agent, 1 Million Cups and get him set up to participate in the Entrepreneurship Exhibit Hall at the 2016 3-Year Outlook Luncheon.



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.

AEDC Successfully launched the Creative Class Survey and fielded responses for a two-month period. We collected 191 fully complete responses and 94 partial responses, which are being analyzed and compiled into the final report. While the data showed alignment with national trends there are several points on which we stand out. The report release is scheduled for late July.

Project Name: Local Food Industry - Food Hub Webinar

Project Lead: Bridgette Coleman

Date: May 21, 2016

Outcome: Due to increased statewide interest in the development of food hubs, Bridgette Coleman was invited to host a webinar for the Alaska Sustainable Agriculture Conference. "Food Hubs: An Alternative for Marketing your Products" was presented to showcase local research of market demands and outline the structure/capabilities of a local food hub. AEDC also supported SPORK Consulting in their application to secure USDA funding that would allow for a supply and demand study looking at growers in the Matanuska Valley and buyers in Anchorage.

Project Name: Entrepreneurship Exhibit Hall July Luncheon

Project Lead: Bridgette Coleman

Date: May-July, 2016

Outcome: Planning is progressing for AEDC to host an Entrepreneurship Exhibit Hall leading up to the July 3-Year Outlook Luncheon. The exhibit, sponsored by GCI, will give local startups and related partner organizations a chance to showcase the work that they have been doing and promote their products. This will be the largest Entrepreneurship Exhibit Hall the July luncheon has featured to date.

Project Name: Economic Development Advisory Committee (EDAC)

Project Lead: Bridgette Coleman, Pamela Kauveyakul

Date: Ongoing

Outcome: Two working groups within EDAC have been established - Airport Business Development and Business & Economic Development. The Airport Working Group is being operated as an ad-hoc committee, with meetings to be organized when necessary to review site/real estate development research, cost projections for site development and workforce development strategies. The Airport Working Group will meet later in the summer to review research when available for completion. The Business & Economic Development Working Group is scheduling an opportunity to brainstorm new economic diversification strategies for Anchorage and update current work. This Working Group is to be led by AEDC's new Business & Economic Development Director, Pamela Kauveyakul.

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.

ALASKA
NORTH TO OPPORTUNITY

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

Survey conducted by:
AEDC
Anchorage Economic Development Corporation

Take the survey now! bit.ly/CCSurveyAK

AIRPORT-RELATED BUSINESS DEVELOPMENT

Project Name: Airport AeroNexus® Alliance (A³)

Project Lead: Will Kyzer

Date: April 18 and June 13, 2016

Outcome: A³ members AEDC, Alaska International Airport System and the Municipality of Anchorage held initial discussions regarding partnering on a Conceptual Site Plan for three parcels of airport land. This study would entail initial analysis of how these sites may be best developed for industrial purposes. A³ members also reviewed strategies for how new and existing businesses might utilize Anchorage's Foreign Trade Zone. Discussions regarding how to simplify Municipal zoning of Airport land have continued as well. Due to the need for additional research and marketing, it was agreed to adjust the timeline for beginning presentation of business propositions to September 2016.

Project Name: Foreign Trade Strategy Coordination

Project Lead: Will Kyzer

Date: May 12, 2016

Outcome: Will Kyzer organized a discussion with David Ostheimer, an attorney with Lamb & Lerch's New York office and a leading expert on U.S. Foreign Trade Zones. AEDC board members John Parrott, Steve Ribuffo and Chris Schutte attended the meeting, as well as several of their staff. The discussion centered on strategies for the operation and marketing of foreign trade zone-designated sites. Follow-up work has included research to identify local industries/businesses that could benefit from utilizing a Foreign Trade Zone and how to market Anchorage's Foreign Trade Zone opportunity to local businesses and foreign audiences.



Project Name: Anchorage Transportation Industry Outlook

Project Lead: Will Kyzer

Date: May 24, 2016

Outcome: At the request of the Anchorage International Airport (ANC), AEDC executed the first-ever Anchorage Transportation Industry Outlook. Leaders from the key transportation assets spoke about their current business, issues they face and opportunities on the horizon. AEDC Board members

John Parrott (Anchorage International Airport) Dale Wade (Alaska Railroad Corporation) and Steve Ribuffo (Port of Anchorage) presented at the event, as did Will Kyzer and Aves Thompson, Executive Director of the Alaska Trucking Association. The event was generously hosted by NANA Development Corporation, at their corporate headquarters. Fifty-four attendees, not including staff and speakers, attended the event. This is likely to become an annual event.

Project Name: Live Crab Export Assistance

Project Lead: Will Kyzer

Date: June 13-15, 2016

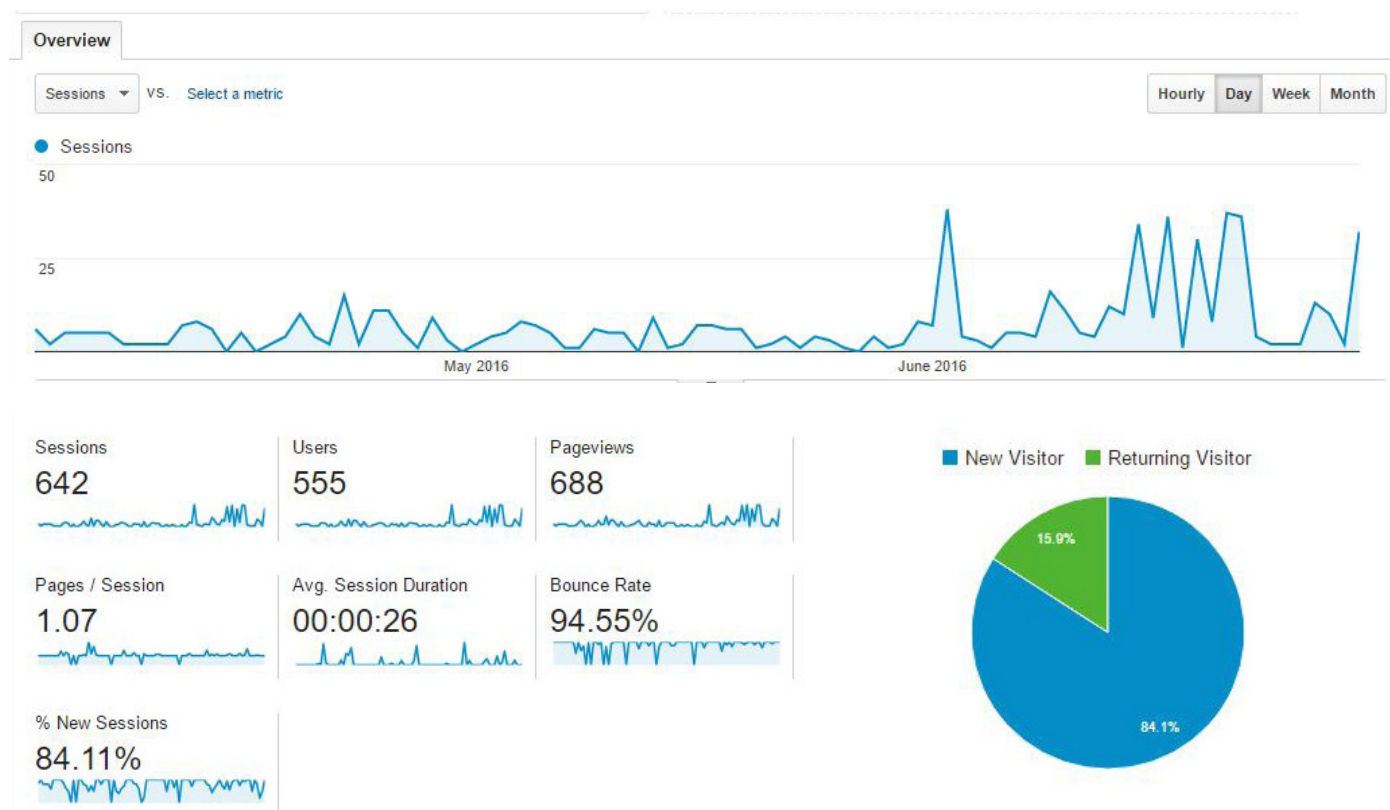
Outcome: Will Kyzer organized several meetings between an Asia-based air carrier operating at ANC, a China-based seafood importer and Alaska seafood providers. The goal of these meetings was to identify sources of live king crab for export to the Chinese market. Conversations are ongoing regarding the feasibility of establishing a large-scale live crab operation in Alaska.

RESEARCH

Project Name: AnchorageProspector.com

Project Lead: Jon Bittner

Date: Ongoing



Outcome: In comparing Q2 to Q1, there was a slight decrease in pages per session but there was a substantial increase in the number of sessions, users and overall pageviews (all between 20 and 23 percent). The bounce rate did see a slight decrease, which is a positive. When compared to Q2 of 2015, all of the statistics have decreased.

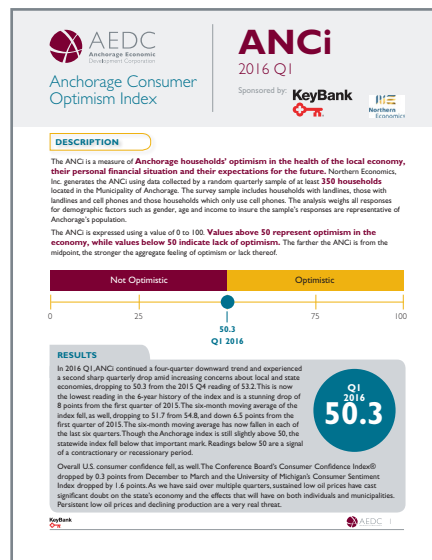
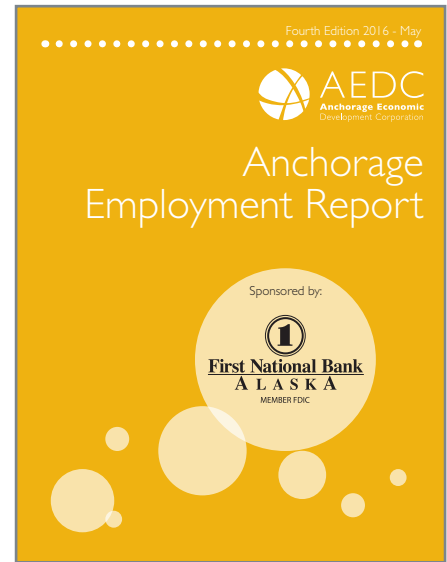
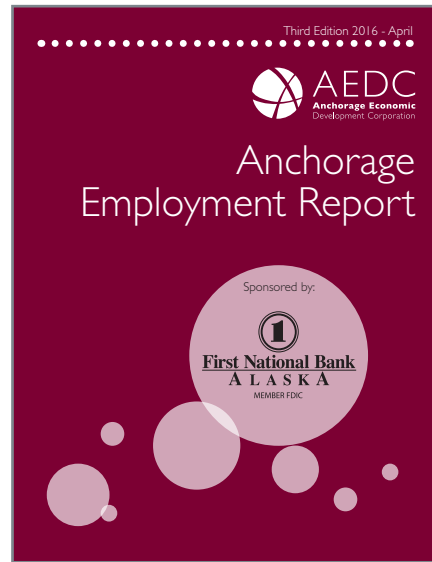
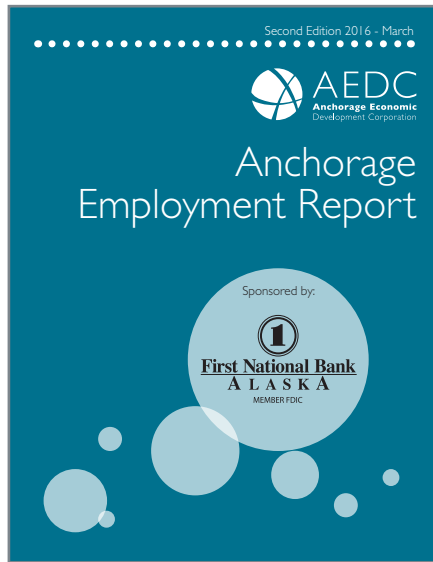
Project Name: Cost of Living Index Data Collection

Project Lead: Bridgette Coleman

Date: April 7 - 9, 2016

Outcome: AEDC conducted data collection for the Cost of Living Index. This quarterly project provides a pricing comparison of cities across the nation of key consumer costs. The Cost of Living Index is the most reliable source of city-to-city comparisons of key consumer costs available anywhere. COLI data is recognized by the U.S. Census Bureau, U.S. Bureau of Labor Statistics, CNN Money and the President's Council of Economic Advisors. Our data and methodology are described in detail and completely transparent to users. Both data and methodology are reviewed by an advisory board composed of academic researchers and government officials. The Cost of Living Index is referenced in the U.S. Census Bureau's Statistical Abstract of the U.S. 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.

Project Name: AEDC Reports
Project Lead: Bill Popp & Brooke Taylor
Date: April-June 2016
Outcome: In Q2, AEDC released **five reports**.



DEVELOPMENT & EVENTS

Project Name: 2016 3-Year Outlook Luncheon

Project Lead: Karli Lopez

Date: July 27, 2016

Outcome: Sponsor commitments were aggressively pursued, resulting in \$131,500 in sponsors by the end of the quarter. This exceeds the amounts raised for previous July luncheons as well as the amount raised for the 2016 Economic Forecast Luncheon. Event planning and procurement will continue through July.

Project Name: Investor Recruitment

Date: Ongoing

Project Lead: Karli Lopez

Outcome: Investor Relations Committee members began contacting prospective new Investors and referring interested companies to AEDC staff for more information. Additionally, AEDC continued to meet with current Investors and previously identified potential members to secure increased funding. Staff held meetings with representatives from 20 companies specifically related to maintaining and/or increasing financial support of AEDC. Q2 ended with \$7,250 in new Investor dues.

Project Name: Investor Recognition

Project Lead: Karli Lopez

Date: Ongoing

Outcome: Two Investor companies, RIM Architects and The Chariot Group, were recognized as Featured Investors, a monthly opportunity for Investors at or above the Gold level. The interest in the new recognition benefits increased, and Investors signed up for both Featured Investor spots as well as committing to host Live. Work. Play. networking events at their businesses through Q3. Additionally, staff was able to recognize the accomplishments and news of several Investor companies through e-news and social media. AEDC ensured personalized outreach to individuals from Investor companies celebrating employment anniversaries and life events throughout the quarter. Staff is beginning work on AEDC's 30th anniversary celebration in 2017, including recognition of Investors that have supported AEDC since its creation.

LIVE.WORK.PLAY.

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

Project Lead: Moira Sullivan

Date: Ongoing

Outcome: Live.Work. Play. Director Moira Sullivan has given presentations to the Alaska Young Professionals Summit, Downtown Rotary and Girdwood 2020 on the project of Economic Placemaking for Young Professionals and the strategic vision of LWP. Steering Committee has met twice since the beginning of the year, in April and in June, and received a presentation at the June meeting from the Housing Committee.

Housing

Five infrastructure white papers have been finalized, approved by the Live.Work. Play. Steering Committee, and are being worked through the Municipality and Assembly members to secure changes to building codes that will allow more affordable residential developments.

Community Safety

Compassionate panhandling project has secured funding from Anchorage Downtown Partnership and the Municipality to contract with a design firm to create signs and a website, discouraging Anchorage residents from giving money directly to panhandlers and instead encouraging them to visit www.anchoragecares.org to donate to homeless service agencies.

Safe lighting initiative is working with ML&P and the Muni to identify the ownership of all street lights in Anchorage and update with LED lights in order to improve lighting and discourage criminal activity.

Trails Initiative

Wayfinding signs and maps have been finalized and groundbreaking will begin for 60 pilot signs to go into the Ship Creek Trail in October.

Education

Group has identified workforce development as its primary area of focus and has begun planning an event in the fall that would bring together local companies that want to have internship/apprenticeship programs and facilitate ways to communicate with high schoolers, college students and other job seekers.

Workplace Well-Being

Employer workplace wellbeing survey will launch August 4 to AEDC Board Members as a pilot group, and WW Area of Focus will meet to assess results and feedback on the survey to launch it to the larger business community in September.

One Anchorage, One Economy

Welcoming Week is scheduled for Sept. 15-22, with events coordinated around the message of welcoming people of all backgrounds to the city, including remarks by the Mayor, and community events to share culture and heritage.

Creative Placemaking

We received a draft contract from Andy Fife to complete Phase II of the Make Anchorage project to create a local arts council, and secured funding from Cook Inlet Housing Authority, the Atwood Foundation and the Municipality of Anchorage to administer the contract, which should begin Aug. 1.

Committee members are working toward the goal of all Anchorage businesses using local musicians' tracks for their phone hold music. GCI and Alaska Communications are enthusiastic about getting involved, and several other businesses and musicians are involved in putting together the technical platform that could be used by businesses and telephone companies to channel local music easily and make tracks identifiable to those listening.

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 Q2. Hosts included representatives from Southcentral Foundation, Denali Family Services, Kindred Spirits Coffee, Anchorage School District, Anchorage Opera, Cook Inlet Tribal Council, AlaskaUSA Federal Credit Union, GCI, Visit Anchorage, Northrim Bank, Alaska Communications, Pulse Dance Studio, Alaska Hearing & Tinnitus Center, Alaska Railroad Corp., Alaska eBike Store, iHeartRadio, Figarelle's Fitness, Attorney, Jermain, Dunnagan &

Owens, P.C., Rosehip Nail Studio, Denali General Contractors, Anchorage Police Department, as well as professional photographers, a woodworker and a professional cross-country ski racer.



 iloveanchorage - @wambui24, @reynolddurdarbe and @reesehanneman

Project Name: Skinny Raven Urban Challenge Run

Project Lead: Moira Sullivan

Date: June 7, 2016

Outcome: Moira Sullivan, Brooke Taylor and Will Kyzer volunteered with Catherine Mullins from KPB Architects to provide a booth for the Skinny Raven Urban Challenge scavenger hunt to promote Live.Work.Play. and hand out Urban Challenge raffle tickets for prizes to community members.

Project Name: I Love Anchorage Banner Displays

Project Lead: Moira Sullivan

Date: Ongoing

Outcome: Eight locations around town are hosting a traveling exhibit of our I Love Anchorage Instagram banner displays, from June until October. The locations include: Hotel Captain Cook, Dimond Center Mall, Ted Stevens Anchorage International Airport, 5th Avenue Mall, Providence Hospital, Alaska Center for the Performing Arts, University of Alaska Anchorage/Alaska Pacific University Consortium Library and Dena'ina Civic and Convention Center.



Project Name: Alaska Women's Summit

Project Lead: Moira Sullivan

Date: Ongoing

Outcome: AEDC is the nonprofit partner of the Alaska Women's Summit, with Live.Work.Play. comprising a prime component of the messaging for this year's summit, to be held on Oct. 28. Funds raised that exceed the cost of the summit will be received by AEDC. The planning group for programming during the event has met twice, and will continue meeting monthly until the event.



COMMUNICATIONS

Project Name: Alaska Innovator magazine

Project Lead: Brooke Taylor

Date: April-July 2016

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

Project Name: Where to Startup video series

Project Lead: Brooke Taylor

Date: April-Aug. 2016

Outcome: AEDC engaged Alaska Channel to help with filming and editing 10 videos on different aspects of starting a business. AEDC staff worked closely with Alaska Channel to edit 45-minute interviews with various experts down to 10-minute videos. The video series will be launched at the 3-Year Outlook Luncheon next quarter and outreach will follow.

Project Name: Worldwide InstaMeet Anchorage

Project Lead: Brooke Taylor

Date: April 22, 2016

Outcome: AEDC coordinated with I Love Anchorage Instagram host Jamey Bradbury and CIRI to coordinate a community meet-up for Worldwide InstaMeet 13 at the Native Youth Olympics taking place at the UAA Alaska Airlines Center. The goal of this event is to bring together a social media community in a physical space and connect far-flung people on the same platform through a shared event.



Public Relations

PR INQUIRIES	Q1	Q2	Q3	Q4
Media contacts	35	28		
Presentations by staff	17	23		

MEDIA COVERAGE

MEDIA	Q1	Q2	Q3	Q4
Media Placement	256	129		
Value	\$13,476,140.97	\$4,596,070.75		
Reach	323,626,727	133,317,221		
Return on Investment (ROI)	886	407		

Media coverage for Q2 included LWP Director Moira Sullivan's talking about Green Dot Anchorage on KTUU's morning show, Avitus grand opening, at which Bill Popp was invited to give a toast and coverage of Alaska Dream Machine, which AEDC helped organize.

Media Clips

Consumer confidence falls as Alaska economy struggles - The Washington Times

Anchorage Participates In Economic Development Week - KATN-TV

U.S. Treasury Secretary talks finance and economic diversity in Alaska - Alaska Dispatch News

I Love Anchorage goes on tour! - Alaska Business Monthly

Alaska businesses compete for shopping network spots - Juneau Empire

AEDC Anchorage Economic Development :Anchorage Transportation Industry Outlook Event - 4-traders.com

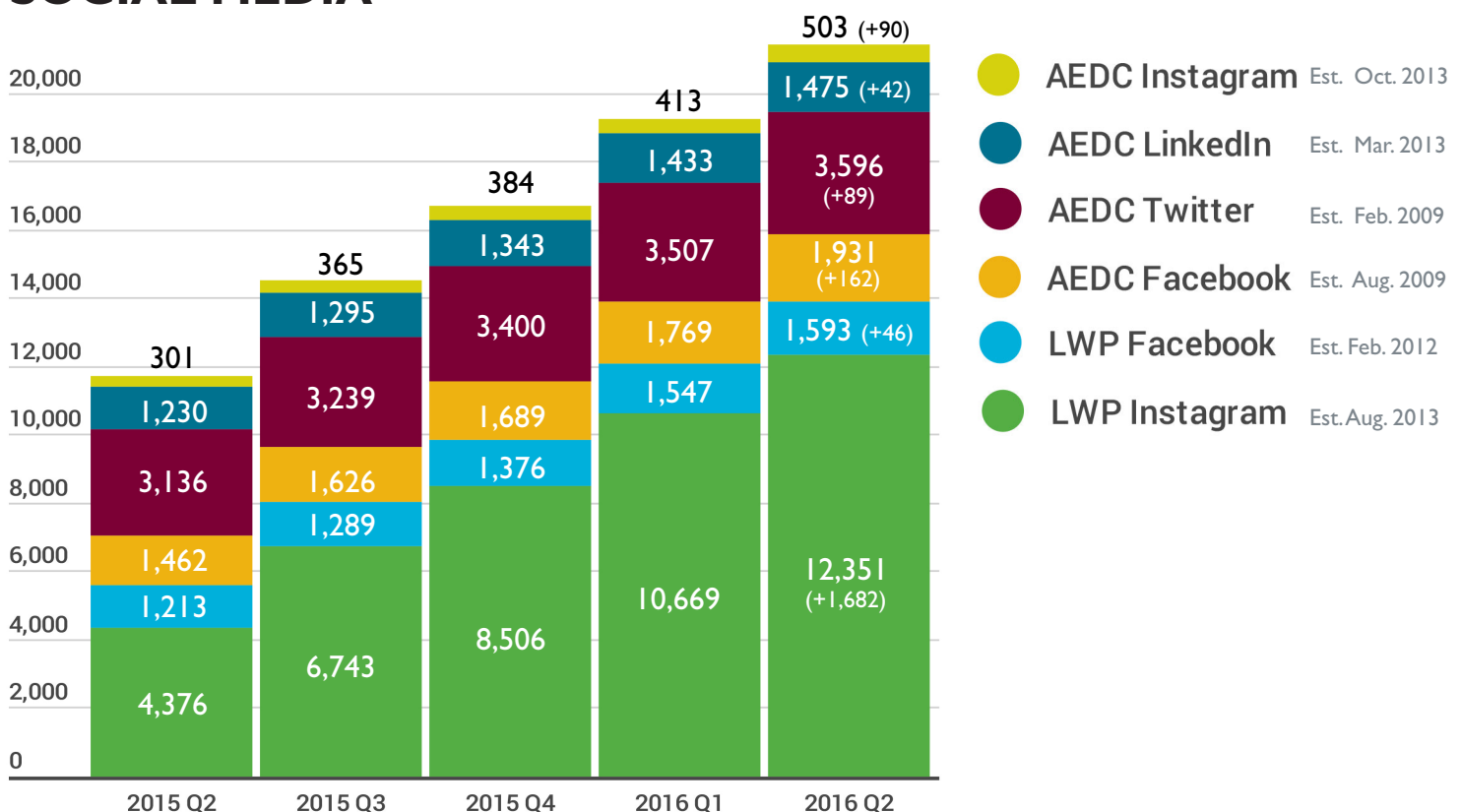
WEBSITE

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
	22,753 % of Total: 100.00% (22,753)	18,749 % of Total: 100.00% (18,749)	00:01:39 Avg for View: 00:01:39 (0.00%)	11,288 % of Total: 100.00% (11,288)	60.87% Avg for View: 60.87% (0.00%)
1. /	7,481 (32.88%)	6,021 (32.11%)	00:01:15	5,786 (51.28%)	57.81%
2. /about/job-opportunities/	1,434 (6.30%)	1,154 (6.15%)	00:01:04	877 (7.77%)	55.92%
3. /about/staff/	1,077 (4.73%)	926 (4.94%)	00:02:32	367 (3.25%)	65.40%
4. /2016-3-year-outlook-luncheon/	721 (3.17%)	602 (3.21%)	00:02:54	330 (2.92%)	75.45%
5. /research-reports/	718 (3.16%)	465 (2.48%)	00:00:49	71 (0.63%)	46.38%
6. /live-work-play/	547 (2.40%)	467 (2.49%)	00:01:37	321 (2.84%)	51.86%
7. /about/board-of-directors/	509 (2.24%)	454 (2.42%)	00:01:41	173 (1.53%)	73.99%
8. /about/contact/	401 (1.76%)	336 (1.79%)	00:01:50	70 (0.62%)	64.29%
9. /our-investors/	370 (1.63%)	314 (1.67%)	00:03:17	133 (1.18%)	72.93%
10. /wp-content/uploads/2016/04/BED-Director-Position-Description-04-25-2016-1.pdf	349 (1.53%)	335 (1.79%)	00:04:33	10 (0.09%)	90.00%


SOCIAL MEDIA



Q2: INSTAGRAM - I LOVE ANCHORAGE HOSTS

Week #	Dates	Name	Organization
I34	APR 4 - 6	Melissa Peguero	Southcentral Foundation
I34	APR 7 - 10	Jonathan Bower	Denali Family Services
I35	APR 11 - 13	Rachel Stewart	Kindred Spirits Coffee
I35	APR 14 - 17	Elle Janecek	Hair/makeup artist
I36	APR 18-20	Lisa Bunag	East High School teacher
I36	APR 21-24	Jamey Bradbury	CITC
I37	APR 25 - 27	Matt Jardin	AlaskaUSA Federal Credit Union
I37	APR 28 - May 1	Sara Huff	GCI
I38	MAY 2 - 4	Jara Haas	Visit Anchorage
I38	MAY 5 - 8	Kelsey Stone	Photographer
I39	MAY 9 - 11	Reynold Udarbe	Northrim Bank
I39	MAY 12 - 15	Aaron Sweeney	Woodworker
I40	MAY 16 - 18	Hannah Blankenship	Alaska Communications
I40	MAY 19 - 22	O'Hara Shipe	Photographer
I41	MAY 23 - 25	Stephanie Wonchala	Pulse Dance Studio
I41	MAY 26 - 29	Meghan Clemens	Alaska Railroad
I42	MAY 30 - JUN 1	Cary Shiflea	Alaska eBike Store
I42	JUN 2 - 5	Casey Beiber	101.3 KGOT
I43	JUN 6 - 8	Steph Figarelle	Figarelle's Fitness
I43	JUN 9 - 12	Betsy Bull	Attorney, Jermain, Dunnagan & Owens, P.C.
I44	JUN 13 - 15	Amie Sovitski	Rose Hip Nail Studio & Denali General Contractors
I44	JUN 16 - 19	Reese Hanneman	Pro ski racer
I45	JUN 20 - 22	Emily McMahan	Healthcare Provider
I45	JUN 23 - 26	Katie Newman	GCI
I46	JUN 27 - 29	APDEA - Sgt. Whitt	APDEA/Anchorage Police Dept
I46	JUN 30 - JUL 3	Holly Bennett	Photographer



 iloveanchorage - @reesehanneman, @steph_figarelle, @s1chala and @mattjardin

AEDC E-NEWSLETTER

	2015 Q3	2015 Q4	2016 Q1	2016 Q2
Subscribers	3,790	3,790	4,093	4,082
Opens	16.5%	16.5%	16.5%	16.7%
Clicks	2.2%	2.2%	2.3%	2.4%

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 this year and we anticipate continued growth as we continue into 2016.

	2015 Q3	2015 Q4	2016 Q1	2016 Q2
Subscribers	923	1,092	1,125	1,145
Opens	28.3%	27.2%	26.6%	25.60%
Clicks	5.0%	4.7%	4.3%	4.00%

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