



# PROGRESS REPORT

QUARTER 3 OF 2016 | Ending Sept. 30, 2016

## REPORT HIGHLIGHTS

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- AEDC created, designed and released four economic reports in Q3
- Organized and hosted a special luncheon Aug. 18 with guest speaker John Williams, President of the San Francisco Federal Reserve Bank
- AEDC received eight local and national awards
- During Q3 AEDC had 228 media placements for a value of \$31,777,122.25 and a reach of 1,067,291,174
- AEDC social media has continued to grow across all platforms in Q3 of 2016
- AEDC continued to engage government and nonprofit agencies on various AEDC initiatives, projects and policies



# Investor Update

## TOTAL INVESTORS: 259

+9 from Q2

+17 from EOY 2015

\$22,000 in new membership revenue and \$4,500 in bad debt.

## NEW INVESTORS

	Amount	Investor Level
Ken Brady Construction	\$500	Bronze
American Multiplex	\$500	Bronze
UBS	\$500	Bronze
Chevron	\$500	Bronze
APDEA	\$1,000	Bronze
Creekside Surgery Center	\$1,000	Bronze
Chevrolet of South Anchorage	\$2,500	Silver
Denali Express Chevron Network	\$2,500	Silver
Diamond Parking	\$2,500	Silver
Alaska Heart & Vascular Institute	\$5,000	Gold
University of Alaska	\$5,000	Gold
Bear Tooth Theatre	In-kind	Bronze
Alaska Air Carriers Association	In-kind	Bronze

## DROPPED INVESTORS

	Type	Amount	Reason
Beacon OHSS	Drop	\$500	Unknown
SLR Consulting	Drop	\$500	Position on Alaska's Future
RIM Architects	Reduction	\$2,000	Dropped from Silver to Bronze
Dowland-Bach	Drop	\$500	Unknown
Dittman Research	Drop	\$500	Financial
Beacon Media & Marketing	Drop	\$500	Financial

# 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. At the end of Q3, AEDC staff met with the East High representative to work out a plan of support for the 2016-2017 school year, including presentations from staff and potentially Board members. AEDC was also a sponsor of the East Side Dash, a community race during Homecoming week.

# Staffing

After nearly two years, AEDC said goodbye to Communications Director Brooke Taylor. In September she joined the Prince William Sound Regional Citizens' Advisory Council as Director of External Communications.

## OTHER COMMUNITY ACTIVITIES

AEDC staff participated in many community events:

- Jon Bittner gave a presentation to the Alaska Society of HR Managers on the results of the Creative Class survey AEDC conducted on behalf of Department of Commerce, Community and Economic Development
- Jon Bittner attended a meeting and was asked to join the 49th State Angel Group
- Brooke Taylor and Natasha Price attended the Public Relations Society of America, Alaska Chapter's CommEx Conference and Aurora Awards Aug. 3-4
- Moira Sullivan participated in a workforce development roundtable discussion centered on high unemployment rates in the Mountain View neighborhood, facilitated by the Anchorage Community Land Trust at the Mountain View library on Aug. 25. Other participants included Mayor Ethan Berkowitz, Commissioner of Labor Heidi Drygas and Representative Geran Tarr
- Moira Sullivan is a newly appointed member of the Alaska Statewide Bike and Pedestrian Plan Steering Committee, which held its first meeting on Sept. 22
- Moira Sullivan attended the annual End of Summer Camp networking retreat Aug. 21 where she presented with Gretchen Fauske from DCCED on the millennial economy
- Will Kyzer delivered a presentation to the Alaska Aviation Coordination Council on Sept. 14 regarding the Alaska AeroNexus Alliance's business development effort. Twenty attendees from the private and public sector attended Will's presentation
- Will Kyzer attended a ribbon-cutting event for the new counter-serve chain restaurant, Smashburger
- Bill Popp attended a ribbon-cutting event for the much anticipated Krispy Kreme doughnuts restaurant
- Bill Popp and Jon Bittner attended a First National Bank of Alaska "Lunch on the Deck," with Board member Jason Feeken
- Jon Bittner attended a launch party and demo exhibition at 49th State Brewing Company for a new Alaska-based virtual reality video game company
- Bill Popp, Jon Bittner, Karli Lopez, Will Kyzer and Kauveyiakul attended the Alaska Airlines groundbreaking ceremony for the new Alaska Airlines hangar at the Ted Stevens Anchorage International Airport
- Jon Bittner attended a Deloitte/Municipality of Anchorage roundtable working group on workforce development and K-12 education at the Anchorage Downtown Partnership

## Awards

In Q3, AEDC received two PRSA Alaska Chapter Aurora Awards:

- First place in Community Relations for the 2015 Live.Work. Play. Narrative Survey
- Third place in Marketing Communications for the Where to Startup video series

AEDC also received two PRSA Awards of Excellence:

- Third place in Media Relations with Thompson & Co. for the Alaska AeroNexus Alliance Partnership Signing
- Third place in External Communication with Alaska Dispatch News for Live.Work. Play. Magazine

On Sept. 26, AEDC staff attended the IEDC Excellence in Economic Development Awards in Cleveland where they accepted four awards:

- Gold in Magazines for the 2015 Alaska Innovator magazine
- Silver in Newsletters/Newspapers for the Live.Work. Play. e-newsletter
- Silver in Special Events for the I Love Anchorage First Friday events
- Silver in New Media for the 2015 Live.Work. Play. Narrative Survey



# Project Events & Updates

## EXECUTIVE

**Project Name:** JBER Community Partnership Initiative/  
Alaskan Command Engagement

**Project Lead:** Bill Popp

**Date:** Ongoing

**Outcome:** As part of AEDC's efforts to strengthen its ties and support of the military in Anchorage and Alaska, Bill attended several military social and business events including: the JBER Change of Command Ceremony, Reception for the Business Executives for National Security delegation; Arctic Thunder VIP reception; Coast Guard Alaska awards dinner, farewell party for Alaskan Command Lt. General Handy, Alaskan Command Change of Command Ceremony, JBER Community Partnership meeting, member of the leadership team.



**Project Name:** AEDC Board Engagement

**Project Lead:** Bill Popp

**Date:** Ongoing

**Outcome:** As part of an ongoing effort to engage with AEDC board members to discuss projects, initiatives and policies of the company, Bill met with the following board members during this quarter: Peter Pounds, GCI; Raquel Edelen, Hotel Captain Cook; Steve Noble, DOWL, Bill Dann, Professional Growth Systems; Dave Van Tuyl, BP; Rick Pollock, Lynden; Grace Greene, TOTE; Jim Hasle, BDO; Mark Spafford, Solid Waste Services; Marilyn Romano, Alaska Airlines.

**Project Name:** Business Meetings

**Project Lead:** Bill Popp

**Date:** Ongoing

**Outcome:** Bill met with the following businesses to brief them on the local and state economy and engage and support them with specific needs for their company and AEDC fundraising:

- Mr. John Kim, President and CIO, New York Life
- Matthew Melville, VP of HVS Consulting & Valuation
- Mark Begich & Bob Lowrance, Northern Compass Group
- Nikki Giordanno, Executive Director, Anchorage Home Builders Association
- Ian Yahya, Vice President, Verizon Wireless
- Bob Craig, CEO, Alaska Heart and Vascular Institute
- Alaska Railroad Team lunch with NARP Delegation
- Jessica Pezak, Expedia
- Nance Larsen, Carlile Transportation
- Charles Fedullo, Strategies360
- Renata Bennett, TOTE
- Marian Caterdal, Chevron
- David Irwin, Irwin Development Company
- Joe Beedle, Joe Schierhorn, Larry Cooper and Jay Blury, Northrim Bank
- Brian Gebhardt, General Manager Frontier States, Uber
- Larry Houle, Director Business Development, Ukpeagvik Inupiat Corporation
- Matt Samuel, Regional Manager Alaska, Diamond Parking Service
- David Wilkens, Vice President, Hilcorp



**Project Name:** Government and Nonprofit Engagement

**Project Lead:** Bill Popp

**Date:** Ongoing

**Outcome:** Bill met with the following government and non-profit officials to brief them on AEDC initiatives, projects and policies, as well as engaging in discussions regarding their organizations needs and issues that AEDC may be of assistance:

- Mayor Ethan Berkowitz for three monthly briefings and exchanges
- Two meetings with Commissioner Sheldon Fisher, Alaska Department of Administration, to discuss economic conditions, challenges and opportunities
- Robyn Engibous, Senator Sullivan's staff to give economic overview
- Ed Ulman, General Manager & CEO, Alaska Public Media
- Chris Shutte, Municipality of Anchorage Office of Economic & Community Development for three monthly briefings and exchanges
- Mayor's Base Economic Analysis Research (BEAR) Working Group, chaired meeting
- Commissioner Mark Hladick, Alaska Department of Commerce
- Jamie Boring, Executive Director, Anchorage Downtown Partnership



- Economy briefing for Federal Reserve Bank President John Williams
- Economic briefing for Council on Foreign Relations Independent Task Force on the Arctic
- Maggie Rabb, Development Director, Perseverance Theatre
- 49th State Angel Fund, chaired meeting
- Anchorage Downtown Partnership Board meeting
- Jim Johnsen, President, University of Alaska
- Rasmuson Foundation 2016 Grant Makers Tour Railroad Dinner Trip
- Briana Warner, Island Institute of Maine
- UAA Leadership Fellows Summit



**Project Name:** Public Presentations and Media

**Project Lead:** Bill Popp

**Date:** Ongoing

**Outcome:** Public presentations to media, business and community groups on the economy and AEDC initiatives were given to the following:

- Alaska Business Education Compact Group
- Two appearances on Mark Colavecchio Show, KFQD
- Alaska Dispatch News Editorial Board
- Dave Stieren Show, KFQD
- KTVA Channel 11 Daybreak Show
- AEDC 3-Year Outlook Luncheon
- Wasilla Chamber of Commerce (Continued on next page)

- Interview with Wall Street Journal
- Special Luncheon and press conference featuring Federal Reserve Bank President John Williams
- Economic briefing for staff of DOWL
- Two interviews with KTUU Channel 2 News
- Economic overview for Anchorage Home Builders Association Economic Summit
- ISER Panel Discussion - Economic Potential of Immigrants
- Economic overview, Alaska Oil & Gas Congress
- Economic overview for International Right of Way Association Alaska Chapter
- Moderator for Harvard Peer Group, Housing Best Practices



**Project Name:** Sister Organizations and Public Events

**Project Lead:** Bill Popp

**Date:** June ongoing

**Outcome:** Board meetings attended representing AEDC and public events attended representing AEDC to maintain awareness of AEDC in the community and to represent AEDC's interests as a board member of sister organizations. Events and meetings attended included:

- Ted Stevens Day 2016 reception
- Visit Anchorage Board meeting
- Dianne Kaplan, Rasmuson Foundation, Annual Garden Party
- Two Anchorage Chamber of Commerce Board meetings
- Two Building Owners and Managers Association monthly luncheons
- Anchorage Chamber of Commerce Luncheon
- Alaska Airlines new hanger groundbreaking ceremony
- Anchorage Chamber of Commerce Gold Pan Awards

**Project Name:** International Economic Development Council Annual Conference, Cleveland

**Project Lead:** Bill Popp

**Date:** Sept. 24-28

**Outcome:** Bill Popp, Jon Bittner and Pam Kauveyakul attended the IEDC annual conference. Attended numerous work sessions and issues presentations, accepted three Excellence in Economic Development Awards, attended IEDC Awards dinner at which AEDC past chair Mike Prozeralik was recognized as community leader in economic development. Several meetings were also held with site selection industry representatives, IEDC leadership, potential services providers and consultants.

**Project Name:** Ambassador of Qatar

**Project Lead:** Jon Bittner

**Date:** Aug. 16, 2016

**Outcome:** Jon was asked to participate in a series of events related to the arrival of the Ambassador of Qatar to Alaska. Events began with a train trip from Anchorage to Girdwood with the Ambassador, his staff, representatives from the Governor's office, Sen. Murkowski's office and local business representatives. The event culminated with a formal reception at the home of John Rubini. The Ambassador was in Alaska to identify new partnership opportunities and to look for potential investments.

**Project Name:** Creative Class Media Event

**Project Lead:** Jon Bittner

**Date:** July 26, 2016

**Outcome:** AEDC was contracted by the state Division of Economic Development to collect data on Alaska's creative class, release a report on the findings and participate in a press conference about the results. The report was based on survey results from seven communities across the state contrasted with national data collected by third party researchers. The media event was hosted at the Boardroom and several media outlets were in attendance.

**Project Name:** CIHA Church of Love/Old Post Office

**Project Lead:** Jon Bittner

**Date:** Aug. 1- present

**Outcome:** The Cook Inlet Housing Authority asked AEDC to convene a group of business and community members to help brainstorm ideas for developing two unique properties CIHA owns in Spenard: The Church of Love and the old post office. Representing over 20,000 square feet of commercial and mixed-use real estate, the possibilities sparked a fantastic conversation among the 20 or so participants. Several ideas rose to the top including an indoor market/food hub, an innovation center and a shared arts facility.



**Project Name:** Launch Alaska Demo Day

**Project Lead:** Jon Bittner

**Date:** Aug. 25, 2016

**Outcome:** Launch Alaska asked Jon to emcee its first Demo Day event where the four startups that successfully made it through the accelerator program presented their businesses to a sold-out crowd of over 250 people at the Bear Tooth Theatre.

**Project Name:** Talk of Alaska Immigrants' Impact on the Alaska Economy

**Project Lead:** Jon Bittner

**Date:** Sept. 13, 2016

**Outcome:** Jon was asked to participate in a roundtable discussion on Alaska Public Media's "Talk of Alaska" program about a recently released report regarding the economic impact that immigrants have on Alaska's economy. The report was a joint effort between Welcoming Anchorage and the State of Alaska's Department of Commerce, Community and Economic Development.



# BUSINESS & ECONOMIC DEVELOPMENT

## Businesses Assisted Update

	Q1	Q2	Q3	Q4	TOTAL
<b>AEDC Investor Companies</b>	10	11	16		21
<b>Non-Investor</b>	39	23	36		62
<b>Alaska-based</b>	42	24	40		66
<b>Out-of-state</b>	4	10	8		14
<b>TOTAL</b>	49	34	52		83

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

**Project Name:** Entrepreneurship Exhibit Hall at July Luncheon

**Project Lead:** Pamela Kauveyakul

**Date:** July 27, 2016

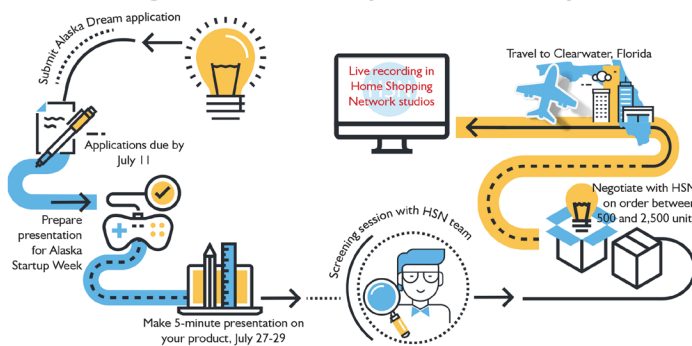
**Outcome:** AEDC, with sponsorship from GCI, organized the largest Entrepreneurship Exhibit Hall to date. Fourteen Alaska entrepreneurs showcased their companies as part of the July Luncheon. This exhibit hall gave local startups and related partner organizations a chance to showcase their work and promote their products. Participating entrepreneurs set up booths to display the products that they have developed and spoke with attendees about the impacts of their work in Alaska. Entrepreneurs included: AK Claimjumper, Bambinos Baby Food, Big Swig Tours, The Boardroom, The Business Boutique, CFT Solutions, Edible Alaska, FiSheWear, Glen Klinkhart, Heather's Choice, K2 Dronotics, Launch:Alaska, Vertical Harvest Hydroponics and Zip Kombucha. The exhibits gave the luncheon attendees a chance to see the work of talented entrepreneurs in their community and get in early to purchase some of their fantastic products.



## Alaska Dream Machine

A unique opportunity for international product exposure

The Home Shopping Network (HSN) has begun airing a new show, designed to feature entrepreneurs and their products.\*



**Project Name:** American Dream Machine

**Project Lead:** Pamela Kauveyakul

**Date:** July 29, 2016

**Outcome:** The Home Shopping Network began airing a new show designed to feature entrepreneurs and their products. In its outreach efforts, HSN partnered with The University of Alaska Fairbanks Cooperative Extension Service to host events in Anchorage, Juneau and Fairbanks whereby local entrepreneurs were selected through an application process to pitch their products to the HSN screening team. AEDC facilitated the Anchorage event at Bear Tooth Theatre. Several businesses from Juneau and Anchorage have moved to the next phase of the American Dream Machine

project: Alaska Glacial Mud Co., Alaska Paracord Design, Alaska Rhodiola, Alaska Pure Sea Salt, Colorbucket 3000, Glacier Smoothie, Salsa Salmon, Soft Gold Fur and Spice Ratchet.



**Project Name:** Community Economic Development Survey

**Project Lead:** Pamela Kauveiyakul

**Date:** Ongoing

**Outcome:** AEDC is working on the Anchorage Community Economic Development Survey in two parts: 1) EDA Planning Grant Application and 2) Comprehensive Economic Development Strategy project planning and early stages of implementation in Q3 2016. The Anchorage Comprehensive Economic Development Strategy will be a five-year economic development plan (updated bi-annually) and will provide a vehicle for individuals, organizations, government, learning institutions and private industry to engage in a meaningful conversation about what capacity-building efforts would best serve economic development for Anchorage. The Comprehensive Economic Development Strategy also provides the Anchorage community the opportunity to qualify for EDA assistance under its Public Works and Economic Adjustment Assistance programs.

**Project Name:** Entrepreneur/Startup Assistance

**Project Lead:** Pamela Kauveiyakul

**Date:** Ongoing

**Outcome:** AEDC provided significant business assistance to Gravity Payments, Verging Dynamics, LLC and Vertical Harvest Hydroponics. Gravity Payments is a credit card payment processing company focused on independent businesses that are being overcharged and underserved by their credit card processor. Gravity Payments lowers costs and provides a wide host of integrated solutions for its customers, including credit card processing, e-commerce, point-of-sale interfaces, access to mobile payments, gift/loyalty programs, working capital and analytics. Verging Dynamics, LLC is an independent health, safety, security and environmental consulting service providing training in workplace safety, risk management, audits and loss prevention, as well as customized health and safety programs to meet the needs of its clients. Vertical Harvest Hydroponics is a veteran-owned business, located in Anchorage that designs and builds containerized growing systems, which

**Project Name:** EDAC Business and Economic Development Working Group

**Project Lead:** Pamela Kauveiyakul

**Date:** Ongoing

**Outcome:** Two working groups within EDAC have been established: Airport Business Development and Business & Economic Development. In Q3, the B&ED Committee Chair is working on solidifying B&ED working group members with the intention of meeting quarterly at a minimum.

## AIRPORT-RELATED BUSINESS DEVELOPMENT

**Project Name:** Lockheed Martin Supplier Day

**Project Lead:** Will Kyzer

**Date:** Aug. 3, 2016

**Outcome:** AEDC was invited to attend Lockheed Martin's Supplier Day held in Fairbanks. The event was organized to serve Lockheed's local supplier needs for the Dept. of Defense's Long Range Discrimination Radar facility at Clear Air Station, F-35 operation and other projects. AEDC was able to identify opportunities for Anchorage businesses, obtain information on Lockheed's workforce development programs and interface with AEDC investors at the conference, including CH2MHill, Bettisworth North Architects & Planners and CRW Engineering.

**Project Name:** EDAC Airport Tour

**Project Lead:** Will Kyzer

**Date:** Aug. 10, 2016

**Outcome:** AEDC organized a tour of Ted Stevens Anchorage International Airport for members of AEDC's Economic Development Advisory Committee (EDAC). The purpose of the tour was to familiarize EDAC and EDAC Airport Working Group members with the airport's operations and sites being targeted for potential development. Companies in attendance included Eklutna, RIM Architects, Northrim Bank, Alaska Regional Hospital and Enterprise Engineering. AEDC board members Larry Cooper and Larry Cash attended the tour.

**Project Name:** EDAC Airport Working Group Meeting

**Project Lead:** Will Kyzer

**Date:** Aug. 22, 2016

**Outcome:** The first official meeting of the EDAC's Airport Working Group was held to gain feedback on the State of Alaska's site certification program. The discussion focused on ways to simplify the program's certification process and methods of delivering real estate information. Organizations in attendance included the DCCED, RIM Architects, DOWL, Enterprise Engineering, the Municipality of Anchorage's Planning Dept. and Northern Air Cargo. Board member Steve Noble was in attendance. The Airport Working Group will continue to hold meetings on an ad-hoc, as-needed basis.

**Project Name:** Cold Storage Facility Assistance

**Project Lead:** Will Kyzer

**Date:** Sept. 15, 2016

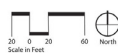
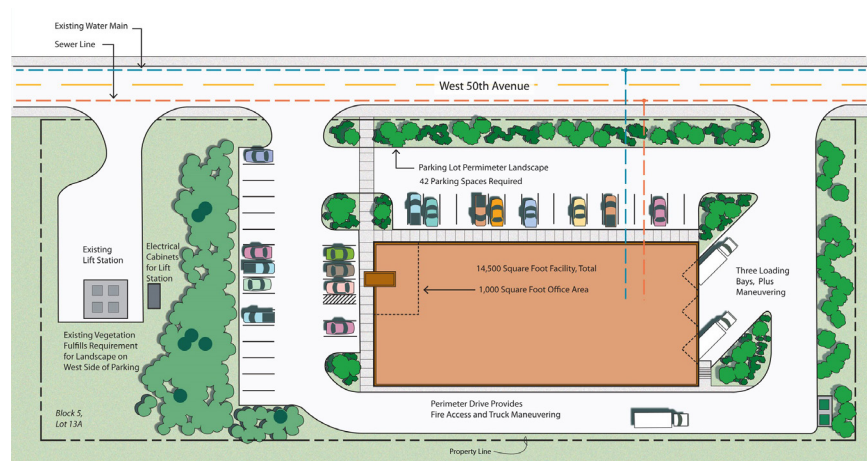
**Outcome:** AEDC consulted with a local seafood processor on options for expanding their cold storage facilities in Anchorage. The processor was provided strategic insight on New Market Tax Credit opportunities, existing facilities and introductions to multiple commercial operators of cold storage space. The processor is planning to pursue new facility space in the next 18-24 months.

**Project Name:** Conceptual Site Plans, Alaska AeroNexus Alliance

**Project Lead:** Will Kyzer

**Date:** September 2016

**Outcome:** AEDC worked with Terry Schoenthal at the Municipality of Anchorage's Planning Dept. to create conceptual site plans for how airport land could be developed for three different operations: a pharmaceutical clinical trials depot, an automotive electronics warehousing center, and a consumer electronics warehousing and customization center. Three different parcels of airport land were successfully analyzed for development, using MOA's new building code.

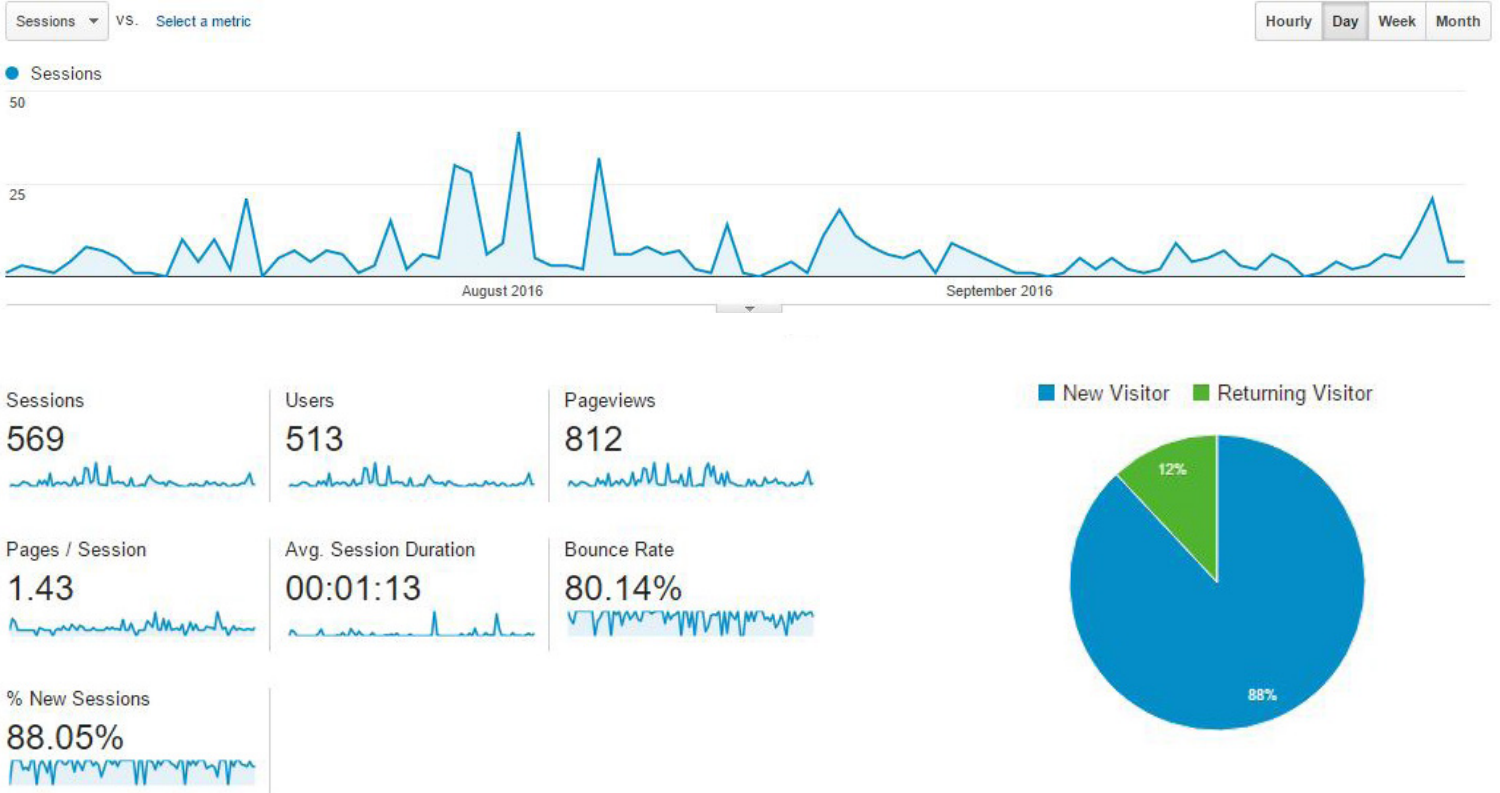


**Clinical Trials Supply Depot**



# RESEARCH

**Project Name:** AnchorageProspector.com  
**Project Lead:** Jon Bittner  
**Date:** Ongoing



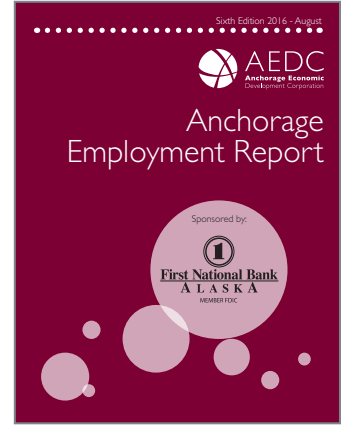
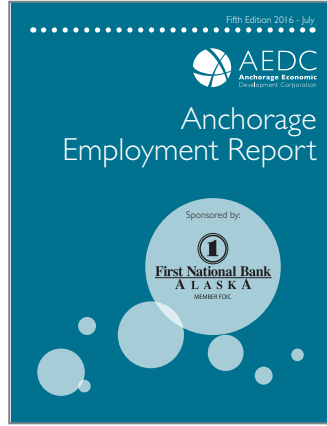
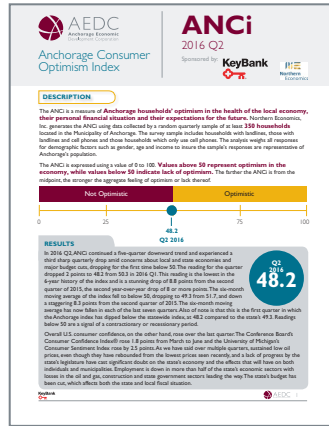
**Outcome:** In comparing Q3 to Q2, there was a slight increase in pages per session and a decrease in the number of sessions. There was a significant increase in overall pageviews and average session duration increased nearly threefold. The bounce rate saw a decrease, which is a positive. When compared to Q3 of 2015, all of the statistics have increased except for pageviews.

**Project Name:** Cost of Living Index Data Collection  
**Project Lead:** Allison Meyers  
**Date:** July 7-8, 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:** July-September 2016  
**Outcome:** In Q3, AEDC released four reports.



## DEVELOPMENT & EVENTS

**Project Name:** 2016 3-Year Outlook Luncheon  
**Date:** July 27, 2016  
**Project Lead:** Karli Lopez

**Outcome:** Nearly 1,500 people attended the July luncheon with guest speaker Jeffrey Hayzlett. Sponsorships exceeded the amount raised for previous July luncheons as well as the amount raised for the 2016 Economic Forecast Luncheon. We received positive feedback through our post-event survey, comments to staff and the standing ovation at the end of Mr. Hayzlett's keynote. Mr. Hayzlett went above and beyond promoting both AEDC and the event through social media.



**Project Name:** Federal Reserve Bank of San Francisco President's Luncheon

**Project Lead:** Karli Lopez

**Date:** Aug. 18, 2016

**Outcome:** AEDC hosted John Williams, President of the Federal Reserve Bank of San Francisco, who presented his perspective on the economic outlook for the district. Approximately 200 business leaders attended the event at Hotel Captain Cook and the presentation was generously sponsored by CIRI, TOTE Maritime and BDO.



## LIVE.WORK. PLAY.

**Project Name:** Workplace Well-Being Employer Recognition

**Project Lead:** Moira Sullivan

**Date:** Sept. 29, 2016

**Outcome:** The Workplace Well-Being Area of Focus released a survey to the AEDC Investor community for employers to report on employee well-being programs currently in place in their organizations. The Area of Focus met in late September to review the 25 received surveys and awarded the Workplace Well-Being Employer Recognition to seven local companies.

**Project Name:** Housing Area of Focus Community Conversation

**Project Lead:** Moira Sullivan

**Date:** Sept. 30, 2016

**Outcome:** The Housing Area of Focus hosted a conversation about housing in Anchorage with special guests from outside communities talking about how they have handled similar issues of housing shortages in key areas, lack of affordability and increasing the walkability/desirability of neighborhoods in downtown areas. Reviews of the event were strongly positive.



**Project Name:** Anchorage Cares campaign, part of Community Safety Area of Focus

**Project Lead:** Moira Sullivan

**Date:** Ongoing

**Outcome:** The Anchorage Cares anti-panhandling initiative launched in early September with signs going up in downtown storefront windows. Moira Sullivan appeared on three local news stations to talk about the program, which discourages Anchorage residents from giving to panhandlers and encourages them instead to visit [www.anchoragecares.org](http://www.anchoragecares.org) and donate to a local homeless service agency. The Alaska Dispatch News also wrote a feature story on the program.



**Project Name:** Welcoming Anchorage and Live.Work.Play.

**Project Lead:** Moira Sullivan

**Date:** September 2016-ongoing

**Outcome:** The second-annual Anchorage Welcoming Week occurred 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. Live.Work.Play. facilitated the creation of a “Restaurants of the World” passport that could be downloaded and used to collect stamps from participating international restaurants in Anchorage. Moira Sullivan will be sitting on the board of the Welcoming Anchorage committee to continue the dialogue and programming throughout the year.

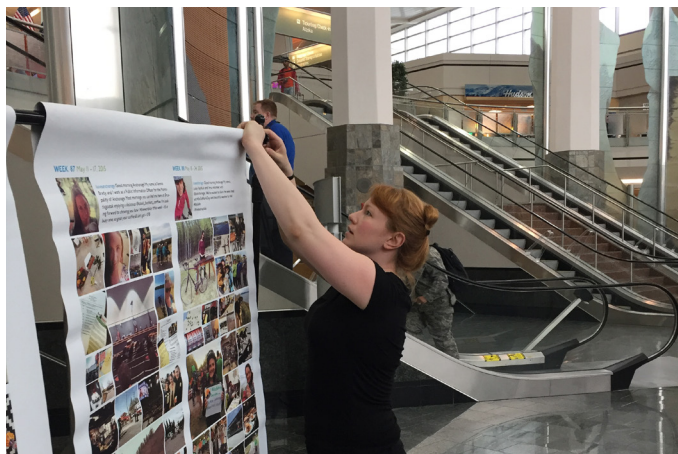


**Project Name:** Make Anchorage

**Project Lead:** Moira Sullivan

**Date:** Ongoing

**Outcome:** The Live.Work.Play. Creative Placemaking Area of Focus identified local contractor Jordan Marshall to pursue Phase II of the private local arts council project. AEDC has contracted with Mr. Marshall to investigate the feasibility of funding the project on an ongoing basis and to identify the key stakeholders in the community to push the arts council into existence. Mr. Marshall will also be managing the process of incorporating “Make Anchorage” as a 501(c)3 and coordinating with the existing Municipal Arts Advisory Commission on how to best manage a transition from a public council to a private one.



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

**Project Lead:** Brooke Taylor & Moira Sullivan

**Date:** Ongoing

**Outcome:** The account was hosted by 26 different individuals and organizations in Q3. Hosts included representatives from Nordic Skiing Association, Chugiak Eagle River Chamber, Avitus Group, MSI Communications, Springhill Suites, Weidner Apartment Homes, Anchorage Public Library, STG Incorporated, U.S. Army, Alaska Executive Search, Alaska State School for the Deaf, Anchorage RunFest, U.S. Snowboardercross Team, Natural Pantry, Anchorage School District, Hairplay Salon, PIP

Printing, Arctic Entries, Lifetime Adventures Alaska, Municipality of Anchorage and Senshi Con. Other hosts included a professional blogger, a cross-country running coach, an aerial mapper and a physician’s assistant.

The I Love Anchorage Instagram banners were on display in Q3 at Ted Stevens Anchorage International Airport, Anchorage 5th Avenue Mall, Alaska Center for the Performing Arts and the UAA/APU Consortium Library.





iloveanchorage - @pearlsonastring, @chrisrac and @kevinsaechao

**I LOVE ANCHORAGE FIRST FRIDAY**  
 Featuring the past two years of I Love Anchorage Instagram photos, printed and on display.

**FRIDAY, NOV. 4, 2016**  
**ANCHORAGE MUSEUM**  
**5:30-8:30 P.M.**

Sponsored by:

**Project Name:** I Love Anchorage First Friday

**Project Lead:** Moira Sullivan

**Date:** Ongoing

**Outcome:** For November’s First Friday on Nov. 4, Live.Work.Play will be hosting its third-annual “I Love Anchorage” signature event, with printed displays of the photos from the I Love Anchorage Instagram account from the last two years. There will be 20 total banners and 14 of them will have corporate sponsorship logos representing investor companies that wanted to participate in this growing and popular community movement.

**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 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 monthly since June, and LWP Director Moira Sullivan has been in attendance to provide support and guidance on speakers, programming and fundraising. Communications Coordinator Natasha Price has been available to assist with design and outreach for the event.

# COMMUNICATIONS

**Project Name:** Alaska Innovator magazine

**Project Lead:** Brooke Taylor

**Date:** July 2016

**Outcome:** In partnership with Alaska Dispatch News, the 2016 Alaska Innovator magazine was released at the 3-Year Outlook Luncheon and distributed to 45,000 ADN subscribers.

**Project Name:** Where to Startup video series

**Project Lead:** Brooke Taylor

**Date:** September 2016-ongoing

**Outcome:** AEDC entered into an agreement with GCI to air the Where to Startup videos on Channel 907 starting in October. Brooke worked with Channel Films (formerly Alaska Channel) to reformat the 10-minute educational videos into 30-minute programs with commercial breaks. Summaries of each video were sent to GCI to include in their TV guide.



# Public Relations

PR INQUIRIES	Q1	Q2	Q3
Media contacts	35	28	18
Presentations by staff	17	23	15

# MEDIA COVERAGE

MEDIA	Q1	Q2	Q3
Media Placement	257	129	228
Value	\$14,063,882.25	\$4,596,070.75	\$31,777,122.25
Reach	340,419,335	133,317,221	1,067,291,174
Return on Investment (ROI)	886	407	1,707

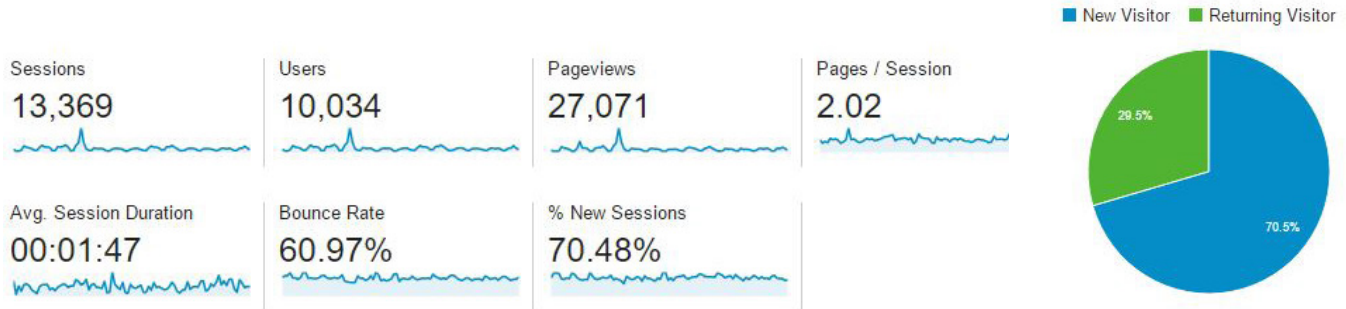
Media coverage for Q3 included the Federal Reserve Bank of San Francisco President's luncheon. National coverage of this event was the cause for the spike in numbers.

## Media Clips

- Williams Says Fed Should Move to Raise Rates 'Sooner Rather Than Later' - Wall Street Journal Online
- Report: Immigrants bring \$1.4B in spending power to Alaska's economy - Alaska Dispatch News
- AEDC forecast: Not the best of times, but not the worst of times, either - Alaska Journal of Commerce
- Bringing tech startups in from the cold in Alaska - Omaha World-Herald Online
- Campaign revived to discourage giving money to Anchorage panhandlers - Alaska Dispatch News

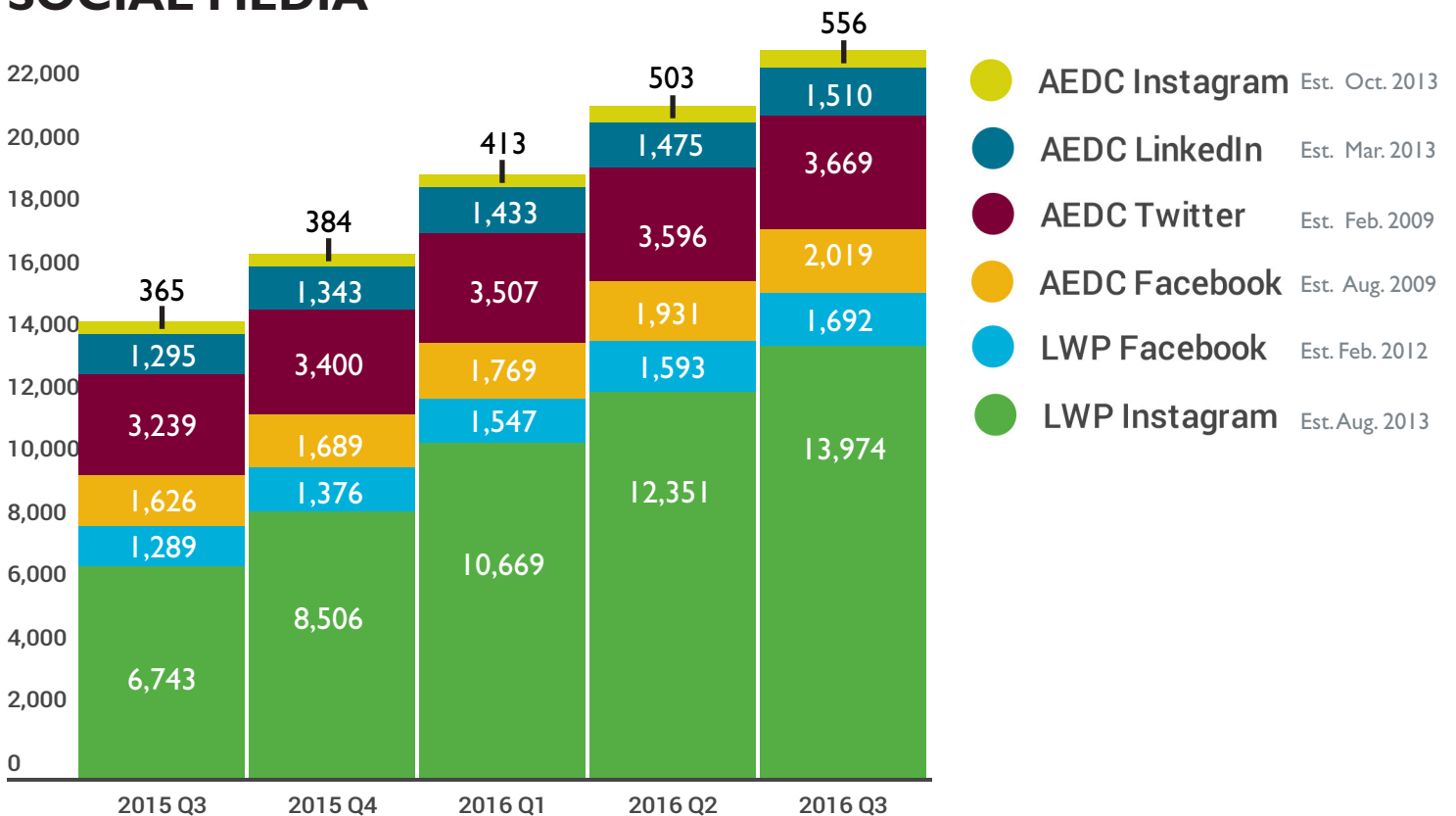
# WEBSITE

The Communications Department continues to make updates and improvements to the website and build additional content.



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	27,071 % of Total: 100.00% (27,071)	22,004 % of Total: 100.00% (22,004)	00:01:44 Avg for View: 00:01:44 (0.00%)	13,356 % of Total: 100.00% (13,356)	60.97% Avg for View: 60.97% (0.00%)	49.34% Avg for View: 49.34% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	8,183 (30.23%)	6,510 (29.59%)	00:01:13	6,141 (45.98%)	52.84%	47.92%	\$0.00 (0.00%)
2. /2016-3-year-outlook-luncheon/	1,904 (7.03%)	1,684 (7.65%)	00:03:15	1,028 (7.70%)	83.07%	73.79%	\$0.00 (0.00%)
3. /about/job-opportunities/	1,572 (5.81%)	1,193 (5.42%)	00:01:53	849 (6.36%)	65.14%	59.16%	\$0.00 (0.00%)
4. /about/staff/	1,127 (4.16%)	1,009 (4.59%)	00:02:17	373 (2.79%)	70.24%	60.96%	\$0.00 (0.00%)
5. /research-reports/	863 (3.19%)	563 (2.56%)	00:00:44	77 (0.58%)	36.36%	15.87%	\$0.00 (0.00%)
6. /project/anchorage-3-year-economic-outlook-2016/	824 (3.04%)	676 (3.07%)	00:03:21	296 (2.22%)	70.61%	60.80%	\$0.00 (0.00%)
7. /live-work-play/	616 (2.28%)	495 (2.25%)	00:01:37	317 (2.37%)	51.26%	41.88%	\$0.00 (0.00%)
8. /about/contact/	540 (1.99%)	431 (1.96%)	00:02:22	132 (0.99%)	60.61%	54.44%	\$0.00 (0.00%)
9. /about/board-of-directors/	509 (1.88%)	441 (2.00%)	00:01:42	160 (1.20%)	82.50%	50.49%	\$0.00 (0.00%)
10. /where-to-startup/	455 (1.68%)	357 (1.62%)	00:02:44	249 (1.86%)	64.80%	53.19%	\$0.00 (0.00%)

# SOCIAL MEDIA






## Q3: INSTAGRAM - I LOVE ANCHORAGE HOSTS

Week #	Dates	Name	Organization
147	JUL 4 - 6	Patricia Grenier	Nordic Skiing Association
147	JUL 7 - 10	Merry Braham	Chugiak Eagle River Chamber
148	JUL 11-13	Lesleigh Frank	Professional blogger
148	JUL 14 - 17	Dee Hudson	Avitus Group
149	JUL 18 - 20	McKayla Crump	MSI Communications
149	JUL 21 - 24	Chris Racanelli	Springhill Suites
150	JUL 25 - 27	Veronica Wakinekona	Weidner Apartment Homes
150	JUL 28 - 31	Heather Helzer	XC ski/run coach
151	AUG 1 - 3	Elizabeth Nicolai	Anchorage Public Library
151	AUG 4 - 7	Saigen Harris	STG Incorporated
152	AUG 8 - 10	Aj Perez	U.S. Army
152	AUG 11 - 14	Jillian Caswell	Alaska Executive Search
153	AUG 15 - 17	Clara Baldwin	Alaska State School for the Deaf
153	AUG 18 - 21	Emily Stewart	Anchorage RunFest
154	AUG 22 - 24	Rosie Mancari	U.S. Snowboardercross Team
154	AUG 25 - 28	Caitlin Vernlund	Aerial mapper
155	AUG 29 - 31	Kevin Saechao	Natural Pantry
155	SEP 1 - 4	Mariah McCombs	Anchorage School District
156	SEP 5 - 7	Emily Fehrenbacher	Arctic Entries
156	SEP 8 - 11	Missy Fraze	Anchorage School District
157	SEP 12 - 14	Hannah Thompson	Hairplay Salon
157	SEP 15 - 18	Amy Guse	PIP Printing
158	SEP 19 - 21	Dan McDonough	Lifetime Adventures Alaska bike rental
158	SEP 22 - 25	Darrel Hess	Municipality of Anchorage
159	SEP 26 - 28	Deana Glick	Physician assistant
159	SEP 29 - OCT 2	Faith Odle	Senshi Con



 iloveanchorage - @Rosiemancari, @etfbacher, @Alexanderperezjt and @jilliancaswell

## AEDC E-NEWSLETTER

	2015 Q4	2016 Q1	2016 Q2	2016 Q3
<b>Subscribers</b>	3,790	4,093	4,082	4,282
<b>Opens</b>	16.5%	16.5%	16.7%	16.2%
<b>Clicks</b>	2.2%	2.3%	2.4%	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 this year and we anticipate continued growth as we continue into 2016.

	2015 Q4	2016 Q1	2016 Q2	2016 Q3
<b>Subscribers</b>	1,092	1,125	1,145	1,193
<b>Opens</b>	27.2%	26.6%	25.60%	24.20%
<b>Clicks</b>	4.7%	4.3%	4.00%	3.90%

## Staff

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- Logan Huvar & Jessica MacGillivray: Summer interns
- Anna Stone: Fall intern