



PROGRESS REPORT

QUARTER 4 OF 2016 | Ending Dec. 31, 2016

REPORT HIGHLIGHTS

- AEDC created, designed and released three economic reports in Q4
- Business & Economic Development Department assisted 41 businesses in Q4, with a total of 168 businesses assisted in 2016
- Held a Live.Work.Play community summit to adjust course of LWP initiative in the coming years
- In partnership with Municipality of Anchorage, initiated development of five-year comprehensive economic development strategy (CEDS) for Anchorage
- AEDC social media has continued to grow across all platforms in Q4 of 2016
- AEDC continued to engage government and nonprofit agencies on various initiatives, projects and policies



Staffing

AEDC hired Sean Carpenter as Communications Director in October. Development Director, Karli Lopez, left the organization in December. Jon Bittner, Vice President, left AEDC in December as well.

Two positions have been added to the organization - BED Coordinator and LWP Coordinator. We plan to have them both filled by February 2017.

Awards

For a second year, the Live. Work. Play. I Love Anchorage Instagram account was voted “Best Local Instagram” account by Anchorage Press Picks.

BEST LOCAL INSTAGRAM/TWITTER I LOVE ANCHORAGE

iloveanchorage

THERE'S SOMETHING ABOUT seeing the city through someone else's eyes that we just can't get enough of. Every Monday and Thursday @iloveanchorage—curated by the Anchorage Economic Development Corporation—showcases a day in the life of Anchorageites from all different walks of life. Started in September 2013, the account has now grown to 14,000 followers, and has even curated enough content for an exhibit at the Anchorage Museum.

Project Events & Updates

EXECUTIVE

Project Name: State of Alaska Comprehensive Economic Development Strategy (CEDS)

Project Lead: Bill Popp

Date: Ongoing

Outcome: AEDC has been engaged as a broader steering committee of economic development, community and business leaders to develop a CEDS for the State of Alaska. AEDC is engaged to represent the interests of Anchorage in the process. The fourth quarter saw two meetings of the steering committee that consisted of updates for the statewide community survey process. This will lead to a SWOT analysis and development of a statewide CEDS document that will incorporate regional and community CEDS documents and other related priorities in conjunction with state initiatives and priorities.

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: JBER Community Partnership Leadership Team meeting and dinner in honor of General David L. Goldfein, Chief of Staff, United States Air Force.

Project Name: Alaska AeroNexus Alliance

Project Lead: Bill Popp

Date: Ongoing

Outcome: A partnership between the Municipality of Anchorage, Alaska International Airport System and AEDC. Focused on developing stronger alignments between the three partner organizations in an effort to promote the expansion of economic opportunities at Ted Stevens Anchorage International Airport. The partnership met in October to further address several issues in common and to update progress on the airport business development initiative focused on pharma.

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: Alaska Stillpoint Lodge; 189 Group (Mexico); Dun & Bradstreet; Kristen Lindsey, Thrively; Sam Enoka, Greensparc; Todd Kelsey, IBM; Lee Thibert, Chugach Electric Assoc.; Mr. Hunt, Tesoro Alaska Nikiski Refinery; Mr. David Irwin, Irwin Development; Regan Pfeiffer, CAP Logistics (Denver); Eric Larson, Malibu Property Services (California); Mark Begich, Northern Compass Group; Hans Neidig, ExxonMobil; David Parish, David Parish & Associates; Senior leadership, Northrim Bank.

Project Name: Government and Nonprofit Engagement

Project Lead: Bill Popp

Date: Ongoing

Outcome: Bill met with the following government and nonprofit officials to brief them on AEDC initiatives, projects and policies, as well as engage in discussions regarding their organizations' needs and issues of which AEDC may be of assistance; Mayor Ethan Berkowitz for three monthly briefings and exchanges; Mr. Andrew Halcro, ACDA; Ethan Tyler, DCCED; Chris Schutte, OECD; Beth Helguson, Fur Rendezvous; Eric Croft, Anchorage Assembly; Consul General Gerbert Kunst, Netherlands.

Project Name: Public Presentations & 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 and Puget Sound Leadership Summit; U of A Forum: Building on Alaska's Knowledge Base to Grow and Diversify Our Economy; UAA Workforce Development Panel; KeyBank Holiday Party presentation on the economy.

Project Name: Sister Organizations and Public Events

Project Lead: Bill Popp

Date: Ongoing

Outcome: Board meetings and public events attended to maintain awareness of the organization in the community and to represent AEDC's interests as a board member of sister organizations. Events and meetings attended included: Verizon Grand Opening, Dimond Center; Cook Inlet Housing Authority Grass Creek North grand opening, three meetings; 49th State Angel Fund Business Advisory Committee meeting; Swalling & Associates 25th Anniversary reception; "I Love Anchorage" Instagram First Friday Show, Anchorage Museum; Tim Dillon, Kenai Peninsula Economic Development District; Chugach Electric Legislative Luncheon; Consul of Japan Emperor's Birthday Reception; two Anchorage Chamber of Commerce board meetings.

BUSINESS & ECONOMIC DEVELOPMENT

Businesses Assisted Update

	Q1	Q2	Q3	Q4	TOTAL
AEDC Investor Companies	10	11	16	23	60
Non-Investor	39	23	36	18	108
Alaska-based	42	24	40	34	141
Out-of-state	4	10	8	7	27
TOTAL	49	34	52	41	168

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

Project Name: Community Economic Development Survey (CEDS)

Project Lead: Pamela Kauveiyakul

Date: Ongoing

Outcome: AEDC is working on the Anchorage Community Economic Development Survey (CEDS) to provide a plan for future economic strategies for the city. Municipal grant funding totaling \$50,000 has been approved, \$10,000 in private sector funding has been committed to by Northrim Bank, and an application for a \$60,000 EDA planning grant is under final development. CEDS project planning and implementation in Q4 2016 has been focused on organizing the steering committee for the project and the initiation of the community survey. The survey seeks input focused on current economic conditions, threats and opportunities from the viewpoint of citizens and businesses. The Anchorage CEDS will be a five-year economic development plan 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 CEDS also provides the Anchorage community the opportunity to qualify for EDA assistance under its Public Works and Economic Adjustment Assistance programs.

AIRPORT-RELATED BUSINESS DEVELOPMENT

Project Name: Alaska AeroNexus® Alliance Coordination Meeting

Project Lead: Will Kyzer

Date: Oct. 11, 2016

Outcome: The three signatories of the Alaska AeroNexus® Alliance – Bill Popp, John Parrott and Mayor Ethan Berkowitz, met to coordinate business development efforts of the A3. Work included planning for a proposed Airport Management Zone; developing a Request for Interest process for commercial developers and financial institutions; and arranging publicity and marketing opportunities. Several of these efforts will be ongoing during Q1 of 2017.

Project Name: Confidential Third-Party Logistics Company, Investment Assistance

Project Lead: Will Kyzer

Date: October and November 2016

Outcome: At the request of a local property owner, AEDC assisted a third-party logistics (3PL) company with several critical needs that allowed them to establish a presence in Anchorage. AEDC helped the 3PL obtain the necessary security badging for their operations at the Ted Stevens Anchorage International Airport. Additionally, AEDC connected the 3PLs with decision-makers at JBER to work through the company's on-base delivery issues. The 3PL created 13 jobs in the Anchorage area as of Q4 2016.

Project Name: Alaska AeroNexus® Alliance Website

Project Lead: Will Kyzer

Date: November 2016

Outcome: AEDC staff worked with web design firm Wonderbuild to create a website for the Alaska AeroNexus® Alliance: www.aeronexusalliance.com. This website acts as a reference and marketing tool for A3's discussions with targeted businesses. The website clearly and concisely lays out the capabilities of TSAIA, the supply chain benefits of utilizing an Anchorage location and the support programs available for investing companies.



TED STEVENS ANCHORAGE INTERNATIONAL AIRPORT

ANC is the fourth busiest cargo airport in the world, with award winning airport service providers, including ground handlers, cargo terminal operators and aircraft maintenance providers.

[Read more](#)



WHY ANCHORAGE?

Anchorage's location offers unparalleled advantages for businesses reliant on air transportation.

[Read more](#)



SUPPLY CHAIN

Anchorage offers companies an effective alternative for managing large, diverse and increasingly complex changing supply chains.

[Supply Chain](#)



PARTNERS

The Alaska AeroNexus® Alliance is a collaborative partnership between the Alaska International Airport System, the Municipality of Anchorage and the Anchorage Economic Development Corporation.

[Our Partners](#)

Project Name: Freight Forum

Project Lead: Will Kyzer

Date: Nov. 16, 2016

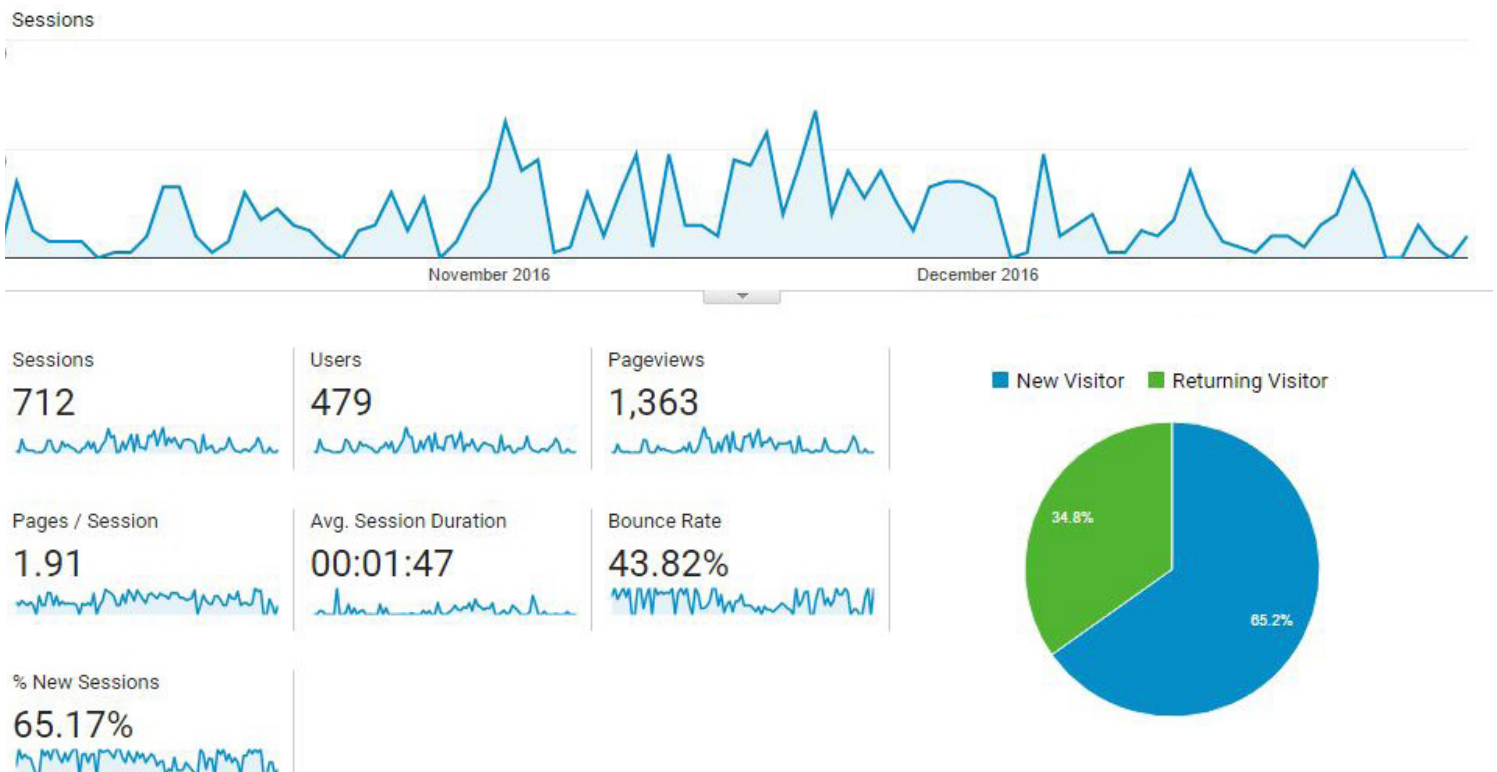
Outcome: AEDC assisted the Municipality of Anchorage's Planning Dept. and their AMATS Freight Advisory Committee with their annual Freight Forum event. The Forum brings together transportation companies, engineering firms and public transportation officials to discuss the most pressing issues related to freight movement and delivery in Anchorage. AEDC provided substantial help with event design, speaker outreach and marketing for the Freight Forum. AEDC arranged for TSAIA Airport Manager John Parrott and Alaska Airlines Cargo Manager Jeff Olver to speak at the event. Additionally, AEDC gave an update on the work of the Alaska AeroNexus® Alliance. Approximately 70 people attended the event.

RESEARCH

Project Name: AnchorageProspector.com

Project Lead: Jon Bittner

Date: Ongoing



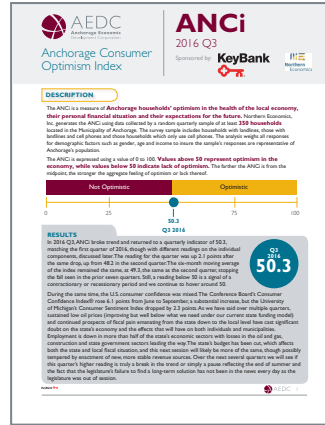
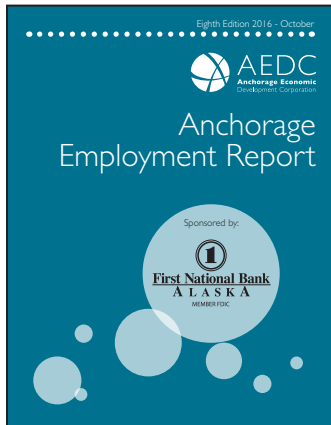
Outcome: In comparing Q4 to Q3, there was a slight increase in pages per session and a significant increase in the number of sessions. Overall pageviews saw an increase of more than 500. The bounce rate saw a significant decrease from 80 to 44 percent, which is a positive. When compared to Q4 of 2015, all of the statistics have increased except for average session duration.

Project Name: AEDC Reports

Project Lead: Bill Popp & Sean Carpenter

Date: October-December 2016

Outcome: In Q4, AEDC released **three reports**, and began working on four more to be released in Q1 of 2017.



LIVE.WORK.PLAY.

Project Name: Housing Presentations to Community Councils

Project Lead: Moira Sullivan

Date: October/November 2016

Outcome: Presented to seven Anchorage community councils (Sand Lake, Rogers Park, North Star, Fairview, South Addition, Downtown, Spenard) on the Housing Area of Focus' work. This included discussion of the five white papers released this year on the state of infrastructure as a barrier to residential development, and the group's interest in changing Municipal code to allow for unit lot subdivisions on properties already zoned for multi-family development.

Project Name: Live.Work.Play. Community Summit

Project Lead: Moira Sullivan

Date: Oct. 3, 2016

Outcome: AEDC hosted a Live.Work.Play .Community Summit at the Hotel Captain Cook. The focus of the summit was to gather information from Anchorage residents on the major concerns faced by the community and to brainstorm solutions to these issues. Sixty-seven community leaders attended and were placed into seven randomly assigned breakout groups. This summit investigated some of the most prevalent issues that Anchorage faces in its mission to become the top city in the nation to live, work and play by the year 2025. The summit's goal was to inform the LWP Steering Committee on the future direction of the initiative. Results showed that the major areas of interest were housing, public safety, workforce development, diversity, community, education, health/well-being, taxes/funding and infrastructure.

Project Name: Presentation to Anchorage Women's Club

Project Lead: Moira Sullivan

Date: Oct. 6, 2016

Outcome: Moira Sullivan presented to the Anchorage Women's Club at their monthly member lunch to introduce the 40+ members in attendance to the project and answer questions about community development and quality of life improvement in Anchorage.

Project Name: Internships in Anchorage: Mission Possible!

Project Lead: Moira Sullivan

Date: Oct. 10, 2016

Outcome: The Live. Work. Play. Education/Workforce Development Area of Focus hosted a half-day event at the BP Energy Center where employers were invited to discuss best practices in recruiting and managing interns. The event was attended by more than 60 employers and nonprofits that either have or are looking to start internship programs. Three panels discussed ways to engineer internships so they provide value for both the employers and students. Representatives from the Department of Labor discussed the regulatory requirements for hosting an internship or apprenticeship.

Internships in Anchorage
MISSION: POSSIBLE

A BUSINESS-LED DISCUSSION OF INTERNSHIPS AND APPRENTICESHIPS, FEATURING PANELS ON BEST PRACTICES FOR CREATING OR BOOSTING TRAINING PROGRAMS

- Join a consortium of local organizations making internships and apprenticeships work for everyone
- Oct. 10, 1-5 p.m. BP Energy Center
- Space is limited, please RSVP: msullivan@aedcweb.com

BROUGHT TO YOU BY LIVE. WORK. PLAY.'S
WORKFORCE DEVELOPMENT AREA OF FOCUS

Project Name: Alaska Women's Summit



Project Lead: Moira Sullivan

Date: Oct. 28, 2016

Outcome: AEDC was the non-profit partner of the Alaska Women's Summit, with Live. Work. Play. serving as a core piece of the overall event message this year. The event was held at the Hotel Captain Cook and sold out with more than 250 attendees for the full-day summit. Funds raised in excess of costs were donated to the Live. Work. Play. initiative, which totaled just less than \$8,000.



Project Name: LWP Steering Committee

Project Lead: Moira Sullivan

Date: Nov. 3 2016

Outcome: The Live. Work. Play. Steering Committee had their fourth quarter meeting to discuss the results of the Community Summit held on Oct. 3. The Steering Committee meeting was facilitated by John Gregoire from Professional Growth Systems and engaged in a Hoshin chart to identify the issues in Anchorage that represent the biggest barriers to community change. The group decided on five core issues that they are continuing to analyze as potential new/updated Areas of Focus: housing, winter city planning, tax structure, mobility infrastructure and health care.

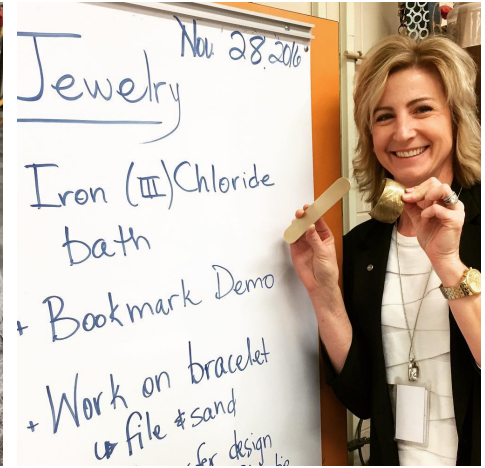
Project Name: LWP I Love Anchorage Instagram



Project Lead: Natasha Price

Date: Ongoing

Outcome: The account was hosted by 25 individuals and organizations in Q4. Hosts included representatives from AEDC, Anchorage School District, Anchorage Opera, Wells Fargo, Catholic Social Services, Black Cup Coffee, Green Dot, UAA, Alaska Pet Care, First National Bank Alaska, Alaska Dispatch News, Momentum Dance Collective, TBA Theatre, Doyon Universal Services, Signal 88 Securities, PenAir and Recover Alaska.

Project Name: I Love Anchorage First Friday



  iloveanchorage - @songsofstillness, @dougcdm and @anchorage schooldistrict

Project Lead: Moira Sullivan

Date: Nov. 4, 2016

Outcome: Live.Work.Play. hosted 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 were 20 total banners, and 14 of them had corporate sponsorship logos representing investor companies that wanted to participate in this growing and popular community movement. The event raised just over \$12,000 for the Live.Work.Play. initiative.



Project Name: LWP Raffle

Project Lead: Moira Sullivan

Date: Dec. 7, 2016

Outcome: For the third year, Live.Work.Play. hosted a raffle to raise money for the initiative. This year’s prize was four round-trip, first-class tickets anywhere in the U.S. or Canada on Delta Air Lines, with two runner-up prizes as well. Tickets were \$50 and over 500 tickets were sold, raising nearly \$27,000 for the Live.Work.Play. initiative. Winners were drawn at the AEDC holiday party.

COMMUNICATIONS

Project Name: AEDC 30th Anniversary filming

Project Lead: Karli Lopez

Date: Oct. 20-24, 2016

Outcome: AEDC interviewed former and current board members for a short film celebrating the 30th anniversary. Jon Bittner conducted the interviews, which included Joe Everhart, Mayor Ethan Berkowitz, Bill Popp, Jon Bittner, Mary Hughes, Sophie Minich and John Parrot. Channel Films will be turning the footage into a one-minute teaser, which will debut at the Economic Forecast Luncheon Feb. 1, 2017. Extending into Q1 and Q2 of 2017, Communications Director Sean Carpenter will be working with Channel Films to find assets for the final six-minute piece.



Public Relations

PR INQUIRIES	Q1	Q2	Q3	Q4	TOTAL
Media contacts	35	28	18	33	114
Presentations by staff	17	23	15	28	83

MEDIA COVERAGE

MEDIA	Q1	Q2	Q3	Q4	TOTAL
Media Placement	257	129	228	109	723
Value	\$14,063,882.25	\$4,596,070.75	\$31,777,122.25	\$2,232,784.48	\$52,669,859.73
Reach	340,419,335	133,317,221	1,067,291,174	98,976,270	1,640,004,000

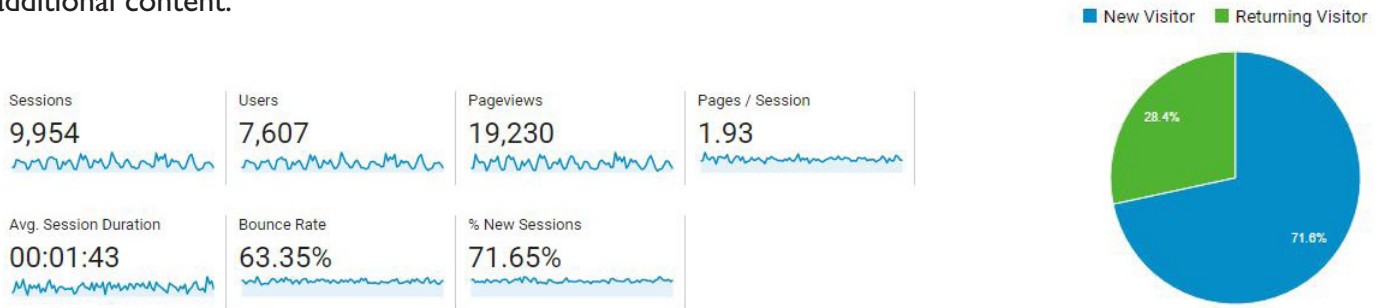
Media coverage for Q4 included the announcement of the Techhire initiative, AEDC was featured on Whitehouse.gov. Due to staff changes and there not being a Communications Director for over a month, there was a dip in media coverage.

Media Clips

- A new ecosystem of young entrepreneurs is working to redefine “Alaska-made” - Alaska Dispatch News
- Small business owners feeling the recession pinch - KTVA CBS 11
- Municipality Of Anchorage Unites With White House TechHire Effort - Whitehouse.gov
- Despite grim economy, Alaskans maintain some optimism, according to surveys - KTUU

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
	19,230 % of Total: 100.00% (19,230)	15,696 % of Total: 100.00% (15,696)	00:01:49 Avg for View: 00:01:49 (0.00%)	9,950 % of Total: 100.00% (9,950)	63.35% Avg for View: 63.35% (0.00%)	51.74% Avg for View: 51.74% (0.00%)
1. /	5,617 (29.21%)	4,673 (29.77%)	00:01:40	4,473 (44.95%)	54.47%	53.30%
2. /about/job-opportunities/	1,227 (6.38%)	935 (5.96%)	00:01:44	594 (5.97%)	69.70%	59.49%
3. /about/staff/	1,007 (5.24%)	866 (5.52%)	00:02:28	320 (3.22%)	69.28%	58.59%
4. /research-reports/	658 (3.42%)	430 (2.74%)	00:01:03	106 (1.07%)	56.60%	23.25%
5. /live-work-play/	558 (2.90%)	464 (2.96%)	00:01:54	329 (3.31%)	56.84%	47.31%
6. /about/board-of-directors/	469 (2.44%)	394 (2.51%)	00:01:44	154 (1.55%)	74.68%	50.11%
7. /about/contact/	454 (2.36%)	360 (2.29%)	00:01:53	91 (0.91%)	72.53%	55.51%
8. /about/	384 (2.00%)	320 (2.04%)	00:02:00	84 (0.84%)	71.43%	36.20%
9. /2017-economic-forecast-luncheon/	364 (1.89%)	309 (1.97%)	00:02:10	146 (1.47%)	75.34%	61.54%
10. /project/anchorage-3-year-economic-outlook-2016/	291 (1.51%)	224 (1.43%)	00:03:33	138 (1.39%)	75.36%	59.11%


SOCIAL MEDIA

Platform	Year Created	2015 Q4 Total Followers	2016 Q1 Total Followers	2016 Q2 Total Followers	2016 Q3 Total Followers	2016 Q4 Total Followers
AEDC Facebook	Aug. 2009	1,689	1,769	1,931	2,019	2,084
Live. Work. Play. Facebook	Feb. 2012	1,376	1,457	1,593	1,692	1,773
AEDC Twitter	Feb. 2009	3,400	3,507	3,596	3,669	4,024
AEDC LinkedIn	Mar. 2013	1,343	1,433	1,475	1,510	1,564
Live. Work. Play. LinkedIn	Mar. 2016	n/a	9	56	66	85
AEDC Instagram	Oct. 2013	384	413	503	556	640
I Love Anchorage Instagram	Aug. 2013	8,506	10,669	12,351	13,794	14,707

Q3: INSTAGRAM - I LOVE ANCHORAGE HOSTS

Week #	Dates	Name	Organization
160	OCT 3 - 5	Moira Sullivan	AEDC
160	OCT 6 - 9	Natalie Britton	Waldorf teacher
161	OCT 10 - 12	Jessica Gilbert	Wells Fargo
161	OCT 13 - 16	Britta Hamre	Catholic Social Services
162	OCT 17 - 19	Mary Hopkins	Nurse
162	OCT 20 - 23	Bianca Cruz	Nanny
163	OCT 24 - 26	Douglas Griffin	Black Cup (Cafe Del Mundo)
163	OCT 27 - 30	Chelsie Morrison-Heath	Green Dot
164	OCT 31 - NOV 2	Shauna Boquis	Physical therapist
164	NOV 3 - 6	Pam Kauveyiakul	AEDC
165	NOV 7 - 9	Lauren Fritz	UAA's Institute of Social and Economic Research
165	NOV 10 - 13	Kayla Nicholson	Alaska Pet Care
166	NOV 14 - 16	Christine Eagleson	Anchorage Opera
167	NOV 21 - 23	Shaina Afoa	UAA Women's Basketball
167	NOV 24 - 27	Amy Tannahill	First National Bank Alaska
168	NOV 28 - 30	Superintendent Deena Bishop	ASD
168	DEC 1 - 4	Bailey Berg	ADN
169	DEC 5 - 7	Allison Meyers	AEDC
169	DEC 8 - 11	Therese Brennan	Momentum Dance Collective/ASD
170	DEC 12 - 14	Stephanie Smithson	Catholic Social Services
170	DEC 15 - 18	Dana Mitchell	TBA Theatre
171	DEC 19 - 21	Jessica Marabate	Doyon Universal Services
171	DEC 22 - 25	Sheron Patrick	Signal 88 Securities
172	DEC 26 - 28	Daisy Morgan	PenAir
172	DEC 29- JAN 1	Tiffany Hall	Recover Alaska



 iloveanchorage - @brittigham, @chelsiemh, @shayfo25 and @shermopatrck

AEDC E-NEWSLETTER

	2016 Q1	2016 Q2	2016 Q3	2016 Q4
Subscribers	4,093	4,082	4,282	4,262
Opens	16.5%	16.7%	16.2%	16.2%
Clicks	2.3%	2.4%	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.

	2016 Q1	2016 Q2	2016 Q3	2016 Q4
Subscribers	1,125	1,145	1,193	1,248
Opens	26.6%	25.60%	24.20%	23.90%
Clicks	4.3%	4.00%	3.90%	3.40%

Staff

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- Kate McWilliams, Intern

