



**KENAI PENINSULA BOROUGH
GRANTS MANAGEMENT**

M E M O R A N D U M

TO: Mike Navarre, Mayor
FROM: Brenda Ahlberg, Community & Fiscal Projects Manager
DATE: 08 February 2016
SUBJECT: **FY16-2Q Non-department Grant Reports**

Attached are the FY16-2Q grant reports for non-departmental awards.

CARTS – Central Area Rural Transit System
KPEDD – Kenai Peninsula Economic Development District
KPTMC – Kenai Peninsula Tourism Marketing Council
SBDC – Small Business Development Center



KENAI PENINSULA BOROUGH
 144 North Binkley Street • Soldotna, Alaska 99669-7599
 PHONE: (907) 714-2153 • FAX: (907) 714-2377
 EMAIL: bahlberg@kpb.us

FROM: CARTS
 KPB ACCOUNT: 100.94910.CARTS.43010

Contract Amount: \$50,000
 Ending: June 30, 2016

Financial / Progress Report

Submit Report To: Brenda Ahlberg
 Community & Fiscal Projects Manager
 Kenai Peninsula Borough
 144 N. Binkley St., Soldotna, AK 99669

Project Name: Public Transportation
 Date: 1/21/16
 Report No.: 2
 Quarter From: 10/01/15
 To: 12/31/15

GRANTS
 JAN 21 2016
RECEIVED

FINANCIAL REPORT:

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 26,000.00	3,681.73	11,595.50	15,277.23	\$ 10,722.77
Travel		-	-	-	\$ -
Contractual	\$ 14,000.00	8,500.00		8,500.00	\$ 5,500.00
Supplies	\$ 10,000.00		4,647.14	4,647.14	\$ 5,352.86
Equipment		-	-	-	\$ -
TOTALS	\$ 50,000.00	12,181.73	\$ 16,242.64	\$ 28,424.37	\$ 21,575.63

Payment Request \$ 16,242.64

PROGRESS REPORT: Describe activities that have occurred during this reporting period. Describe any challenges you may have experienced, any foreseen problems, and/or any special requests. Attach additional pages.

CARTS delivered 13,694 trips during this reporting period. This brings the grand total of CARTS trips to 728,806. This quarter there were 4,836 trips for passengers traveling back and forth to work or work related training. In Homer there were 3,097 trips delivered.

CARTS continues to participate in meetings to further the work on the Coordinated Plan. A planning grant application was submitted in December – the results of that application are scheduled to be publicized in March.

Support docs on file. J.B.

Grantee Certification: I certify that the above information is true and correct, and that expenditures have been made for the purpose of, and in accordance with, applicable grant agreement terms and conditions.

Signature: Jennifer Beckmann Date: 1/21/16
 Printed Name and Title: Jennifer Beckmann, Executive Director



KENAI PENINSULA BOROUGH

144 North Binkley Street • Soldotna, Alaska 99669-7599

PHONE: (907) 714-2153 • FAX: (907) 714-2377

EMAIL: bahlberg@borough.kenai.ak.us

FROM: Kenai Peninsula Economic Development District
KPB ACCOUNT: 100.94910.KPRDD.43009

Contract Amount: \$67,500.00
Ending: 6/30/16

Financial / Progress Report

Submit Report To:

Brenda Ahlberg
Community & Fiscal Projects Manager
Kenai Peninsula Borough
144 N. Binkley St., Soldotna, AK 99669

Project Name: Kenai Peninsula Economic Development District

Date: 01/13/2016

Report No.: 2 of 4

Quarter From: 10/01/2015

To: 12/31/2015

FINANCIAL REPORT:

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 67,500.00	16,875.00	16,875.00	33,750.00	\$ 33,750.00
Travel		-	-	-	\$ -
Contractual					\$ -
Supplies		-	-	-	\$ -
Equipment		-	-	-	\$ -
TOTALS	\$ 67,500.00	16,875.00	\$ 16,875.00	\$ 33,750.00	\$ 33,750.00

Advance funding	\$ -
Expenditures applied to advance	-
Remaining Advance Balance	\$ -

PROGRESS REPORT: Describe activities that have occurred during this reporting period. Describe any challenges you may have experienced, any foreseen problems, and/or any special requests. Attach additional pages.

See attached midyear update.

GRANTS
JAN 08 2016
RECEIVED

Grantee Certification: I certify that the above information is true and correct, and that expenditures have been made for the purpose of, and in accordance with, applicable grant agreement terms and conditions.

Signature: Rick A. Roeske

Date: 01/13/2016

Printed Name and Title: Rick A. Roeske Executive Director



14896 Kenai Spur Highway, Suite 103-A • Kenai, AK 99611

Phone: (907) 283-3335 • Fax: (907) 283-3913

www.kpedd.org

Leadership to enhance, foster and promote economic development

KENAI PENINSULA ECONOMIC DEVELOPMENT DISTRICT, INC.

KENAI PENINSULA BOROUGH GRANT

Account 100.94910.KPRDD.43009

FY 2016

Mid-Year Report

2016 Highlights

Situation and Prospects

Situation and Prospects 2016 is currently in collection mode. This will be a one-year update and continuation of efforts from 2015 which was a five-year collection. Hard copy distribution is at 200 and PDF downloads from the KPEDD website exceed 1200. New areas for insertion are in discussion and will be added when relevant or requested for inclusion. Increased focus on the medical sector to reflect an aging in place population has begun. Emphasis on demographic trends and forecasts will continue to reflect a shrinking school age population and increasing senior citizen numbers, a worldwide phenomenon with developed countries. Another example might be Internet connectivity and bandwidth by area that could be mapped out to highlight increasing "work in place options". The web effort will continue with the long-term goal of a selectable criteria based search function. This will give users more robust functions and continue to drive costs down; the print version will be discontinued. The PDF version will be the preferred distribution method. EXCEL data collection sets will also become downloadable for individual analysis by user. Usefulness of data is demonstrated by the interpretation UAA Center for Economic Development in the Comprehensive Economic Development Strategies, CEDS, document for the EDA five year planning document for KPEDD.

Industry Outlook Forum- (IOF)

This year dates for IOF will be January 28th and 29th, 2016 in the Old Carr's Mall in Kenai. Planning began after last year's event. State of Alaska, Kenai Peninsula Borough, Cities within the Borough and private industry sector representatives will be speaking. Speakers will be addressing both current and future outlooks and trends. Given fiscal uncertainties with the State of Alaska budget, speakers will address strategies for sustaining until an eventual upturn in prices. KPEDD looks to expand presentations to include demographic trends in current situations, work force development, workforce expansion and the effects of the AKLNG project on the Kenai Peninsula when the announcement is made. KPEDD has invited the Chugach and CIRI Native Corporations to provide presentations because of the extensive subsurface holdings and increase in services companies providing employment on the peninsula.

KPEDD Strategic Planning

KPEDD continues to implement and execute its goals from the Board of Directors planning session. "Strategic doing" is placing value on attaining goals; recalibration for missed objectives, planning new goals and outcomes and setting the values and process in place for constant reiteration. There is a 30-day cycle, which means constant reassessment of work, goal setting and maintaining efforts for outcomes. The BOD is focused on yearly goal outcomes, monthly goals and quarterly reassessments of priorities. Several



Alaska Regional Development Organization (ARDOR)
The State of Alaska Department of Commerce, Community
and Economic Development certified KPEDD as an
ARDOR in 1989.



Economic Development District (EDD)
The U.S. Department of Commerce, Economic
Development Administration (EDA) recognized KPEDD
as an Economic Development District in 1988.

communities and private sector employers use this model for effectiveness. KPEDD will be nimble and adaptable in the coming year as the financial situation unfolds.

Strategic Partnerships

KPEDD works with its "Strategic Doing" partner, UAA Center for Economic Development to expand its partner base. Local, State of Alaska and Global Partners are working together to maintain the economic diversity of the Kenai Peninsula. The peninsula has been substantially more diversified than other regions in the State of Alaska, helping it resist economic shocks in the past. This pattern continues but individuals will be effected by gas and oil layoffs, etc. connected to low commodity prices. The robust economy of the Peninsula should weather an economic declaration better due to our GDP that increase since the 1980's.

Personnel Changes

There is one open position for the Economic Development Specialist. This will be filled by the current fiscal year end per EDA grant requirements. Operational issues will be moving into other directions with the sale of the building and development of BR&E, Situation and Prospects, website development projects maturing.

New Proposals

Further developing of the data sets is necessary to implement the searchable data base. Collection, storage and usage will be the focus going forward. KPEDD will start sending out peninsula sentiment surveys using the GoogleForms platform, which is fast, efficient and provides excellent metrics. Anchorage Economic Development Corporation uses a variant of this to generate sentiment and optimism graphics.



KENAI PENINSULA BOROUGH

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 PHONE: (907) 714-2153 • FAX: (907) 714-2377
 EMAIL: bahlberg@kpb.us

RECEIVED
 12/23/15
 GRANTS

FROM: KPTMC
KPB ACCOUNT: 100.94910.KPTMC.43021

Contract Amount: \$340,000
Ending: June 30, 2016

Financial / Progress Report

Submit Report To:	Project Name: Tourism Marketing/Peninsula Promotion
Brenda Ahlberg	Date: December 23, 2015
Community & Fiscal Projects Manager	Report No.: 2
Kenai Peninsula Borough	Quarter From: July 1, 2015
144 N. Binkley St., Soldotna, AK 99669	To: June 30, 2016

FINANCIAL REPORT: FINAL REPORT DUE ON OR BEFORE 10 JULY 2016

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 56,400.00	\$ 8,369.78	\$ 16,330.48	\$ 24,700.26	\$ 31,699.74
Travel	\$ 14,300.00	\$ 2,002.35	\$ 4,713.93	\$ 6,716.28	\$ 7,583.72
Adv/Marketing	\$ 269,300.00	\$ 121,074.71	\$ 32,363.38	\$ 153,438.09	\$ 115,861.91
TOTALS	\$ 340,000.00	\$ 131,446.84	\$ 53,407.79	\$ 184,854.63	\$ 155,145.37

Payment Request	\$ 53,407.79
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See attached "Cash Match Summary" (if applicable this quarter).

The award increase of \$40,000 will be paid on actual cash outlays totaling \$20,000 on a pro-rata basis, which may be reported quarterly or lump sum.

PROGRESS REPORT: Describe activities that have occurred during this reporting period. Describe any challenges you may have experienced, any foreseen problems, and/or any special requests. Attach additional pages.

Situation Analysis: KPB 2nd and 3rd Quarter Tourism Sales up in 2015

While visitor numbers were steady or increased nearly everywhere across the state during the latest summer tourism season, The Kenai showed stand out growth. Primary tourism businesses in the KPB brought in \$171.6 million in taxable sales according to the KPB finance department, up 8.6% over the previous year. Accommodations taxable sales were up 7%.

Indicators from Ted Stevens Anchorage International Airport correlate to The Kenai's increase in tourism sales. Enplanements at the Anchorage airport were up each month this year versus 2014, an average of nearly 8 percent during the summer months.



By comparison, bed tax revenue in Anchorage was up close to 5 percent year-over-year through the first half of 2015, Fairbanks was up 4% and Juneau was up 2%.

Southcentral cruise traffic, primarily to the ports of Seward, Whittier and Anchorage, was also up this year. It is expected to hold steady in 2016.

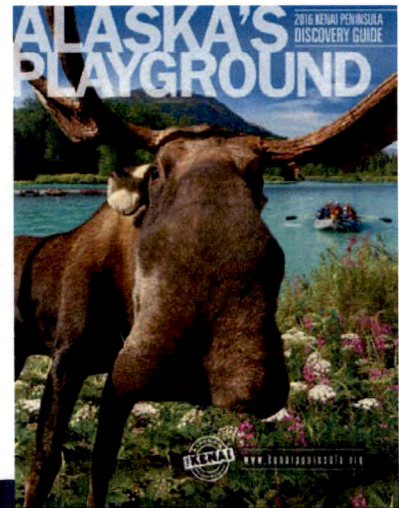
While low oil prices strain much of Alaska's economy and state budgets, cheaper prices at the pump in the Lower 48 correlate to more visitors in Alaska and on the Peninsula.

More discretionary income — money not spent on gas — provides an opportunity for Americans to scratch the travel itch. Competitive airfares and less expensive travel once in Alaska is encouraging visitors as well.

The Kenai Peninsula Economic Development District estimates about 16 percent of the total employment in the KPB is tied to the tourism industry, making it the second largest employment sector after healthcare, and one of the primary economic drivers in the region. This means strong travel business can help mitigate potential downturns in other areas of The Kenai's economy. The industry relies on the outside domestic and international travel, which are both on a growth curve.

2016 Discovery Guide

The shipment of the 2016 Discovery Guide was received in November and distribution has begun. Income from sales of the 2016 guide came in at \$146,000.



Alaska Travel Industry Association Convention:

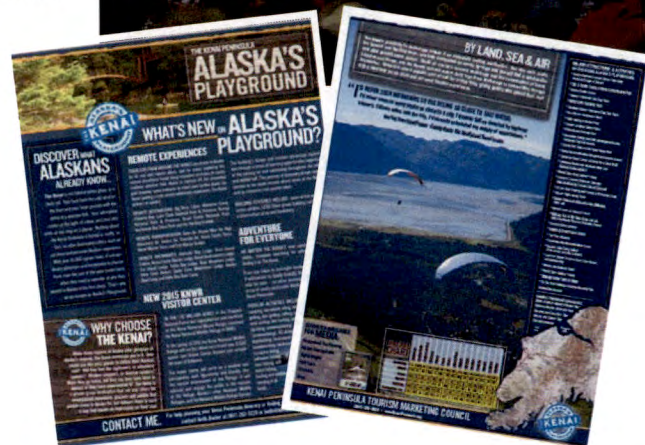
KPTMC's Executive Director and Director of Member Relations attended ATIA's Convention in Juneau October 5-9, 2015.

The Alaska Travel Industry Association (ATIA) is the state's leading industry organization for travel-related businesses and supporters. Made up of over 700 members representing businesses both large and small across the state, ATIA works to increase the economic impact of tourism in Alaska and is the respected voice of the industry, advocating on behalf of our members on issues impacting businesses and communities. KPTMC's Executive Director, Shanon Davis, was appointed to the ATIA Board of Directors at the convention for the 2nd year in a row.



Media Road Show:

KPTMC's Director of Member Relations attended Alaska Media Road Show in Santa Barbara California November 1-3, 2015. This event provides a day of pre-scheduled appointments with key Alaska media contacts from both the public and private sectors. KPTMC met with 24 journalists, with every time slot available filled, selling them on story ideas for 2016.



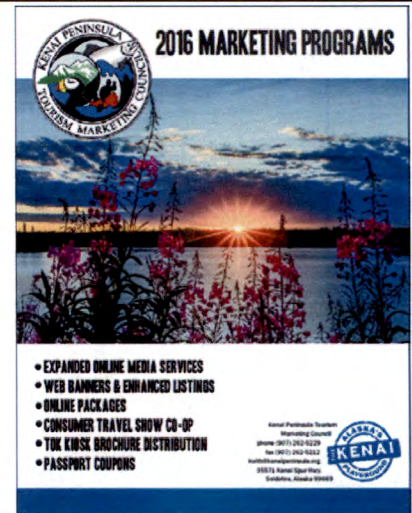
Member Services Packet:

In November KPTMC distributed our 2016 Marketing Programs packet. This packet includes all of the cooperative marketing that we offer separate from membership and Discovery Guide advertising:

- Web banners
- Enhanced online listings
- Brochure distribution at all of our consumer shows
- Brochure distribution at our Tok Visitor Center Kiosk
- Coupons in our Passport to Adventure on The Kenai

In 2015 these programs generated \$37,000 in revenue.

We also offer our members a suite of online media services to help grow their business.



The cover of the 2016 Marketing Programs packet features a scenic sunset over a lake with pink flowers in the foreground. The Kenai Peninsula Tourism Marketing logo is in the top left. The text '2016 MARKETING PROGRAMS' is in the top right. A list of services is provided in the bottom left, and contact information for Kenai Peninsula Tourism Marketing is in the bottom right.

2016 MARKETING PROGRAMS

- EXPANDED ONLINE MEDIA SERVICES
- WEB BANNERS & ENHANCED LISTINGS
- ONLINE PACKAGES
- CONSUMER TRAVEL SHOW CO-OP
- TOK KIOSK BROCHURE DISTRIBUTION
- PASSPORT COUPONS

Kenai Peninsula Tourism Marketing Contact:
Phone: (907) 242-6229
Fax: (907) 242-6242
marketing@kenaipeninsula.org
20013 Kenai Spur Hwy
Soldotna, Alaska 99589

Social Media:

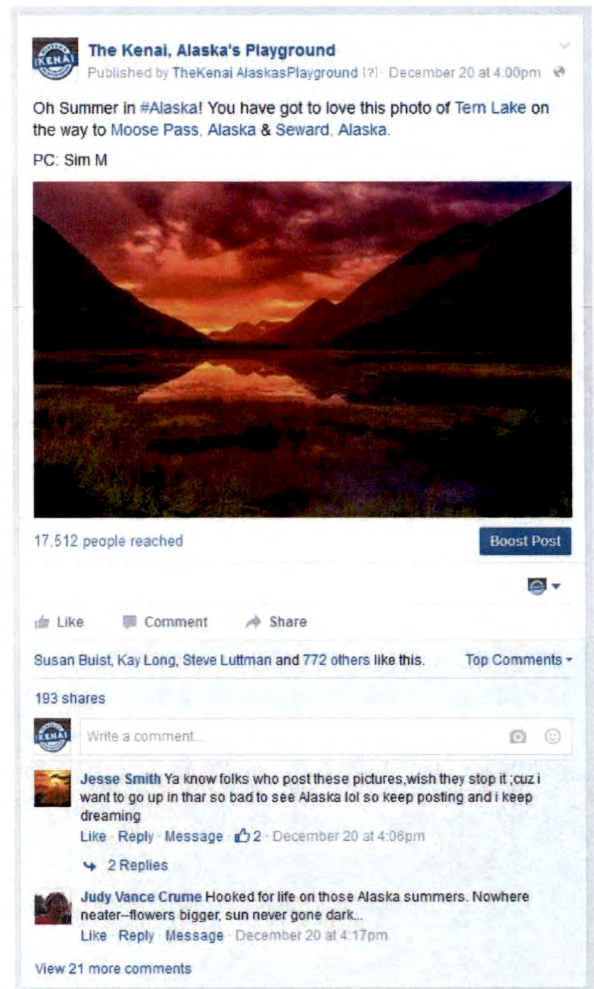
In the last quarter “likes” on The Kenai’s Facebook page have grown by 640 for a total of 34,127 fans. Pictured is an example of the interaction we get on a daily basis with our Facebook fans.

In addition, we have posted 6 blogs and sent out 3 visitor newsletters to over 7,000 subscribers in the past quarter. You can check out our bi-weekly blog at:
<http://thekenai.wordpress.com/>

www.KenaiPeninsula.org

KPTMC has contracted with web development specialist Apokrisis to assist with the planning phase of the kenaipeninsula.org redesign. Their contract scope includes site maps, persona development, user experience, content strategy & inventory as well as copywriting and copyediting. The second phase of the project, implementation, will be completed by a different developer yet to be approved by the BOD. The project is scheduled to be completed in May of 2016.

On our current site, consistent with what we have been reporting, our visits and page views continue to grow, up 7.32% over last year. Unfortunately our bounce rate continues to increase due to visitors accessing the site by mobile and immediately leaving as our site isn’t responsive to mobile devices. This problem will be fixed with the launch of the new site.



A screenshot of a Facebook post from 'The Kenai, Alaska's Playground'. The post features a beautiful sunset over a valley with mountains in the background. The text of the post reads: 'Oh Summer in #Alaska! You have got to love this photo of Tern Lake on the way to Moose Pass, Alaska & Seward, Alaska.' The post was published on December 20 at 4:00pm. It shows 17,512 people reached and 772 likes. Comments from Jesse Smith and Judy Vance Crume are visible.

The Kenai, Alaska's Playground
Published by TheKenai AlaskasPlayground (?) December 20 at 4:00pm

Oh Summer in #Alaska! You have got to love this photo of Tern Lake on the way to Moose Pass, Alaska & Seward, Alaska.

PC: Sim M

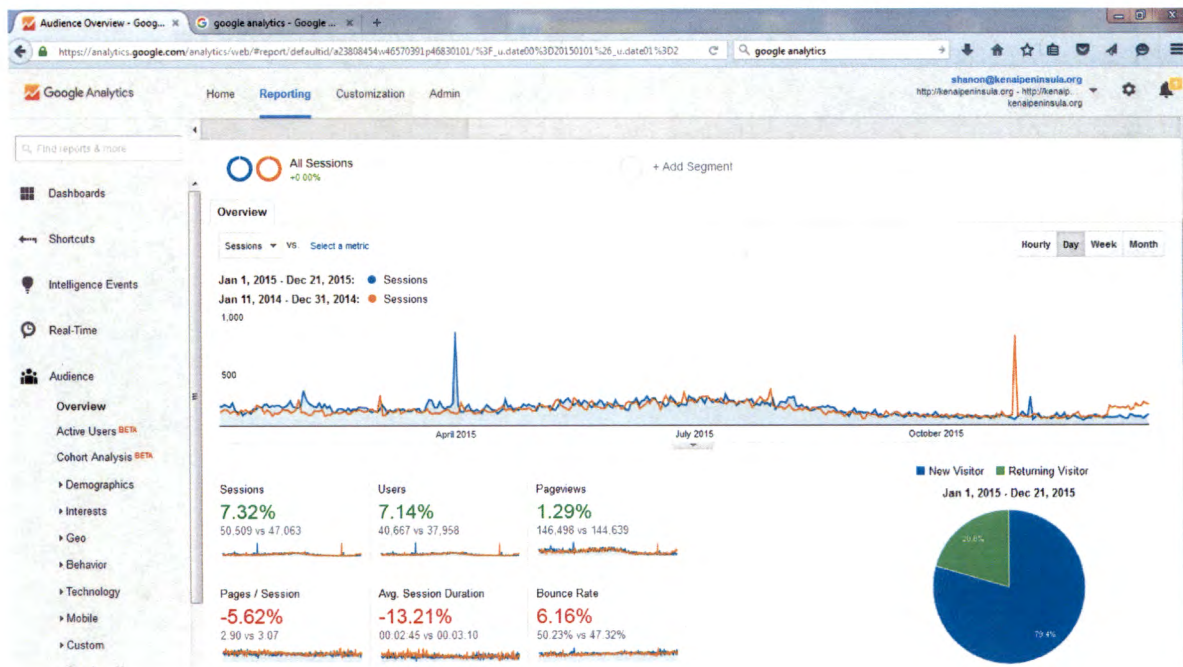
17,512 people reached

Susan Buist, Kay Long, Steve Luttmann and 772 others like this.

193 shares

Jesse Smith Ya know folks who post these pictures,wish they stop it ;cuz i want to go up in thar so bad to see Alaska lol so keep posting and i keep dreaming
Like Reply Message 2 - December 20 at 4:06pm

Judy Vance Crume Hooked for life on those Alaska summers. Nowhere neater--flowers bigger, sun never gone dark..
Like Reply Message December 20 at 4:17pm



Product Development-Go West Summit: KPTMC is hosting a familiarization tour (FAM) for 10 tour operators that will be attending the Go West Summit in Anchorage in February, 2016. The Go West Summit introduces the world's top international tour operators to specialty suppliers offering tourism-related products or services in the American West. We are thrilled to assist with this convention and are excited about the opportunities it brings for domestic and international travel to Alaska. This is a great opportunity to showcase the Kenai Peninsula to international tourism buyers. This FAM highlights communities from Seward to Homer and features 16 different Kenai Peninsula Businesses.

Taste of The Kenai: Planning has begun for our 6th Annual Taste of The Kenai event, scheduled for February 13th, 2016 at the Soldotna Regional Sports Center in the arena.



FEBRUARY 20
Start your day with breakfast at the Land's End Resort, then it's time to choose your own adventure! Take a beach walk on your own or harbor tour with a guide, spotting volcanoes, glaciers, sea otters and eagles along the way. You can relax at the Land's End Dreamtime Spa, or - weather permitting - even go boating or sightseeing. Enjoy a lunch on the go as you head up to Soldotna for a tour of the Kenai National Wildlife Refuge Visitor Center before dinner at Fats Bistro, known for their wild Alaskan seafood, house-smoked meats and beautiful views of the Kenai River Flats. Take the party outdoors to the banks of the Kenai River for the Frozen River Fest, with live music, bonfires, food vendors, games and a craft beer garden! Come in from the cold to spend your night in the beautifully handcrafted sleeping cabins of the Salmon Catcher Lodge.

FEBRUARY 21
Stop by the famous "Mouse & Louse" bakery in Soldotna for delicious provisions and coffee before beginning your trip back to Anchorage on the stunning Sterling and Seward Highway, designated a National Forest Scenic Byway. All-

2016 Go West FAM Tour
Seward, Homer, Soldotna
February 18 - February 21, 2016

ALASKA'S KENAI PENINSULA
Explore Alaska's Playground, the Kenai Peninsula!

FEBRUARY 18
Depart Anchorage and head south to Seward with Premier Alaska Tours on the scenic Seward Highway, following the Turnagain Arm through Chugach State Park with spectacular views of the glaciated Kenai Mountains. Start your adventure in the Kenai Fjords National park as you hike to the toe of Exit Glacier. Lunch will be served in a warming hut with a wood-burning stove before your return in a heated snowcoach. Head into Seward to tour the Alaska Sealife Center, Alaska's only public aquarium and ocean wildlife rescue center before dinner at Chanooks Bar and Grill, specializing in Alaskan seafood. Turn in for the evening at your harborside hotel with sweeping views of Resurrection Bay.

FEBRUARY 19
Depart Seward and head further south to Homer, winding through the Chugach National Forest and Kenai National Wildlife refuge then opening to panoramas of the Cook Inlet and, finally, Kachemak Bay. Enjoy lunch at Fat Olives, an eclectic local favorite, then off to tour the islands and Oceans Museum where you will experience and discover the natural treasures of Alaska's Islands & Ocean habitats. Next, explore the art, science and culture of the region's first Pioneers and Alaska Native Peoples at the historic Pratt Museum. Sample the flavors of the Kenai Peninsula with a tasting tour of the Bear Creek Winery, followed by dinner and a local industry reception at Wasabi's Restaurant. Stop by the iconic Salty Dawg Saloon on the Homer Spit on your way to Land's End Resort, where you will spend the night just steps from the waters of Kachemak Bay.

ALASKA'S KENAI PENINSULA

ANCHORAGE ALASKA

SEWARD.COM **KENAI** **HOMER ALASKA**

2016 KPTMC Board of Directors:

EASTERN REGION:

Danny Seavey, Seavey's Iddaride
George Helm, Alaska River Adventures

CENTRAL REGION:

Eric Dahlman, Sportsmans Warehouse
Bill Sadler, Soldotna B&B Lodge

SOUTHERN REGION:

Ian McGaughey, Seidovia Village Tribe
Mike Warburton, The Ocean Shores

INCORPORATED COMMUNITY REPRESENTATIVES:

Cindy Clock,
Seward Chamber of
Commerce

Tami Murray,
Soldotna Chamber of
Commerce

Johna Beech,
Kenai Chamber of Commerce
and Visitor Center

Karen Zak,
Homer Chamber of
Commerce

BOROUGH WIDE REPRESENTATIVES:

Michelle Glaves, Bear Mountain Lodge

Jason Young, Diamond M Ranch

KPTMC Staff Community & Industry Involvement:

Shanon Davis, Executive Director:

- **NEW: Appointed to the Alaska Tourism Marketing Board for a 3 year term by Governor Walker**
- Alaska Travel Industry Association Board of Directors
- State of Alaska Small Business Development Center Board of Directors
- Soldotna Chamber of Commerce Board of Directors

Keith Baxter, Director of Community Relations:

- Soldotna City Council
- Kenai River Special Management Area Advisory Board

Jhasmine Lamb, Communications Manager

- Peninsula Oilers Board of Directors

Grantee Certification: I certify that the above information is true and correct, and that expenditures have been made for the purpose of, and in accordance with, applicable grant agreement terms and conditions.

Signature: 

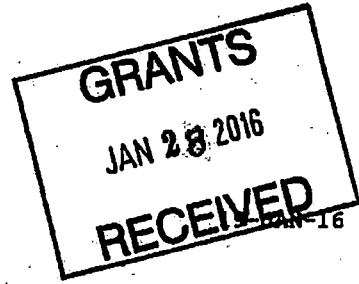
Date: December 23, 2015

Printed Name and Title: Shanon Davis, Executive Director



UNIVERSITY of ALASKA ANCHORAGE

Anchorage AK 99514-1628



Kenai Peninsula Borough

Project Title: FY16 Kenai Peninsula SBDC
Analysis of costs rendered under Award 100.94910.UAA#1.43011
in the amount of \$105,000.00 from 01-OCT-2015 to 31-DEC-2015

Voucher No: 2

Table with 4 columns: Description, Previous Bill Amount, Current Amount Due, Cumulative Bill Amount. Rows include Salaries, Staff Benefits, Domestic Travel, Services, F & A Costs, and Grant Total.

By signing this report, I certify to the best of my knowledge and belief that the report is true, complete, and accurate, and the expenditures, disbursements and cash receipts are for the purposes and objectives set forth in the terms and conditions of the award.

CERTIFIED CORRECT

Handwritten signature of Tana Myrstell

Tana Myrstell
Director, Grants & Contracts

CC: G00010267
Federal Tax ID: 92-6000147

Please attach a copy of this invoice with your remittance.

For questions about this invoice, please contact: Rico Reid (rreid9@uaa.alaska.edu / 907-786-1557)
If this is a negative bill, the credit will be applied to your next invoice.

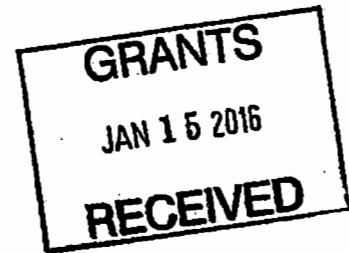


Alaska Small Business Development Center

SBDC UNIVERSITY of ALASKA ANCHORAGE

January 15, 2016

Mayor Mike Navarre
Kenai Peninsula Borough
144 N. Binkley Street
Soldotna, AK. 99669



Dear Mayor Navarre:

I'm pleased to offer the attached SBDC report for your review. Second quarter results are as follows:

- Total # of clients counseled: 61
- New clients counseled: 26
- New businesses: 6
- Jobs created: 7
- Capital infusion: \$330,805

During the second quarter, the Alaska SBDC finalized and submitted its application for the Washington State Quality Award (WSQA) that was due on December 1st. As a result our application will be examined by a team of examiners and judges that will provide a feedback report letting us know what we are doing well and what areas they would suggest for improvement. The Alaska SBDC undertakes our Baldrige journey to provide the best service possible to our clients through processes that are continuously refined.

The director also continued providing assistance to a client that was awarded an SBA Grant to operate a business incubator in Homer. The client has been working on space in the old legislative building in Homer and plans to open its doors soon. In the meantime the director has been collaborating by referring clients back and forth for specific assistance with incubator services such as marketing and sales. Additionally, the director provided services to the Kahtnuht'ana Development Corporation by providing IBIS World Research Reports so the corporation is better able to provide specific assistance to tribal members in order to foster a sustainable economy.

Thank you for the allowing us to continue to partner with the Kenai Peninsula Borough as we serve the business owners throughout the Kenai Peninsula.

Sincerely,

Bryan Zak
Assistant State Director / Alaska SBDC - South West Region
43335 Kalifornsky Beach Road, Suite 12
Soldotna, AK 99669



**Alaska Small Business
Development Center**

UNIVERSITY of ALASKA ANCHORAGE

GRANTS

JAN 15 2016

RECEIVED

**Alaska Small Business Development Center - Southwest Region
43335 Kalifornsky Beach Rd., Suite 12
Soldotna, AK 99669
(907)260-5629**

**Second Quarter Report
FY2016
October 1, 2015 through December 31, 2015**

**Presented to:
Kenai Peninsula Borough
Mayor Mike Navarre
144 North Binkley Street
Soldotna, AK 99669**

January 15, 2016

The strategic focus of the Alaska Small Business Development Center Southwest Region (SBDC) is on existing businesses that are looking to grow, although we offer our services to all current and future business owners on the Kenai Peninsula.

Our mission is to advance small businesses in Alaska, and our vision is that our streamlined network of interactive tools and resources makes us the business community partner of choice helping businesses thrive and create a lasting impact. The hallmark to our services is the free, one-on-one, confidential advising to meet each client's needs. An advising session may cover a myriad of topics related to business, including business plan development and review, business projections, cash flow analysis, marketing, bookkeeping, loan packaging, licensing and permitting, to name a few.

The SBDC also provides entrepreneurs access to business libraries at AVTEC in Seward, and at the SBDC offices in Soldotna and Homer. Additionally, computers with internet connections are available for conducting research, and business training is provided through no- and low-cost seminars, workshops, and webinars. The Offices in Soldotna, Homer, and Seward offer further assistance through SBDC's partner program PTAC, which provides assistance with state, federal and local government procurement opportunities. Other available resources include a set of business tools at www.aksbdc.org, access to market research, and a statewide network of knowledgeable staff.

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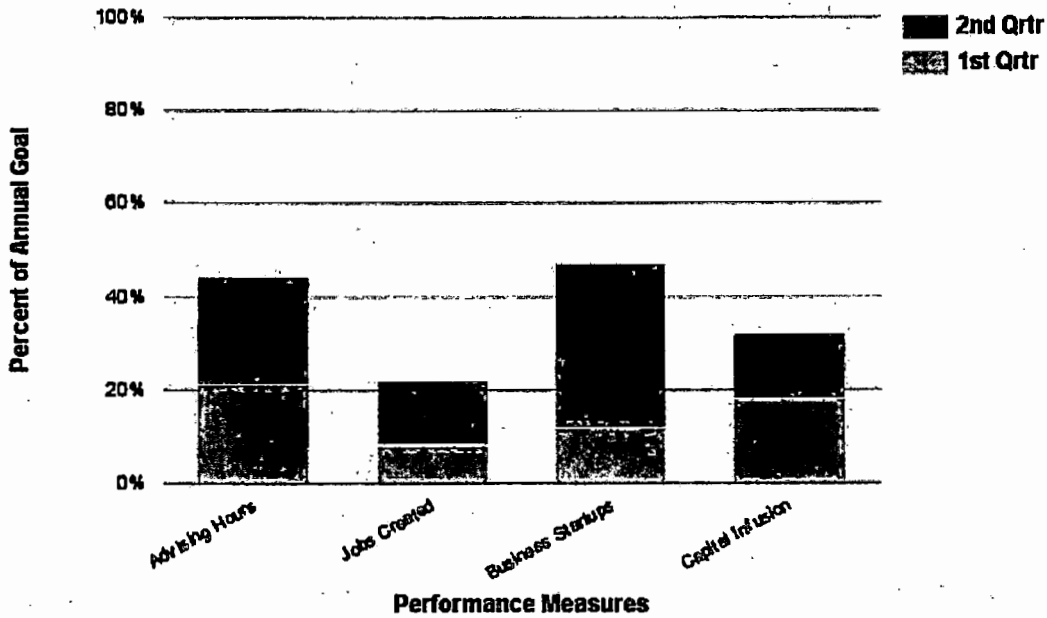
The director also continued providing assistance to a client that was awarded an SBA Grant to operate a business incubator in Homer. The client has been working on space in the old legislative building in Homer and plans to open its doors soon. In the meantime the director has been collaborating by referring clients back and forth for specific assistance with incubator services such as marketing and sales. Additionally, the director provided services to the Kahtnuht'ana Development Corporation by providing IBIS World Research Reports so the corporation is better able to provide specific assistance to tribal members in order to foster a sustainable economy.

The regional results reported below represent the SBDC's Key Performance Indicators (KPI's) which are each tied to our Key Performance Measures. In this second quarter of FY 16, we are starting to see measures for a new fiscal year and are monitoring our trends against the higher 2016 goals that we set to challenge ourselves.

Performance Indicators and Progress To-Date

The SBDC performance measures for FY16 (7/01/2015 through 6/30/16) are listed below with progress for the year-to-date (YTD).

Kenai Peninsula Center (7/1/15 - 6/30/16)



Number of Clients advised Current Quarter: 61
YTD: 109 unique clients

During the second quarter, 61 clients received advising assistance. This represents 176.16 hours spent with clients in the quarter. Of clients that are currently in business, 25% are women-owned businesses, 58% are male-owned and 17% have two or more owners.

Our free, confidential advising is offered to all individuals seeking assistance. Due to the volume of requests for advising, the SBDC has segmented its clients into the following stages within the business lifecycle: Think, Launch, Grow, Reinvent and Exit. By understanding the stage of a client's business, both the client and the advisor work more efficiently and produce results more effectively.

In order to be considered a reportable advising session the client's initial advising session must be no less than one hour with the business advisor. Follow-up advising sessions can be any length of time. Although the Business Advisor offers information and advice to clients on an ongoing regular basis via telephone, email or in person, only the reportable sessions are listed.

Jobs Created
Current Quarter: 7
YTD: 11

During the second quarter, clients reported the creation of 7 new jobs within the accommodation/food service, manufacturer/producer, and service sectors.

Business Starts
Current Quarter: 6
YTD: 8

An enterprise is considered "in-business" when all required licensing/permitting is acquired, has payroll, acquired debt or equity capital, incurred business expenses, and/or created sales. During the second quarter, clients reported the creation of 6 new business starts in the accommodation/food service, manufacturer/producer, and service sectors.

Capital Infusion
Current Quarter: \$330,805
YTD: \$742,805

The SBDC tracks the amount of money infused into the region in the form of business loans and investments. Capital infusion includes all loans, lines of credit, and owner-investments (non-debt financing) which clients have contributed to their business.

This quarter, clients reported \$330,805 in capital infusion, to include the following:

SBA Loans: \$0
Non-SBA: \$69,000
Non-Debt Financing: \$261,805

Training Events & Attendees
YTD Events: 13
YTD Attendees: 61

Training events, in the form of workshops and classes, are available through the SBDC office. These trainings may be provided by the business advisor or other professionals. Many of our workshops remain offered through the AKSBDC office in Anchorage via webinar, are available to anyone with a computer, internet connection, and a phone line.

We anticipate many new improvements over the next fiscal year for workshops as we begin to move forward with offering all of our core workshops via the web. It is our pleasure to keep you posted on new developments and technology that will better assist business start-ups and growth.

We appreciate your ongoing support of small businesses on the Kenai Peninsula.

I certify that to the best of my knowledge, the information contained herein is accurate and reflects the activities executed by the SBDC during the Second Quarter FY16.

Bryan Zak

January 15, 2016