

KENAI PENINSULA BOROUGH

Community & Fiscal Projects

MEMORANDIUM

TO: Charlie Pierce, Mayor
FROM: Brenda Ahlberg, Community & Fiscal Projects Manager
DATE: July 23, 2018
SUBJECT: **FY18-4Q Economic Development Grant Reports**

Attached are the FY18-4Q grant reports for non-departmental awards:

KPEDD – Kenai Peninsula Economic Development District

KPTMC – Kenai Peninsula Tourism Marketing Council

SBDC – Small Business Development Center



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

FY18 Year-End Report

- The Kenai Peninsula Economic Development District (KPEDD) has worked throughout the 2018 fiscal year to arrange a tour of the most recent Liquefied Natural Gas (LNG) facility in the world. Built in Yamal, Russia, this facility would be the most similar in technology to our own plans. The tour will likely take place in mid-September with roughly eight participants invited.
- KPEDD continued to support the Resource One project in a potential processing facility to be built in Seward. This large-scale facility will process graphite from a mine discovered in Nome. If approved, there will be year-round work and provide nearly 150 full time, long-term jobs.
- Partnership continued with the Alaska Salomon Fellows throughout the 2018 fiscal year. The Kenai Peninsula region now holds four of the twelve state-wide seats. This program facilitated discussions about salmon related issues among leaders in salmon policy, management, industry, activism, research, and cultural sectors.
- KPEDD has assisted Nutrien (previously Agrium) in reopening options for the plant. The plant would require tax breaks on the first two years of buildout and a guaranteed fuel supply. Tim Dillon, KPEDD's Executive Director, assisted in negotiations and secured fuel with the State of Alaska. Nutrien is progressing forward and a concrete decision is expected this fall.
- KPEDD has and will continue to assist the borough in the land designation project by identifying key stakeholders, potential opportunities to increase holdings, and verify proper designation. This program will not only diversify the local economy through private long-term agricultural use but also decrease dependency on outside food sources.
- In April KPEDD hosted the first City Manager's meeting for the Kenai Peninsula Borough. Each city attended as well as the Borough Mayor and Chief of Staff to discuss potential tax options. However, these meetings are not specific to tax policies but rather maintain open lines of communication throughout the communities in the Borough. Topics include day-to-day operational concerns, projects geared around partnership, and opportunities (i.e. federal funding, planning and zoning issues, and borough tax ramifications). As barriers to communication are broken down, the Borough can move forward together with the best plan for all user groups. These meetings will continue in the future.



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.

- KPEDD is in the planning stages of a youth training program for underserved teens in areas such as Port Graham and Tyonek. Through strategic partnerships and additional funding source the program will provide training and certification in class D Drivers licenses, carpentry, welding, basic personal finance, and oil-related work requirements.
- KPEDD has and will continue to work with local workforce and educational leaders to achieve goals and work together through similar issues. This group includes Rachel O'Brien with the Alaska Department of Labor, Cathy LeCompte the Director of AVTEC, Sean Dusek, Superintendent with the Kenai Peninsula Borough School District, Gary Turner, Director of the Kenai Peninsula College and Bob Hammer with the Kenai Peninsula Construction Academy. Through this partnership, KPEDD worked to develop the local labor pool through identifying needs and opportunities provided by one another.
- A disaster planning business retention survey has been completed and will be disbursed to each community to assist businesses in resiliency planning. This questionnaire will preemptively work to develop a structure in the event of natural and man-made catastrophes to reduce business closures and unemployment.
- KPEDD has continued to develop partnerships addressed in the Comprehensive Economic Development Strategy. Throughout the FY18 year KPEDD worked with the Alaska Department of Commerce, Community and Economic Development and the University of Alaska Anchorage, Center for Economic Development. KPEDD worked diligently with the taskforce to develop a State-wide CEDS document. This partnership aligned KPEDD's efforts with the State's. KPEDD also included local leaders to advocate borough wide issues they would like to see addressed by the state. This includes discussions on fishing regulations, budget, energy concerns and apprenticeship programs.
- Staff worked with the Kachemak Shellfish Mariculture Association (KSMA) to secure funding to upgrade existing equipment. KSMA supports oyster farms across the state and is critical for healthy and sustainable spat numbers. KPEDD will continue to search for available funding and opportunities for KSMA.
- Tim served on the board for the Dome Project throughout the past year. This project would allow space for locals to participate in exercise related activities year-round. This would also provide a space to host the native winter games and the mended heart program for heart patients.
- Support of the Kenai Peninsula Construction Academy has continued through grant administration, the Business Incubation Center and providing public platforms for program updates. KPCA is a non-profit educational program offering six-week courses in various skilled trades including, small engine repair, electrical, welding, carpentry, plumbing and diesel mechanics. Applicants can take these six-week classes free of charge. Upon graduation, students are directed into apprenticeship programs and placed with employers. Skilled trade workers continue to be a need on the Kenai Peninsula.
- KPEDD worked to evaluate and develop a plan with the Alaska Department of Transportation, Alaska Department of Commerce, and the Governor's office to assist in the assessment of a potential airport authority. Tim addressed these discussions with the Borough Assembly. An airport authority would be a necessity if the State were to transfer ownership of all airports/airstrips to KPEDD.

- KPEDD worked with the Kenai Peninsula Driving Instruction to meet the necessary State standards and certification requirements. KPDI provides different types of CDL training for Kenai Peninsula residents. Historically, individuals would have to travel to Anchorage for training, which was costly and time consuming. This business will not only keep local dollars on the Peninsula, but also bring money in from surrounding areas such as Anchorage as residents search for schools with shorter wait times.
- This year's Industry Outlook Forum was held on January 10th at the Soldotna Regional Sports Complex with preparation beginning in October. The event was a success and attendee numbers were higher than the last 4 years. This event continued to be free to the public and provided a platform for industry leaders and state officials to discuss projects and business projections. This year's presentations included speakers from the State of Alaska, Alaska Miners Association, the Foraker Group, Alaska Gasline Development Corporation, local and state tourism, Kenaitze Indian Tribe, Peninsula Community Health Services, Alaska Salmon Fellows, and a workforce panel that included AVTEC, KPCA, Kenai Peninsula College, Kenai Peninsula Borough School District, and the Alaska Department of Labor. Presentations for the event were made available on the KPEDD website.
- The Situations and Prospects report is currently underway and will be available in late July. This report is a collection of the last 5 years of data on topics including population and aging demographics, education, housing, cost of living, travel and freight, tourism, fishing, construction, oil and gas, personal prosperity, business prosperity, industry spotlights, borough and city profiles and more. This report is a dataset providing a complete view of the Kenai Peninsula's economy through relevant metrics.
- The Comprehensive Economic Development Strategy is a 5-year plan for the direction of the Kenai Peninsula Borough from 2016-2021. An annual update is currently underway for 2018 as KPEDD continues to monitor and revise the document as needed. This document will provide an overview of human capital, geography, community development, quality of life, infrastructure, business development, rising, mature, watch-list and challenged industries. It also assesses the strengths, weaknesses, opportunities and threats to the Kenai Peninsula. The CEDS outlines goals, objectives, measurables and an overall strategy focused on resiliency as it faces downturns in oil and gas as well as State funds.
- KPEDD utilized an advertising trade with the KDLL radio station to broadcast the 6 strategic goals listed in the CEDS. By doing this, KPEDD united the Peninsula with focused and attainable goals for a streamlined strategy. It also informed businesses of progress and invited public comment.
- Tim continued to present KPEDD's progress and direction quarterly to the Kenai Peninsula Borough Assembly. This informed the borough of advancements and insured all members were on the same page.
- KPEDD presented community reports to each region of the Kenai Peninsula as well as KPEDD goals and progress. This opportunity allows residents and community members to provide comment for area-specific needs. So far, KPEDD has held discussions in the cities of Soldotna, Homer, Seward and Kenai. The information and public comment gathered will be included the CEDS annual update.
- Due to Tim's professional history with federal and state agencies, he was able to provide local businesses with available grant information. Tim worked to disseminate funding opportunities with the communities, businesses and entrepreneurs in the Kenai Peninsula Borough.

- KPEDD completed the fiscal year 2017 audit with no significant findings. Clean audits continue to assist KPEDD in funding opportunities, such as the EDA Planning Grant.
- KPEDD's continually updated website provided needed data and information to businesses, such as reports and programs. This has reduced printing costs as reports can be downloaded directly from kpedd.org.
- The Business Incubation Center continued to provide support for tenants. Staff worked with business owners to provide structure and business assistance to maintain or grow their companies through provided assistance, office and warehouse space, advocacy, as well as business and technical assistance. KPEDD also continued to reach out to local businesses in the community to offer assistance as needed.
- Walk-ins are always welcomed for businesses seeking aid. By maintaining an open-door policy, many barriers to business are eliminated. This has helped a number of local companies who were appreciative of the timeliness of KPEDD's support.



KENAI PENINSULA BOROUGH
 144 North Binkley Street • Soldotna, Alaska 99669-7599

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

EMAIL: bahlberg@kpb.us

FROM: KPTMC
 KPB ACCOUNT: 100.94900.KPTMC.43021

Contract Amount: \$306,000
 Ending: June 30, 2018

Financial / Progress Report

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

Project Name: **Tourism Marketing/Peninsula Promotion**
 Date: **July 10, 2018**
 Report No.: **1**
 Quarter From: **April 1, 2018**
 To: **June 30, 2018**

FINANCIAL REPORT: FINAL REPORT DUE ON OR BEFORE 10 JULY 2018

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 61,241.48	\$ 46,669.01	\$ 11,560.84	\$ 58,229.85	\$ 3,011.63
Travel	\$ 13,800.00	\$ 8,847.22	\$ 4,056.92	\$ 12,904.14	\$ 895.86
Adv/Marketing	\$ 230,958.52	\$ 191,080.18	\$ 43,784.83	\$ 234,865.01	\$ (3,906.49)
TOTALS	\$ 306,000.00	\$ 246,596.41	\$ 59,402.59	\$ 305,999.00	\$ 1.00
Payment Request					\$ 59,402.59

Support doc on file.

Close out balance S/B \$19,710.00

S/B \$191,061.43

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.

Introduction:

In closing out the FY2018 budget cycle, we are getting to the end of the current Discovery Guidebook's distribution window. At this time, we have approximately 15,000 books remaining to be distributed, and I anticipate that we'll not have any notable surplus at the end of the tradition distribution cycle (usually reported in Q1 of following grant year). Travelguidesfree.com changed ownership and created an altered plan from when budgeted, and this resulted in over 4100 quality leads for mailings. The majority of your guidebook requests have come through ATIA leads supplemented with website requests as well as Chambers of Commerce referrals. We also concluded the first Shoulder Season marketing campaign which was highly successful as far metrics of reach and impressions indicate. Staff continued presenting the McDowell report data most notably to the Seward and Kenai and Soldotna (joint luncheon) Chambers of Commerce as well as guests on two days of Sound Off (a local radio show). We continued supporting the updated-in-2017 Tok Visitor's Center The Kenai, Alaska's Playground travel information booth with visitors guidebooks from throughout the peninsula, tourism opportunity rack cards and 2018 Passports.

Several of our budgeted items came in under budget. One reason was due to the fact that in the previous quarters KPTMC's Communication Manager and Director of Member Relations accepted positions with different organizations. With the staff departures, our not replacing one staff position due to future budget questions, and several line items less expensive than planned for, we had a small cushion in our \$306,000 total grant allocation to add a great new product. We have partnered with the Alaska Channel to produce several Virtual Reality clips of various Kenai Peninsula activities. These videos clips, upon completion will speak to a younger demographic; a demographic that really likes to see and feel an experience rather than read about it. While this project was started in this FY18 grant cycle, it won't be completed until the first Quarter of FY19.

Board of Directors Update:

In June, the Board of Directors elected a new executive committee. We are excited to announce the following position changes:

Chairman: Danny Seavey, owner Seavey's Ididaride

Vice Chairman: Travis Taylor, Operations Manager for Premier Charters

Treasurer: Pamela Parker, owner Everything Bagels

Additionally, the Board elected to increase our Board of Directors by one seat to 14 so that we can include representation from Kenaitze Indian Tribe. Michael Bernard, Yaghanen Program Administrator, is their representative. Additionally, Laurel Hiltz resigned her position and it will be filled during our upcoming election period. Thank you to the members who have long-served, have stepped into leadership positions, and who have recently joined our team.

Print and Digital Advertising

KPTMC provided assistance to the newly produced travel magazine *Alaskan Spirit* published by RAVN Air to be featured in all RAVN airplanes. The debut edition focused almost entirely on the Kenai Peninsula and included a



WELCOME TO THE KENAI - ALASKA'S PLAYGROUND!

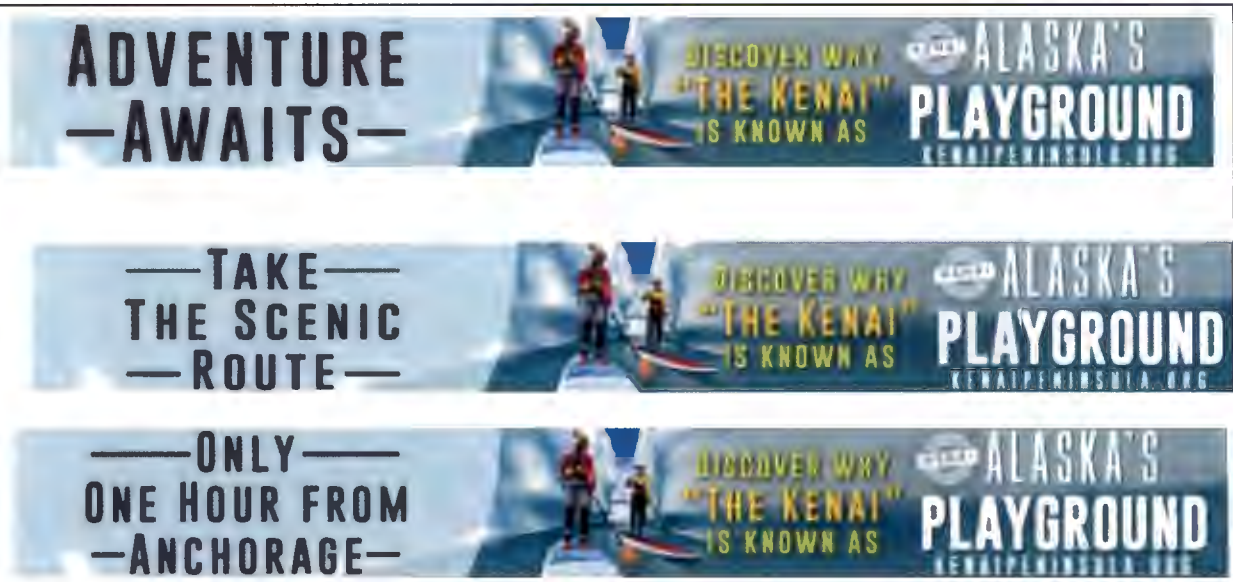
Here you will discover what Kenai Peninsula residents already know! **THE KENAI**, only an hour south of Anchorage, is not behind safety glass or a deck rail. Your face feels the cold wind on the train and your heart pounds with the strike of a monster fish. Your adrenaline rushes at the sight of a bear, and your skin chills as you step on a glacier. Open year-round with over **18,000 SQUARE MILES** of extraordinary adventure and excitement to choose from. discover why **"THE KENAI"** is known as **ALASKA'S PLAYGROUND.**

CALL TOLL FREE: (800) 535-3624

ALASKA'S PLAYGROUND

list of the best things to do on The Kenai (as identified by KPTMC) as well as some of the best hiking options available (with contribution from KPTMC). Additionally, details regarding the Passports were also included. While not out-of-state distribution, it pays dividends for in-state visitor beyond the Anchorage Bowl to learn about all the Kenai Peninsula has to offer (articles posted at end of report).

We dedicated a significant amount of time and energy to the spring portion of the Shoulder Season marketing focusing on the Anchorage Bowl. The total marketing campaign was just shy of 1.5 million total impressions: 1 million impressions on Facebook, almost 350,000 impressions on KTUU's website, and 100,000 video starts on ADN.com. Additionally, 350 radio spots aired on The Moose 96.3 and KBYR 700 (simulcasts in Prudhoe Bay). We also featured our "Paddleboard Ad" in Anchorage Daily News print editions (308,000 total papers over 4 weeks). All of these were focused on the Anchorage Bowl in a 4-week period.



Travel Shows:



The final quarter of FY18 included three travel related shows: IPW, Great Alaska Sports Show, and the Soldotna Sports, Rec, and Travel show. All three were quite successful.

IPW in Denver Colorado was a great success. This show is the largest international travel show in the United States bringing over 70 countries to the US. KPTMC continued the tradition of maximizing the return on investment and partnered with the MatSu and Valdez DMOs as "Authentic Alaska". In the time we were in Denver, we met with over 70 different travel professionals from around the world to show what southcentral Alaska can offer their clients. We provided each appointment with a one gig USB drive loaded with suggested itineraries, photos for their marketing efforts, and general descriptions of each southcentral region. These materials are designed so they are able to use them in their marketing efforts in their countries.

The Great Alaskan Sports Show in Anchorage was a successful week of encouraging Anchorage to come to The Kenai. While there were fewer attendees that previous years, the general consensus was that those who attended were much more engaged in gathering information. We distributed over 300 guidebooks and over 900 Passports. We ran out of Passports and likely could have distributed another 300+. We'll plan on this interest level for 2019.

We also attended the Soldotna Sports, Rec, and Travel show which featured a record level of attendance. We had the opportunity to interact with the nearly 6000 people who attended. Additionally, we were able to offer time in our booth to members. This partnership format allows participants access to a large number of consumers while keeping both ours and their costs down.

Google Ad Words Campaign:

The FY18 Google Ad Words campaign was completed in June with 175,000 impressions and an 8.67% click through rate (CTR); 2% is consider average. With a CTR more than four times better than average, this expenditure produced a quality return on investment.

KPTMC AdWords Campaign March - June 2018

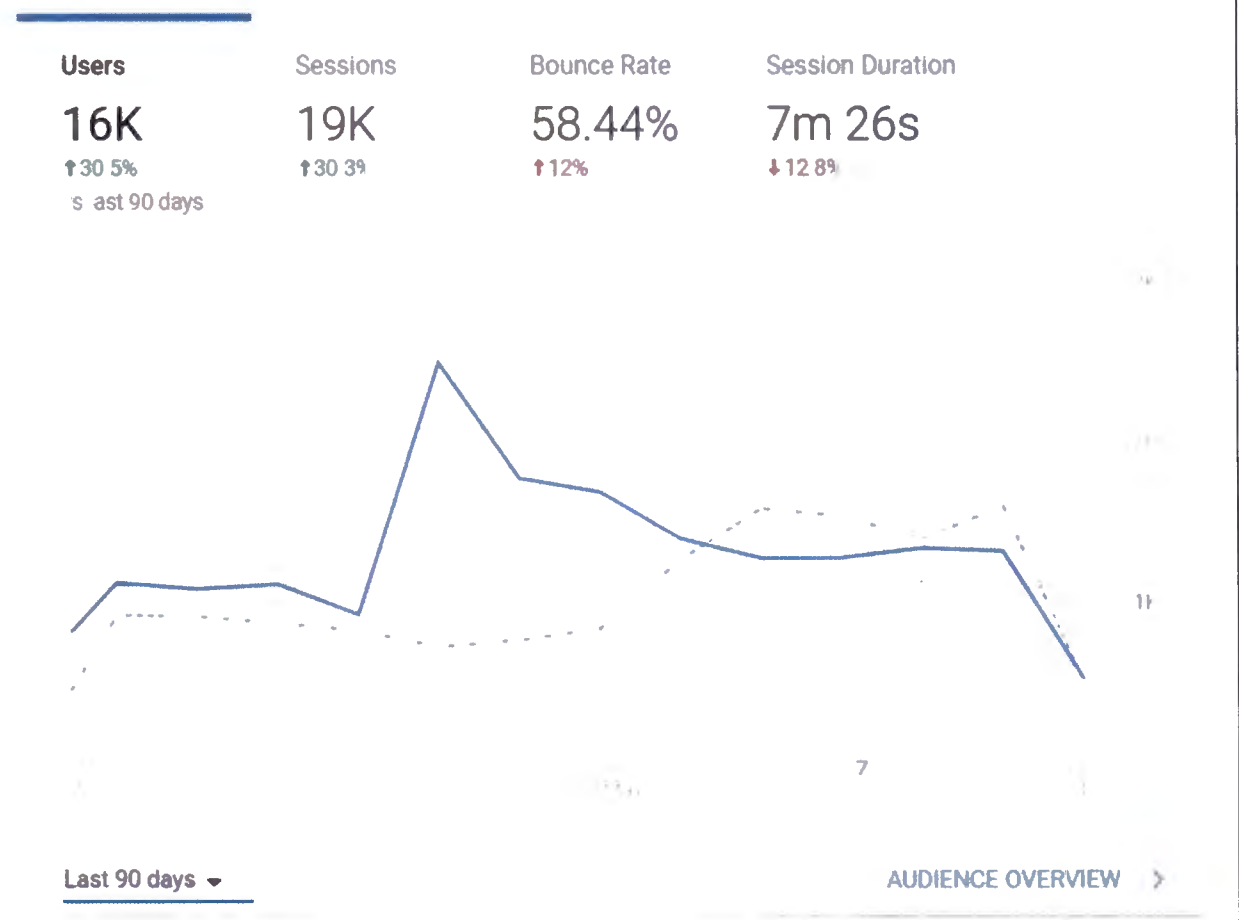
Ad group	Impr.	Clicks	CTR	Avg. CPC	Cost	Avg. pos.	Conversions	Conv. rate
Hiking	3,225	141	4.37%	\$1.03	\$145.86	2.4	15	10.64%
Camping	2,887	242	8.38%	\$0.70	\$168.23	1.9	4	1.65%
Rafting	1,260	110	8.73%	\$0.94	\$103.23	2.7	1	0.91%
Canoeing	328	15	4.57%	\$0.74	\$11.05	2	0	0.00%
Fishing	12,561	503	4.00%	\$0.89	\$448.95	3.1	17	3.39%
Dog Sledding	4,040	128	3.17%	\$0.88	\$112.96	2.9	1	0.80%
Community - Anchor Point	1,131	124	10.96%	\$0.58	\$71.76	1.4	8	6.50%
Community - Moose Pass	930	123	13.23%	\$0.55	\$67.14	1.3	11	9.09%
Community - Clam Gulch	465	64	13.76%	\$0.51	\$32.92	1.3	12	19.05%
Community - Ninilchik	395	32	8.10%	\$0.69	\$21.92	2	1	3.13%
Glacier & Wildlife Cruises	2,504	110	4.39%	\$1.22	\$134.60	3.2	2	1.82%
Horseback riding	528	45	8.52%	\$0.68	\$30.58	1.3	3	6.67%
Community - Hope	1,416	174	12.29%	\$0.46	\$80.39	1.3	6	3.49%
Community - Seldovia	1,499	181	12.07%	\$0.53	\$95.96	1.2	7	3.87%
Community - Nikiski	795	71	8.93%	\$0.61	\$43.50	1.3	5	7.14%
Kenai Peninsula Things to Do	212	74	34.91%	\$0.24	\$17.56	1	11	14.86%
Flightseeing	355	14	3.94%	\$1.11	\$15.56	3.3	1	7.14%










Kayaking	230	24	10.43 %	\$0.7 7	\$18.50	2.2	1	4.17%
Community - Homer	13,896	1,380	9.93%	\$0.3 1	\$430.65	2	99	7.20%
Community - Kenai	7,857	855	10.88 %	\$0.4 8	\$407.06	1.5	44	5.20%
Community - Sterling	1,219	105	8.61%	\$0.5 1	\$53.26	1.8	1	0.95%
Community - Kasilof	834	62	7.43%	\$0.6 4	\$39.96	1.6	5	8.06%
Lodging	2,623	112	4.27%	\$1.2 1	\$135.23	3.4	1	0.91%
Whale Watching	2,322	166	7.15%	\$0.9 4	\$156.10	2.9	2	1.20%
Bear Watching	1,739	149	8.57%	\$1.2 6	\$188.25	2.6	0	0.00%
Birding	604	65	10.76 %	\$0.7 4	\$48.03	1.5	2	3.13%
Community - Seward	14,987	1,383	9.23%	\$0.5 9	\$822.15	2.1	77	5.60%
Community - Soldotna	9,260	867	9.36%	\$0.4 7	\$409.55	1.6	61	7.13%
Community - Cooper Landing	1,931	191	9.89%	\$0.6 4	\$121.47	1.9	9	4.71%
Kenai Peninsula	14,938	1,762	11.80 %	\$0.8 5	\$1,500. 45	1.3	173	10.02 %
Totals	106,971	9,272	8.67%	\$0.6 4	\$5,932. 83	2.1	580	6.31%

Google Analytics:

In reviewing the Google Analytics of our webpage for the previous quarter, data suggests there are fewer website visitors which is to be expected as people have planned their 2018 summer vacations and are now out experiencing Alaska's Playground. Notably, Anchorage is the city that has accessed our website most. This will be monitored as we move into fall Shoulder Season marketing efforts.

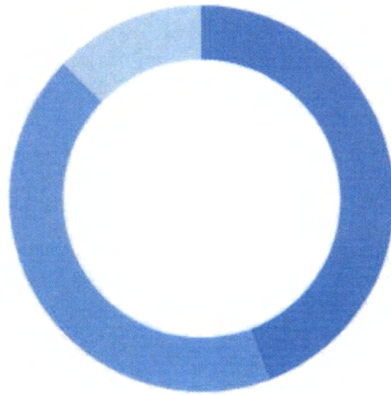
Page	Pageviews	Unique Pageviews	Avg. Time on Page
	50,013 Total 100.00% (50,013)	40,075 of Total 100.00% (40,075)	00:04:50 Avg for View 00:04:50 (0.00%)
1. /	6,257 (12.51%)	5,163 (12.88%)	00:03:53
2. /about-kenai/must-do-list	2,091 (4.18%)	1,797 (4.48%)	00:06:14
3. /things-do	1,907 (3.81%)	1,440 (3.59%)	00:03:17
4. /discovery-guide	1,824 (3.65%)	1,211 (3.02%)	00:04:12
5. /activities/bear-viewing	1,040 (2.08%)	769 (1.92%)	00:04:47
6. /about-kenai/places-go	1,022 (2.04%)	656 (1.64%)	00:03:07
7. /about-kenai/places-go/homer	994 (1.99%)	773 (1.93%)	00:04:37
8. /activities/fishing	975 (1.95%)	764 (1.91%)	00:06:34
9. /activities/attractions-sightseeing	913 (1.83%)	670 (1.67%)	00:03:39
10. /activities/resorts-lodges-cabins	857 (1.71%)	632 (1.58%)	00:07:48



Country	Acquisition			
	Users	↓	New Users	Sessions
	16,303 of Total: 100.00% (16,303)		15,904 % of Total: 100.10% (15,888)	19,687 % of Total: 100.00% (19,687)
1.  United States	14,832 (90.97%)		14,456 (90.90%)	17,998 (91.42%)
2.  Canada	251 (1.54%)		243 (1.53%)	289 (1.47%)
3.  France	169 (1.04%)		169 (1.06%)	173 (0.88%)
4.  Australia	104 (0.64%)		100 (0.63%)	130 (0.66%)
5.  United Kingdom	92 (0.56%)		89 (0.56%)	105 (0.53%)
6. (not set)	88 (0.54%)		86 (0.54%)	89 (0.45%)
7.  India	87 (0.53%)		87 (0.55%)	101 (0.51%)
8.  Germany	68 (0.42%)		66 (0.41%)	83 (0.42%)
9.  Switzerland	43 (0.26%)		43 (0.27%)	57 (0.29%)
10.  South Korea	43 (0.26%)		43 (0.27%)	43 (0.22%)

City	Acquisition		
	Users	New Users	Sessions
	16,303 of Total 100.00% (16,303)	15,904 % of Total 100.10% (15,888)	19,687 % of Total: 100.00% (19,687)
1. Anchorage	1,778 (10.55%)	1,716 (10.79%)	2,105 (10.69%)
2. San Francisco	787 (4.67%)	728 (4.58%)	947 (4.81%)
3. Seattle	719 (4.27%)	672 (4.23%)	798 (4.05%)
4. (not set)	453 (2.69%)	435 (2.74%)	495 (2.51%)
5. Chicago	294 (1.74%)	268 (1.69%)	337 (1.71%)
6. New York	272 (1.61%)	261 (1.64%)	314 (1.59%)
7. Dallas	268 (1.59%)	244 (1.53%)	293 (1.49%)
8. Los Angeles	257 (1.53%)	241 (1.52%)	284 (1.44%)
9. Kenai	224 (1.33%)	203 (1.28%)	279 (1.42%)
10. Houston	150 (0.89%)	144 (0.91%)	190 (0.97%)

Sessions by device



Mobile

44.4%

↑ 1.5%



Desktop

42.9%

↓ 3.7%



Tablet

12.7%

↓ 2.2%

Last 90 days ▾

MOBILE OVERVIEW >

Social Media:

Earlier this year, KPTMC had one post go significantly viral, and we are still seeing dividends of that posting. Facebook did alter their algorithm which resulted in reduced reach during the last quarter, but it appears that we experienced improved metrics in the fourth quarter, averaging approximately 1000 likes and followers per week. Additionally, in the previous month we have had a reach of 2 million unique people, up 940% from the previous period. As of today, we have nearly 132,000 likes and over 137,000 followers. We are researching methods to monetize this asset moving forward.

Some Highlights:

Page Summary Last 28 days

Export Data

Results from Jun 11, 2018 - Jul 08, 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

June 11 - July 8

30

Total Actions on Page \uparrow 173%



Page Views

June 11 - July 8

2,303

Total Page Views \uparrow 160%

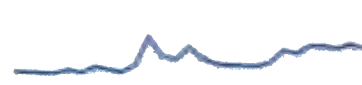


Page Previews

June 11 - July 8

2,124

Page Previews \uparrow 432%



Page Likes

June 11 - July 8

2,780

Page Likes \uparrow 457%

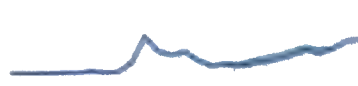


Reach

June 11 - July 8

1,812,862

People Reached \uparrow 817%



Recommendations

June 11 - July 8



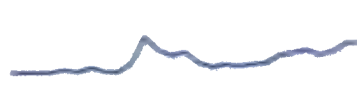
We don't have data to show you this week.

Post Engagements

June 11 - July 8

489,530

Post Engagement \uparrow 991%

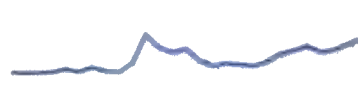


Videos

June 11 - July 8

1,051,923

Total Video Views \uparrow 1,306%



Page Followers

June 11 - July 8

2,921

Page Followers \uparrow 435%





The Kenai, Alaska's Playground

April 24



When you NEED to go fishing but your rig is broke down. This is how it's done #AlaskaStyle 😊



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 8,700 people.

363 people reached

Boost Post

Linda Bratton Pitkin Nate Welter and 673 others 35 Comments 411 Shares

Like Comment Share

Performance for Your Post

38,363	Reached	
2,326	Reactions	Comments & Shares
1,280	Like	528 On Post
76	Love	34 On Post
387	Wow	42 On Shares
25	Wow	121 On Shares
138	Wow	266 On Shares
423	Shares	9 On Post
1,389	Post	16 On Shares
481	Photo	44 On Post
0	Link	94 On Shares
908	Other Content	12 On Shares

NEGATIVE FEEDBACK

30 Hide Post 1 Hide All Posts

0 Report 0 Page

Reported by delayed appears on posts



The Kenai, Alaska's Playground

Published by Summer Lazenby July 6 at 7:55 PM

Alaska's moose are evolving! Mamma is teaching her babies on how to safely cross the street!!

<http://www.ktuu.com/.../Moose-family-stays-safe-on-Eagle-Rive...>



KTUU.COM

Moose family stays safe on Eagle River pedestrian overpass

Check out this photo sent in by Channel 2 viewer Melissa Hayes of a...

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 8,700 people

53,192 people reached

Boost Post

Alyssa Haanen Cam Wynd and 1.7K others 39 Comments 707 Shares

Performance for Your Post

53,192 Reached		
5,128 Reactions	Comments	Shares
3,330 Likes	1,352 Comments	1,978 Shares
574 Shares	269 Comments	305 On Shares
201 Comments	99 On Post	102 On Shares
146 Comments	37 On Post	109 On Shares
180 Comments	49 On Post	131 On Shares
709 Shares	707 On Post	2 On Shares
2,840 Photo Views		
0 Photo Views	1,090 Comments	1,750 Other Clicks

NEGATIVE FEEDBACK

15 Hide Post 5 Hide All Posts

0 Report as Spam 0 Like Page

Reported posts may be hidden that appears on posts

Data is recorded in the Pacific time zone

1W 1M 1Q

Start: 4/1/2018

End: 6/30/2018

Total Page Followers as of Today: 135,893

Total Page Followers

BENCHMARK

Compare your average performance over time

Total Page Followers



Net Followers

Net followers shows the number of new followers minus the number of unfollows

Unfollows Organic Followers Paid Followers Net Followers

BENCHMARK

Compare your average performance over time

Unfollows

Organic Followers

Paid Followers #

Net Followers



WANT MORE LIKES?

Create an ad to get more people to like your Page

Promote Page

Kenai Peninsula wildlife viewing

Where to see wildlife this summer

We are in prime time for Alaska wildlife viewing, and there is no better place to see the sights than on the Kenai Peninsula.

The Peninsula—roughly 100 miles wide and 200 miles long—boasts every wildlife habitat in the Last Frontier except Arctic tundra. That collection of ecosystems provides an excellent opportunity to see creatures of all shapes and sizes. There also is an extensive network of roadways, hiking trails and waterways that help get you closer to nature and everything it has to offer.

Here are the editor's picks of the best spots for the best photo shots from the Peninsula. Don't forget your camera!

Portage Glacier Valley

What to See: Moose, bears, salmon, songbirds

It's not unusual to see cow black bears and cubs eating greens in the valley's meadows during the summer, while birds of all varieties can be seen throughout the area. The Begich-Boggs Visitor Center—open through Labor Day—is a great first stop for wildlife viewing advice. Naturalist-guided walks and current alerts. The Forest Service maintains a number of trails and the Wildlife Viewing Platform is among the best for salmon-viewing in the state.

Getting There: Seward Highway milepost 78.9. The Whittier-Portage Glacier Access Road runs southeast about 5 miles toward the shore of Portage Lake and the highway tunnel to Whittier in Prince William Sound.

Cooper Landing Viewing Area

What to See: Dall sheep, mountain goats, waterfowl

The Cooper Landing Viewing Site provides a place to see a diverse amount of wildlife, including sheep and goats that can be found along nearby steep slopes. With its proximity to the river, there is no shortage of shorebirds and ducks that frequent the area. A boardwalk offers connections from the parking area to restrooms and the viewing site.

Getting There: Sterling Highway milepost 48, turn north into the Cooper Landing State Recreation Site Boat Launch.

Russian River Falls

What to See: Salmon, bears, songbirds

The Russian provides an excellent sockeye salmon run, which is the summer highlight. It's uncommon to see a bear in the area. The Wildlife Viewing Platform is a great spot for viewing. Wildlife biologists urge using the trails.

Getting There: The Russian River Road begins off the access road to the Russian River Campground, at milepost 82 of the Sterling Highway.

Kenai National Wildlife Refuge

What to See: Bald eagles, moose, bears, salmon, lynx, birds of all varieties

The Refuge contains an immense amount of wildlife and a kid-friendly. The Environmental Education Center located in a log cabin at the start of the Keen Eye Trail includes activities for kids and details about what animals have been active recently. The Refuge has roughly 3 miles of maintained trails and boardwalks traverse both woods and wetlands teeming with critters.

Getting There: At Sterling Highway milepost 96.1 (just south of the Kenai River Bridge), turn east on Funny River Road then immediately turn right on Skiff Road. The headquarters is less than a mile ahead, on the left.

Tustumena Lake Road

What to See: Moose, bears, waterfowl, salmon, songbirds

Tustumena Lake—the largest freshwater body on the Kenai Peninsula—stretches more than 20 miles toward the mountains and is about 80,000 acres. Tustumena Lake Road winds more than 6 miles through lowland forest to a boat launch on the Kaslof River. Larger animals such as moose and bears typically are observed early and late in the day, while returning sockeyes return to the area by the millions.

Getting There: Sterling Highway milepost 110.1. Turn left (east) on Johnson Lake Loop Road. After almost one-half mile, turn right on Tustumena Lake Avenue. Follow the road until it ends at the boat launch.

Deep Creek State Recreation Area

What to See: Shorebirds, waterfowl, bald eagles

Deep Creek, just south of Nichikik, looks out over the Cook Inlet and includes an amazing array of marine life. The rocky

beach offers a unique glimpse of the intertidal world, while the estuary and marsh extend a half-mile inland, where the creek bottom transitions to a freshwater riparian zone. The area also is one of the most popular sites for launches into the inlet by anglers in pursuit of halibut and salmon. The tides in the area are extreme and caution is advised anywhere along the water's edge.

Getting There: Sterling Highway milepost 137.4; turn at the Deep Creek State Recreation Area sign.



Resurrection Bay

What to See: Sea otters, bald eagles, seals, whales, killer whales, salmon, shorebirds

This region contains deep fjords, shallow coves, estuaries and beaches. The relatively protected waters and shoreline state parklands attract an array of marine wildlife. It's not uncommon to find more than a dozen species of birds on a single beach area at a time, while eagles frequent the towering Sitka spruces of the coastal temperate rainforest climate. The bay is a favorite of sea kayakers.

Getting There: Seward and nearby Resurrection Bay are located at the southern end of the Seward Highway.

Kenai Fjords

What to See: Sea otters, whales, marine life, shorebirds

The fjords and islands of Kenai Fjords National Park and the Alaska Maritime National Wildlife Refuge showcase the best of the state's marine world. Puffins and other seabirds perch and nest along cliff faces just above the water. Otters float

belly-up eating mussels and clams, while harbor seals haul out on icebergs off Adak and Northwestern glaciers. Humpback and killer whales spend the summer fattening up on herring and salmon.

Getting There: Several companies offer half-day and full-day excursions to the Chazarell Islands and Kenai Fjords National Park. Charter boats, water taxis and sea kayak tours offer options to spend more time in remote areas.

Homer Spit

What to See: Bald eagles, seals, marine life, shorebirds

The Spit extends almost 5 miles into the marine haven of Kachemak Bay, offering viewing of seabirds, mammals and other offshore animals. Gulls and shorebirds flock to the area en masse, while otters and sea lions can be found floating just off the Spit. Marine life including sea stars and various other small crustaceans can be seen along the rocky beach. Bald eagles flock to the area and enjoy feasting on any fish carcasses that can be found.

Getting There: Take the Sterling Highway through Homer and follow the signs; the highway ends on the Spit.

Kachemak Bay State Park

What to See: Sea otters, bald eagles, whales, moose, bears, shorebirds

Alaska's first state park contains roughly 400,000 acres of mountains, glaciers, forests and ocean. The park's outstanding scenery is a backdrop for high-quality recreation. Kachemak Bay is a critical habitat area, supporting many species of life, from ocean animals to mountain dwellers. The many species of birds that inhabit the bay, including eagles, gyrfalcons and puffins.

Getting There: Commercial water taxis and tours operate daily from the Homer Small Boat Harbor to the State Park's Halibut Cove Lagoon public dock. Boats also can be chartered to one of the many Park trails or cabins.



Alaska's playground Lots to love on the Kenai Peninsula

So many choices, so much fun, so little time!

Where do Alaskans choose to play every summer? Most choose the Kenai Peninsula—Alaska's most popular summer playground.

Why the Kenai?

First because there's so much to do—and we'll give you lots of suggestions right here.

Second because it's so accessible by car, RV and even Alaska flights.

And third (or maybe first) because the fishing is fabulous!

From the giant halibut of Kachemak and Resurrection Bays, to the legendary king salmon of the Kenai River, to the millions of sockeye and silver salmon that flood through the Cook Inlet to countless rivers and streams, this is a fisherman's paradise.

For many of us, it's also where we fill the freezer for the winter, by rod-and-reel or dipnet. But fishing is just the start of the adventures here.

The Kenai Peninsula Borough covers 25,600 square miles, more land than some states. Its communities from Seward to Kenai and Soldotna to Homer are as diverse, scenic and historic as anyplace in Alaska. While you probably won't see it all, here are some suggestions on adventures to make the most of your time on the Peninsula when you're not fishing!

Wildlife and Glacier Cruise

You can't travel Alaska and miss the chance to see orcas, humpbacks, sea lions and sea otters in their natural element amid breathtaking scenery. Several tour companies provide day trips from Seward and Whittier above big comfortable catamarans, lunch included!

Dogsledding

Experience firsthand the rush of being pulled on a dogsled. Or if you're adventurous do a heli-dog sled trip and dog sled on a glacier! It's off-season training for the dogs too, so everybody wins.

River Rafting

Enough looking at the water—get out there! You can choose anything from a calm float down the stunning Upper Kenai to a heart-pumping Class 5 white water adventure down 5 Mile Creek!

Flightseeing

Alaska and airplanes are inseparable, and to really see Alaska, you need to do so by air. Our great flightseeing companies will give you a bird's eye view of volcanoes

and ice fields of Lake Clark Pass. It's a flight you never forget! By plane is also the way to reach remote bear-viewing locations where the huge brown bears gather to feed on rich salmon. Wild Alaska up close and personal.

Alaska Sealife Center

On Resurrection Bay in Seward, this is one of the great research and public sea centers in America, and this year they're celebrating their 20th Anniversary. Prepare to fall in love with otters when you visit.

Hiking

You could spend a lifetime hiking the Peninsula and never see the same trail twice. There are more than 400 miles of improved trails with something for all skill levels. Take an hour or several days. Prepare for the weather, take a friend and take the bear spray!

Great Seafood

Just as Alaska is the most diverse state in the Union, our food covers every ethnicity and every palate. But we're all about



our fresh wild Alaska seafood and from Seward to Soldotna you won't find it any fresher than on the Kenai Peninsula.

Brew Tour

The Kenai is becoming a Mecca for craft brews and wine, and the authentic Alaskans who are making not just great beer but a difference in their communities. See the full list of Kenai Peninsula breweries and wineries on page 19.

Horseback Riding

As you travel the Peninsula, you'll notice we also love our horses. And what a way to experience the wonders of the Kenai Peninsula, on a guided horseback tour.

Paddle Boarding

The hottest water new sport on the Peninsula is paddle boarding. In the land that invented kayaking, Alaskans and visitors are now finding that paddleboards provide the up-close experience of kayaking, with even more comfort for beginners. Board tours and rentals are available in all our ocean communities as well as Cooper Landing.

Birding

Thanks to our rich sea life, we also have one of the largest most diverse popula-

tions of bird life on earth. From majestic bald eagles to delicate shorebirds to the omnipresent gulls and ravens, you can spend a lifetime admiring our feathered friends. Many of us do!

Listen to the Music

We celebrate the musicality of our Peninsula with both live music venues and festivals throughout the summer. Be sure to check out chamber music in the Soldotna park every Wednesday (accompanied by food trucks, so you don't have to listen on an empty stomach). And plan for our own music festival of the Peninsula, Salmonfest, in August.

As to the Fishing...

What can we say, it's the best on earth! All five species of Pacific salmon—halibut, lingcod, rockfish, and in our rivers giant rainbow trout and Dolly Varden. Also chances to win big with your big catch with the Halibut Jackpot Derby in Homer, Seward Halibut Derby and Silver Salmon Derby, and now the Kenai River Silver Salmon Derby. Fish on.

Learn more about options all over the Kenai Peninsula at kenaipeninsula.org or call 907-262-6229.

Passport to adventure

KPTMC provides a special free "passport" to 2018 summer visitors.

The free "Passport To Adventure On The Kenai" is filled with more than 40 special offers for dining, lodging, shopping, fishing and other activities across the Kenai Peninsula.

Visitors who collect a stamp from 10 of the 13 destination communities can enter to win a Grand Prize Kenai Peninsula Vacation Package for next year!

The Passport is available at any chamber of commerce office on the Peninsula, at participating merchants or online at kenaipeninsula.org/get-your-passport.



EASTERN REGION:

Danny Seavey, Seavey's Iditaride
Courtney Larsen, Adventure Guru

CENTRAL REGION:

Eric Dahlman, Seavey's Iditaride
Pamola Parker, Everything Bagels

SOUTHERN REGION:

Laurel Hiltz, Seldovia Village Tribe
Mike Warburton, The Ocean Shores

INCORPORATED COMMUNITY REPRESENTATIVES:

Cindy Clock,
Seward Chamber of
Commerce

Shanon Davis,
Soldotna Chamber of
Commerce

Johna Beech,
Kenai Chamber of Commerce
and Visitor Center

Debbie Speakman,
Homer Chamber of
Commerce

BOROUGH WIDE REPRESENTATIVES:

Kelli Johnson, Aspen Hotel

Kelly Cooper, Kenai Peninsula Borough

Travis Taylor, Premier Alaska Tours

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: Summer Lazenby Date: 7-10-18

Printed Name and Title: Summer Lazenby, Executive Director

Alaska SBDC KENAI PENINSULA

QUARTERLY REPORT
APRIL - JUNE, 2018



Vitalize Alaska Business Conference
June 27, 2018



FROM THE STATEWIDE DIRECTOR

Building a better economic future for Alaskans



Jon Bittner
Executive Director

The record number of advising hours provided to Alaska SBDC clients on the Kenai Peninsula over the last several months have started producing results, as tourist season goes into full swing. In addition to 12 newly launched businesses, many existing businesses report being so busy they have not been able to complete our verification process! Most existing business owners are seeing the positive cash flow they had anticipated. That said, due to a late return of salmon, a few tourism businesses are feeling the pinch and many will not know how this will impact their bottom-line until next quarter. The Alaska SBDC is prepared to provide assistance to businesses struggling in the wake of these challenges, should the need arise.

In order to better serve Seward and residents on the eastern side of the Kenai Peninsula, Alaska SBDC has teamed up with the Bering Sea Fishermen's Association, the City of Seward, and the Seward Chamber of Commerce to create an Alaska SBDC business advisor/Blue Pipeline incubator position for Seward. This new hybrid position is both exciting and highly desired by Seward locals.

With summer in full swing, the Alaska SBDC has had an exceptionally busy quarter, as our centers continue to see a high volume of new and returning clients. Additionally, we have launched our new Rural Business Development Program designed to further enhance our support of rural communities and entrepreneurs across the state. Our dedicated rural business adviser, Ian Grant, is based out of Juneau and has conducted workshops, advising sessions and community outreach in a variety of communities with great success. We look forward to offering even more opportunities and resources to rural Alaskans through this program in the future!

Alaska SBDC Client Coordinator and Lemonade Day Manager Harley Tennant did an outstanding job organizing Lemonade Day Alaska in June! Over 1,500 kids from nearly 40 communities across the state, from Skagway to Utqiagvik, launched lemonade stands as part of this year's program, and by doing so developed financial literacy, entrepreneurship

Alaska SBDC advisors on the Kenai Peninsula were busy this quarter, providing over 350 hours of business advising and participating in several special events.

Quite a lot of time was spent with our Kenai bowling alley clients, who are nearing the closing of their loan to renovate the facility. Demolition was completed in May, and the bowling alley proprietors are preparing for plumbing and electrical work to begin in July. They have 12 PBA-certified lanes ready to install to upgrade the old lanes with divots and tilts. This new family-fun center will become one of the best places to recreate on the Kenai Peninsula, and we are proud to have played a significant part in the process.

Kenai Peninsula Regional Director Bryan Zak and I would like to thank the Kenai Peninsula Borough Mayor and Assembly for approving our funding in the amount of \$100,000. The support you provide is vital for us to continue to give small business owners on the Kenai a place to go for no-cost business assistance. We will continue to work hard to support a strong and growing economy on the peninsula through small business development.

Alaska SBDC FY2018 Q4

and leadership skills. Not only is this program a great way for kids to raise money for themselves, over the life of the program hundreds of thousands of dollars have been raised through these lemonade stands and donated to the participants' chosen charities.

The Alaska SBDC also recently partnered with the University of Alaska Center for Economic Development to host our first Vitalize Alaska business conference. This action-packed, multi-faceted event brought together over 70 speakers, 15 panel discussions, seven keynote speakers and 300 conference attendees to celebrate, educate and connect Alaska businesses. For more information and to see pictures from the event, check out the write up on the back of this report.

As always, the team here at the Alaska SBDC remains committed to working together with all of you to build a better economic future for all Alaskans.

FROM THE KENAI PENINSULA CENTER DIRECTOR

Working to support a strong and growing economy on the Kenai Peninsula



Cliff Cochran
Kenai Peninsula
Center Director

KENAI PENINSULA CENTER UPDATE

April - June, 2018

Fourth quarter highlights for Kenai Peninsula

KENAI PENINSULA Q4 AT A GLANCE

Number of Clients Advised

Current Quarter: 85
FY2018*: 241

Jobs Created

Current Quarter: 32
FY2018*: 106

Business Starts

Current Quarter: 12
FY2018*: 33

Capital Infusion

Current Quarter: \$758,400

- SBA Loans: \$0
- Non-SBA: \$488,400
- Non-Debt Financing: \$270,000

FY2018*: \$5,957,279

Training Events & Attendees

FY2018*: Online webinars and 12 in-person workshops, serving 80 Kenai Peninsula attendees.

*FY2018: July 1, 2017 - June 30, 2018

KENAI PENINSULA - Q4 PRIMARY AREAS OF ADVISING



KENAI PENINSULA CLIENTS BY INDUSTRY - Q4



Services

The Alaska SBDC provides no-cost, confidential advising services to all individuals seeking assistance. During the fourth quarter of FY2018, 85 Kenai Peninsula business owners and entrepreneurs received more than 350 hours of advising assistance and support from Alaska SBDC staff.

Capital Infusion

The fourth quarter of FY2018 produced \$758,400 in capital infusion, representing an 11% increase over the same quarter in FY2017.

New Jobs

Alaska SBDC clients reported creating 32 new jobs during quarter four, a significant increase over last quarter and a 14% increase over the fourth quarter of 2017.

New Businesses

An enterprise is considered "in-business" when it meets criteria such as fulfilling required licensing/permitting, maintaining payroll, acquiring debt or equity capital, and generating sales. During the fourth quarter, Alaska SBDC clients reported 12 qualifying new-business-starts. These new businesses fell within the accommodation/food industry, construction, healthcare, manufacturing, professional/technical services, and the transportation/warehousing sectors.

Alaska SBDC Kenai Peninsula Center Activity - Historical Comparison

	FY2017 Q4	FY2018 Q1	FY2018 Q2	FY2018 Q3	FY2018 Q4
New Businesses Created	9	15	3	3	12
Jobs Created	28	35	34	5	32
Loans (in dollars)	\$376,000	\$3,415,234	\$570,000	\$390,000	\$488,400
Total Capital (loans + equity)	\$682,000	\$3,746,479	\$937,050	\$515,350	\$758,400
New Clients	28	21	30	35	29
Total Clients	83	97	81	91	85
Total Advising Hours	375.50	260.98	391.57	525.32	358.41



VITALIZE ALASKA

Alaska's Premier Business Conference

The Alaska SBDC was proud to partner with the University of Alaska Center for Economic Development to host the first Vitalize Alaska business conference! Created to educate, celebrate and connect Alaska businesses, nearly 300 attendees converged on June 27, 2018 at the Hotel Captain Cook in Anchorage to learn through a robust series of panel discussions, keynote presentations and workshops centered around finance, marketing, media, entrepreneurship, and more.



Some of the highlights of the conference included presentations from Michael Houlihan, founder of Barefoot Wines; Kyle Walker from Amazon.com; Amy Cortese, New York Times writer and author of *Locavesting*;

Lemonade Day National President Stephen Gordon; University of Alaska President Jim Johnsen; and Anchorage Mayor Ethan Berkowitz. Three breakout sessions and fifteen interactive panel discussions offered attendees a chance to engage in a wide variety of subjects to suit their needs and interests.

After the conference, attendees also got a chance to participate in a homegrown version of the popular TV show *Shark Tank*. Local entrepreneurs pitched their businesses to



local investors and *Shark Tank* producer Mindy Zemrak, as the audience indulged in a fun filled evening at the 49th State Brewery celebrating and supporting Alaska entrepreneurship and innovation.



This year's Vitalize Alaska conference is just the beginning of an exciting approach to small business development in our state. As an organization committed to growing, connecting, and celebrating small businesses in

Alaska, our goal is to build on the energy and enthusiasm generated by Vitalize Alaska by creating new and innovative programs that support Alaska's small businesses and entrepreneurs. Please contact us if your organization or community is interested in partnering with us to "vitalize" small business development in your region!



Alaska Small Business Development Center

1901 Bragaw Street, Suite 199 | Anchorage, Alaska, 99508 | www.aksbdc.org | info@aksbdc.org