



**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: 28 January 2015
SUBJECT: **FY15-2Q Non-department Grant Reports**

Attached are the FY15 second quarter grant reports for non-departmental awards.

CARTS – Central Area Rural Transit System
KPEDD – Kenai Peninsula Economic Development District (not received at this time)
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

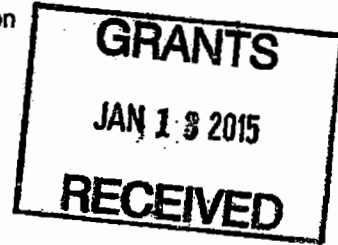
FROM: CARTS
 KPB ACCOUNT: 100.94910.CARTS.43010

Contract Amount: \$50,000
 Ending: June 30, 2015

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: 01/12/15
Report No.: 2
Quarter From: 10/01/14
To: 12/31/14



FINANCIAL REPORT:

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 20,868.00	6,413.09	7,170.74	13,583.83	\$ 7,284.17
Travel		-	-	-	\$ -
Contractual	\$ 21,132.00	4,056.45	1,114.73	5,171.18	\$ 15,960.82
Supplies	\$ 8,000.00	2,375.00	3,869.99	6,244.99	\$ 1,755.01
Equipment		-	-	-	\$ -
		-	-	-	\$ -
TOTALS	\$ 50,000.00	12,844.54	\$ 12,155.46	\$ 25,000.00	\$ 25,000.00
Payment Request					\$ 12,155.46

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 12,224 one way trips this reporting period. That brings our total overall to 691,295 trips. 66% of CARTS trips are paid for by the person taking the trip. The remainder are paid for by a human service agency or program. (When we first started delivering ride only 30% were paid for by the rider.) In Homer there were 1,422 trips delivered this period, up from 986. The Homer group is looking for another outlet to sell vouchers. Currently they are sold at the Independent Living Center.

CARTS recently implemented online punchcard sales online. Customers can have a punchcard mailed to them or they can now purchase punches and put them in to their "ticketless fare account". When a ride is scheduled the appropriate number of punches will be encumbered. When the ride is delivered the punches will be deducted from the account. If the ride is cancelled or otherwise not performed the punches are returned to the account. So far it has been very well received and is working as intended. We continually strive to make it as easy as possible to use our services.

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: 01/12/15
 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: KPTMC
 KPB ACCOUNT: 100,94910.KPTMC.43021

Contract Amount: \$300,000
 Ending: June 30, 2015

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: December 19, 2014 Report No.: 2 Quarter From: October 1, 2014 To: December 31, 2014
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FINANCIAL REPORT:

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 42,200.00	\$ 10,046.13	\$ 7,014.08	\$ 17,060.21	\$ 25,139.79
Travel	\$ 15,200.00	\$3,052.44	\$ 1,704.46	\$ 4,756.90	\$ 10,443.10
Adv/Marketing	\$ 242,600.00	\$95,102.16	\$ 67,795.31	\$ 162,897.47	\$ 79,702.53
					\$ -
TOTALS		\$ 108,200.73	\$ 76,513.85	\$ 184,714.58	\$ 115,285.42

Payment Request	\$ 76,513.85
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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 Sales up in 2014

Visitation to the Kenai Peninsula was up slightly in the 2nd and 3rd Quarters according to KPB taxable sales tax data. While visitation to Alaska as a whole saw a modest increase of 2%-3%, taxable sales in The Kenai were up just under 1 million dollars, or 1.5%.

Looking ahead, all indications are that 2015 will be another record breaking visitor year. Travel intention reports from the Alaska Travel Industry Association will be released mid-January.



2014 Discovery Guide

Distribution of the 2014 Discovery Guide was completed in October.

In addition to the guides that were mailed to perspective visitors we provided our members with 1994 qualified email leads from people who requested additional information from Kenai Peninsula businesses.

2015 Discovery Guide

The shipment of the 2015 Discovery Guide was received in November and distribution has begun. Income from sales of the 2015 guide came in at \$140,000.

Alaska Travel Industry Association Convention:

KPTMC's Executive Director and Director of Member Relations attended ATIA's Convention in Fairbanks October 6-10. KPTMC's sponsorship of this event allowed us to distribute our Passport to Adventure on The Kenai to all 450 attendees in their delegate bags.



The Alaska Travel Industry Association (ATIA) is the state's leading industry organization for travel-related businesses and supporters. Made up of over 600 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 Hamrick, was appointed to the ATIA Board of Directors at the convention.

Oxygen and Octane Consumer Show:

KPTMC partnered with Freddie's Road House to attend Alaska's winter travel show, Oxygen and Octane, at the Dena'ina Center in Anchorage October 3-5, 2014. In addition to distributing Discovery Guides and Passports, we handed out member brochures, ski trail and snowmachine maps, and winter events calendars for The Kenai.



Media Road Show:

KPTMC's Director of Member Relations attended Alaska Media Road Show in Santa Barbara California October 26-28. 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. Popular story ideas included remote lodges & destinations, the new Kenai National Wildlife Visitor Center and "adventure for everyone" (highlighting the diversity of activities available on the Kenai Peninsula).

The State of Alaska will be having 2 media FAM (familiarization) trips in 2015 (besides the one-on-ones). One will be focused on national parks throughout the state, and one will be focused on food and libations.

2014 Kenai Peninsula Discovery Guide Distribution Summary	
Source	# of Guides
Website Requests	5,983
State of Alaska Mailing	50,000
Phone Requests	555
Membership Mail Outs	285
Mail Requests	5
Paid Leads	21,762
Visitor Centers	8,952
Anchorage Brochure Distribution	32,640
Businesses	1,360
Conventions	3,888
Total	125,430

Member Services Packet:

In November KPTMC distributed our 2015 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 2014 these programs generated \$45,000 in revenue.

We also offer our members a suite of online media services to help grow their business. In the last quarter our Communications Manager has completed the following projects for Kenai Peninsula Businesses:

- Loomis Sage Marketing - Content Management Website
- The Restaurant @ Shea Drolet Café - Graphic Design and Social Media Set-Up
- Salmon Catcher Lodge - Graphic Design , eNewsletter Template and Training

KPTMC currently has three additional projects in the hopper: Digital Media Audit for Salmon Catcher Lodge, Content Management System for the Kenai Watershed Forum - Birding Festival and a Content Management System for Alaska Trackchair.

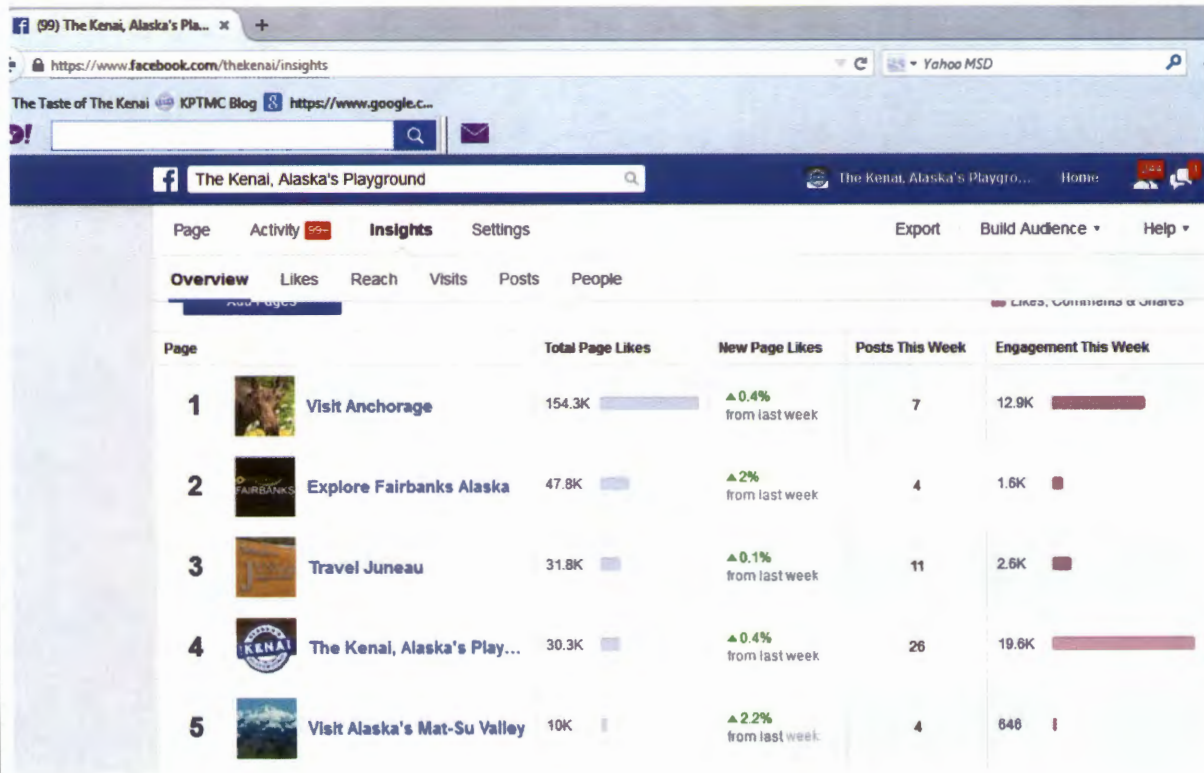
www.KenaiPeninsula.org

KPTMC has begun looking into options to update kenaipeninsula.org to make it responsive to mobile devices. While our visitation continues to grow each year, up 8.5% over the same period in 2013, our bounce rate has risen and page views are falling. This is likely due to people accessing our site from mobile devices and leaving because the site isn't formatted for mobile. This will be a top priority in our next budget cycle.



Social Media:

In the last quarter “likes” on The Kenai’s Facebook page have grown by almost 1,500, for a total of 30,302 fans. Engagement with our content continues to be outstanding, surpassing our larger competitors. As you can see from the screenshot pictured here, we had 19.6 thousand engagements with our posts in the last week, compared to 12.9 thousand with Visit Anchorage and 1.6 thousand with Explore Fairbanks.



In addition, we have posted 8 blogs and sent out 6 visitor newsletters to over 2,000 subscribers in the past quarter. You can check out our bi-weekly blog at: <http://thekenai.wordpress.com/>

Taste of The Kenai: Planning has begun for our 5th Annual Taste of The Kenai event, scheduled for February 28th, 2015 at the Sterling Community Center.

2015 KPTMC Board of Directors:

<p>EASTERN REGION: Danny Seavey, Seavey's Ididaride George Helm, Alaska River Adventures</p>	<p>CENTRAL REGION: Eric Dahlman, Sportsmans Warehouse Jason Young, Diamond M Ranch</p>	<p>SOUTHERN REGION: Ian McGaughey, Seldovia Villiage Tribe Josh Tobin, Loopy Lupin Distribution</p>
<p>INCORPORATED COMMUNITY REPRESENTATIVES:</p>		
<p>Cindy Cloak, Seward Chamber of Commerce</p>	<p>Michelle Graves, Soldotna Chamber of Commerce</p>	<p>Johna Beech, Kenai Chamber of Commerce and Visitor Center</p>
<p>Executive Director (In transition), Homer Chamber of Commerce</p>		
<p>APPOINTED: Mike Warburton, Ocean Shores Motel</p>		

Happy Holidays from KPTMCI

https://www.youtube.com/watch?v=eq6QsbWxkdI&feature=youtube_gdata_player



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 18, 2014

Printed Name and Title: Shanon Hamrick, Executive Director

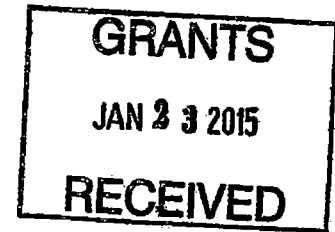


Alaska Small Business Development Center

SBDC UNIVERSITY of ALASKA ANCHORAGE

January 1, 2015

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



Dear Mayor Navarre:

I'm pleased to offer the attached Alaska Small Business Development Center South West Region (SBDC-SW) report for your review. First quarter results are as follows:

- Total # of clients counseled: 72
- New clients counseled: 33
- New businesses: 5
- Jobs created: 17
- Capital infusion: \$754,775

During the second quarter of FY15, in addition to providing ongoing services to business owners resulting in the above mentioned scorecard metrics, the SBDC-SW:

This quarter kicked off an SBDC-SW combined stakeholder focus on Business Retention and Expansion. The State of Alaska provided Business Retention and Expansion the software. The University Center for Economic Development (CED) provided the training and the Kenai Peninsula Economic Development District (KPEDD) organized the teams made up of members from the City of Soldotna, the Soldotna and Kenai chambers of commerce as well as the SBDC-SW. We are pleased to report this focus enhances the SBDC-SW ability to reach high impact clients.

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

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

**Second Quarter Report
FY2015
October 1, 2014 through December 31, 2014**

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

January 1, 2014

The focus of the Alaska Small Business Development Center Southwest Region (SBDC-SW) 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.

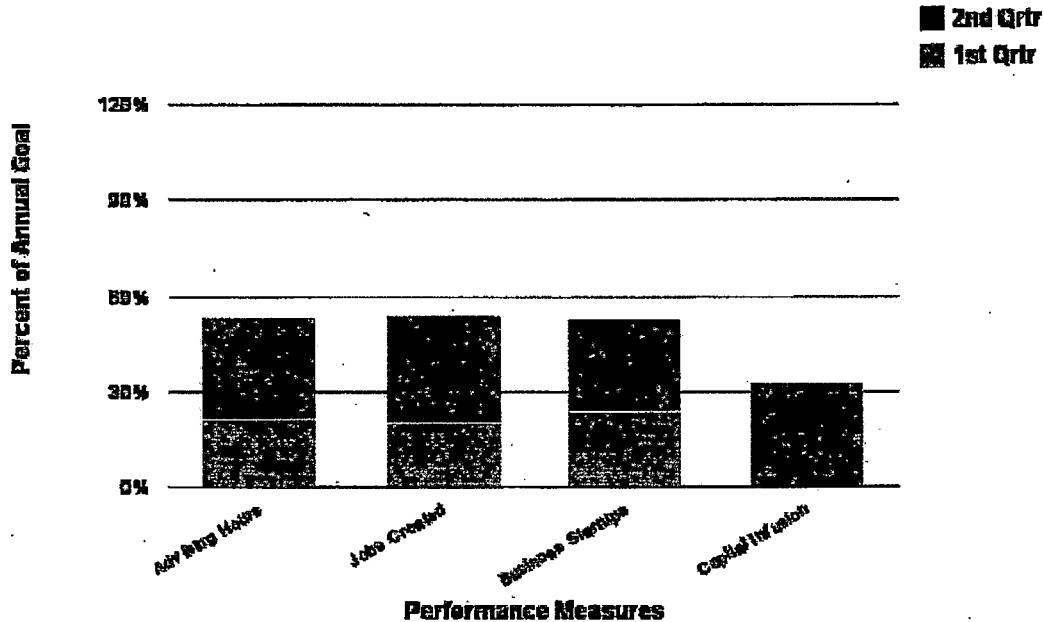
The SBDC-SW also provides entrepreneurs access to business libraries at AVTEC in Seward, and at the SBDC offices in Soldotna and Homer. Additionally, computers with internet connections are available for conducting research, and business training is provided through no- and low-cost seminars, workshops, and webinars. The Offices in Soldotna, Homer, and Seward offer further assistance through SBDC-SW'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.

This quarter kicked off an SBDC-SW combined stakeholder focus on Business Retention and Expansion. The State of Alaska provided Business Retention and Expansion software. The University Center for Economic Development (CED) provided the training and the Kenai Peninsula Economic Development District's organized the teams made up of members from the City of Soldotna, the Soldotna and Kenai Chambers of Commerces as well as the SBDC-SW. We are pleased to report this focus enhances the SBDC-SW ability to assist high impact clients.

Performance Indicators and Progress To-Date

The SBDC-SW performance measures for FY15 (7/01/2014 through 6/30/15) are listed below with progress for the year to date (YTD).

Kenai Peninsula Center (7/1/14 - 6/30/15)



Number of Clients advised Current Quarter: 72
YTD: 119 unique clients

During the second quarter, 72 clients received advising assistance. This represents 244.25 hours spent with clients in the quarter. Since the beginning of the fiscal year (YTD), 119 individual clients met with a business advisor one or more times. Of clients that are currently in business, 18 are women-owned businesses, 32 are male-owned and 14 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-SW 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 counselor 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.

The regional results reported below represent the SBDC-SW's Key Performance Indicators (KPI's) which are each tied to our Key Performance Measures. The trend for all KPI's continue to indicate a steady upward trend and we attribute this to our organization's Baldrige journey to achieve performance excellence.

Jobs Created**Current Quarter: 17****YTD: 27**

During the second quarter, clients reported the creation of 17 new jobs within the construction, manufacturer/producer, professional/technical and service sectors:

Business Starts**Current Quarter: 5****YTD: 9**

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 5 new business starts in the construction, manufacturer/producer, professional/technical, and service sectors.

Capital Infusion**Current Quarter: \$754,775****YTD: \$754,775**

The SBDC-SW 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 \$754,775 in capital infusion, to include the following:

SBA Loans: \$0

Non-SBA: \$569,600

Non-Debt Financing: \$185,175

Training Events & Attendees**YTD Events: 4****YTD Attendees: 16**

Training events, in the form of workshops and classes, are available through the SBDC-SW 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-SW during the Second Quarter FY15.

Bryan Zak**January 1, 2015**