


KENAI PENINSULA BOROUGH
Community & Fiscal Projects

MEMORANDIUM

TO: Charlie Pierce, Mayor
FROM: Brenda Ahlberg, Community & Fiscal Projects Manager 
DATE: July 25, 2019
SUBJECT: **FY19-4Q Economic Development Grant Reports**

Attached are the grant reports for the following entities:

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: KPEDD
KPB ACCOUNT: 100.94900.KPEDD.43009

Contract Amount: \$100,000
Ending: June 30, 2019

Financial / Progress Report

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

Project Name: Non-Areawide KPB Economic Development
Date: 7/8/19
Report No.: 4 of 4
Quarter From: 04/01/19
To: 06/30/2019

FINANCIAL REPORT:

FINAL REPORT DUE ON OR BEFORE 07/10/2019

| Cost Category | Authorized Budget | Expenditures from Last Report | Expenditures This Period | Total Expenditures to Date | Balance of Funds |
|-----------------|----------------------|-------------------------------|--------------------------|----------------------------|------------------|
| Personnel | 100,000 | 75,000.00 | 25,000.00 | 100,000.00 | \$ - |
| Travel | | - | - | - | \$ - |
| Contractual | | - | - | - | \$ - |
| Supplies | | - | - | - | \$ - |
| Equipment | | - | - | - | \$ - |
| TOTALS | \$ 100,000.00 | 75,000.00 | \$ 25,000.00 | \$ 100,000.00 | \$ - |
| Payment Request | | | | | \$ 25,000.00 |

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.

Please see the attached 2019 Year-end Report.

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: [Signature] Date: July 8, 2019

Printed Name and Title: Tim Dillon, 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

- During the 2019 fiscal year, KPEDD updated the Situations and Prospects Report which will be available July 31, 2019 through Infogram dashboards on the KPEDD website. This report is a collection of the previous 5 years of data on topics including population and aging demographics, education, housing, cost of living, travel and freight, tourism, fishing, 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.
- KPEDD also updated the Comprehensive Economic Development Strategy, which is currently in the public comment period. This update is part of a 5-year plan for the economic development focus areas of the Kenai Peninsula Borough from 2016-2021. The report be finalized on July 15, 2019, and 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.
- KPEDD created a Complete Count Committee for the 2020 Census. The committee, which included representation from each community on the Kenai Peninsula, will identify individual community platforms and educate residents on the upcoming Census to increase participation rates. Each resident attributes to roughly \$2,959 in federal funding opportunities to the State and Borough.
- KPEDD assisted eligible businesses in the Kenai Peninsula Borough through microloans up to \$25,000. Funding assistance provides startup capital, seasonal bridges, and equipment upgrades. KPEDD also assisted Borough-wide businesses through individualized financial and technical business assistance.
- KPEDD has secured federal EDA and Denali Commission funding for workforce planning. The goal of the workforce and education plan is to pool existing community-wide resources and identify regional gaps to enhance Borough human-capital. Program partners include the Kenai Peninsula Borough, Economic Development Administration, Denali Commission, Peninsula-wide cities, Offices of Senator Dan Sullivan and Lisa Murkowski, Alaska Department of Labor, KPB School District, Kenai Peninsula College, AVTEC, Challenger Learning Center, Alaska Gasline Development Corporation, Regional Tribal organizations, local banks, and various industry leaders.
- The 2019 Industry Outlook Forum was held on January 9th in Homer. The event was free to the public and provided a platform for industry leaders and state officials to give updates and discuss local projects. A few of this year's presentations included speakers



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.

from the State of Alaska, South Peninsula Hospital, Hilcorp Alaska, and regional entrepreneurs.

- KPEDD presented regional updates as follows:
 - August 15, 2018 – Soldotna City Council
 - August 27, 2018 – Homer City Council
 - September 18, 2018 – Seward City Council
 - September 28, 2018 – Seward Chamber of Commerce
 - October 3, 2018 – Kenai City Council
 - October 9, 2018 – Kenai Peninsula Borough Assembly
 - October 11, 2018 – Homer Rotary
 - October 22, 2018 – Seldovia City Council
 - November 20, 2018 – Kenai Peninsula Borough Assembly
 - November 28, 2018 – Soldotna City Council
 - December 5, 2018 – Kenai Chamber of Commerce
 - January 9, 2019 – Industry Outlook Forum
 - January 15, 2019 Homer Chamber of Commerce
 - January 24, 2019 – Soldotna Rotary
 - February 5, 2019 – Kenai Peninsula Borough Assembly
 - February 22, 2019 – Kenaitze Indian Tribe
 - March 5, 2019 – Kenai Peninsula Borough Assembly
 - March 7, 2019 – Alaska State Senate
 - May 7, 2019 – Kenai Peninsula Borough Assembly

- Staff assisted the Kachemak Shellfish Mariculture Association (KSMA) in locating and applying for funding opportunities to upgrade existing equipment. KSMA supports oyster farms across the state and is critical for healthy and sustainable spat numbers. KPEDD is currently waiting for equipment blueprints and construction bids from KSMA.
- KPEDD continued to support of the Kenai Peninsula Construction Academy through the Business Incubation Center and provided 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 classes free of charge. Upon graduation, students are directed into apprenticeship programs and placed with employers.
- KPEDD successfully transitioned to a paperless system, with all reports now available in a downloadable online format.
- KPEDD redesigned the website, which will go live in July, to focus support of relocating families and site selectors by disseminating relevant data (through the Situations and Prospects Report via Infogram dashboards) and identifying existing infrastructure and programs.
- Although KPEDD was prepared to assist the Kenaitze Indian Tribe to create a tribal foods system assessment plan, which would provide access to traditional foods for low-income Alaskan Native tribal members, the Kenaitze Indian Tribe did not receive the required USDA funding for the program.
- Tim served as Co-chair of the dome project until the expansion was ultimately voted down by Soldotna residents.



Community & Fiscal Projects

144 N. Binkley Street, Soldotna, Alaska 99669 • (907) 714-2150 • (907) 714-2377

KPB GRANT NARRATIVE/FISCAL REPORT FORM

FROM: KPTMC
Account: 100.94900.KPTMC.43021

Award Amount: \$100,000

Ending: June 30, 2019

PD 19-0702

Submit Report To:

Brenda Ahlberg, Community & Fiscal Projects
bahlberg@kpb.us

Period of Performance for this Report:

Start Date: April 1, 2019

End Date: June 30, 2019

Kenai Peninsula Borough

144 N. Binkley St., Soldotna, AK 99669

FINAL REPORT IS DUE BEFORE 07/10/19

<< DOUBLE-CLICK THE SPREADSHEET. FILL IN THE BUDGET COLUMN TO ACTIVATE THE EMBEDDED FORMULAS >>

| Cost Category | Authorized budget | Total expenditures from ALL prior reports | Expenditures to reimburse this period | Total expenditures to date | Balance of Funds |
|------------------|----------------------|---|---------------------------------------|----------------------------|------------------|
| Contractual | \$ 82,795.00 | \$ 33,113.04 | \$ 52,211.09 | \$ 85,324.13 | \$ (2,529.13) |
| Personnel/Fringe | \$ 17,205.00 | \$ 11,431.86 | \$ 3,244.01 | \$ 14,675.87 | \$ 2,529.13 |
| | \$ - | \$ - | \$ - | \$ - | \$ - |
| TOTALS | \$ 100,000.00 | 44,544.90 | \$ 55,455.10 | \$ 100,000.00 | \$ - |

Expenditures this period to be reimbursed >>>

\$ 55,455.10

Ahlberg Note: Backup documentation on file.

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.

Quarter 4, Fiscal Year 2019

Quarter four focused on maximizing values. As the lead in period to the 2019 visitation season, it was imperative to ensure we had the tools in place to be successful with our efforts. Dennis Meadows completed the fiscal term as Interim Director, maintaining direction and ensuring success to the appropriation of resources within the organization. This included activities, relationships, and interaction related to Kenai Peninsula Borough grant reimbursable expenses.

In that aspect, efforts remained focused on digital marketing associated with the kenai peninsula.org website, as well as actions and activities centered on the promotion of tourism and visitation to the Kenai Peninsula, through social media channels.

Facebook continued to produce high return value for investment dollars; therefore, KPTMC continued strong investment in that avenue. Postings, boosting's, and ad's, all produced effective results, quantifying the ability to target and market a chosen audience, and, to cross drive traffic to specified avenues, with positive results.

Investment in Facebook for the term was in excess of \$8050, with a significant percentage committed to ensuring a quality product at all times. This requires a resource commitment to maintain and monitor the Facebook page continuously. Content must be relevant and of incomparable quality, which it has been. Response must be provided to comments and questions. Without engagement, users drift, followers drop, and negative analytics result.

Alaska's Playground Facebook page maintained its' daily postings through the quarter. Followers exceeded 190,000, creating a presence second only to Alaska.org.

Instagram benefits as well from the Facebook presence, as we maintain a cross-link scenario to help maximize posting efficiency and effectiveness.

Google investments continued to show predictable and favorable results as well. Ad Word campaigns prove an effective mechanism to identify multiple users and/or groups, and apply text or results for that user or group, either globally or unique, depending on the type of keyword the user may enter within Google's search engine.

It allows the ability to sort and filter noise, and target to a very specific set of users, based on desired results.

KPTMC investment with Google for the campaigns over the quarter was in excess of \$2058.

It proved a viable and effective means for driving traffic to the kenai peninsula.org website.

Search Engine Optimization (SEO), like Facebook, requires consistency and an ongoing commitment of time and energy to maintain its' effectiveness. Social Media is dynamic in nature, opposed to more traditional methods. As a result, it does require constant attention.

This attention led to effort and investment in the website, which maintains as the center point in the dynamic. Driving traffic to the site, providing users accurate, usable, and desirable information to assist in the planning process for visitation to the Kenai Peninsula.

In order for success to that objective, the site needs to be maintained in extremely clean, orderly, and efficient manner. KPTMC invested heavily, in excess of \$12,000, specifically to accomplish this objective. The current site is extremely large. For a second time, a host was sourced which could provide both physical as well as virtual space sufficient to allow burdened traffic to exist yet still maintain optimum speed for access and page loads. The number one reason for high bounce rate is slow loading, which could not be allowed to occur.

The site was replicated, parceled out, scrubbed, cleaned, optimized, and reassembled. Over time, malice and useless content permeate data, which needs to be filtered. Once complete, as with other digital channels, the website requires maintenance and monitoring to content and performance. It is part of a monthly investment at nearly \$8000, which among other services ensures that all data utilized in representing the Kenai Peninsula is of quality content. Every day, every time.

Community engagement continued, through event posting and features. These were not yet positioned as pay to play opportunities, rather, the continued utilization of our social media audience to showcase our communities.

We have, and will continue, to generate quality leads through the website. These leads are individuals committed to visiting the Peninsula, whom are requesting directly information, material, and services for that cause.

There have been over this year numerous digital methods of value which KPTMC has developed, utilized, and invested in. Many prove valuable, none autonomous. It requires a commitment. KPTMC has maintained that commitment through fiscal year 2019, bringing a positive return to our efforts and investment, as well as to the partnership and investment of the Kenai Peninsula Borough.

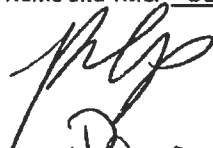
We would like to extend our sincere appreciation for that partnership over the course of this past year.
Thank You.

KPB GRANT NARRATIVE/FISCAL REPORT FORM – Page 2

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

Signature:  Date: July 09, 2019

Printed Name and Title: Dennis Meadows – Interim Director, KPTMC


Pamela Parker 7/22/19
Board President

*Email:
Requested backup 07/10/19 w/ broad of pin signature
Reminders 07/12/19, 07/22/19*



**Alaska Small Business
Development Center**

UAA BUSINESS ENTERPRISE INSTITUTE

Kenai Peninsula

**Alaska Small Business Development Center
1901 Bragaw St., Ste. 199
Anchorage, AK 99508
(907) 786-7201**

**FY 2019
Fourth Quarter Report
April 1, 2019 through June 30, 2019**

Note from the Center Director: Cliff Cochran, Kenai Peninsula Center

The Kenai Peninsula Center for the Alaska SBDC completed a solid year providing business advising and workshops to local business owners and entrepreneurs. The year ended on a bittersweet note, as longtime Homer business advisor and former associate state director, Bryan Zak, retired from the SBDC. Bryan was one of the longest tenured staff at the SBDC and his presence will be missed.

With tourist and construction season well underway, the Alaska SBDC has remained busy helping clients through issues that may arise. Many business owners have reported down numbers, likely due to the impact of the Swan Lake Fire, so the SBDC has providing strategies and tools to increase their presence, from marketing to referral lists, which has been effective and appreciated.

Accommodation and food service was the most-advised industry this past quarter, followed closely by arts and entertainment. Healthcare has been one of the steadiest industries on the peninsula since the Alaskan recession started in 2015, and this industry received significant attention from the SBDC.

During the fourth quarter, 13 clients reported the creation of 21 new jobs in the Kenai Peninsula region. The largest number of jobs fell within the transportation and warehousing industry, with 6 jobs created this past quarter in aviation and a fishing charter. Next was accommodation and food service, with 4 jobs created among a couple vacation rentals. SBDC impact to jobs was again felt throughout the peninsula, with jobs created in Homer, Seward, and the Central Peninsula.

Workshops presented by the Alaska SBDC were attended by 16 Kenai Peninsula residents. These classes, offered in both in-person and online formats, covered a wide array of subjects and harnessed both in-house expertise and professional adjuncts. In May, the Alaska SBDC partnered with the USDA to provide a live QuickBooks workshop in Soldotna. This workshop has a \$225 value but was offered for free to agriculture attendees, courtesy of the USDA.

The Alaska SBDC would like to thank Mayor Pierce and the Borough Assembly for maintaining the same level of funding for the next fiscal year. We look forward to providing an impact to small business owners across the peninsula in FY20 and beyond.

At a Glance: Kenai Peninsula FY2019 Q4 (Apr. 1, 2019 - Jun. 30, 2019)

Number of Clients advised:

Current Quarter: 83

FY 2019*: 195

Jobs Created by Clients

Current Quarter: 21

FY 2019*: 73

Business Starts

Current Quarter: 11

FY 2019*: 32

Capital Infusion

Current Quarter: \$1,671,710

- SBA Loans: \$0
 - Non-SBA: \$1,600,000
 - Non-Debt Financing: \$71,710
- FY 2019*: \$4,830,810

Alaska SBDC Kenai Peninsula Center Activity – Historical Comparison*

*Note: Due to recent changes to federal SBA data collection and reporting protocols, previous data can no longer be effectively compared to current results. FY2018 Q2 through FY2019 Q1 all represent the old methodology (in gray), while FY2019 Q2 and Q4 represent the new methodology.

Future reports will continue to feature comparison data by quarter using the new directives.

| | FY 2018 Q3 1/1/18 - 3/31/18 | FY 2018 Q4 4/1/18 - 6/30/18 | FY 2019 Q1 7/1/18 - 9/30/18 | FY 2019 Q2 10/1/18 - 12/31/18 | FY 2019 Q3 1/1/19 - 3/31/19 | FY 2019 Q4 4/1/19 - 6/30/19 |
|--------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--|--------------------------------------|--------------------------------------|
| New business created | 3 | 12 | 8 | 7 | 6 | 11 |
| Jobs created | 5 | 32 | 31 | 12 | 14 | 21 |
| Loans (in dollars) | \$390,000 | \$488,400 | \$945,275 | \$300,000 | \$283,500 | \$1,600,000 |
| Total capital (loans + equity) | \$515,350 | \$758,400 | \$1,470,700 | \$300,350 | \$638,050 | \$1,671,710 |
| New clients | 35 | 30 | 29 | 22 | 32 | 24 |
| Total clients | 91 | 85 | 72 | 68 | 74 | 83 |
| Total advising hours | 525.32 | 358.41 | 299.92 | 421.25 | 312.17 | 202.75 |

Clients & Advising at a Glance: Kenai Peninsula FY2019 Q4 (Apr. 1, 2019 - Jun. 30, 2019)

79 Clients by Lifecycle

Pre-venture: 29
Startups: 25
In-business: 25

Clients by Industry

Accommodation/Food Service: 11 clients
Arts and Entertainment: 10 clients
Healthcare: 9 clients
Construction: 8 client
Manufacturer/Producer: 7 clients
Professional/Technical: 6 clients
Retail: 5 client
Service: 5 clients
Agriculture: 4 clients
Real Estate: 4 client
Transportation/Warehousing: 4 clients
Tourism: 2 client
Administrative/Support: 1 client
Information: 1 client
Research & Development: 1 client

Areas of Advising

Startup Assistance: 64 hours
Managing a Business: 63 hours
Legal Issues: 24 hours
Financing: 19 hours
Business Plan: 9 hours
Marketing/Sales: 6 hours
Financial Planning: 6 hours
Buy/Sell a business: 3 hours

Summary:

Of the 79 entrepreneurs who received advising assistance during the fourth quarter of FY 2019, 29 were in the pre-venture phase, 25 were startups, and 25 were already in business. With tourist season well underway, the SBDC provided a relatively high amount of advising to new and established businesses. Accommodation and food service was tops again this quarter, with clients looking for ways to improve cash flow. A number of clients have reported down numbers, which could be a result of the Swan Lake Fire and its proximity to the Sterling Highway. Providing these clients with tools to increase their presence, from marketing to referral lists, has been greatly appreciated. Accommodation and food service was the most-advised industry this quarter, followed closely by arts and entertainment. Healthcare has been one of the steadiest industries on the peninsula since the Alaskan recession started in 2015, and this industry was the fourth most-advised at the SBDC.

New Jobs at a Glance: Kenai Peninsula FY2019 Q4 (Apr. 1, 2019 - Jun. 30, 2019)

New jobs breakdown

21 new jobs
13 clients

New Jobs by Industry

Transportation/Warehousing: 2 clients (6 jobs)
Accommodation/Food: 2 clients (4 jobs)
Healthcare: 1 clients (2 jobs)
Information: 1 client (2 jobs)
Manufacturer/Producer: 1 client (2 jobs)
Professional/Technical: 1 client (2 jobs)
Real Estate: 1 client (2 jobs)
Administrative/Support: 1 client (1 job)
Agriculture: 1 client (1 job)
Retail: 1 client (1 job)
Service: 1 client (1 job)

Summary:

During the fourth quarter of FY 2019, 13 clients reported the creation of 21 new jobs in the Kenai Peninsula region. The largest number of jobs fell within the transportation and warehousing industry, with 6 jobs created this past quarter in aviation and a fishing charter. Next was accommodation and food service, with 4 jobs created among a couple vacation rentals. SBDC impact to jobs was again felt throughout the peninsula, with jobs created in Homer, Seward, and the Central Peninsula.

New Clients at a Glance: Kenai Peninsula FY2019 Q4 (Apr. 1, 2019 - Jun. 30, 2019)

24 New Clients by Stage

Pre-ventures: 16
Startups: 2
In-business: 7

New Clients by Industry

Arts & Entertainment: 4 clients
Healthcare: 4 clients
Construction: 3 clients
Manufacturer/Producer: 3 clients
Accommodation/Food Service: 2 clients
Professional/Technical: 2 clients
Retail: 2 clients
Agriculture: 1 client
Real Estate: 1 client
Research & Development: 1 client

Service: 1 client
Tourism: 1 client

Summary:

The Alaska SBDC Kenai Peninsula Center on-boarded 24 new clients during the fourth quarter of FY 2019. The overwhelming majority was from entrepreneurs looking to start new businesses. Arts and entertainment and healthcare topped the list, followed by construction and manufacturing. While only one client was included from the tourism industry, many of the other clients benefit significantly from tourism.

New Businesses at a Glance: Kenai Peninsula FY2019 Q4 (Apr. 1, 2019 - Jun. 30, 2019)

11 Qualifying New-business Starts

Summary:

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 fourth quarter of FY2019, eleven clients reported the creation of business starts within the accommodation & food service, agriculture, construction, healthcare, and manufacturer & producer sectors. With 11 new businesses started from 10 industries, the SBDC has provided business advising to a significantly diverse field on the peninsula.

Workshops

Summary:

Alaska SBDC workshops were attended by 16 Kenai Peninsula residents. These classes, offered in both in-person and online formats, covered a wide array of subjects and harnessed both in-house expertise and professional adjuncts. In May, the Alaska SBDC partnered with the USDA to provide a live QuickBooks workshop in Soldotna. This event was well attended, with 6 small business owners participating. This workshop has a \$225 value, but was offered for free to agriculture attendees, courtesy of the USDA.

Client Profile

Boreal Massage Therapy

After pursuing education and experience while working as an employee in her industry, Logan Simons wanted to be able to provide her massage therapy skills to her community while being her own boss.

Even while traveling, Logan was committed to getting started successfully on her idea. She connected with the Alaska Small



Business Development Center (Alaska SBDC) in Soldotna to begin the start-up process. She had her idea and focused on the details of appropriate business licensing, structuring her business, insurance, and more.

Her Alaska SBDC Business Advisor, Kenai Peninsula Center Director Cliff Cochran shared, *"I have really enjoyed helping Logan transition from her role as an employee to running her own business. She is one of the most skilled and professional licensed massage therapists I've worked with, and I'm excited to see her thrive at her new location. She has some very impressive specials now and hours that cater to working professionals in our community. With her experience and expertise, anyone with aches and pains should pay her a visit."*

"Thanks to the SBDC, I was able to get my business license for my massage therapy business. Cliff helped make the process easier and more user-friendly for myself. I appreciate having the luxury of SBDC in Soldotna. Thank you again!"

Boreal Massage Therapy has opened a location in the Thompson Corner building located at 44224 Sterling Hwy, Suite 8 in Soldotna. Dedicated to service excellence in all aspects of massage, Logan is also currently the only licensed massage therapist with business hours until 6:00pm.

To schedule an appointment, call (907) 513-8896 or message Boreal Massage Therapy on [Facebook](#) or [Instagram](#).



The Power of Play at Little Puffins Discovery Playland

Located in the Peninsula Center Mall is a playland dedicated to the inspiration and power of play year round for children and their families. With playhouses, stations, and hands-on activities, there is something imaginative and explorative for every child from 1-12 years old.



Owners, self-proclaimed big kids, and parents themselves, Mike and Patience Williams recognized the need for an inviting and educational place for families to enjoy. They worked with the Alaska Small Business Development Center (Alaska SBDC) in Soldotna to put their ideas on paper.

“Starting a business is a bit of a daunting journey; just knowing where to start can be tricky.”

To get started, they took part in the Alaska SBDC's no-cost Starting a Business class to work on their goals. From there, they began working with Kenai Peninsula Center Director and Business Advisor, Cliff Cochran.



"The great thing about the Alaska SBDC is that they are with you along the way, offering support in a variety of different formats (email, in-person classes, webinars, and in-person consultations). We were able to take the classes that pertained to the stage of the business setup we were at when it was convenient for us." - Mike

Williams

Mike and Patience worked hard on their start-up preparations and met with Cliff as they prepared to complete their business plan to put on the finishing touches. Of their experience, they shared, *"Cliff provided us with a to-do list of tasks we would need to complete prior to opening our doors. He also provided a list of professional resources in the area that allowed us to identify the right resources to help us set up our business. It seemed like there were more*

steps than we had anticipated when it came to setting up a business, so Cliff's to-do list helped keep us organized and on track. We are excited to open our business and are so appreciative of the help and support that the SBDC gave us."

Cliff, in turn, raved, "It has been a pleasure to work with Mike and Patience. They were well-prepared from day one and their exceptional planning has produced one of the best startups on the Kenai Peninsula in 2019. Their combined skill set, with Mike's carpentry abilities and Patience's administrative expertise, has resulted in a fantastic small business for our community. This is a great example of an SBDC client who has benefited not only from advising but also our [robust workshop program](#). We will be taking our little one there soon."



To discover the power of play and learn more about Little Puffins Discovery Playland, visit their website at <https://www.littlepuffinsdiscoveryplayland.com/> and follow them on [Instagram!](#)