


**KENAI PENINSULA BOROUGH**  
Community & Fiscal Projects

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**MEMORANDIUM**

**TO:** Charlie Pierce, Mayor  
**FROM:** Brenda Ahlberg, Community & Fiscal Projects Manager   
**DATE:** July 20, 2021  
**SUBJECT:** **FY21-4Q Economic Development Grant Reports**

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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, 2021

## Financial / Progress Report

<b>Submit Report To:</b>	<b>Project Name:</b> Non-Areawide KPB Economic Development
Brenda Ahlberg	<b>Date:</b> 07/06/2021
Community & Fiscal Projects Manager	<b>Report No.:</b> 4 of 4
Kenai Peninsula Borough	<b>Quarter From:</b> 04/01/2021
144 N. Binkley St., Soldotna, AK 99669	<b>To:</b> 6/30/2021

### FINANCIAL REPORT: FINAL REPORT DUE ON OR BEFORE 07/09/21

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	\$ -
		-		-	\$ -
<b>TOTALS</b>	<b>\$ 100,000.00</b>	<b>75,000.00</b>	<b>\$ 25,000.00</b>	<b>\$ 100,000.00</b>	<b>\$ -</b>

Payment Request	\$ 25,000.00
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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.

Please see the attached FY21 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:  Date: 7/6/2021

Printed Name and Title: Tim Dillon, Executive Director

## **Kenai Peninsula Economic Development District**

100.94900.KPEDD.43009

FY21 Year-End Report

1. The Kenai Peninsula Economic Development District (KPEDD) assisted 750 businesses seeking financial assistance through the AK CARES Grant by providing information on the program, technical assistance, aid in application completion, and through the appeal process. The Executive Director, Tim Dillon, wrote and advocated for regulation changes in the program that had inhibited businesses (such as commercial fishermen) from applying. The Kenai Peninsula received \$49,692,654 in financial assistance with 1,041 approved applications. KPEDD also advised all six of the incorporated communities on establishing individual grant programs with the municipality relief funds they received in order to provide additional support for local businesses.
2. Data for the Situations and Prospects was updated on the KPEDD website ([www.kpedd.org](http://www.kpedd.org)) to provide a complete and accurate view of the Kenai Peninsula's economy over a five-year timeline. Datasets include population and aging demographics, education, housing, cost of living, tourism, fishing, construction, oil and gas, personal prosperity, business prosperity, industry spotlights, borough and community highlights, and more.
3. Public engagement for the Comprehensive Economic Development Strategy began January 6<sup>th</sup> during the Economic Future Forum. Incorporated and unincorporated communities have been integrated into the plan through in-person discussions, online forums, break-out sessions, online surveys, and email blasts disbursed through each Chamber of Commerce. The total number of regional participants was over 1,500. The updated plan was open for public comment for 30 days, was approved on June 17<sup>th</sup>, and is currently available on the KPEDD website. The CEDS provides 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, threats, and opportunities for the Kenai Peninsula.
4. The Economic Future Forum was held online on January 6<sup>th</sup> in place of the usual Industry Outlook Forum. The event provided important background information of the region, economic updates on demographic and industry changes, gave KPEDD project highlights, and allowed space for open discussion to weigh priorities. There were 98 registered attendees who provided broad representation of the Kenai Peninsula. A few notable attendees included the office of Senator Lisa Murkowski, Chugach Alaska

Corporation, Qutekcak Native Tribe, Native Village of Tyonek, Kenaitze Indian Tribe, Seldovia Village Tribe, U.S. Department of Veteran Affairs, Alaska Railroad, Homer Electric Association, and Northern Economics.

5. The UAA Manufacturing Extension Program video is in the final stages of editing and will be available on the Anchorage and Girdwood travel channels, through the Chamber of Commerce, YouTube, the KPEDD website, and through KPEDD's partners in the coming week. The video features resources available to manufacturers and create a call-to-action for businesses looking to expand or move to the Kenai Peninsula. Featured resources will include cost reduction techniques, increasing manufacturing capacity, and identifying new markets.
6. KPEDD reached out to Tribes, incorporated and unincorporated communities during the reporting period to identify projects potentially eligible for the EDA Public Works and Economic Adjustment Assistance Program. The City of Soldotna is currently pursuing a downtown renovation project that would create jobs, encourage private investment, support local entrepreneurs, increase tourism, and further diversify the local economy.
7. During the reporting period, KPEDD worked with the Alaska Fish Nutrition project team to locate sources of funding, investors, product markets, and industry partners. The specialized equipment created by two entrepreneurs utilizes salmon waste through a dehydration techniques that preserves the cellular structure of the salmon to retain its nutritional value. This process would provide necessary nutrients during natural disasters, in developing countries, and in communities without a reliable food supply. The equipment could also be used to preserve other goods, such as second-stem peonies, to create new products and additional non-seasonal jobs.
8. The KPEDD team also participated in discussions with the State of Alaska, Denali Commission, Kenai Peninsula Borough, and various federal agencies concerning broadband infrastructure development, infrastructure locations, sources of funding, communities with the greatest need, partners, and the economic impacts of broadband improvements. Discussions are ongoing.
9. KPEDD met with the Alaska Regional Development Organizations from around the state, the Denali Commission, the State of Alaska, and the EDA to share opportunities for economic development, support for mariculture programs, curriculum development through online platforms, and funding sources for infrastructure improvements.
10. KPEDD made presentations to the Borough, cities, and chambers to share available resources, programs, and KPEDD projects. These presentations have allowed direct communication with residents seeking information and sharing concerns.

11. A YouTube Channel has been created and features speakers sharing industry changes, regional resources and projects, information on emerging technologies, and changes in their sector. The presentations will be structured similar to TED Talk and a new video will be posted each month.
12. After the approval of the EDA Resiliency Plan and RLF Expansion Grant, KPEDD began structuring each of the plan's sections listed below.
  - SWOT analysis that clearly defines the economic challenges, deficiencies and vulnerabilities to anticipate risks and economic effects prior to the next natural disaster.
  - Pre-disaster recovery plan that defines key stakeholders, roles, actions, and responsibilities.
  - Create a collection of resources (especially financial resources) of private, local, state and federal tools for economic recovery for residents, businesses, and communities.
  - Promote business continuity and preparedness to ensure businesses understand their vulnerabilities to economic disruptions and prepare to take action to resume operations after an event.
  - Outline KPEDD's role to respond to external inquiries and act as a grant administrator in some cases for federally funded recovery initiatives and information dissemination in partnership with the Kenai Peninsula Borough, State of Alaska, and Federal Agencies.
  - Identify targeted development initiatives of emerging clusters and industries that build on the region's unique assets to provide stability in downturns and sudden disasters.
  - Encourage, promote, and expand current processes for regular communication, monitoring and updating business community needs and issues to be used post-event.
  - Determine measurements for economic resiliency through regional economic diversification and applicable regional data.

An Administrative Plan for the new Revolving Loan Fund has been written and submitted to the EDA, application documents are currently being added to an online platform to allow for online submission through the KPEDD website, staff have completed the EDA's required fraud awareness training, and bond coverage has been requested.

13. In partnership with the Kenai Peninsula Borough, Economic Development Administration, and the Denali Commission; KPEDD built a workforce development website ([www.KenaiPensinsulaWorkforce.org](http://www.KenaiPensinsulaWorkforce.org)) that features a list of the top 40 jobs on the Peninsula, apprenticeship and training programs; GED prep and testing sites; scholarships for each leading industry; list of leading industries in the region and their respective training requirements and wages; resume builder support; disability, veteran, and employer services; a career finder test; and an embedded link to search jobs in the region. The site was developed with broad regional participation and will be utilized by the school district to guide students to resources and training programs, by the Department of Labor to identify regional programs and retraining needs, by Kenai Peninsula businesses to train and grow their workforce, and by public and educational organizations to reduce redundant programs.
14. Complete Count Committee meetings were held by KPEDD during the 2021 fiscal year. Census updates, dissemination and marketing methods, as well as individual member

responsibilities were discussed at meetings to prepare incorporated and unincorporated communities for the 2020 Census. KPEDD worked to encourage broader participation and allow greater access to federal and state funding for health care, community development, housing, education, transportation, social services, employment, and other programs. In 2010, each participant equated to approximately \$2,959 in federal funding opportunities for the State of Alaska.

15. During the 2021 fiscal year, KPEDD worked with local lending institutions to assist eligible businesses in the Kenai Peninsula Borough through microloans up to \$25,000. Funding assistance provides capital for start-ups, equipment, and seasonal bridges.
16. The Business Incubation Center continued to provide support for tenants and local businesses. Staff supported new and expanding business through consultation, technical assistance, advocacy, office space, and/or through partnership opportunities.
17. Lastly, KPEDD supported the Kenai Peninsula Construction Academy to offer six-week courses in various skilled-trades including electrical, welding, carpentry, plumbing, small engine repair, roustabout training, and diesel mechanics. Courses were offered free of charge and students were connected with apprenticeship programs and employers.



# 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:** \$60,000  
**Ending:** June 30, 2021

## 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 9, 2021  
**Report No.:** 4  
**Quarter From:** April 1, 2021  
**To:** June 30, 2021

**[REDACTED]: FINAL REPORT DUE ON OR BEFORE JULY 09, 2021**

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 2,700.00	\$ 1,448.59	\$ 606.30	\$ 2,054.89	\$ 645.11
Adv/Marketing	\$ 57,300.00	\$ 26,012.42	\$ 32,994.44	\$ 59,006.86	\$ (1,706.86)
	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTALS</b>	<b>\$ 60,000.00</b>	<b>\$ 27,461.01</b>	<b>\$ 33,600.74</b>	<b>\$ 61,061.75</b>	<b>\$ (1,061.75)</b>

<b>Payment Request</b>	<b>\$ 32,538.99</b>
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**[REDACTED]:** 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.

**KPTMC ORGANIZATION UPDATE:** In April of 2021, the KPTMC Board of Directors accepted the resignation of Debbie Speakman, who had been filling the role of Executive Director since fall of 2019. Debbie's resignation gave the KPTMC BOD an opportunity to re-asses how to best invest the remainder of the FY21 KPB Tourism and Promotion funding, to have the greatest impact on visitation to The Kenai for this summer.

Time was of the essence. The pandemic destroyed Alaska's 2020 summer tourism season, shut down hundreds of Kenai Peninsula based companies and put thousands of Alaskans out of work. In the spring of 2021, Alaska was quickly gaining a reputation for high vaccination rates, as well as being a Covid-safe travel destination. KPTMC was positioned to mobilize resources to aggressively market The Kenai as a destination and breathe new life into the 2021 tourist season, but without a Director, we needed a partner to execute an effective campaign.

To this end, we hired Anchorage-based communications firm MSI Communications to write, design and produce an in-state and national destination marketing campaign for the Kenai Peninsula.

Acknowledged; over reported expenditures. *[Signature]*

Simply stated, there is no other agency with the broad depth of tourism-marketing and PR expertise as MSI Communications. From Ted Stevens Anchorage International Airport's "Safe Travels" campaign and the airports new vaccination program. Other current tourism clients include Visit Anchorage's "Urban and Wild" national campaign to Alaska Airlines Club 49 statewide, multi-media campaign to to Kenai River Sport Fishing Association's "Reel Alaska" campaign to CLIA Alaska's trade-industry statewide advocacy efforts, MSI's clients keep them engaged with national consumer travel trends, travel research and America's changing marketplace.

### **ADVERTISING METHODS AND PLATFORMS**

We launched two campaigns within weeks of securing MSI Communications as our agency. We allocated 25% of the budget to instate media placement and 75% to national target audiences.

#### **STEP ONE: Kenaipeninsula.org website updated**

KPTMC's scope with the KPB identified digital media as our primary marketing vehicle. For this to be effective, we invested in updating the functionality of the website. A digital ad is only effective if it leads a potential visitor to more information and booking tools so they can plan their 2 -3 week stay.

#### **STEP TWO: "Come out and Play" Digital campaign for instate travelers**

The Kenai is Alaska's playground. This digital ad campaign targeted residents from Anchorage to Fairbanks with the message to spend time on the Kenai Peninsula. These ads ran as static, video and animated digital ads in multiple sizes. Photos represent the ten most popular activities.





**STEP TWO: “Get In It” digital campaign for national market**

This campaign was designed specifically with a creative strategy to get noticed quickly on a busy web page. Moving images, unique sizes, bright colors. With our short timeline, we needed to get noticed and needed to entice travelers Alaska is a covid-safe destination and offers the adventure of a lifetime – this summer. The animated ads use still photography and an inviting message to “Get near it. Get on it. Get in it.” Each ad will features photography that features individual’s representative of our potential travel audience. i.e. Soft adventure, foodies, active seniors.



**STEP THREE: Search Engine Marketing, Google ad words and programmatic digital buys** using a variety of effective targeting methods such as geo-targeting, geo-fencing and affinity audience remarketing continue to be key to our online marketing success. We are tapping into pent-up demand and convince travelers that Alaska is safe to visit. We are reaching COVID-weary Americans with the message that a trip to The Kenai, is safe, fun for the family – and a fantastic adventure.

**RESULTS:**

**Website Traffic: Apr - Jun 2021 vs. 2020**

- Website sessions (visits) increased 739.8%



## Website Traffic: Apr - Jun 2021 vs. 2019

- Note: Comparing the 4<sup>th</sup> quarter of 2021 to the 4<sup>th</sup> quarter of the last normal year



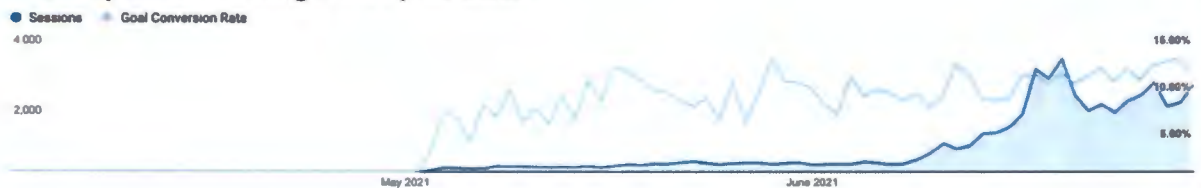
## Google Analytics Goal Completions

- April - June: Viewed Guide Request, Over 3.5 Minutes on site, Requested Guide



## Display Campaign:

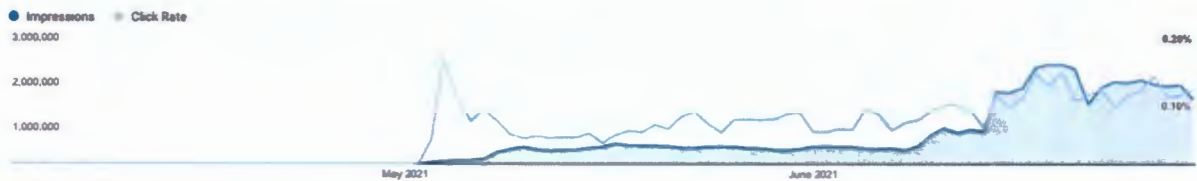
- April - June Google Analytics Data



Ad Size	Users	Sessions	Bounce Rate	Pages / Session	Conv. Rate	Goal Completions
728x90	18,784	22,911	86.01%	1.23	8.57%	1,963
300x250	18,192	22,181	80.31%	1.31	11.08%	2,458
<b>Totals</b>	<b>36,976</b>	<b>45,092</b>	<b>83.20%</b>	<b>1.27</b>	<b>9.80%</b>	<b>4,421</b>

### Display Campaign:

- Targeting included the Continental United States (Alaska and Hawaii excluded).
- Display ads targeted web content which matched Travel & Transportation and Alaska categories.
- Audience targeting utilized Google Affinity and In-Market travel audiences and Google intelligence targeting expansion (similar audience targeting expansion)



Impressions  
45,150,097

Clicks  
41,984

Click Rate  
0.09%

### Google Ads: Paid Search

- Paid Search Example Ad with Image Ad Extensions

Preview

Ad - www.kenaipeninsula.org

Alaska Vacation Packages | Explore the Kenai Peninsula

Located South of Anchorage, the Kenai is the Place for Glaciers, Wildlife and Adventure. Get Your Free Official Guide to the Kenai...



6 extensions

Show an image of your product or services

- Mobile Device Ad Preview

Preview



Ad - www.kenaspeninsula.org/

Alaska's Playground | Kenai Peninsula Tourism | Places to Visit in Alaska

See Glaciers, Go Bear Viewing or Catch a Salmon. Plan your Trip with Our Official Guide. Check Off your Alaska Bucket List Items on the Kenai Peninsula. Plan your Trip Today!

## Facebook Come Out and Play Campaign

- April – June. Boosted Posts targeting Anchorage, Mat-Su Valley, and Fairbanks

Boosted Post	Reach	Impressions	Post Reactions	Post Comments	Post Shares	Link Clicks
Come Out and Play Post 2	37,646	72,003	82	4	13	335
Come Out and Play Post 3	14,812	33,005	80	4	14	44
Come Out and Play Post 4	32,089	61,767	1,387	16	105	39
Come Out and Play Post 5	28,024	49,715	1,076	17	40	48
Come Out and Play Post 6	34,008	65,925	1,590	20	86	54
Come Out and Play Post 7	25,082	50,518	1,405	12	50	21
Come Out and Play Post 8	23,064	43,663	1,371	11	75	43
<b>Totals</b>	<b>106,499</b>	<b>376,596</b>	<b>6,991</b>	<b>84</b>	<b>383</b>	<b>584</b>

**The Kenai, Alaska's Playground**  
Sponsored

Love the feel of sand between your toes? Make it a beach weekend on #TheKenai - Alaska's Playground. Get beach-friendly ...See More

**Come out & play**

Roamary ... 44 Comments 94 Shares

Jeffrey Swann Frozen toes! a month ago

Samatha Colein Sage Oh Yes will be doing that and next week!! Looking forward to a great day and cruise!! a month ago

Justine Harrington Samatha Colein Sage ooh where is the cruise going? I live in Kenai a month ago

Donald Kilbuck Birds are Chirping Good Morning! a month ago

Mitchell Roosalz yehaw a month ago

Marty Wells I will try the Beach tomorrow a month ago

Destinie L Burleson AK kids are tough and swim in the water a month ago

Lily Bean Ya never know who you will see on the beach :) a month ago

Craig Nelson Maybe a mermaid Lily? a month ago

Lily Bean

Angel Heart I live here at Fairbanks I want to see Kenai too 16 days ago

Mary Ann Root Enjoy and share lots of pictures 17 days ago

Shawn Rogers I'd like Lynn Schrader they're talking to YOU! :) 17 days ago

Rozanne Timbes When you coming up Karen Oglesby? 17 days ago

Karen Oglesby Rozanne Timbes not this year, with a move in the next few weeks we can't get away. 17 days ago

Rozanne Timbes Be safe, be careful, especially, enjoy! Grant says hello! 17 days ago

Karen Oglesby Rozanne Timbes give him my love. 17 days ago

Matt Gauthier I'm up here now and will be on the Kenai fishing this week. 17 days ago

Marybay Hefty I live in this beautiful world of Alaska 19 days ago

Mark Terry Durham How can we come out and kayak, there are no vehicles to rent when we fly in! 20 days ago

Greg Hall Today! 20 days ago

Jennifer Woodford Wood Kenai is a beautiful playground and a wonderful place to live. Come on Chris take a chance and come visit I have an extra room 21 days ago

Sandra Nelson

**The Kenai, Alaska's Playground**  
Sponsored

Share your catch with your catch on #TheKenai. River-hop and find your spot in Alaska's playground, guided or on ...See More

**Come out & play**

Lana Ass... 16 Comments 76 Shares

### Campaign Findings

- The display and paid search campaigns generated 75% of all website sessions, April – June (85,274 out of 113,567 total sessions).
- The performance of the display and search campaigns targeting the continental United States was exceptional in our experience, capitalizing on the pent-up demand of people eager to travel. Both campaigns beat the average click through rates (CTR) for display (0.06%) and Google Ads CPC (4.68% within travel).
- The boosted posts on Facebook reached 106,499 Alaskans with the Come Out and Play in-state campaign. It achieved the in-state campaign goal of increasing awareness and driving engagement with the brand on Facebook.

 The Kenai, Alaska's Playground ...

Go off the grid and reconnect with the great outdoors on #TheKenai. #ComeOutAndPlay  
[www.kenaipeninsula.org](http://www.kenaipeninsula.org)



### Moving Forward:

Although KPTMC does not have a current agreement with the KPB to conduct tourism marketing on its behalf, we secured a tourism marketing grant with the State of Alaska for \$400,000 in June. We will continue to aggressively promote The Kenai to the benefit of all residents in the Borough, and look forward to engaging with both the Borough Administration and Assembly about potential partnerships in the future.

**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: 7-9-2021

Printed Name and Title: Shanon Davis, KPTMC BOD Vice-President



**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**

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**FY 2021**

**Fourth Quarter Report**

**April 1, 2021 through June 30, 2021**

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

The Kenai Peninsula Center for the Alaska SBDC completed its fourth quarter of FY 2021, providing assistance to businesses in need of COVID-19 relief and others gearing up for what has become a busy summer. Business advising has tapered off, as is typical during most summers, but we continue to provide a steady stream of support to local businesses. Even though COVID-19 support was our top topic for a fifth consecutive quarter, it continued to decrease in proportion to the total amount of advising provided. As tourist season has launched on the peninsula, nearly all clients have reported this summer to be one of their busiest.

During the fourth quarter, the SBDC provided strong business advising support to clients across the Kenai Peninsula. With a second advisor on our team this year, the center provided more hours of support during the quarter than the previous fourth quarter, even though that was right at the start of the pandemic. During the quarter, the SBDC provided support to nearly 500 jobs, many of which were preserved through timely guidance on the Paycheck Protection Program. When PPP funding lapsed with conventional lenders on May 4, the SBDC connected local business owners to a community development financial institution with funds still available. This provided a lifeline that one business owner reported saved their business. In addition to working closely with small business owners, the Center Director collaborated with our congressional offices to ensure federal programs would meet local needs.

As demand for Alaska SBDC services has grown on the peninsula, so has our staff. We added Robert Green as a business advisor in Homer last summer and he has experienced success. He has fit in very well with the SBDC and as a result of his hard work in the south peninsula area, more businesses in Homer have worked with the SBDC than any other peninsula city the past year. The Alaska SBDC reached out to the City of Homer to obtain funding in support of his position, as CARES Act funds are set to run out this fall, but Homer was not able to assist at this time. We are still in talks with the Seward Chamber of Commerce to add a business advisor back into that community, with the support of local funding. We will continue to work with Homer and Seward to obtain local support for positions in those communities.

The Alaska SBDC continues to maintain our online [COVID-19 Resource Center](#), where business owners can find the latest updates for American Rescue Plan Act programs and more. In addition to COVID-19 relief material, the SBDC offered dozens of webinars on a wide array of subjects, harnessing both in-house expertise and professional adjuncts. During the quarter, the SBDC focused more intentionally on developing and deploying on-demand workshops, offering over 70 this quarter. These on-demand topics include, but are not limited to, LLCs in Alaska, Engaging Social Media, Developing a Marketing Strategy, How to Get a Business License, and many more.

The need for business advising services is at an all-time high on the Kenai Peninsula and we are pleased to be at the center of it. We are actively working with small business owners and entrepreneurs in every part of the Kenai Peninsula, from parcels adjacent to the "Y" in Soldotna to the remote reaches of Halibut Cove. We greatly appreciate the support provided by the Kenai Peninsula Borough for FY21 and we will continually strive to be an outstanding resource for business owners across the peninsula.

**At a Glance: Kenai Peninsula FY21 Q4 (Apr 1, 2021 - Jun 30, 2021)**

**Number of Clients Advised**

Current Quarter: 94

FY 2021: 250

**Jobs Created by Clients**

Current Quarter: 14

FY 2021: 120

**Business Starts**

Current Quarter: 8

FY 2021: 28

**Capital Infusion**

Current Quarter: \$830,567

SBA Loans: \$230,567

Non-SBA Loans: \$300,000

Non-Debt Financing: \$300,000

FY 2021: \$9,929,083

**Alaska SBDC Kenai Peninsula Center Activity – Historical Comparison**

	FY 2020 Q3 1/1/20 - 3/31/20	FY 2020 Q4 4/1/20 - 6/30/20	FY 2021 Q1 7/1/20 - 9/30/20	FY 2021 Q2 10/1/20 - 12/31/20	FY 2021 Q3 1/1/21 - 3/31/21	FY 2021 Q4 4/1/21 - 6/30/21
New business created	8	4	7	5	8	8
Jobs created	22	17	8	89	6	14
Loans (in dollars)	\$665,800	\$4,517,588	\$4,193,063	\$150,000	\$2,566,977	\$530,567
Total capital (loans + equity)	\$665,800	\$4,631,308	\$4,590,563	\$1,054,225	\$3,453,728	\$830,567
New clients	35	20	13	14	30	32
Total clients	96	125	116	94	111	94
Total advising hours	278.74	288.37	169.23	180.48	400.73	298.09



## COVID-19 Impact: Kenai Peninsula (Mar 9, 2020 - Jun 30, 2021)

### Capital Infusion:

Current Quarter: \$230,567

Total: \$13,430,091

### Clients Assisted:

Current Quarter: 44 clients

Total: 1,702 clients

### Jobs Supported:

Current Quarter: 41 jobs

Total: 2,749 jobs

### Advising Hours:

Current Quarter: 60 hours

Total: 711 hours

### Top 5 Locations Advised:

Homer: 544 clients

Soldotna: 447 clients

Kenai: 303 clients

Seward: 109 clients

Sterling: 59 clients

### Top 5 Industries Advised:

Service Establishment: 511 clients

Accommodation and Food Service: 193 clients

Retail: 149 clients

Manufacturer or Producer: 143 clients

Construction: 101 clients

### Summary

This special section details COVID-19 support provided by the Alaska SBDC to businesses on the Kenai Peninsula, including figures from the current quarter and since the pandemic reached Alaska in March 2020. During the fourth quarter of FY 2021, the Kenai Peninsula Center Director and Homer Business Advisor provided strong support to business owners and local officials. You may notice a jump in the figures since last quarter. This is because we are reporting the full extent of our reach and not just the work that is reportable to SBA standards. The numbers above show a more complete picture of our impact. In addition to business advising, the SBDC has continued to maintain an online [COVID-19 Resource Center](#), which contains the latest information on COVID-19 relief options in Alaska. Due to changing demands, after 107 live webinars, the SBDC has shifted from scheduled weekly briefings to targeted videos, in order to better meet the needs of our viewers. The Alaska SBDC prides itself on leading the COVID-19 recovery effort on the Kenai Peninsula and throughout Alaska, and we will continue to work closely with business owners to ensure they receive the best service in their time of need.

## Clients & Advising at a Glance: Kenai Peninsula FY21 Q4 (Apr 1, 2021 - Jun 30, 2021)

### 94 Clients by Current Lifecycle

Pre-venture: 26 clients  
Startups: 23 clients  
In-business: 45 clients

### Clients by Industry

Accommodation and Food Service: 22 clients  
Service: 11 clients  
Retail: 10 clients  
Construction: 9 clients  
Manufacturer/Producer: 7 clients  
Transportation/Warehousing: 7 clients  
Agriculture, Forestry, Fishing and Hunting: 6 clients  
Healthcare and Social Assistance: 6 clients  
Professional, Scientific and Technical: 6 clients  
Arts and Entertainment: 5 clients  
Administrative and Support: 2 clients  
Real Estate, Rental and Leasing: 2 clients  
Finance and Insurance: 1 client

### Top Areas of Advising

COVID-19 Support: 83 hours  
Startup Assistance: 73 hours  
Financing: 55 hours  
Managing a Business: 31 hours  
Buy/Sell a Business: 24 hours  
Business Plan: 14 hours

### Summary:

Of the 94 entrepreneurs who received advising assistance during the fourth quarter of FY 2021, 26 were in the pre-venture phase, 23 were startups, and 45 were already in business. During the COVID-19 pandemic, the vast majority of businesses working with the SBDC were in-business enterprises, seeking economic relief. However, during the fourth quarter, a sort of normalcy returned for the Kenai Peninsula Center, with nearly equal numbers of pre-venture/startups and firms already in business meeting with the SBDC. It has been encouraging to hear from seasoned clients, who have reported this summer to be as busy, or more so, as summers before the pandemic. Accommodation and food service businesses were the hardest hit by the pandemic, so they topped the list for a fifth straight quarter. As the economy has started to recover, we're noticing a shift in requested assistance. Startup assistance was again the second most advised area during the quarter, just below COVID-19 support. Due to outstanding interest rates on commercial loans, financing was again the next on the list for advising time.

## Jobs at a Glance: Kenai Peninsula FY21 Q4 (Apr 1, 2021 - Jun 30, 2021)

### New Jobs Overview

14 new jobs

11 clients

### New Jobs by Industry

Retail: 3 client (5 jobs)

Service: 3 client (3 jobs)

Manufacturer or Producer: 1 client (2 jobs)

Accommodation and Food Service: 1 client (1 job)

Administrative and Support: 1 client (1 job)

Agriculture, Forestry, Fishing and Hunting: 1 client (1 job)

Arts and Entertainment: 1 client (1 job)

### Jobs Supported

464 jobs

1,621 clients

### Summary:

During the fourth quarter of FY 2021, 11 clients reported the creation of 14 new jobs on the Kenai Peninsula. It was great to see the greatest number of jobs were created in the top four industries that received business advising from the SBDC during the COVID-19 pandemic. It is good to see the new businesses were not limited to pandemic-friendly business models, with a massage therapy and retail establishment starting during the quarter. The Kenai Peninsula Center again maintained a significant number of jobs supported, due to the high volume of businesses seeking relief from the COVID-19 disaster. During the pandemic, the SBDC has supported all sizes of small businesses, from owner-operator establishments to firms with over 150 employees. Many of the jobs supported by the SBDC were preserved through timely guidance on the Paycheck Protection Program (PPP), which closed during the quarter. There was a flurry of activity when it was announced that lenders ran out of PPP funding on May 4. The SBDC was able to connect business owners with Rural Community Assistance Corporation (RCAC), a community development financial institution (CDFI) with funds available for PPP a couple weeks after the mainstream funding ran out. Several business owners confirmed that RCAC was able to provide them a PPP lifeline when it was thought the funding was gone.

## New Clients at a Glance: Kenai Peninsula FY21 Q4 (Apr 1, 2021 - Jun 30, 2021)

### 32 New Clients by Initial Stage

Pre-ventures: 18 clients

Startups: 5 clients

In-business: 9 clients

### 32 New Clients by Industry

Accommodation and Food Service: 6 clients

Construction: 4 clients

Retail: 4 clients

Professional, Scientific and Technical: 3 clients  
Service: 3 clients  
Administrative and Support: 2 clients  
Agriculture, Forestry, Fishing and Hunting: 2 clients  
Manufacturer or Producer: 2 clients  
Transportation and Warehousing: 2 clients  
Arts and Entertainment: 1 client  
Health Care and Social Assistance: 1 client  
Finance and Insurance: 1 client  
Real Estate, Rental and Leasing: 1 client

#### **New Clients by Community**

Homer: 12 clients  
Soldotna: 7 clients  
Kenai: 5 clients  
Ninilchik: 2 clients  
Anchor Point: 1 client  
Fritz Creek: 1 client  
Kasilof: 1 client  
Nikolaevsk: 1 client  
Seward: 1 client

#### **Summary:**

The Alaska SBDC Kenai Peninsula Center on-boarded 32 new clients during the fourth quarter of FY 2021. For the third straight quarter, there were more new prevention clients than existing business clients. As the economy continues to recover from the COVID-19 pandemic and confidence grows, entrepreneurs from all sectors have been signing up with the Alaska SBDC for assistance. The COVID pandemic resulted in significant achievement by the SBDC on the Kenai Peninsula, and as a result, we have seen increased demand for our services from all areas of the borough. Our new business advisor in Homer, Robert Green, has taken an active role advising in the South Peninsula, so Homer has experienced a marked increase in advising. This was the first quarter since the departure of Bryan Zak, where the most new clients onboarded was in Homer.

#### **New Businesses at a Glance: Kenai Peninsula FY21 Q4 (Apr 1, 2021 - Jun 30, 2021)**

#### **Qualifying New-Business Starts: 8**

#### **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 FY 2021, 8 clients reported the creation of business starts, including three from the service sector, two from retail, and one each from administrative & support, agriculture, forestry, fishing & hunting, and arts & entertainment. These businesses were started in Kenai, Soldotna, Homer, and Kasilof and confirmed their businesses had started during the quarter. As the economy continues to recover from the COVID-19 pandemic, we are expecting to confirm a large number of businesses next quarter.

## Workshops

### Summary:

Alaska SBDC workshops were attended by 25 Kenai Peninsula residents during the fourth quarter. These classes, offered exclusively online during the COVID-19 pandemic, covered a wide array of subjects and harnessed both in-house expertise and professional adjuncts. The SBDC also provided COVID-19 relief briefings each week, utilizing representatives from the SBA, The Foraker Group, the Alaska Department of Commerce, Community, and Economic Development, and other small business resources and organizations. Each briefing was recorded and made available on the COVID-19 Resource Center. These weekly briefings ended on March 31, 2021, because the dire need for rapid information and updates has lessened. In its place, targeted videos will be produced to assist in funding applications and other necessary information. In FY21, the SBDC Workshop Program focused more intentionally on developing and deploying on-demand workshops, offering 71 this quarter. These on-demand topics include, but are not limited to, COVID-19 specific resources and help. The most popular topics were Starting a Business, Basic Bookkeeping for Entrepreneurs, LLCs in Alaska, Engaging Social Media, How to Get a Business License, and the COVID-19 Informational recordings. International trade was the focal topic for the month of March and there were five new export-related workshops added to the training library.

## Client Profiles

### [Kenai Cache Outfitters: Your Kenai & Russian River Headquarters](#)

In Cooper Landing, Alaska, Kenai Cache Outfitters is the largest tackle shop and fishing guide service with a full-service fly shop. The enthusiastic reviews and inspiring photos for Kenai Cache Outfitters represent a locally owned business that takes pride in excellence in customer service and memorable experiences. That is an element that remained the same as new owners, David and Julie Gaines, worked to purchase the business and live their dream of entrepreneurship.



To make sure that the transition went smoothly, they worked with Cliff Cochran, Alaska SBDC Kenai Peninsula Center Director on the process. They shared, *“When buying, the hardest thing to get approved for is normally the loan. Thankfully we were able to secure the loan, with the help of Cliff Cochran and the SBDC. The help of Cliff sped up the process and made sure we were heading in the*

*right direction with the loan. Cliff was always there when we needed him, and he answered any questions we had and made sure we were not alone."*

*Cochran reminisced about the Gaines' journey by sharing, "I've really enjoyed working with David and Julie on their acquisition and subsequent management of Kenai Cache Outfitters. Buying a business can be very stressful, but David and Julie were very patient and calm throughout the entire process and remained so during the COVID pandemic. Having seen David on the business side of things, I know he is the kind of person I'd want my family and friends to be with on a fishing charter."*

Kenai Cache Outfitters offers packages for day and multi-day packages to choose from for an incredible outdoor adventure. For an unforgettable fishing experience on the Kenai River, visit the most complete fly shop located on the Kenai Peninsula for all your Alaska fishing needs.

Kenai Cache Outfitters is located on the breathtaking Kenai River Alaska and just around the corner from the world-renowned Russian River Alaska in Cooper Landing, Alaska.

Connect with David and Julie at (907) 595-1401, on [Facebook](#), via [email](#), and at [kenaicache.com](http://kenaicache.com).

