

KENAI PENINSULA BOROUGH
Community & Fiscal Projects

MEMORANDIUM

TO: Charlie Pierce, Mayor
FROM: Brenda Ahlberg, Community & Fiscal Projects Manager
DATE: May 7, 2020
SUBJECT: FY20-3Q 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

20-1084

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, 2020

Financial / Progress Report

Submit Report To:	Project Name: Non-Areawide KPB Economic Development
Brenda Ahlberg	Date: 4/9/2020
Community & Fiscal Projects Manager	Report No.: 3 of 4
Kenai Peninsula Borough	Quarter From: January 1, 2020
144 N. Binkley St., Soldotna, AK 99669	To: March 31, 2020

FINANCIAL REPORT: FINAL REPORT DUE ON OR BEFORE 07/10/20

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	100,000	50,000.00	25,000.00	75,000.00	\$ 25,000.00
		-		-	\$ -
TOTALS	\$ 100,000.00	50,000.00	\$ 25,000.00	\$ 75,000.00	\$ 25,000.00
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.

- During the reporting period, KPEDD staff:
- Successfully held the Industry Outlook Forum in Seward on January 8th.
 - Held regional workforce development discussions to identify current resources and needs.
 - Hosted and lead Census Complete Count Committee meetings to increase participation rates in both incorporated and unincorporated communities.
 - Assisted Borough-wide communities to identify projects and submit EDA disaster funding applications.
 - Disseminated economic data, project updates and funding opportunities through community presentations and radio interviews throughout the period.
 - Created a formal partnership with the Manufacturing Extension Program to support local manufacturers.
 - Met with City Managers to discuss area-specific opportunities, local partnerships and internal policy changes.
 - Met with State-wide ARDORS to identify state-wide opportunities for programs.
 - Participated in discussions with the Army Corps of Engineers, State Parks Department, City of Seldovia, Seldovia Native Association, Seldovia Native Tribe, and stakeholders to consider road improvements for Red Mountain Ecotourism opportunities.
 - Met with numerous local businesses to assist with financial support, regulation advocacy needs and contact inquiries.
 - Created and disseminated COVID-19 survey to assess economic impacts of the virus on the Kenai Peninsula

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: 4/14/2020
 Printed Name and Title: Tim Dillon, Executive Director



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: \$150,000
Ending: June 30, 2020

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: April 15, 2020

Report No.: 1

Quarter From: January 7, 2020

To: March 31, 2020

FINANCIAL REPORT: FINAL REPORT DUE ON OR BEFORE **10 JULY 2020**

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 20,000.00	\$ -	\$ -	\$ -	\$ 20,000.00
Contractual	\$ 123,300.00	\$ -	\$ 28,319.92	\$ 28,319.92	\$ 94,980.08
Travel	\$ 6,700.00	\$ -	\$ -	\$ -	\$ 6,700.00
TOTALS	\$ 150,000.00	\$ -	\$ 28,319.92	\$ 28,319.92	\$ 121,680.08
Payment Request					\$ 28,319.92

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.

Staffing Update:

In January 2020 Debbie Speakman was hired as the Executive Director after a three-month contract. This was a good trial period for both the Board and Speakman as the organization has been working on restructuring. Speakman came to Alaska in 1999 to work for Holland America as a Tour Director and moved into Alaska sales and marketing that fall representing Alaska land tours in South Florida. Since then she has spent the last twenty years working in a variety of tourism positions, the last nine specifically marketing the Kenai Peninsula.

In February Monique Burgin was hired as the Office Assistant after five years working for the Alaska Sea Life Center in Seward. Burgin brings a wealth of knowledge in social media marketing and communication.

Resolution 2020-003

Section 1, A.: Develop and implement strategies for attracting online impressions and conversions, and tracking conversions of impressions to sales in the tourism markets; and

KPTMC's strategy for attracting online impressions and conversions was as follows:

- Google AdWords – Pay-Per-Click
- Search Engine Optimization (SEO) Onsite – Research, strategy
- Search Engine Optimization (SEO) Offsite – Guest post and backlink
- Digital Monitoring
- KenaiPeninsula.org: Website Conversion Optimization (using site tag manager and analytics)
- Social Media
- Alaska Channel Map: Digital and Hard Copy Map

Google and Social Media Ads:

Behaviors: Frequent travelers, Age: 21-65+, Location: Alaska, California, Florida, Idaho, Illinois, Oregon, Texas and Washington



Text: Want to learn more about the Kenai Peninsula? Download our FREE Discovery Guide for the best tips on your next Alaskan Adventure!
Headline: Welcome to the Kenai, Alaska's Playground.



Text: Catch a bear (or twenty!) fishing or making a splash in the water on a once in a lifetime bear viewing experience on the Kenai Peninsula!
Headline: Alaska Bear Viewing
Description: Guided Bear Experiences



Text: Visit the Kenai for world-class fishing! Spend a day out on the water to feel the sea breeze and reel in that barn-door size halibut!
Headline: World-Class Fishing
Description: Alaskan Guided Fishing Experiences



Text: Alaska's Kenai Peninsula offers something for everyone. No matter what type of adventure or activity level you like, there's something to take your breath away or get your adrenaline pumping.
Headline: Alaska Sightseeing
Description: Once in a lifetime Alaskan Experiences



Text: Explore the best of Alaska! Visit The Kenai Peninsula for scenic bear tours, fishing, adventure excursions, and more!
Headline: The Kenai, Alaska's Playground
Description: Up Close and Personal Alaskan Experiences

Digital Monitoring:

Weekly we create a report of all real time inquiries from travelers looking to make travel plans for Alaska/Kenai Peninsula. We are able to immediately engage with people looking to travel.

Example of report from February 10th:

CURRENTLY MONITORED SOURCES		
Source	Category	URL
CBS News	News	https://www.cbsnews.com/news/walking-out-national-parks-online/
Twitter	Social Media	https://twitter.com/Pabon/status/1246983265186757780
Trips to Discover	Blog	https://www.triptodiscover.com/short-scenic-mountain-drives-in-the-us/
Forbes	Blog	https://www.forbes.com/sites/alan/2020/04/12/travel-virtually-to-us-national-parks-including-one-you-probably-wouldnt-otherwise-go-to/#69524111
aspray photo	Blog	http://www.asprayphoto.blogspot.com/2020/04/wild-eagles-of-alaska.html
MSN	Blog	https://www.msn.com/en-us/travel/travel-photos/these-fantastic-travel-photos-will-make-you-feel-better-about-the-world/ss-BB12vWCV
Hip Homeschool Moms	Blog	https://thehomeschoolmoms.com/the-ultimate-homeschool-guide-to-free-virtual-field-trips/
The Nudge	Blog	https://thenudge.com/staying-in-remote-places-virtually-everything/
The Reporter	Blog	https://www.thereporter.com/2020/04/09/more-ways-to-keep-the-boredom-of-coronavirus-shutdown-in-check/
Travel Today Tips	Blog	https://traveltodaytips.com/alaska-vacation-travel-video-guide/
Nattie on the Road	Blog	https://nattieontheroad.com/2020/04/08/the-best-virtual-tour-on-the-internet/
Sunset	Blog	https://www.sunset.com/travel/guam-towns-sustainability
Destination Deluxe	Blog	https://destinationdeluxe.com/online-travel-virtual-experiences-home/
Taking with Kids	Blog	https://www.takingwithkids.com/2020/04/07/the-best-virtual-family-vacation-ideas-while-we-practice-social-distancing/
Matador Network	Blog	https://matadornetwork.com/read/beat-fluor-see-northern-lights-fwrbanic-alaska/
Trip Advisor	Forum	https://www.tripadvisor.com/ShowTopic-g28925-d49-t13277428-August-Itinerary-Help-Alaska.html
Trip Advisor	Forum	https://www.tripadvisor.com/ShowTopic-g28925-d49-t13285750-Planning-Father-Son-Grandson-Alaskan-Adventure-Alaska.html
Trip Advisor	Forum	https://www.tripadvisor.com/ShowTopic-g28925-d49-t13285856-Itinerary-Feedback-Alaska.html
Trip Advisor	Forum	https://www.tripadvisor.com/ShowTopic-g28925-d49-t13284819-Planning-a-trip-to-Alaska-Alaska.html
Trip Advisor	Forum	https://www.tripadvisor.com/ShowTopic-g28925-d49-t13130867-Planes-Trains-and-Automobiles-Anchorage-Alaska.html

News outlets send out requests for content that we produce and submit for consideration. We have also been asked to provide photos which we watermark with our branding.

Example:

How to plan a summer vacation amid a coronavirus outbreak

Contact: Chris Elliott
Outlet: The Washington Post
Deadline: 3/6/20 6:00 PM
Pitch Recipient: query-ah3w@haromail.vocusdr.com

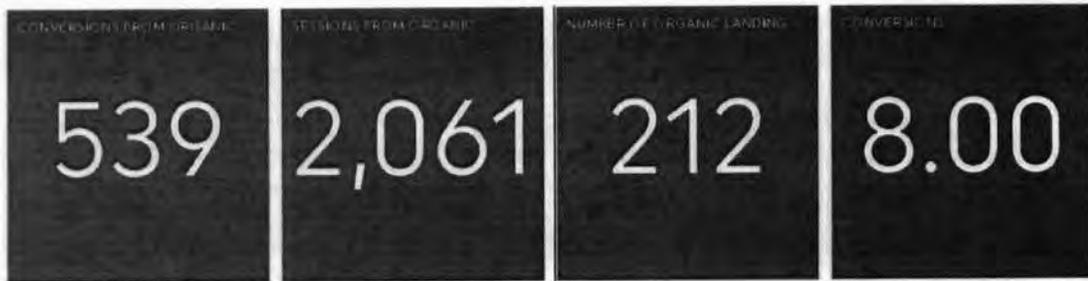
SEND PITCH

Opportunity

I'm working on a story about planning a summer vacation in the face of the coronavirus outbreak. I'd love to hear from anyone who is planning a summer vacation, despite the outbreak. Where are you going? Why did you decide to go? From travel experts, I'd be interested in hearing about the steps people must take if they are going to plan a vacation. How do you stay safe and protect your vacation investment?

Requirements

Please read this before answering. I'd be very grateful if you could send an initial response to my questions by email. Please do not respond with a note that says you would like to be considered for this story or want to set up a phone interview with a source. I'm happy to consider you for this story. I've included all of my questions in this query. Please take a minute to briefly answer them. If a phone interview is necessary, I will follow up right away. Kindly also include your full name and a jargon-free, brief (two to three word) description of your company or affiliation as you would like it to appear in the article. I will do my absolute best to acknowledge that I received your pitch and will make every effort to let you know when the story appears. More information on my queries can be found on my site: <https://chriselliotts.com/frequently-asked-questions-about-media-queries/>



COMMENTS

GOOGLE ADS



TOP CITIES

	Clicks	Impressions	Cost	Conversions
--	5,067	196,009	\$1,359.18	0.00
Kenai	91	18,920	\$23.06	0.00
New York	80	11,300	\$29.04	0.00
Los Angeles	58	9,764	\$51.38	1.00
Anchorage	35	2,392	\$11.73	0.00
Toronto	26	10,809	\$10.28	0.00
Chicago	25	6,952	\$11.81	0.00
Dallas	25	8,731	\$9.21	0.00
Washington	23	4,329	\$6.57	0.00
Miami	22	7,613	\$24.79	0.00
Houston	22	4,900	\$16.54	1.00

TOP KEYWORDS WITH QUALITY SCORE

	Clicks	Impressions	Click-Through R...	Quality Score
trip america	687	14,379	4.78%	1
travel cruises	588	6,773	8.68%	N/A
Content	404	64,014	0.63%	N/A
tour packages	364	3,218	11.37%	N/A
travel packages	305	2,370	12.87%	N/A
booking travel	256	9,999	2.56%	N/A
trips and tours	187	2,076	9.01%	N/A
tourist places	181	4,462	4.06%	1
tours company	157	852	18.43%	N/A
tour booking	156	1,250	12.48%	N/A
the best places to visit	114	2,655	4.29%	3

TOP CLICKED AD GROUPS

(S) Tourism Travel Itinerary	5,293
(D) Home	686
(S) Tourism General	397
(D) Northern Lights	381
(S) Tourism Travel Itinerary 9 States	120
Video Alaska's Playground	116
(S) 9 States Travel Guide	53
(S) Tourism Bears	4
(S) Tourism Fishing	4

COMMENTS

FACEBOOK ADS



TOP CAMPAIGN BY CLICKS (ALL)

Traffic 2020	11,551
Like Ad	1,062

ENGAGEMENT BY AD (WITH IMAGE)

	Post Reactions	Link Clicks	CTR (Link Click-...	CPC (Cost per L...
 Discovery Guide (id: 22844324861290615)	271 <small>↗ 271 ▲ N/A</small>	1,059 <small>↗ 1,059 ▲ N/A</small>	1.36% <small>↗ 1.36% ▲ N/A</small>	\$0.31 <small>↗ \$0.31 ~ N/A</small>
 Bear Viewing (id: 22844324873510615)	241 <small>↗ 241 ▲ N/A</small>	1,186 <small>↗ 1,186 ▲ N/A</small>	1.94% <small>↗ 1.94% ▲ N/A</small>	\$0.28 <small>↗ \$0.28 ~ N/A</small>

COMMENTS

Year over year, we're seeing drastic increases across the board. Clicks are up 291%, impressions increased 480%, and engagements are up 184%.

These increases have contributed to the large increase in website traffic (see Google Analytics).

The top performing ad links to the Discovery Guide with copy that says, "Want to learn more about the Kenai Peninsula? Download our FREE Discovery Guide for the best tips on your next Alaskan Adventure!" This tells us our targeted audience wants to learn more about Kenai and is interested in traveling to the Kenai Peninsula.

This also tells us our targeting is working. We are targeting the states with the highest interest in travel: Alaska, California, Florida, Idaho, Illinois, Michigan, Minnesota, Oregon, Texas, Washington, and Wisconsin.



Expenditures for reimbursement Jan 7-Mar 31, 2020

Cooperative Marketing	
ATIA-SOA Leads	\$1,400.00
INFOX Travel Agent Mailing	\$1,250.00
Travel Alaska Banner Ad	\$450.00
Social Media Hosting	\$1,000.00
Digital SEO Management	
SEO Optimization & Monitoring	\$16,454.00
Social Media, Blogs, and RS Feed	
www.KenaiPeninsula.org Updates and Hosting	\$1,344.61
Alaska Channel map	\$3,800.00
Social Media	\$2,621.31
Total	\$28,319.92

Challenges and moving forward:

Early February we started to run all of our social media and Google AdWords advertising in earnest. We tracked success through Google analytics and expanded our demographics to States that in the past haven't showed up in our target markets. Travel to Alaska was forecasted to increase over last year and cruises were seeing record bookings. In communication with our business members their bookings for 2020 were strong. As we moved into late February when the US started to see the first onset of Covid-19 infections bookings came to an abrupt halt. Traffic on social media was strong but visits to the website slowed considerably and requests for guides diminished.

In early March our marketing targets continued to pivot with each new health mandate with all destination marketing organizations completely ceasing marketing in mid-March. At our March 20th Board of Directors meeting it was decided that all spending on ads would halt for at least two-weeks, then we would re-evaluate, hoping that we would have an idea of when health mandates would be adjusted to allow travel. That would have been on April 3rd. We have seen increased travel restrictions, mass cancellations with no end in sight. We have continued our digital monitoring and continue to provide content, stories and photos.

The outlook for the 2020 season is dire with all events either cancelled or looking at rescheduling with no dates announced. All charters, excursions and lodging businesses are seeing mass cancellations with many businesses cancelling plans to open at all. The situation on the Peninsula is very dire with many businesses still trying to recover from losses felt in 2019 from the Swan Lake Fire. Cross gulf cruise ship sailings have nearly all cancelled, land based cruise tours have cancelled and discussions about 2021 cruise sailings show indications of fewer sailings being announced.

We have been reviewing what campaigns we can produce to recover any revenue for 2020. We have been hesitant to start any campaigns until we get an idea of when the State will loosen travel restrictions. We received some encouraging news on Monday with the Department of Fish and Game and the Governor's office allowing instate personal use fishing. The mandate asks for those fishing to minimize their interactions in the areas in which they fish and that they fish as close to home as possible. We are in communication with Fish and Game and the Governor's office to see what the restrictions on charter fishing is in light of the announcement.

The major demographic of visitors to the Kenai Peninsula are fellow Alaskans and they will be the first visitors to return to our area. It is doubtful that we will see travelers from the lower 48 in any number. With a focus on in-state travel we want to look at showing accessibility, wide open spaces, variety and supporting Alaskans.

There are many ways that we can access great numbers of fellow Alaskans including boosted social media posts, radio, TV and working with our business partners to promote the "journey".

- Promote the Seward and Sterling Hwy as destinations promoting points along the route.
- The Kenai Peninsula is close and provides a travel escape.
- Alaska's Playground is waiting for you.
- Alaskans supporting Alaskans: together we create a place to live, work and play.
- Partner with community organizations to promote any and all events moving forward.

The printed coupon booklet "Passport to the Kenai" has been a successful tool for Alaska's Playground prior to the pandemic we printed 15,000 and are ready to mass mail these Passports to households across Anchorage and the Mat-Su Valley with ways to support their Alaskan neighbors.

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: Debbie Speakman Date: Apr 15, 2020

Printed Name and Title: DEBBIE SPEAKMAN, EXECUTIVE DIRECTOR



**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 2020
Third Quarter Report
January 1, 2020 through March 31, 2020**

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

The Kenai Peninsula Center for the Alaska SBDC completed one of its most engaging quarters, with a steady start providing assistance to startups, followed by a nearly overwhelming couple of weeks guiding business owners through chaos caused by the COVID-19 pandemic.

The third quarter started with a highlight, as the Kenai Peninsula Center was awarded the 2020 SBDC Excellence and Innovation Award for Alaska, and subsequently for Region X of the SBA. This award is given by the SBA to its top SBDC center and ranked the Kenai Peninsula Center above peers in Alaska, Washington, Oregon, and Idaho. The center is currently competing with nine others in recognition for the national award, released in May.

During the third quarter, the main storyline became the impact of the COVID-19 outbreak to the peninsula economy and SBDC response. The SBDC began warning clients about potential impact from COVID-19 as early as March 9, giving them much needed time to plan. On Saturday, March 21, within one hour of the SBA's announcement that Alaska small businesses were eligible to apply for economic injury disaster loans, the SBDC disseminated information on how to apply to over 500 small business owners on the Kenai Peninsula. This timely response enabled local businesses to apply ahead of businesses in other states and gain a better position in the queue. Within days, 60 business owners with 479 jobs received critical guidance on COVID-19 programs to save their businesses and preserve jobs. In addition to strong business advising services, the Alaska SBDC has created an online COVID-19 Resource Center, where business owners can find the latest updates for CARES Act programs and more. We will continue to work tirelessly with business owners across the peninsula to ensure they get the best service in their time of need.

In response to the COVID-19 outbreak, the Alaska SBDC has released all of its webinars, both live and recorded, for free to the general public. These webinars include daily briefings with the latest updates for small businesses in Alaska impacted by COVID-19. We are joined daily by the SBA and The Foraker Group to answer questions asked by participants live. The SBDC has recorded other webinars that walk business owners through applying for the various programs available in the CARES Act.

The Kenai Peninsula Center has been working closely with businesses, as well as the cities, chambers of commerce, and congressional offices to ensure local business owners have a resource to support them in time of need. We look forward to presenting our strong year to the Mayor and Borough Assembly in May, and we appreciate the continued support.

At a Glance: Kenai Peninsula FY20 Q3 (Jan 1, 2020 - Mar 31, 2020)

Number of Clients Advised

Current Quarter: 96

FY 2020*: 178

Jobs Created by Clients

Current Quarter: 22

FY 2020*: 74

Jobs Supported

Current Quarter: 457

FY 2020*: 633

Business Starts

Current Quarter: 8

FY 2020*: 23

Capital Infusion

Current Quarter: \$665,800

- SBA Loans: \$135,800
- Non-SBA: \$530,000
- Non-Debt Financing: \$0

FY 2020*: \$1,626,300

Alaska SBDC Kenai Peninsula Center Activity – Historical Comparison*

	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	FY 2020 Q1 7/1/19 - 9/30/19	FY 2020 Q2 10/1/19- 12/31/19	FY 2020 Q3 1/1/20 - 3/31/20
New business created	7	6	11	5	10	8
Jobs created	12	14	21	17	35	22
Loans (in dollars)	\$300,000	\$283,500	\$1,600,000	\$125,000	\$420,000	\$665,800
Total capital (loans + equity)	\$300,350	\$638,050	\$1,671,710	\$125,500	\$835,000	\$665,800
New clients	22	32	24	20	19	35
Total clients	68	74	83	69	69	96
Total advising hours	421.25	312.17	202.75	300.92	344.33	278.74

COVID-19 Impact: Kenai Peninsula FY20 Q3 (Mar 9, 2020 - Mar 31, 2020)

Businesses Advised: 60

Jobs Supported: 479

Advising Hours: 68.8

New Clients: 23

Clients Advised by Location:

Soldotna: 17

Kenai: 13

Homer: 11

Seward: 10

Cooper Landing: 4

Nikiski: 3

Anchor Point: 1

Clam Gulch: 1

Top 5 Industries Advised:

Accommodation and Food Service: 17 clients

Retail: 8 clients

Arts and Entertainment: 7 clients

Healthcare and Social Assistance: 7 clients

Transportation/Warehousing: 4 clients

Summary

The Alaska SBDC has spearheaded the effort to connect small business owners with CARES Act programs designed to provide economic relief in response to COVID-19. The Kenai Peninsula Center Director began warning small business owners about potentially devastating effects from COVID-19 on March 9, four days before President Trump issued a disaster declaration. On Saturday, March 21, within one hour of the SBA's announcement that Alaska small businesses were eligible to apply for economic injury disaster loans, the SBDC disseminated information on how to apply to over 500 small business owners on the Kenai Peninsula. This timely response enabled local business owners to apply ahead of businesses in other states to gain a better position in the queue. The SBDC also notified leaders in the Kenai Peninsula Borough, the peninsula cities, and chambers of commerce, to ensure the news reached everyone, as soon as possible. While many business owners later indicated they applied for programs with our guidance, in the first two weeks, the SBDC directly advised 60 clients on the Kenai Peninsula, along with dozens of other business owners, more than any other SBDC center in Alaska. The SBDC has served as the primary point of contact for local business owners looking for information to help with tough economic decisions. In addition to strong local support, the Alaska SBDC created an online COVID-19 Resource Center, which includes daily webinars featuring the latest news on small business support for COVID-19 impact in Alaska. 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 get the best service in their time of need.

Clients & Advising at a Glance: Kenai Peninsula FY20 Q3 (Jan 1, 2020 - Mar 31, 2020)

96 Clients by Current Lifecycle

Pre-venture: 26 clients
Startups: 17 clients
In-business: 53 clients

Clients by Industry

Accommodation and Food Service: 22 clients
Manufacturer/Producer: 12 clients
Healthcare and Social Assistance: 11 clients
Retail: 10 clients
Arts and Entertainment: 9 clients
Construction: 7 clients
Professional, Scientific and Technical: 7 clients
Transportation/Warehousing: 6 clients
Real Estate, Rental and Leasing: 4 clients
Service: 4 clients
Administrative and Support: 3 clients
Agriculture, Forestry, Fishing and Hunting: 1 client

Areas of Advising

Startup Assistance: 102 hours
COVID-19 Assistance: 68 hours
Managing a Business: 41 hours
Financing: 28 hours
Buy/Sell a Business: 11 hours
Legal Issues: 8 hours
Marketing/Sales: 6 hours
Disaster Recovery: 6 hours
Business Plan: 3 hours
Accounting/Budget: 2 hours

Summary:

Of the 96 entrepreneurs who received advising assistance during the third quarter of FY 2020, 26 were in the pre-venture phase, 17 were startups, and 53 were already in business. This quarter featured two distinct periods. January and February followed the historical trend of entrepreneurs looking for guidance to launch or improve existing businesses during the upcoming summer tourist and construction seasons. This included 6 hours of disaster recovery advising relating to the Swan Lake Fire Disaster. Due to the impact of COVID-19, March took a decidedly different turn, with SBDC providing record advising totals to existing businesses. Within two weeks, over 50 well-established businesses on the Kenai Peninsula were provided business advising on COVID-19 topics, ranging from CARES Act programs to customer relations. Since accommodation and food service were the hardest hit by COVID-19 health mandates, that industry received the most business advising during the third quarter.

Jobs at a Glance: Kenai Peninsula FY20 Q3 (Jan 1, 2020 - Mar 31, 2020)

New Jobs Overview

22 new jobs
10 clients

New Jobs by Industry

Accommodation and Food Service: 2 clients (9 jobs)
Healthcare and Social Assistance: 4 clients (5 jobs)
Transportation and Warehousing: 1 client (5 jobs)
Construction: 1 client (1 job)
Manufacturer or Producer: 1 client (1 job)
Professional, Scientific and Technical: 1 client (1 job)

Jobs Supported

457 jobs
70 clients

Summary:

During the third quarter of FY 2020, 11 clients reported the creation of 23 new jobs on the Kenai Peninsula. The largest number of new jobs came from the accommodation and food service industry, followed by healthcare and transportation. The Kenai Peninsula Center recorded a record high for jobs supported in a quarter, due to the high volume of established businesses seeking assistance from the COVID-19 Disaster. Many of these jobs were preserved through SBDC guidance, with employers quickly directed to the Paycheck Protection Program.

New Clients at a Glance: Kenai Peninsula FY20 Q3 (Jan 1, 2020 - Mar 31, 2020)

35 New Clients by Initial Stage

Pre-ventures: 14 clients
Startups: 4 clients
In-business: 17 clients

New Clients by Industry

Accommodation and Food Service: 12 clients
Construction: 4 clients
Professional, Scientific and Technical: 4 clients
Arts and Entertainment: 3 clients
Healthcare and Social Assistance: 3 clients
Manufacturer or Producer: 2 clients
Real Estate, Rental and Leasing: 2 clients
Retail: 2 clients
Administrative and Support: 1 client
Service: 1 client
Transportation and Warehousing: 1 client

New Clients by Community

Soldotna: 12 clients
Homer: 7 clients
Kenai: 4 clients
Seward: 4 clients
Kasilof: 3 clients
Cooper Landing: 2 clients
Nikiski: 2 clients
Anchor Point: 1 client

Summary:

The Alaska SBDC Kenai Peninsula Center on-boarded 35 new clients during the third quarter of FY 2020. The first ten weeks were primarily from entrepreneurs looking to start a new business, while the last two weeks were from existing business owners seeking business advising on CARES Act programs for COVID-19 relief. Due to COVID-19 impact on restaurants and accommodation establishments, that industry outpaced all others in terms of new clients. The Soldotna and Homer chambers of commerce were very proactive in disseminating SBDC communications, so more assistance was provided to those communities.

New Businesses at a Glance: Kenai Peninsula FY20 Q3 (Jan 1, 2020 - Mar 31, 2020)

8 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 third quarter of FY 2020, 8 clients reported the creation of business starts within the Accommodation and Food Service, Healthcare and Social Assistance, Manufacturer or Producer, Professional, Scientific and Technical, Retail and Transportation and Warehousing industry sectors located in the communities of Kenai and Soldotna.

Workshops

Summary:

Alaska SBDC workshops were attended by 25 Kenai Peninsula residents. These classes, offered in both in-person and webinar formats, covered a wide array of subjects and harnessed both in-house expertise and professional adjuncts. Recently, the SBDC workshop program focused on growing the workshop on-demand offerings and ensuring any content is up-to-date and relevant to Alaska's small businesses. In addition to the live workshops (offered both in-person and via webinar), 26 on-demand workshops are available to anyone, at any time. The topics of these on-demand workshops include Marketing Basics, How to Get a Business License, Buyer's Guide to Franchise Ownership, and more. These workshops are available 24/7 and are able to be accessed as many times as needed.

River Health & Wellness, LLC

New Business Fighting the Coronavirus

Tanecia Webster, MSN, ANP, grew up on the Kenai Peninsula and decided to enter the medical field after losing a close loved one to cancer. She left the state to complete her education and obtain clinical experience, then returned home to Alaska to make a difference in the community she loves. With a passion to help people achieve wellness, Tanecia has become known for being a truly compassionate provider. With over a decade of medical experience, she decided to take the next step and opened the doors to River Health & Wellness, LLC in 2019.

In order to start the next exciting chapter of her professional career off strongly, Tanecia worked with the Alaska Small Business Development Center (Alaska SBDC) in Soldotna during the start-up process.



As every entrepreneur knows, a start-up takes strategy, passion, and tenacity. Tanecia brought all of this and more to the table and about her experience shared, *“The assistance I received from the Alaska SBDC was crucial to the start of my medical practice. Being a business owner was never a part of the future I envisioned for myself, however, after unforeseen circumstances, Cliff was there to provide the guidance, reassurance, knowledge base and experience to help me understand where to begin in this new endeavor. I am beyond thankful to the Alaska SBDC, but especially Cliff Cochran because his value in this process was immeasurable.”*

On working with Tanecia on her journey, Cliff shared, *“Tanecia has done a fantastic job narrowing down a wide range of options to the best fit for not only herself but also her patients. It's been refreshing to see that throughout this process, her top concern has always been for her patients. I'm very impressed with how she's switched gears on the fly and now started one of the best new medical practices on the peninsula.”*

Tanecia and the Alaska SBDC received excellent support from Tim Dillon and the Kenai Peninsula Economic Development District. KPEDD was able to provide River Health & Wellness



with a microloan within several weeks of application, creating a smooth transition during the cash flow crunch experienced by medical start-ups.

River Health & Wellness provides occupational and mental health services, immunizations, chronic health and internal medicine treatments, women's healthcare, and general wellness. Ever since the start of the COVID-19 pandemic, Tanecia and her team have been keeping their patients and the community informed on the latest updates. As a provider for many individuals with underlying health conditions, this

brand new clinic has arrived at precisely the right time, through assistance provided by the Alaska SBDC.

River Health & Wellness is conveniently located at 35670 Kenai Spur Hwy, Ste 103A in Soldotna. Connect with Tanecia and her team through their [website](#) or [Facebook page](#), or schedule an appointment by calling (907) 260-1655.