



KENAI PENINSULA BOROUGH
Community & Fiscal Projects

MEMORANDIUM

TO: Charlie Pierce, Mayor 
FROM: Brenda Ahlberg, Community & Fiscal Projects Manager 
DATE: January 24, 2018
SUBJECT: **FY18-2Q Economic Development Grant Reports**

Attached are the FY18-2Q grant reports for non-departmental awards:

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) 714-2154

EMAIL: bahlberg@kpb.u

RECEIVED

By bahlberg at 4:27 pm, Jan 12, 2018

FROM: KPEDD
KPB ACCOUNT: 100.94900.KPEDD.43009

Contract Amount: \$75,000
Ending: June 30, 2018

Financial / Progress Report

Submit Report To:	Project Name: Non-Areawide KPB Economic Development
Brenda Ahlberg	Date: 1/12/2018
Community & Fiscal Projects Manager	Report No.: 2 of 4
Kenai Peninsula Borough	Quarter From: 10/01/17
144 N. Binkley St., Soldotna, AK 99669	To: 12/31/17

FINANCIAL REPORT:

FINAL REPORT DUE ON OR BEFORE 07/10/2018

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	75,000	18,750.00	18,750.00	37,500.00	\$ 37,500.00
Travel		-	-	-	\$ -
Contractual		-	-	-	\$ -
Supplies		-	-	-	\$ -
Equipment		-	-	-	\$ -
		-	-	-	\$ -
TOTALS	\$ 75,000.00	18,750.00	\$ 18,750.00	\$ 37,500.00	\$ 37,500.00

Payment Request	\$ 18,750.00
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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 mid-year 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: 01/12/2018

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

KENAI PENINSULA ECONOMIC DEVELOPMENT DISTRICT, INC.

Kenai Peninsula Borough Grant

FY18 Midyear Report

- KPEDD completed the fiscal year 2017 audit with no significant findings. Clean audits continue to assist KPEDD in funding opportunities, such as the EDA Planning Grant.
- KPEDD has continued to develop partnerships addressed in the Comprehensive Economic Development Strategy. Throughout the second FY18 quarter KPEDD worked with the Alaska Department of Commerce, Community and Economic Development and the University of Alaska Anchorage, Center for Economic Development. KPEDD worked diligently with the taskforce to develop a State-wide CEDS document. This partnership aligned KPEDD's efforts with the State's. KPEDD also included local leaders to advocate borough wide issues they would like to see addressed by the state. This includes discussions on fishing regulations, budget, energy concerns and apprenticeship programs.
- Staff worked with the Kachemak Shellfish Mariculture Association (KSMA) to upgrade existing equipment. KSMA supports oyster farms across the state and is critical for healthy and sustainable spat numbers. KPEDD will continue to search for available funding and opportunities for KSMA.
- KPEDD has and will continue to work with local workforce and educational leaders to achieve goals and work together through similar issues. This group includes Rachel O'Brien with the Alaska Department of Labor, Cathy LeCompte the Director of AVTEC, Sean Dusek, Superintendent with the Kenai Peninsula Borough School District, Gary Turner, Director of the Kenai Peninsula College and Bob Hammer with the Kenai Peninsula Construction Academy. Through this partnership, KPEDD worked to develop the local labor pool through identifying needs and opportunities provided by one another.
- Tim continued serving on the board for the Dome Project throughout the second quarter. This project would allow space for locals to participate in exercise related activities year-round. This would also provide a space to host the native winter games and the mended heart program for heart patients.
- KPEDD's continually updated website provides needed data and information to businesses, such as reports and programs. This has reduced printing costs as reports can be downloaded directly from kpedd.org.



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.

- Support of the Kenai Peninsula Construction Academy has continued through grant administration, the Business Incubation Center and providing public platforms for program updates. KPCA is a non-profit educational program offering six-week courses in various skilled trades including, small engine repair, electrical, welding, carpentry, plumbing and diesel mechanics. Applicants can take these six-week classes free of charge. Upon graduation, students are directed into apprenticeship programs and placed with employers. Skilled trade workers continue to be a need on the Kenai Peninsula.
- KPEDD worked with the Kenai Peninsula Driving Instruction to meet the necessary State standards and certification requirements. KPDI provides different types of CDL training for Kenai Peninsula residents. Historically, individuals would have to travel to Anchorage for training, which was costly and time consuming.
- The Business Incubation Center continued to provide support for tenants. Staff worked with business owners to provide structure and business assistance to maintain or grow their companies through provided assistance, office and warehouse space, advocacy, as well as business and technical assistance. KPEDD also continued to reach out to local businesses in the community to offer assistance as needed.
- Walk-ins are always welcomed for businesses seeking aid. By maintaining an open-door policy, many barriers to business are eliminated. They can come in and discuss solutions with KPEDD's staff members to discuss solutions. This has helped a number of local companies who were appreciative of the timeliness of our support.
- This year's Industry Outlook Forum was held on January 10th at the Soldotna Regional Sports Complex with preparation beginning in October. The event was a success and attendee numbers were higher than the last 4 years. This event continued to be free to the public and provided a platform for industry leaders and state officials to discuss projects and business projections. This year's presentations included speakers from the State of Alaska, Alaska Minors Association, the Foraker Group, Alaska Gasline Development Corporation, local and state tourism, Kenaitze Indian Tribe, Peninsula Community Health Services, Alaska Salmon Fellows, and a workforce panel that included AVTEC, KPCA, Kenai Peninsula College, Kenai Peninsula Borough School District, and the Alaska Department of Labor. Presentations for the event will be made available on the KPEDD website.
- The Situations and Prospects report is currently underway and will continue to be produced for the 2018 fiscal year. This report is a collection of the last 5 years of data on topics including population and aging demographics, education, housing, cost of living, travel and freight, tourism, fishing, construction, oil and gas, personal prosperity, business prosperity, industry spotlights, borough and city profiles and more. This report is a dataset providing a complete view of the Kenai Peninsula's economy through relevant metrics.
- The Comprehensive Economic Development Strategy is a 5-year plan for the direction of the Kenai Peninsula Borough from 2016-2021. An annual update is currently underway for 2018 as KPEDD continues to monitor and revise the document as needed. This document will provide an overview of human capital, geography, community development, quality of life, infrastructure, business development, rising, mature, watch-list and challenged industries. It also assesses the strengths, weaknesses, opportunities and threats to the Kenai Peninsula. The CEDS outlines goals, objectives and an overall strategy focused on resiliency as it faces downturns in oil and gas as well as State funds.

- KPEDD utilized an advertising trade with the KDLL radio station to broadcast the 6 strategic goals listed in the CEDS. By doing this, KPEDD united the Peninsula with focused and attainable goals for a streamlined strategy. It also informed businesses of progress and invited public comment.
- Tim continued to present KPEDD's progress and direction quarterly to the Kenai Peninsula Borough Assembly. This informed the borough of advancements and insured all members were on the same page. This also gave KPEDD the opportunity to work alongside the assembly to assist and develop the Borough's CEDS document.
- KPEDD has, and will continue to present community reports to each region of the Kenai Peninsula as well as KPEDD goals and progress. This opportunity allows residents and community members to provide comment for area-specific needs. So far, KPEDD has held discussions in the cities of Soldotna, Homer, Seward and Kenai, and will hold meetings in Nikiski, Cooper landing, Anchor Point, Tyonek, Nanwalek and Port Graham by fiscal year end. KPEDD will continue these discussions in 2018. The information and public comment gathered will be included the CEDS annual update.
- Due to Tim's professional history with federal and state agencies, he was able to provide local businesses with available grant information. Tim worked to disseminate funding opportunities with the communities, businesses and entrepreneurs in the Kenai Peninsula Borough.
- KPEDD worked to evaluate and develop a plan with the Borough committee to assist in the assessment of a potential airport authority. An airport authority would be a necessity if the State were to transfer ownership of all airports/airstrips to KPEDD.
- A disaster planning business retention survey is currently underway and will be disbursed to each community to assist each business with resiliency planning. This questionnaire will work to develop a structure in the event of natural and man-made catastrophes to reduce business closures and unemployment.
- In partnership with the Southwick Associates and the Kenai River Sportfishing Association, KPEDD has and will continue to collect information and data to produce an angler study. This document will provide information regarding tourism and financial benefit of sportfishing in the area.



KENAI PENINSULA BOROUGH

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GRANTS
01/16/2018
RECEIVED

FROM: KPTMC
KPB ACCOUNT: 100.94900.KPTMC.43021

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

Financial / Progress Report

Submit Report To:	Project Name: Tourism Marketing/Peninsula Promotion
Brenda Ahlberg	Date: January 16, 2018
Community & Fiscal Projects Manager	Report No.: 1
Kenai Peninsula Borough	Quarter From: October 1, 2017
144 N. Binkley St., Soldotna, AK 99669	To: December 31, 2017

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

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 61,241.48	\$ 22,102.79	\$ 9,869.36	\$ 31,972.15	\$ 29,269.33
Travel	\$ 13,800.00	\$ 3,098.58	\$ 1,418.37	\$ 4,516.95	\$ 9,283.05
Adv/Marketing	\$ 230,958.52	\$ 106,876.36	\$ 26,967.82	\$ 106,876.36	\$ 124,082.16
TOTALS	\$ 306,000.00	\$ 132,077.73	\$ 38,255.55	\$ 143,365.46	\$ 162,634.54
Payment Request					\$ 38,255.55

PROGRESS REPORT: Describe activities that have occurred during this reporting period. Describe any challenges you may have experienced, any foreseen problems, and/or any special requests. Attach additional pages.

Introduction:

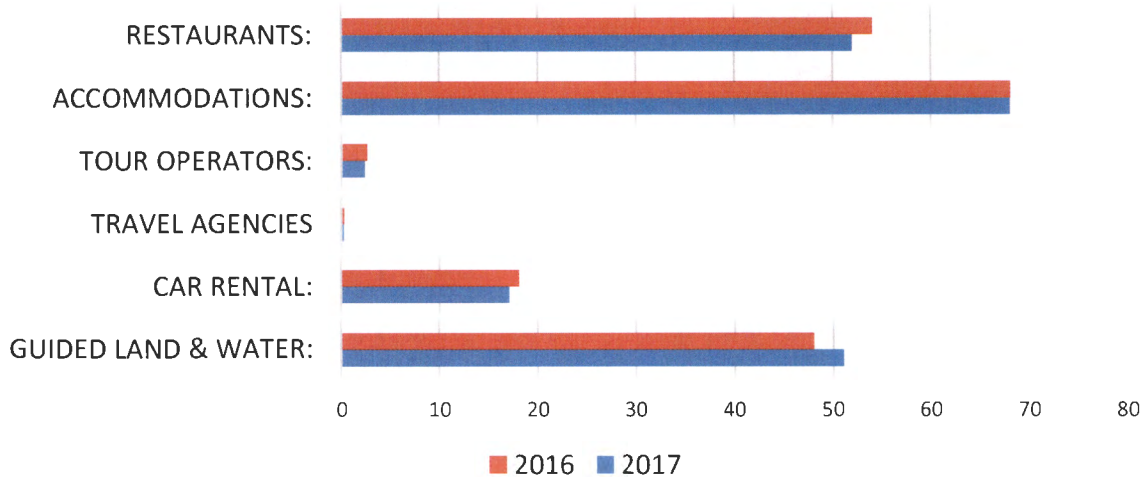
It appears that it's been another successful tourism season on the Kenai Peninsula! With the close of the summer tourist season on September 30th, 2017, it appears that tourism based sales produced a slight increase compared to 2016 data. Taxable sales increased .2% with a total of \$175,188,718 in combined reported taxable sales during the second and third quarters of 2017. With \$174,690,594 taxable sales in 2016, this results in an increase of \$498,124 between the two years. While this is a minor increase, it is an increase in an economic climate that is uncertain at best. As noted in the previous quarter's report, the Alaska State Legislature has significantly decreased tourism marketing funding with \$1.5 million having been allocated for the 2016 budget cycle. With the reduced budget, the statewide marketing organization did not produce a statewide guidebook nor any television commercials; both of these are highly effective in generating interest in a tourism/travel destination. It is certainly positive that the Kenai Peninsula experienced a slight increase in tourism-based taxable sales in light of the reduced marketing budgets; I note this marketing reduction because I believe it addresses some of the findings when the tax data is segregated into specific categories. Looking ahead, it's encouraging that the Alaska State Legislature increased the tourism

marketing budget to \$3 million for the current budget cycle and the statewide marketing organization will be printing a 2018 Alaska State guidebook that will be produced on a calendar year basis (as opposed to the 4th quarter production system similar to KPTMC's Guidebook production schedule).

What did the Kenai Peninsula Borough's taxable sales look like for the second and third quarters of 2017? Below is a graph comparing the overall categories from 2016 to 2017.

2017 vs 2016 Comparisons between Q2 and Q3 Taxable Sales

Sales
(in millions)



Category	2017	2016	Change
GUIDED LAND & WATER:	\$51,051,063	\$48,406,194	5.46%
CAR RENTAL:	\$1,708,129	\$1,798,155	-5.01%
TRAVEL AGENCIES:	\$289,658	308,596	-6.14%
TOUR OPERATORS:	\$2,367,379	\$2,600,253	-8.96%
ACCOMMODATIONS:	\$67,649,866	\$68,009,366	-0.53%
RESTAURANTS:	\$52,122,623	\$53,568,030	-2.70%

In looking at the data, two things are worth highlighting. All categories with reportable taxable sales saw a decrease except for the combined *Guided Land & Water* category (data provided combined by Kenai Peninsula Borough tax office) This combined category reports a 5.46% increase from 2016 to 2017 which is what ensured the 2017 season increased from the 2016 report. However, it is important to recognize that if a business does not fall within the *Guided Land and Water* category, there is a strong likelihood that business will have seen a decrease in their taxable sales, some more so than others. This is a trend that should be noted that while *overall* the season demonstrated an increase, a significant portion of the industry likely reflects a decrease. I believe much of it is related to the previously noted reduction in the statewide marketing program's budget and the related cessation of effective marketing materials.

Community specific data will be reviewed in the forth-coming Q3 grant report; borough-wide data is reported below according to category and quarter.

	Borough
Scenic and Sightseeing Transportation, Water	
Quarter 2	15,177,880
Quarter 3	35,873,183
Passenger Car Rental	
Quarter 2	604,054
Quarter 3	1,104,075
Travel Agencies	
Quarter 2	101,638
Quarter 3	188,020
Tour Operators	
Quarter 2	620,145
Quarter 3	1,747,234
Hotels (except Casino Hotels) and Motels	
Quarter 2	12,555,076
Quarter 3	22,783,766
Bed-and-Breakfast Inns	
Quarter 2	6,176,524
Quarter 3	12,474,604
All Other Traveler Accommodation	
Quarter 2	2,384,614
Quarter 3	4,282,328
RV (Recreational Vehicle) Parks and Campgrounds	
Quarter 2	1,844,311
Quarter 3	3,065,023
Recreational and Vacation Camps(except	
Quarter 2	366,000
Quarter 3	890,117
Rooming and Boarding Houses	
Quarter 2	275,344
Quarter 3	552,159
Full-Service Restaurants	
Quarter 2	17,739,334
Quarter 3	25,373,389
Limited-Service Restaurants	
Quarter 2	3,930,440
Quarter 3	5,079,460
Total 2017 Taxable Sales	175,188,718

2017 Passport Grand Prize Drawing Details:

As noted in the previous quarter's grant report, we distributed nearly 16,000 Passports. We had a total of 63 completed Passports returned and were entered in to the drawing for the Grand Prize of a Kenai Peninsula Vacation

Package which includes two Nights Lodging at Harbor 360 Hotel in Seward, two entries in the Alaska Sealife Center, two nights lodging at Alaska Seascape Lodge in Kenai, one day of fishing for two with Jimmie Jack Fishing, two nights lodging at Ocean Shores in Homer, and a Creatures of the Dock Tour & Wynn Nature Center Hike for two with the Center for Alaskan Coastal Studies. Mr. Roy Storey of Voila, Idaho was drawn as the winner.

Guidebook Printing Complete

We have completed production of the 2018 Guidebook, printing 100,000 copies. These have been distributed to a range of travel marketing entities for ongoing dissemination throughout the upcoming marketing season.

4000	Infox; Tempe, Arizona
5000	KPTMC; Soldotna, Alaska
8000	Visit Anchorage; Anchorage, Alaska
83,000	AKA Direct; Portland, Oregon

Los Angeles Times Consumer Show Update:

KPTMC has been prepping for the upcoming LA Times Travel Show and I wanted to update the Borough on a great addition we have secured for this year! KPTMC member, ABC Motorhome, offered a free RV rental, 2 RT tickets from anywhere in the continental United States, and two nights hotel in Anchorage to be given away at the travel show. Talking in-house we realized we needed something that would promote The Kenai and strongly encourage travel to our great destinations rather than the winner potentially going North. We reached out to the two members who will be staffing the booth with us in LA, and they committed to a bear viewing flight, fishing trip, and gear rental for two. Over the next couple weeks, we'll work to supplement this package with more Kenai Peninsula based components. We have also utilized the free promotional opportunities offered by the LA Times to maximize the entries. Finally, ABC's main purpose for offering this was to gain potential leads; these leads will be shared with *all members* so it's definitely a win-win for everyone. I look forward to updating you on how this vacation package give-away goes in the next quarterly report.

Printed Advertising



We have continued advertising with Northwest Travel as well as Alaska Sportsman Journal, Northwest Sportsman, and a German magazine titled Am Haken (which was provided at no cost as we assisted the author on a Familiarization Tour of the Kenai Peninsula). The paddleboard ad (or some variation of it) is one that we will continue to use across most printed platforms. We also included a printed ad for our online specials that our members offer within our 2018 Guidebook. The next several months will see a notable increase in printed advertisements.

UNLEASH THE BEAR! UNLEASH THE BEAR! UNLEASH THE BEAR! UNLEASH THE BEAR!

COME PLAY WITH US.

Visit www.alaskasplayground.org for Online Specials, a FREE Kenai Peninsula Travel Planner, and a FREE Passport to Adventure On The Kenai, stacked full of discount coupons for your visit.

5511 Kenai Spur Hwy. So. Denzle AK 99569 **907.535.3034**
2008 Kenai Park Inc. / Kenai Park Pass

WELCOME TO SOLDOTNA, ALASKA!

HOMER TO THE WORLD FAMOUS SOLIDOTNA BEER! You'll enjoy the best 100% Craft Lagers, world class fishing, fabulous accommodations, world class dining, shopping, recreation, hiking, tennis, golf, water sports, and more! It's all here!

Soldotna

907.267.9974
www.theboldone.com

THE ADVENTURE BEGINS!

Homer

Seward

Visit seward.com

IT'S ALL HERE!

KENAI

www.visitkenai.com

Abstand haben, hier sehr im Wald oder auf dem Boot und meistens mit umgeben. Schönen Blick und herrliche, denn die großen Menschen sitzen, um zu sitzen, und das ist dann für einen Mensch etwas unger. Durch sein sich, einmal vornehmen kann, um zu sitzen in der Natur hat das Sitzen auf dem Boot ist nicht. Denn es ist ein, und die sind nicht so klein. Auch nach der Zeit und die sind nicht so klein. Auch nach der Zeit und die sind nicht so klein. Auch nach der Zeit und die sind nicht so klein.

Kenai River - Angela Merkel hat hier geangelt und Karl Malone hat ein Häuschen um die Ecke

Wir gehen erst einmal bestreut mit dem Boot, mit dem Boot und dem Boot. Die sind nicht so klein. Auch nach der Zeit und die sind nicht so klein. Auch nach der Zeit und die sind nicht so klein. Auch nach der Zeit und die sind nicht so klein.



schon mal kommen in diese angeln

rygische Lachse fischen, denn hier ist es ein Festspiel und ein großer Tag. Wir werden hier in der Natur und in der Natur. Wir werden hier in der Natur und in der Natur. Wir werden hier in der Natur und in der Natur.



Wir sind hier auf dem Boot



Die ersten Menschen

Platz sich bilden und es wird lebendig. Die ersten Male der Lachse fischen, denn hier ist es ein Festspiel und ein großer Tag. Wir werden hier in der Natur und in der Natur.

Homer - malerisch und es geht auf Hellbutt

Der der Natur nach Homer Homer ist ein großer Tag. Wir werden hier in der Natur und in der Natur. Wir werden hier in der Natur und in der Natur.

WELCOME TO THE KENAI - ALASKA'S PLAYGROUND!

Here you will discover what Alaskans already know, THE KENAI is not behind safety glass, or a deck rail. Your feet touch the cold steel on the boat and your heart pounds with the thrill of a monster fish. Your adrenaline rushes to the right of a boat, and your shirt sticks to your trap as a glacier.

With over 18,000 SQUARE MILES of extraordinary adventure and excitement in Chugach State, discover why "THE KENAI" is known as ALASKA'S PLAYGROUND.

CALL TOLL FREE: (800) 635-3034

ALASKA'S PLAYGROUND

WWW.VISITKENAI.COM

Google Ad Words Campaign:

This project was started under the FY17 Kenai Peninsula Borough grant cycle, but was ongoing through the summer season and concluded in October 2017 (the previous months' data was included in the Q1 report). The cumulative campaign generated nearly 160,000 impressions (times our ad was seen in a search query) and nearly 8,500 clicks (times a searcher clicked on the ad to our website). The FY 2018 Marketing Proposal includes a Google Ad Words component which will begin in late February/early March.

KPTMC Google AdWords Oct 2017

Ad group	Impressions	Clicks	CTR	Avg. CPC	Cost	Avg. position	Conversions	Conv. rate
Fishing	8,156	255	3.13%	\$0.95	\$242.65	3.28	4	1.57%
Kenai Peninsula	7,099	454	6.40%	\$1.06	\$483.33	1.48	32	7.13%
Community - Homer	5,840	331	5.67%	\$0.43	\$142.39	2.12	19	5.81%
Community - Seward	4,862	358	7.36%	\$0.81	\$291.54	1.73	20	5.63%
Dog Sledding	4,264	81	1.90%	\$0.99	\$79.81	2.28	0	0.00%
Community - Kenai	3,041	168	5.52%	\$0.77	\$129.35	1.55	12	7.45%
Community - Soldotna	2,952	157	5.32%	\$0.70	\$110.45	1.55	8	5.33%
Hiking	1,248	53	4.25%	\$1.11	\$59.09	1.96	2	3.77%
Camping	1,172	47	4.01%	\$0.78	\$36.89	2.39	1	2.27%
Lodging	1,109	36	3.25%	\$1.34	\$48.11	3.51	1	2.78%
Bear Watching	876	49	5.59%	\$1.17	\$57.54	3.42	2	4.08%
Whale Watching	772	36	4.66%	\$0.98	\$35.21	2.91	0	0.00%
Glacier & Wildlife Cruises	693	29	4.18%	\$1.29	\$37.48	3.18	0	0.00%
Community - Hope	670	53	7.91%	\$0.68	\$35.93	1.21	3	5.66%
Community - Sterling	596	35	5.87%	\$0.61	\$21.40	1.63	3	8.82%

Community - Anchor Point	508	32	6.30%	\$0.76	\$24.18	1.32	2	6.45%
Community - Seldovia	486	35	7.20%	\$0.65	\$22.87	1.21	0	0.00%
Community - Cooper Landing	457	22	4.81%	\$0.78	\$17.06	2.28	2	9.09%
Community - Moose Pass	439	34	7.74%	\$0.53	\$17.91	1.08	2	5.88%
Community - Kasilof	434	20	4.61%	\$0.66	\$13.20	1.39	2	10.53%
Community - Nikiski	375	25	6.67%	\$0.63	\$15.63	1.23	2	8.33%
Rafting	300	18	6.00%	\$1.11	\$19.96	3.12	0	0.00%
Biking	300	4	1.33%	\$0.76	\$3.05	2.03	0	0.00%
Birding	287	13	4.53%	\$0.84	\$10.98	1.43	0	0.00%
Community - Clam Gulch	199	15	7.54%	\$0.64	\$9.62	1.11	1	6.67%
Horseback riding	168	17	10.12%	\$0.74	\$12.54	1.4	3	17.65%
Canoeing	157	11	7.01%	\$0.62	\$6.82	1.64	1	9.09%
Community - Ninilchik	82	3	3.66%	\$0.91	\$2.74	1.67	0	0.00%
Flightseeing	73	3	4.11%	\$1.39	\$4.18	4.37	0	0.00%
Kayaking	43	6	13.95%	\$0.78	\$4.65	2.12	0	0.00%
Kenai Peninsula Things to Do	30	6	20.00%	\$0.42	\$2.52	1	0	0.00%
Totals	47,688	2406	5.05%	\$0.83	\$1,999.08	1.8	122	5.07%

Google Analytics:

In reviewing the Google Analytics of our webpage, data is inline where one would expect at the conclusion of the tourist season. People aren't yet digging in to research future trips, but it does demonstrate a portion of the clicks received following the viral video uploaded to our Facebook page (please see the Social Media section for more details regarding this). There is a spike in December in both the Audience Overview, Active Users, as well as our Discovery Guide landing page (that was eventually linked to the viral Facebook content).



What pages do your users visit?

Page	Pageviews	Page Value
/	3,451	\$0.00
/discovery-guide	2,412	\$0.00
/about-kenai/must-do-list	643	\$0.00
/activities/fishing	580	\$0.00
/things-do	564	\$0.00
/activities/bear-viewing	559	\$0.00
/activities/resorts-lodges-cabins	517	\$0.00
/about-kenai/places-go/seward	452	\$0.00
/about-kenai/places-go	445	\$0.00
/about-kenai/places-go/homer	414	\$0.00

Last 90 days ▼

[PAGES REPORT >](#)

How well do you retain users?

User retention

	Month 0	Month 1	Month 2
All Users	100%	1.7%	0.4%

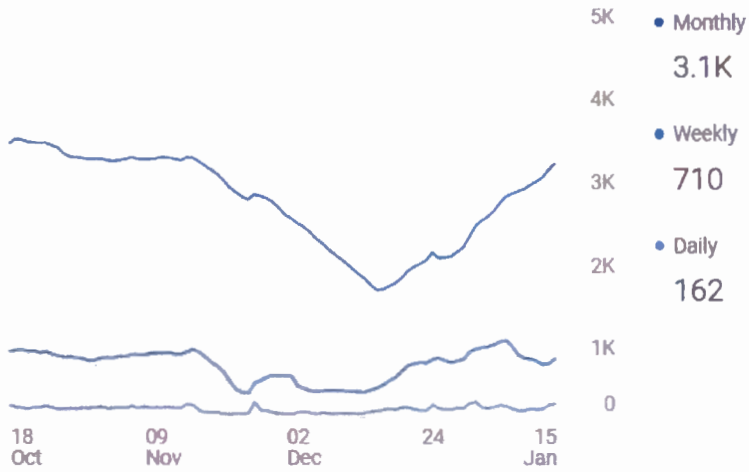


Last 3 months ▼

[COHORT ANALYSIS REPORT >](#)

How are your active users trending over time?

Active Users



Last 90 days ▾

[ACTIVE USERS REPORT >](#)

How are you performing against goals?

Goal Completions

3.6K



Goal Value

\$0.00



Goal Conversion Rate

40.52%



Goals

Conversion rate

Completions

Over 3.5min Visit



1,866

Viewed Guide Request



1,740

Viewed Passport Request

0

General Product Tracking

0

50 Hikes Purchase

0

Discovery Guide Downloaded

0

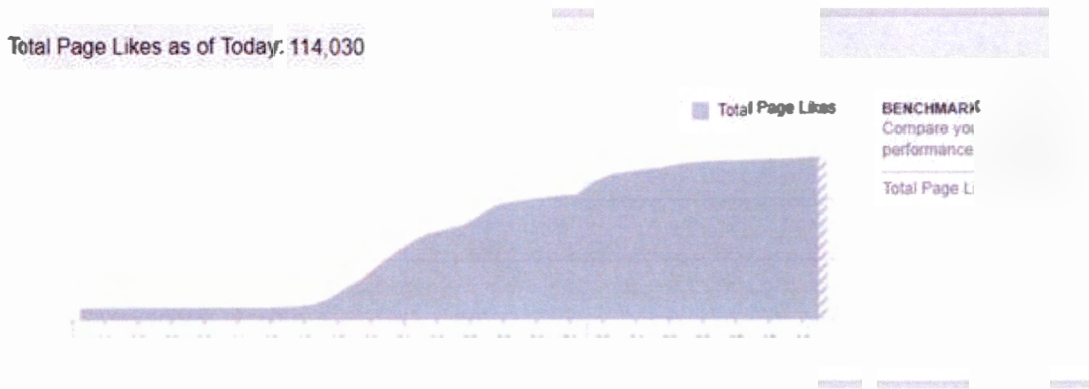
Last 90 days ▾

[GOALS OVERVIEW >](#)

Social Media:

KPTMC recently had a Facebook post go extremely viral. In mid-December we had almost 64,000 Facebook "likes." We are now sitting at over 114,000! When we realized the speed at which the video was moving across the internet, our Director of Member Services added a direct link to our website guidebook request page, and nearly 100% of the people who clicked the link requested a guidebook.

Additionally, in June our long-standing blogger suddenly resigned. With her resignation, we decided to implement vlogs (or video logs) rather than the traditional write ups. Travelers are looking to be able to see themselves engage in an activity rather than read about other people doing things. We contracted with Buck Kunz of Kenai Creative to produce a marketing video about Salmonstock. Pending release of the video to social media and other online entities, we will provide a link to the Kenai Peninsula Borough administration.



We continue to highlight the Kenai Peninsula as a prime location to visit in Alaska.

Post Details



The Kenai, Alaska's Playground

Everywhere you go on The Kenai, Alaska's Playground, the mountains abound!

PC. The Good in the World



29,223 Likes (How many)

2,379 Retweets, Comments & Shares

1,604 Likes (On Post) 1,128 Retweets (On Post) 476 Comments (On Post)

236 Retweets (On Post) 189 Retweets (On Post) 77 Comments (On Post)

1 Retweets (On Post) 0 Retweets (On Post) 1 Comments (On Post)

64 Retweets (On Post) 45 Retweets (On Post) 19 Comments (On Post)

1 Retweets (On Post) 0 Retweets (On Post) 1 Comments (On Post)

110 Retweets (On Post) 31 Retweets (On Post) 79 Comments (On Post)

363 Retweets (On Post) 361 Retweets (On Post) 2 Comments (On Post)

1,379 Retweets

314 Retweets (On Post) 0 Retweets (On Post) 1,066 Comments (On Post)

NEGATIVE FEEDBACK

25 Retweets (On Post) 6 Hide All Posts

0 Report (On Post) 0 Hide Post

Retweets (On Post) by (Account Name) (Profile Picture) on (Date)

We engage the audience and make them our brand ambassadors.

Post Details

The Kenai, Alaska's Playground shared Louise Homola Marasco's post.
 Hey fans! Can we help Louise answer her question? We definitely recommend the Kenai Peninsula! And we have an entire website full of information! <http://kenaipeninsula.org/>

Anybody ever explored Alaska? Tell me about your trip and what you recommend!

Get More Likes, Comments and Shares
 When you boost this post, you'll show it to more people

11,367 people reached

Boost Post

Andre Allen and 49 other

53

Like Comment Share

Write a comment

Top Comments

Jack Willis The main thing is DO NOT do a cruise ship !!! What you see on a cruise IS NOT Alaska!! If you want to see Alaska fly to Anchorage rent a car and go meet the people and really see Alaska!... See more

Like Reply Message Edited

9 Replies

John Craig The drive from Anchorage south to the Kenai peninsula, has some beautiful vistas. The view as you crest the hill and get your first view of Kachemak Bay, the Homer Spit, and glaciers in the distance is truly amazing!

Like Reply Message

2 Replies

Performance for Your Post

11,367

132

46

6

1

81

0

1,022 Post

0

NEGATIVE FEEDBACK

29

0

0

46

6

1

76

0

22

0

0

Hide All Posts

Unroll Feed

0

0

0

6

0

1,800

0

By sharing viral content, Facebook rewards the page's algorithm and more of The Kenai, Alaska's Playground posts are seen.

Post Reach

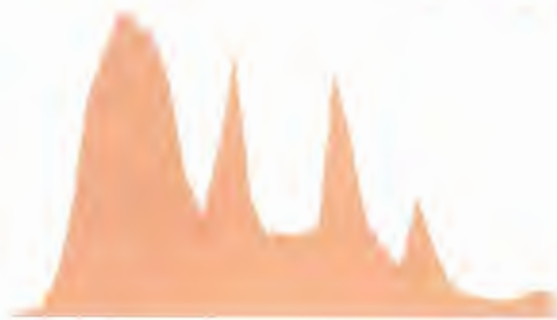
The number of people your posts were served to

Organic Paid

BENCHMARK
 Compare your average performance over time

Organic

Paid




This moose video was viral content that launched The Kenai, Alaska's Playground's fan page by 50,000 new fans in less than a month.

Post Details


Video
Post
Shares

See metrics for all



The Kenai, Alaska's Playground

That's something you don't see every day!



00:57

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 3,300 people

Your video is popular in **Alaska**

83K

4K

Like Comment Share

Performance for Your Post

26,768,936 Possible Reach

15,324,094 Video Views

1,550,148 Interactions (Comments & Shares)

846,768 Like	64,770 On Post	781,998 On Shares
99,434 Love	8,027 On Post	91,407 On Shares
11,906 Haha	745 On Post	11,241 On Shares
171,278 Wow	11,812 On Post	169,466 On Shares
703 Sad	70 On Post	633 On Shares
109 Angry	10 On Post	99 On Shares
114,235 Comments	8,000 On Post	106,228 On Shares
307,762 Shares	307,762 On Post	0 On Shares

4,083,913 First Views

1,290,454 Likes to Story	784 Like to Post	2,792,705 Other Likes
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NEGATIVE FEEDBACK

9,664 Hide Post

1 Report as Spam

2,147 Hide All Posts	13 Unlike Page
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Unconnected (but may be followed) posts and appears on page

EASTERN REGION: Danny Seavey, Seavey's Ididaride	CENTRAL REGION: Eric Dahlman, Seavey's Ididaride	SOUTHERN REGION: Laurel Hiltz, Seldovia Village Tribe Mike Warburton, The Ocean Shores
INCORPORATED COMMUNITY REPRESENTATIVES:		
Cindy Clock, Seward Chamber of Commerce	Shanon Davis, Soldotna Chamber of Commerce	Johna Beech, Kenai Chamber of Commerce and Visitor Center
		Debbie Speakman, Homer Chamber of Commerce
BOROUGH WIDE REPRESENTATIVES:		
Kelly Cooper, Kenai Peninsula Borough	Travis Taylor, Premier Alaska Tours	

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

Signature: Summer Hazenby Date: 1/16/18
 Printed Name and Title: Summer Hazenby, Executive Director



**UNIVERSITY of ALASKA
ANCHORAGE**

University of Alaska
UAA Office of Sponsored Programs
PO Box 141628
Anchorage AK 99514-1628

RECEIVED
By bahlberg at 2:45 pm, Jan 12, 2018

11-Jan-18

Kenai Peninsula Borough
Attn: Brenda Ahlberg
144 N. Binkley Street
Soldotna, AK 99669

Project Title: FY18 Kenai Peninsula Borough AKSBDC
Analysis of costs rendered under award 100.94910.UAA#1.43011
in the amount of \$84,000 from 01-JUL-2017 to 31-DEC-2017

Voucher No: 1

	Previous Bill Amount	Current Amount Due	Cumulative Bill Amount
Salaries	\$0.00	\$54,596.80	\$54,596.80
Staff Benefits	\$0.00	\$23,555.14	\$23,555.14
Travel	\$0.00	\$0.00	\$0.00
Services	\$0.00	\$0.00	\$0.00
F&A Costs	\$0.00	\$7,815.20	\$7,815.20
Cost overrun		-\$1,967.14	-\$1,967.14
Grant Total	\$0.00	\$84,000.00	\$84,000.00

By signing this report, I certify to the best of my knowledge and belief that the report is true, complete, and accurate, and the expenditures, disbursements and cash receipts are for the purposes and objectives set forth in the terms and conditions of the Federal award. I am aware that any false, fictitious, or fraudulent information, or the omission of any material fact, may subject me to criminal, civil or administrative penalties for fraud, false statements, false claims or otherwise. (U.S. Code Title 18, Section 1001 and Title 31, Sections 3729-3730 and 3801-3812).

CERTIFIED CORRECT

Tana J. Myr Stol
Director, Sponsored Programs

CC: G00011683
Federal Tax ID: 92-6000147

Please attach a copy of this invoice with your remittance.

For questions about this invoice, please contact Elizabeth Dickinson (esdickinson@alaska.edu / 907-786-1777).
If this is a negative bill, the credit will be applied to your next invoice.

ALASKA SBDC KENAI PENINSULA

FY18: SECOND QUARTER REPORT
JANUARY 2018

Studio49



Studio49 owner Amber Abbott



FROM THE STATEWIDE DIRECTOR

Growing Alaska's economy through small business



Jon Bittner
Executive Director

The Kenai Peninsula has experienced some exciting developments in its small business sector during the last quarter, particularly in the healthcare industry. Technical assistance provided by the Alaska SBDC enabled Urgent Care of Soldotna owners Jeoff Lanfear and Shane Udelhoven to obtain an SBA loan and successfully open the first urgent care center in the region, offering a long-awaited option for medical treatment to peninsula residents and visitors alike. The Alaska SBDC has also been working closely with Freedom Physical Therapy, guiding them to surpass all industry benchmarks for the second straight year.

Marine trades continue to represent an important part of the Kenai Peninsula's economy. Rainbow Fiberglass and Boat Repair in Seward is expanding, with Alaska SBDC client David Phillips working on over 220 boats throughout the quarter. The introduction of new fisheries, such as up-and-coming sustainable-fishery Pacific octopus, has resulted in aquaculture permits seeing an all-time high. A growing global

It was a busy and productive year for the Alaska Small Business Development Center! In 2017 our business advisors served nearly 100 Alaska communities, providing 6,250 hours of one-on-one advising to help start 250 new businesses, create 450 new jobs and raise over \$18 million in new funding. While Alaska continues to face a recession, it's clear that our small businesses are going strong, creating new jobs and new opportunities for the state.

In 2018, the Alaska SBDC will continue to focus on supporting small businesses from pre-launch to exit, as well as supporting entrepreneurs from school-age to retirement. As we look toward advancing our mission, the Alaska SBDC has a number of new programs and initiatives planned for the coming year, starting with expanding Alaska Lemonade Day, a program that helped 2,200 Alaska youth raise over \$200,000 in 2017 alone. We will also be hosting our inaugural Small Business Forum in June; developing new partnerships to support Alaska's maritime and healthcare industries; and levera-

ging funding from the Small Business Administration to provide more comprehensive business development services to rural communities.

market for Alaska peonies has also led to expanding opportunities for the peninsula's agriculture industry. The Alaska SBDC has been working closely with proprietors of the Kenai bowling alley as they look to reopen its doors in 2018. We provided almost 30-hours of technical assistance in the quarter, primarily on business planning and industry research. Working together, we produced an online survey assessing interest in the bowling alley's reopening, ultimately obtaining over 600 positive responses within a week and creating excitement in both the community and with lending institutions.

The Kenai Peninsula Center had some exciting accomplishments as we closed out 2017. Our almost 400 hours of business advising in the second quarter resulted in the creation of 34 jobs on the peninsula. As we embark on the coming year, we look forward to continuing our efforts to support a strong and growing economy on the peninsula through small business development.

ing funding from the Small Business Administration to provide more comprehensive business development services to rural communities.

The Alaska SBDC is also proud to release the results of our first Alaska Small Business Survey report. In an effort to glean additional insight into Alaska's small businesses, we invited Alaska SBDC clients from the past four years to answer questions related to their financial outlook, Alaska's economic future, and what it means to be an entrepreneur in the Last Frontier. Their answers provide a unique insight into one of the most important growth sectors of our economy.

The Alaska SBDC looks forward to continuing to partner with local governments, the private sector and native corporations, as we all strive to ensure entrepreneurs across the state have access to the expertise and tools that the Alaska SBDC provides. I hope that you will join us in our efforts to grow our Alaska economy by supporting our small businesses and the Alaska SBDC.

Together, we can build a better economic future for all of us.

FROM THE KENAI PENINSULA CENTER DIRECTOR

The Kenai Peninsula continues to be a hub of small business activity



Cliff Cochran
Kenai Peninsula
Center Director

KENAI PENINSULA CENTER UPDATE

January, 2018

Second quarter highlights for Kenai Peninsula

Q2 AT A GLANCE

Number of Clients Advised

Current Quarter: 81
FY2018*: 143

Jobs Created

Current Quarter: 34
FY2018*: 69

Business Starts

Current Quarter: 3
FY2018*: 18

Capital Infusion

Current Quarter: \$937,050
FY2018*: \$4,683,529

- SBA Loans: \$245,000
- Non-SBA: \$325,000
- Non-Debt Financing: \$367,050

Training Events & Attendees

FY2018*: Online webinars and in-person workshops, serving 22 Kenai Peninsula attendees.

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

Q2 CAPITAL INFUSION



ADVISING BY AREAS OF FOCUS



Services

The Alaska SBDC provides no-cost, confidential advising services to all individuals seeking assistance. During the second quarter of FY2018, 81 Kenai Peninsula business owners and entrepreneurs received almost 400 hours of advising assistance and support from Alaska SBDC staff, representing a 51% increase over the previous quarter.

We also offer a robust and comprehensive set of tools, resources and expertise to a wide variety of small business clients, from start-up assistance and business plan guidance to help with financing, management, marketing and exporting.

Capital Infusion

This quarter, five clients reported more than \$937,000 in capital infusion in the region, reflecting a combination of SBA loans, non-SBA loans, and non-debt financing. A growing trend of clients starting their business through self-financing has continued throughout quarter two, with over 64% of capital infusion reported as non-debt equity.

New Jobs

Alaska SBDC clients reported the introduction of 34 new jobs to the Kenai Peninsula region. The largest number of jobs fell within the hospitality industry (accommodation and food), although healthcare, professional/technical services, retail, and service industry work also reported noticeable increases.

Alaska SBDC Kenai Peninsula Center Activity - Historical Comparison

	FY2017 Q2	FY2017 Q3	FY2017 Q4	FY2018 Q1	FY2018 Q2
New Businesses Created	3	11	9	15	3
Jobs Created	5	23	28	35	34
Loans (in dollars)	\$360,500	\$0.00	\$376,000	\$3,415,234	\$570,000
Total Capital (loans + equity)	\$686,800	\$301,000	\$682,000	\$3,746,479	\$937,050
New Clients	25	27	28	21	30
Total Clients	79	105	83	97	81
Total Advising Hours	297.83	314.24	375.50	260.98	392.07

The Painted Whale

Making a splash in Alaska's entrepreneurial ecosystem

The Painted Whale, a cultural tourism operation focused on public art, is the first company of its kind in the Kenai Peninsula and state. Owner Justine Pechuzal was a freelance artist teaching and painting murals when she became inspired to explore a business idea focused on sharing stories and art with locals and tourists alike.

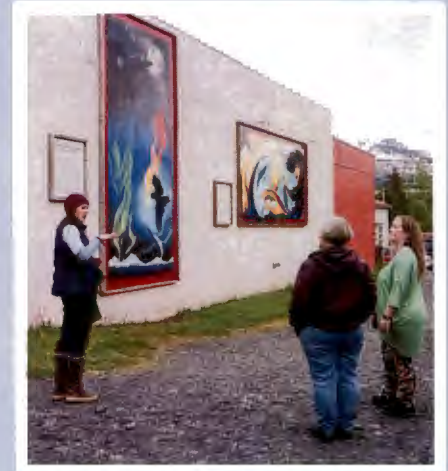
She connected with the Small Business Development Center to prepare to launch her business and shared, "As a person new to the business world, SBDC helped me feel more confident about launching my mural tour & art experience company, The Painted Whale. Cliff advised me regarding various borough and state regulations so that I felt at ease about the legality of my endeavor. He also shared valuable feedback about the company's online presence and marketing strategies. Assistance from the SBDC provided one more support in the complex structure a new business needs to succeed!"

What a success it has been! On a Painted Whale tour, visitors enjoy seeing a dozen of the Mural Capital of Alaska's collection of eye-catching murals and are immersed in the experience as they hear the stories behind the pictures- how the artist came up with the idea, what process is used to make murals, and what the imagery is about. On the 1.5-hour walking tour led by a local artist, participants gain a deeper appreciation for the culture and history of the area, such as the Iditarod Trail, Mt. Marathon Race, and commercial fishing in Alaska.

Justine's business advisor, Cliff Cochran shared, "Justine has done a remarkable job starting her wall murals walking tour in Seward. She's done everything, from painting some of the murals herself to creating a detailed budget, writing a business plan, and delivering a highly-acclaimed tour. It's not common to meet an accomplished artist who's also good with numbers,

too. I'm excited to see her continue to succeed and will sign up for a tour myself, next time I'm in Seward."

To immerse yourself in the culture, artistic talent, and history of Alaska's Mural Capital, schedule your experience on The Painted Whale website, or connect with Justine on Facebook and Instagram!



Resurrect Art Coffee House and Gallery

Seward's Best Kept Secret

Off the beaten path in Seward rests a picturesque church that has been lovingly renovated into a charming coffee house and art gallery, appealing to both locals and tourists who come across its welcoming atmosphere. Creative in her own right, Micheley Kowalski purchased this hidden gem in October 2015 and has worked to maintain the culture and sense of community that Resurrect

Art Coffee House and Gallery provides to its patrons.

To ensure her business purchase went smoothly, Micheley worked with the Small Business Development Center (SBDC). On her entrepreneurial experience, Micheley shared, "I feel very proud of our successes here at Resurrect Art Coffee House Gallery. I feel great about being a year-round business in our community and I think the small changes we've made to the business and structure are exciting. We've renovated the kitchen, added a soapstone masonry heater, and remodeled the belfry all in just the last few months. This year marks the 100-year anniversary of the structure and we're excited to be stewards of such a special building and business in Seward.

The SBDC helped me out as a new business owner from the very beginning - they were first there to help me sort out whether or not to even buy my business at all! They helped me figure

out what I could afford and whether or not my plan was reasonable and sustainable. I was a brand-new business owner, with a lot of questions and concerns, and having their expertise to lean on was very helpful and reassuring."

SBDC advisor, Cliff Cochran, says it best: "Micheley has done a great job creating a thriving business in one of the most iconic buildings in Seward. The atmosphere she's created at Resurrect Art is something truly unique and very special. I'm proud of how she's overcome every challenge she's faced to establish such a vibrant and successful business."

Connect with the "Rez Art" team on the business website and swing in to enjoy thought-provoking artwork, a crackling fire, a deliciously crafted beverage, and gorgeous view of Seward from the upstairs of this welcoming coffee house.

