

**KENAI PENINSULA BOROUGH**  
Community & Fiscal Projects

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**MEMORANDIUM**

**TO:** Charlie Pierce, Mayor  
**FROM:** Brenda Ahlberg, Community & Fiscal Projects Manager  
**DATE:** April 20, 2021  
**SUBJECT:** **FY21-3Q 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

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

Project Name: Non-Areawide KPB Economic Development  
Date: 04/06/2021  
Report No.: 3 of 4  
Quarter From: 01/01/2021  
To: 3/31/2021

### 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	50,000.00	25,000.00	75,000.00	\$ 25,000.00
		-		-	\$ -
<b>TOTALS</b>	<b>\$ 100,000.00</b>	<b>50,000.00</b>	<b>\$ 25,000.00</b>	<b>\$ 75,000.00</b>	<b>\$ 25,000.00</b>
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.

KPEDD accomplished the following deliverables during the third quarter of fiscal year 2021:

- Held the virtual 2021 Economic Future Forum on January 6<sup>th</sup> to review economic data and projections, discuss common goals for the region, and outline plans for future economic development projects.
- Presented upcoming projects, progress on deliverables, and funding opportunities to the Kenai Peninsula Borough and incorporated and unincorporated communities in the region.
- Began interviewing businesses for the Manufacturing Extension Program (MEP) resource video that will highlight existing operations and the resources available for upcoming manufacturing-related businesses.
- Continued working with local communities and Tribes seeking road access to Red Mountain, including discussions to formalize partnerships, potential LOIs, and funding opportunities through the U.S. Economic Development Administration.
- Completed the Workforce Preparedness website, available at <https://www.kenaipeninsulaworkforce.org>. Resource gap findings and future program opportunities will be shared with funding partners in the month of April.
- Continued working with individual communities to prepare funding applications for individual infrastructure and development projects eligible for federal funding.
- Continued advising role for the Alaska Governor's office concerning program guidelines for the second round of AK CARES Act funding.
- Fielded CENSUS questions and concerns for Central Peninsula residents.

**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: \_\_\_\_\_

Printed Name and Title: \_\_\_\_\_



# 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

<b>Submit Report To:</b> Brenda Ahlberg Community & Fiscal Projects Manager Kenai Peninsula Borough 144 N. Binkley St., Soldotna, AK 99669	<b>Project Name:</b> Tourism Marketing/Peninsula Promotion <b>Date:</b> April 14, 2021 <b>Report No.:</b> 3 <b>Quarter From:</b> January 1, 2021 <b>To:</b> March 31, 2021
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**[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	\$ 970.08	\$ 478.51	\$ 1,448.59	\$ 1,251.41
Adv/Marketing	\$ 57,300.00	\$ 11,302.40	\$ 14,710.02	\$ 26,012.42	\$ 31,287.58
	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTALS</b>	<b>\$ 60,000.00</b>	<b>\$ 12,272.48</b>	<b>\$ 15,188.53</b>	<b>\$ 27,461.01</b>	<b>\$ 32,538.99</b>

**Payment Request** **\$ 15,188.53**

**[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.

**Progress Report Attached**

**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: April 14, 2021

Printed Name and Title: Debbie Speakman, Executive Director



Kenai Peninsula Tourism Marketing Council  
PO Box 2046, Homer, AK 99603  
[www.KenaiPeninsula.org](http://www.KenaiPeninsula.org)

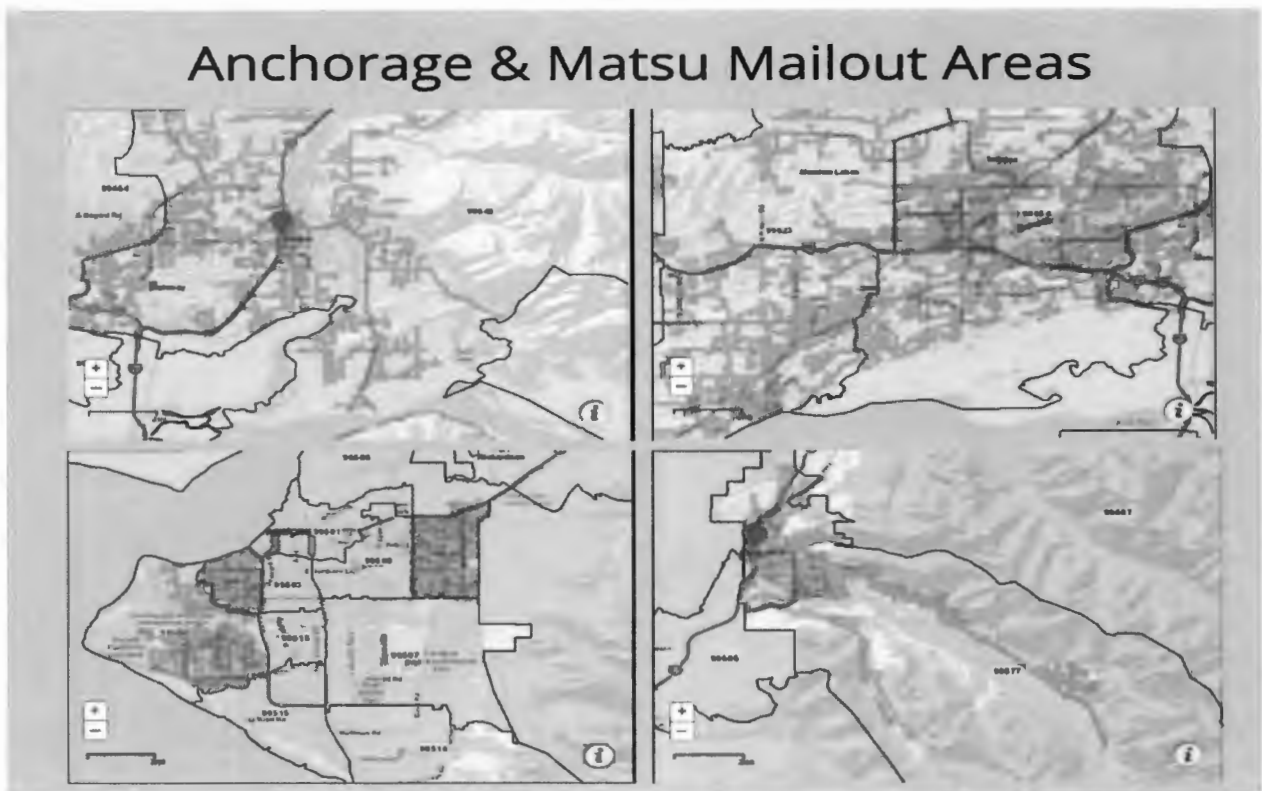
## Kenai Peninsula Tourism Marketing Council (KPTMC) KPB FY21 3rd Quarter Progress Report

### Projects

The second week of January, 22,800 postcards were mailed to fellow Alaskans in Anchorage and the Matsu Valley thanking them for their support the past year, and inviting them back to the Kenai. Using the United State Post Office bulk mailing tool we were able to select households with the following characteristics:

- Households with 3+ members
- Single household residential addresses
- Head of household ages between 24-65

The above parameters were chosen based on the demographics pulled from analytics done on KenaiPeninsula.org. Postcards were sent to 6 primary zip codes then broken down to 24 specific areas within those zip codes.





PO BOX 2048  
HOMER, AK 99603  
KENAIPENINSULA.ORG  
907.262.6229

PRSRT STD  
U.S. POSTAGE  
PAID  
HOMER AK  
PERMIT 33

THIS SUMMER WE LOVED SEEING FELLOW ALASKANS COME OUT AND PLAY IN #THEKENAI! WE ENCOURAGE YOU TO DREAM AND SPARK YOUR WANDERLUST BY PLANNING A TRIP TO #THEKENAI THIS SPRING.

FROM FISHING, KAYAKING, WHALE WATCHING, RAFTING, WILDLIFE VIEWING, HIKING AND MORE WE TRULY ARE

**ALASKA'S PLAYGROUND!**

*#WanderTheKenai*

\*\*\*\*\* ECRWSSEDDM \*\*\*\*\*

Postal Customer  
City, State, 5 digit zip

*Wish you were here*

*a winter wonderland awaits you*



*Experience a breath of fresh air* #THEKENAI WAS MADE FOR SOCIAL DISTANCING

VISIT THE COMMUNITIES OF: KENAI, HOMER, SEWARD, SOLDOTNA, COOPER LANDING, STERLING,

HINILCHIK, HOPE, MOOSE PASS, ANCHOR POINT, NIKISKI, CLAM GULCH, SELDOVIA

EXPLORE MORE INFORMATION AT [WWW.KENAIPENINSULA.ORG](http://WWW.KENAIPENINSULA.ORG)



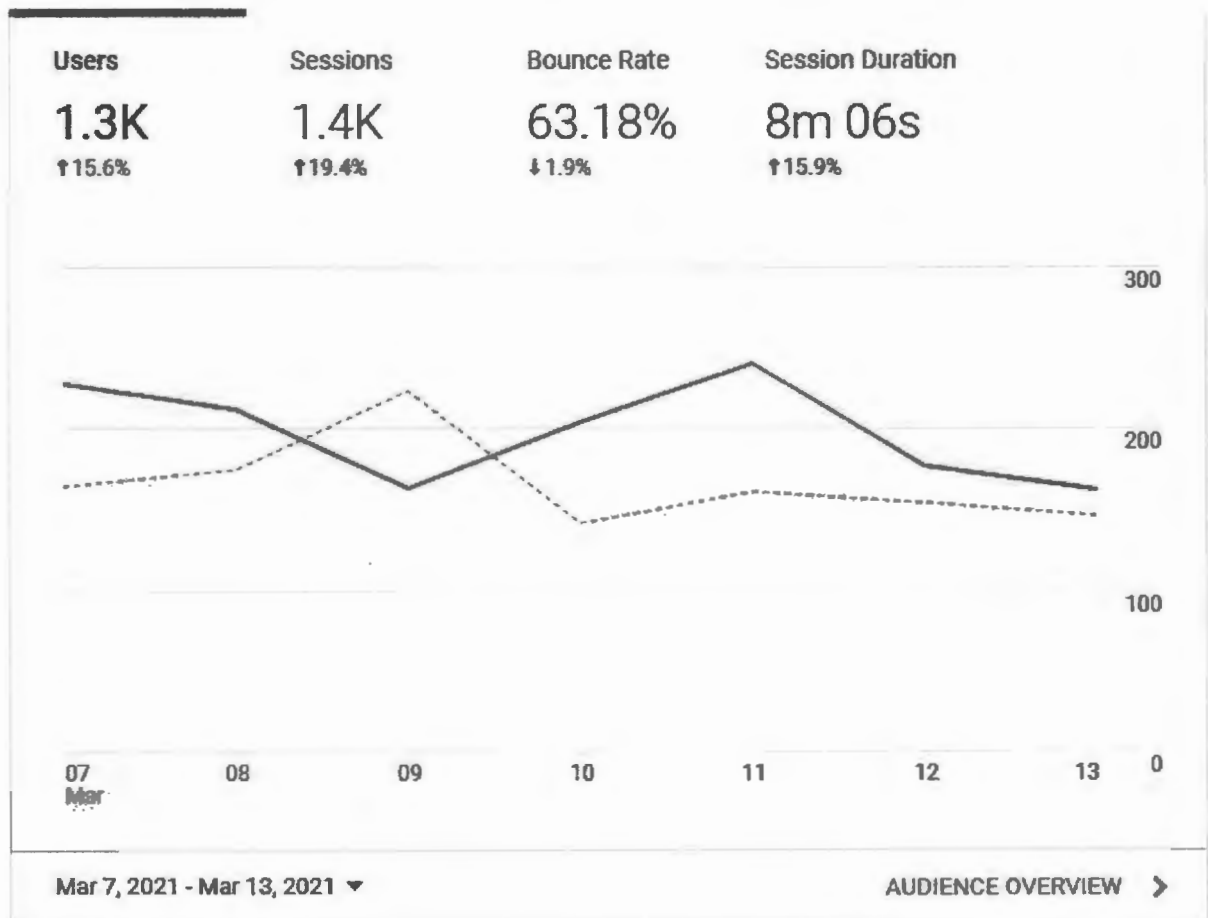
## Travel Alaska Facebook Takeover

March 7-13 The Kenai, Alaska's Playground took over Travel Alaska's Facebook page which has 471,008 "friends" and 464,973 "followers". After the campaign ended, we were provided with analytics showing the success, which we also noticed on KenaiPeninsula.org

### Results:

- Average engagement of 3.3% (median across all industries is 0.09%)
- Over 100k impressions
- 839 clicks over to The Kenai, Alaska's Playground FB page
- 63 requests for Discovery Guides
- 1,091 NEW website visitors

### KenaiPeninsula.org analytics March 8-13, 2021



# Travel Alaska Takeover Mar 7-13

**Travel Alaska**  
 March 7 at 4:20 PM · 🌐

Hello, Alaska fans! We're posting from the beautiful Kenai Peninsula, also known as The Kenai, Alaska's Playground. This week, we'll show you everything there is to love in our area of Alaska.

📍 The Kenai is the perfect place for a playcation >>> [kenaipeninsula.org](http://kenaipeninsula.org).

Photo credit: Instagram user Josh Gilderleeve



**Travel Alaska**  
 March 8 at 4:07 PM · 🌐

Wishing you a happy International Women's Day from The Kenai, Alaska's Playground! Tag your favorite women in the comments below. ❤️

Photo credit: Janessa Anderson, Adventure Atlas Creative



👍❤️ You and 40 others      2 Comments 1 Share

**Travel Alaska**  
 March 9 at 11:06 AM · 🌐

We're back from The Kenai, Alaska's Playground again! Start dreaming of your perfect trip to the Kenai Peninsula filled with fishing, hiking, glaciers and wide-open spaces ready for adventure. The Kenai is known as Alaska's Playground for a reason!

📖 Learn how to make those dreams a reality and download our free guide today >>> [kenaipeninsula.org/discovery-guide](http://kenaipeninsula.org/discovery-guide).

Photo credit: Jon Kreye



**Travel Alaska**  
 March 10 at 12:27 PM · 🌐

Happy Wildlife Wednesday from The Kenai, Alaska's Playground! What's your favorite wildlife to see in Alaska? Comment below! 🐾 🐻 🐦

Photo credit (in order): Niebrugge Images, Colette Gilmour Photography, Erin Ranney and Benny Jacobs-Schwartz.



👍❤️ You and 188 others      9 Comments 59 Shares



Travel Alaska

March 11 at 3:31 PM · 🌐



Are you dreaming of summer vacations? Consider planning a trip to The Kenai, Alaska's Playground! If you enjoy fishing, rafting, hiking or simply relaxing in the great outdoors, the Kenai is the perfect destination for you.

👉 Check out our trip ideas here >>> [kenaipeninsula.org/itineraries](http://kenaipeninsula.org/itineraries).

Photo credit: Amy L Smith Photography



👍👍👍 124

10 Comments 10 Shares

👍 Like

💬 Comment

➦ Share



Travel Alaska

March 13 at 3:19 PM · 🌐



Thanks for joining us to learn more about The Kenai, Alaska's Playground this week! We had so much fun showcasing what Alaska's Playground has in store for you on your next trip.

♥ We hope to see you soon! >>> [kenaipeninsula.org](http://kenaipeninsula.org)

Photo credit: Instagram user a.lenni



Travel Alaska

March 12 at 3:16 PM · 🌐



You can fish all year long in The Kenai, Alaska's Playground! 🎣 You may not immediately consider fishing in the off season, but places like Cooper Landing in The Kenai have opportunities year-round. Learn more >>> [kenaipeninsula.org/activities/fishing](http://kenaipeninsula.org/activities/fishing).

Photo credit: Jackie Bowman



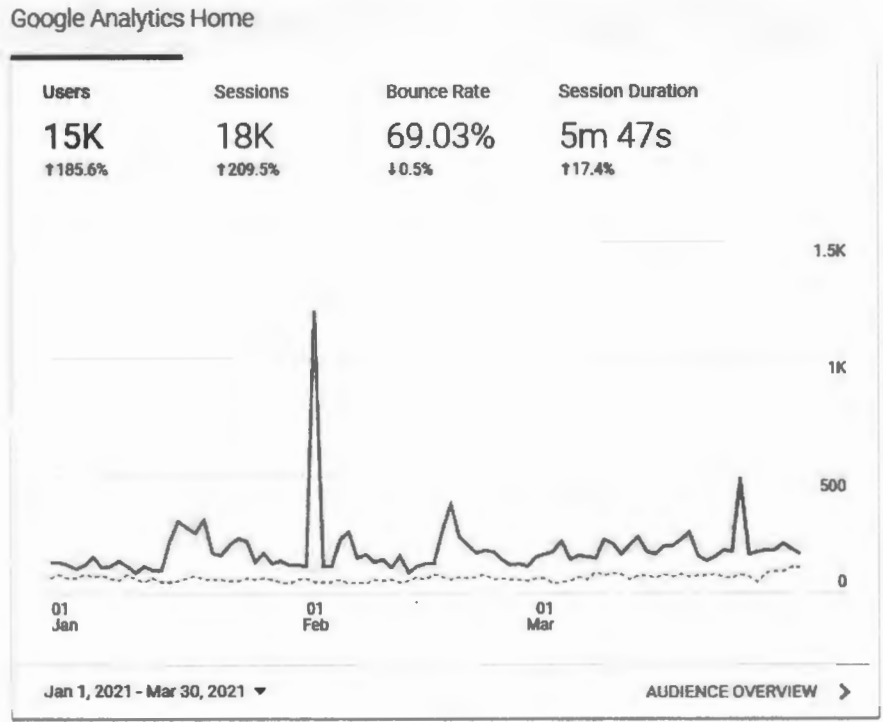
You, Bridget Maryott, Monique Burgin and 92 others 9 Shares



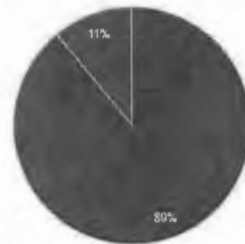
Website: KenaiPeninsula.org

Google Analytics show that between January 1 and March 31, 2021 there was a 185.6% increase in website users over 2<sup>nd</sup> quarter. This can be attributed to:

- Independent travelers researching Alaska travel after cancelled cruise sailings.
- Media coverage of Alaska's lower COVID infection rate and large percentage of vaccines given.
- Alaskan's traveling with friends and family from out of state.



■ New Visitor ■ Returning Visitor



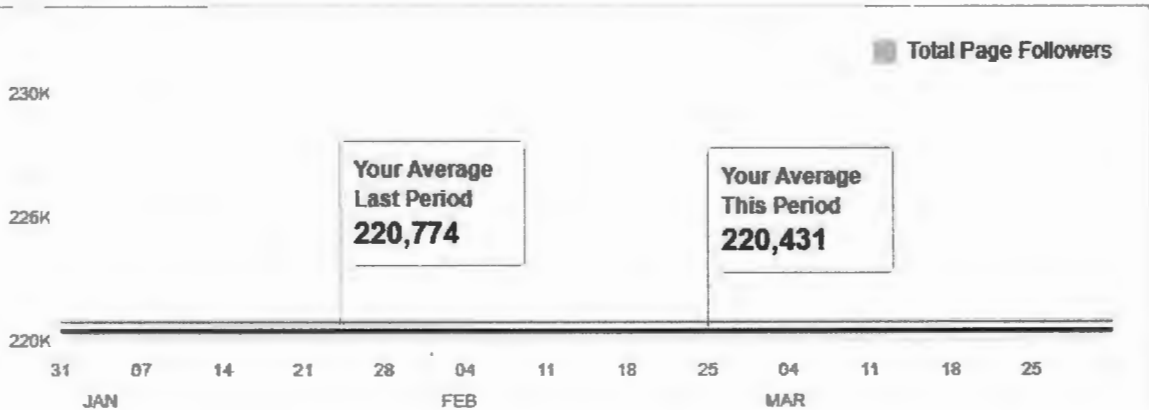


The iheart media and Anchorage Daily News projects will not be executed as the Board of Directors is developing a proposal for the administration's approval in the 4<sup>th</sup> quarter. A scope of work change was requested on March 1<sup>st</sup>, 2021 adjusting the budget for radio, moving \$9,300 to location display ads. While this was approved another scope change request will be coming in the 4<sup>th</sup> quarter.



### Facebook Followers

Total Page Followers: 220,187



Facebook ads reach, impressions, and cost per result.

Ad Name	Reach	Impressions	Cost per Results
<b>Facebook January 1 - March 31</b>	<b>285884</b>	<b>509128</b>	
Post: "Anyone else experiencing #wanderlust lately? Come..."	5884	7372	0.09125
Promoting Website: <a href="http://www.kenaipeninsula.org/">http://www.kenaipeninsula.org/</a>	16184	41286	0.471823
Post: "Don't wait Alaska! Come visit the Kenai on Ravn..."	14245	22885	0.137975
Post: "We are #AlaskasPlayground 🇺🇸 ☑ Come #WanderTheKenai..."	3682	5363	0.806522
Promoting Call-to-action: Learn More	32191	71956	0.312484
Promoting Website: <a href="http://www.kenaipeninsula.org/events/upcoming">www.kenaipeninsula.org/events/upcoming</a>	31541	39027	0.395538
Post: "Walking in a #winterwonderland ☑"	24760	30518	0.336068
Post: "Beautiful day in Homer, AK! Start dreaming today..."	18012	21893	0.49505
Boosted Story	4184	19046	0.04514
Post: ""	7572	8592	0.075099
Post: "The mountains are calling ☑ Come #WanderTheKenai..."	20188	24460	0.585938
Post: "Apricity: the warmth of the winter sun ☑☑"	7248	9850	0.025185
Post: "We ♥ ☑ seeing year-round weddings on #TheKenai like..."	19312	20611	0.02764
Post: "Sunset beach wedding on #TheKenai aka perfection!"	624	647	0.06573
Post: "Have you ever been camping in Hope, AK? You won't..."	4033	6830	0.105042
[02/23/2021] Promoting The Kenai, Alaska's Playground	4298	8502	0.381441
Post: "It's nautical at the Anchor Point Beach Launch."	21482	35032	0.010438
Post: "The aurora has been putting on quite the show..."	17754	22899	0.481928
Post: "On #TheKenai we are excited to spring forward!..."	22264	25797	0.018261
Post: "We feel so lucky that we live in the beautiful..."	5687	8659	0.078125
Instagram Post: We feel so lucky that we live in...	7563	8941	0.026178
Ongoing Website Promotion Ad	44024	64602	0.274033
Post: "Thank you Alaska Airlines for making it even..."	4095	4360	0.054661

Instagram Followers

Profile Growth & Discovery

See insights on how your profile has grown and changed over time.

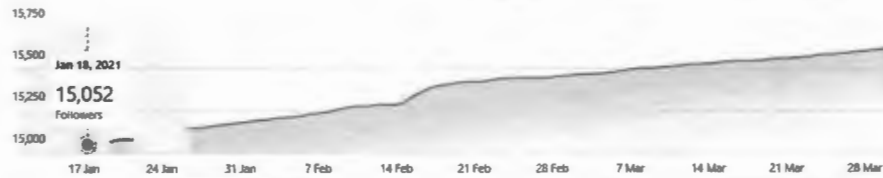
Collected Data No Data

7 Days 1 Month 3 Months Jan 12, 2021 - Mar 31, 2021

Export CSV

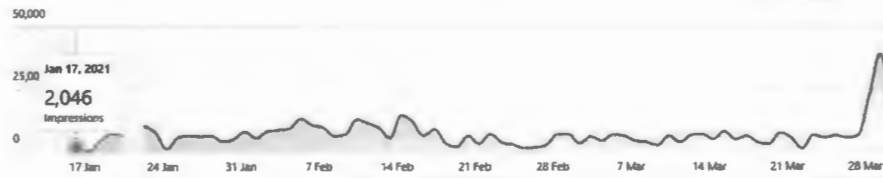
FOLLOWERS

15,622 FOLLOWERS 570 GROWTH 3.79% GROWTH RATE



IMPRESSIONS

517,372 IMPRESSIONS



## Twitter Growth

### Profile Growth

See how your Twitter follower count has grown and changed over time.

■ Collected Data   ■ No Data

7 Days   1 Month   3 Months    Jan 12, 2021 - Mar 31, 2021

#### FOLLOWERS

961

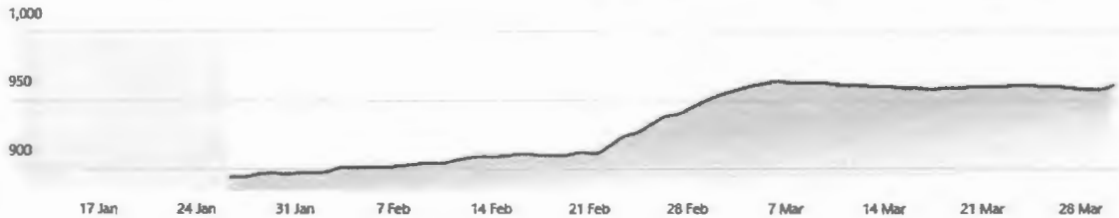
FOLLOWERS

69

GROWTH

7.74%

GROWTH RATE



Social media continues to be the best return on investment for The Kenai, Alaska's Playground. We continue to rank in the top six Facebook pages for travelers planning trips to Alaska. While we don't have a lot of video content, we are partnering with businesses on the Peninsula to add to both YouTube and Tik Tok.

In January we helped promote "Stories from the Kenai" a page created and managed by Agnew Beck on both Instagram and Facebook. We shared and boosted their stories and invited our friends to like and follow their page.

**The Kenai, Alaska's Playground**  
Published by Debbie Spencer Spivey on 1/11 - January 27 · 

Stories From the Kenai has been re-introducing parts of the Kenai Peninsula many consider off the beaten path. We hope you will take the time to #wanderthekentail with them.

**8,984** People Reached

**331** Reactions, Comments & Shares

238	238	0
Like	On Post	On Status
84	84	0
Love	On Post	On Status
6	6	0
Wow	On Post	On Status
4	4	0
Comments	On Post	On Status
29	29	0
Shares	On Post	On Status

**358** Post Clicks

85	1	278
Photo Views	Link Clicks	Other Clicks

**NEGATIVE FEEDBACK**

12	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on posts

**Kenai Peninsula Borough**  
January 28

Tongass Pass is the gateway to the Kenai Peninsula. It's a winter wonderland, with one side of the highway for motor sports the other for the other 't. See More

**8,984** People Reached   **690** Engagements   **Boost Unavailable**

 Maja Stamatka, Heidi Jensen and 296 others   **4** Comments   **29** Shares

### Trends, Successes and Hurdles

Visitors are looking for interactive ways to research and book travel. On March 31<sup>st</sup> we joined travel professionals from across the State for an “Alaska Summer Travel Summit” hosted by travel blogger Valerie Stimac. There were 304 paid attendees for this virtual summit with 30% watching the entire day. Attendees followed up with questions that the host forwarded allowing us to provide even more detailed information.



While Alaska’s delegation in Washington have continued to lobby the White House and congress to allow a short waiver in the Passenger Vessel Service Act that requires foreign flagged ships that depart US waters to stop in a foreign port before re-entering US waters, smaller cruise lines are booking sailings. Airlines have increased flights and opened up more direct flights into Anchorage. Independent travelers and Alaskans are the largest demographic of visitors to the Kenai Peninsula and we are optimistic for this summer’s visitor season. It is unlikely that Canada will open the border for RV travel.

### Organizational Update

Kenai Peninsula Tourism Marketing Council partnership with the Kenai Peninsula Borough started in 1994 to promote the unincorporated communities in the Borough. Since 1994 budget allocations have fluctuated to a high of \$340k to \$0 making it difficult to build ongoing marketing programs. The organization has also had a fluctuating membership from upwards of 400 to a low of just over 100. Our industry is affected by the economies of foreign governments, the US economy and even the Alaskan

economy. When the State cuts its marketing investment we all lose in part because it requires all of the State's destination marketing organizations to invest in campaigns to get market share where other States invest million. KPTMC partners with local businesses and Chamber of Commerce to invest with Travel Alaska to the benefit of the entire Peninsula.

**Strengths of Kenai Peninsula Tourism Marketing Council**



- Strong brand recognition
- Managed website that represents all Kenai Peninsula Communities
- Partnership with incorporated community visitor centers
- Social media channels with large fan base and consistent engagement
- Full time staff who manage assets and
  - Participate in Statewide promotion initiatives
  - Provide support and partnerships with industry businesses on the Peninsula
  - Act as liaisons and ensure the Peninsula is represented by Statewide organizations
  - Interact with travel media and publications
  - Engage with potential visitors through email, phone calls and creating and distributing Kenai Peninsula's Discovery Guide and Passport to the Kenai

**Board comprised of industry leaders**

<p><b>Eastern Region</b> Dale Bagley Redoubt Realty</p>	<p><b>Central Region</b> Mike Flores Ninilchik Charters, Seward Fishing Club, Alyeska Farms</p>	<p><b>Southern Region</b> Vacant</p>
<p><b>Incorporated Community Representatives</b></p>		
<p>Jason Bickling Seward Chamber of Commerce</p>	<p>Shanon Davis Soldotna Chamber of Commerce</p>	<p>Brittany Brown Kenai Chamber of Commerce</p>
<p><b>Borough Wide Representatives</b></p>		
<p>Carol Fraser Aspen Hotels</p>	<p>Travis Taylor Premier Tours</p>	<p>Lane Chesley Kenai Peninsula Borough</p>

Assembly



**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 2021  
Third Quarter Report  
January 1, 2021 through March 31, 2021**



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

The Kenai Peninsula Center for the Alaska SBDC completed its third quarter of FY 2021, providing assistance to businesses in need of COVID-19 relief and others looking forward to a revived economy. As a testament to our growing popularity, this was the second busiest third quarter for the center, falling short of when we had two full-time advisors on the Kenai Peninsula in 2018. While COVID-19 support was again our top topic for the quarter, the general consensus among clients has been increasingly optimistic, which is encouraging to see.

During the third quarter, the SBDC provided strong business advising support to clients across the Kenai Peninsula. The stimulus package signed by President Trump on December 27, 2020 took effect in January, resulting in millions of dollars in support to Kenai Peninsula businesses. As expected and noted in last quarter's report, advising hours more than doubled from the previous quarter, as dozens of clients reached out each week for help navigating the various relief programs. In addition to working closely with small business owners, the Center Director collaborated with the offices of senators Murkowski and Sullivan 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 in Homer. Since completing training and advising on his own the past six months, he has received 100% satisfaction on client surveys. In January 2021, the Alaska SBDC was approached by the Seward Chamber of Commerce, looking to add a business advisor back into that community. We are currently working on the position description and funding issues. If all goes well, this would be the first time the SBDC has been able to staff a business advisor in each community, with advisors in Kenai/Soldotna, Homer, and Seward.

The Alaska SBDC has maintained an 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 Alaska 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 50 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 and look forward to presenting to the Mayor and Assembly in the upcoming quarter.

**At a Glance: Kenai Peninsula FY21 Q3 (Jan 1, 2021 - Mar 31, 2021)**

**Number of Clients Advised**

Current Quarter: 111

FY 2021: 215

**Jobs Created by Clients**

Current Quarter: 6

FY 2021: 103

**Business Starts**

Current Quarter: 6

FY 2021: 19

**Capital Infusion**

Current Quarter: \$3,453,728

SBA Loans: \$2,566,977

Non-SBA Loans: \$0

Non-Debt Financing: \$886,751

FY 2021: \$9,098,516

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

	FY 2020 Q2 10/1/19 - 12/31/19	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
New business created	10	8	4	7	6	6
Jobs created	35	22	17	8	89	6
Loans (in dollars)	\$420,000	\$665,800	\$4,517,588	\$4,193,063	\$150,000	\$2,566,977
Total capital (loans + equity)	\$835,000	\$665,800	\$4,631,308	\$4,590,563	\$1,054,225	\$3,453,728
New clients	19	35	20	13	14	30
Total clients	69	96	125	116	94	111
Total advising hours	344.33	278.74	288.37	169.23	180.48	400.73

## COVID-19 Impact: Kenai Peninsula (March 9, 2020 - March 31, 2021)

### Capital Infusion:

Current Quarter: \$3,453,478

Total: \$13,199,524

### Clients Assisted:

Current Quarter: 80 clients

Total: 270 clients

### Jobs Supported:

Current Quarter: 425 jobs

Total: 1,010 jobs

### Advising Hours:

Current Quarter: 128 hours

Total: 573 hours

### Top 5 Locations Advised:

Soldotna: 22 clients

Homer: 20 clients

Kenai: 14 clients

Seward: 11 clients

Cooper Landing: 4 clients

### Top 5 Industries Advised:

Accommodation and Food Service: 17 clients

Arts and Entertainment: 8 clients

Healthcare and Social Assistance: 8 clients

Professional, Scientific, and Technical: 7 clients

Retail: 7 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 third quarter of FY 2021, the Kenai Peninsula Center Director and Homer Business Advisor provided strong support to business owners and local officials. The SBDC has very strict reporting requirements, but still logged over \$13 million in direct COVID-19 related capital infusion. This includes assistance to a registered client, followed by a written confirmation with the client to verify the details. 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 Q3 (Jan 1, 2021 - Mar 31, 2021)

### 111 Clients by Current Lifecycle

Pre-venture: 28 clients  
Startups: 22 clients  
In-business: 61 clients

### 111 Clients by Industry

Accommodation and Food Service: 20 clients  
Healthcare and Social Assistance: 13 clients  
Retail: 11 clients  
Arts and Entertainment: 10 clients  
Professional, Scientific and Technical: 10 clients  
Construction: 8 clients  
Service: 8 clients  
Manufacturer/Producer: 7 clients  
Agriculture, Forestry, Fishing and Hunting: 5 clients  
Transportation/Warehousing: 5 clients  
Real Estate, Rental and Leasing: 3 clients  
Administrative and Support: 2 clients  
Educational Services: 2 clients  
Waste Management: 2 clients  
Information: 1 client  
Management of Companies: 1 client  
Mining: 1 client  
Tourism: 1 client  
Wholesale: 1 client

### Top Areas of Advising

COVID-19 Support: 140 hours  
Startup Assistance: 90 hours  
Financing: 74 hours  
Managing a Business: 40 hours  
Buy/Sell a Business: 25 hours  
Business Plan: 15 hours

### Summary:

Of the 111 entrepreneurs who received advising assistance during the third quarter of FY 2021, 28 were in the pre-venture phase, 22 were startups, and 61 were already in business. Historically, the SBDC meets with nearly equal numbers of pre-venture/startups and firms already in business, but the COVID-19 pandemic has resulted in a record number of established business meetings. Accommodation and food service businesses were the hardest hit by the pandemic, so they topped the list for a fourth 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 Q3 (Jan 1, 2021 - Mar 31, 2021)**

### **New Jobs Overview**

6 new jobs

6 clients

### **New Jobs by Industry**

Accommodation and Food Service: 1 client (1 job)

Healthcare and Social Assistance: 1 clients (1 job)

Administrative and Support: 1 client (1 job)

Mining: 1 client (1 job)

Professional, Scientific and Technical: 1 client (1 job)

Retail: 1 client (1 job)

### **Jobs Supported**

463 jobs

79 clients

### **Summary:**

During the third quarter of FY 2021, 6 clients reported the creation of 6 new jobs on the Kenai Peninsula. This was the first quarter in years where all startups were owner-operator establishments. It is good to see the new businesses were not limited to pandemic-friendly business models, as a food service, healthcare practice, and retail establishment all started 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, both during the first round in 2020 and the second round, currently open to applications.

## **New Clients at a Glance: Kenai Peninsula FY21 Q3 (Jan 1, 2021 - Mar 31, 2021)**

### **30 New Clients by Initial Stage**

Pre-ventures: 18 clients

Startups: 7 clients

In-business: 6 clients

### **30 New Clients by Industry**

Professional, Scientific and Technical: 4 clients

Retail: 4 clients

Service: 4 clients

Agriculture, Forestry, Fishing and Hunting: 3 clients

Manufacturer or Producer: 3 clients

Accommodation and Food Service: 2 clients

Construction: 2 clients

Health Care and Social Assistance: 2 clients

Transportation and Warehousing: 2 clients  
Administrative & Support: 1 client  
Arts and Entertainment: 1 client  
Educational Services: 1 client  
Management of Companies: 1 client  
Real Estate, Rental and Leasing: 1 client

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

Homer: 10 clients  
Kenai: 10 clients  
Soldotna: 3 clients  
Anchor Point: 2 clients  
Cooper Landing: 1 client  
Fritz Creek: 1 client  
Halibut Cove: 1 client  
Kasilof: 1 client  
Ninilchik: 1 client  
Seldovia: 1 client

#### **Summary:**

The Alaska SBDC Kenai Peninsula Center on-boarded 30 new clients during the third quarter of FY 2021. For the second straight quarter, there were more new prevention clients than existing business clients. As the economy continues to recover 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. Accommodation and Food Service fell from the top spot among industries, further indicating we're starting to make our way out of the pandemic. 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. Robert has done very well, exceeding expectations with 100% positive feedback on client satisfaction surveys for the second straight quarter.

#### **New Businesses at a Glance: Kenai Peninsula FY21 Q3 (Jan 1, 2021 - Mar 31, 2021)**

#### **Qualifying New-Business Starts: 6**

#### **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 2021, 6 clients reported the creation of business starts, including two from the professional sector, and one from accommodation, retail, transportation, and remediation services sectors. These businesses were started in Kenai, Soldotna, and Seward and confirmed their businesses had started during the quarter. Owners for these businesses have worked closely with the SBDC during the startup process and have successfully launched, despite the harsh economic climate caused by the COVID-19 pandemic.

## Workshops

### Summary:

Alaska SBDC workshops were attended by 28 Kenai Peninsula residents during the third 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 58 this quarter. These on-demand topics include, but are not limited to, COVID-19 specific resources and help. The most popular topics were LLCs in Alaska, Engaging Social Media, Developing a Marketing Strategy, 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

### Micro-Defense of Alaska: Your Businesses' Protection 24/7

Micro-Defense of Alaska is a woman-owned and locally-owned and operated small business on the Kenai Peninsula serving as the only approved dealer and applicator for MicroShield360 in the state. The EPA-registered and FDA-approved long-lasting antimicrobial coating prevents bacteria, fungus, odors, and mold from populating food preparation and high-touch surfaces. In wake of the coronavirus pandemic, this valuable technology provides customers and employees with an increased level of comfort and confidence in your facility.



MicroShield360 is a preventative technology that is odorless, colorless, and continues to keep bacteria from living on surfaces 24/7 following the application. The solution is applied electrostatically to reduce waste and enhance coverage.

To begin successfully, owner Michelle Miller worked with the Alaska Small Business Development

Center (Alaska SBDC) Kenai Peninsula Center Director, Cliff Cochran, on preparing to launch her business. She explained, *“The Alaska SBDC and Cliff Cochran in Soldotna have been invaluable in*

*helping me launch my newest venture. From sound business advice to marketing and sales coaching, Cliff has helped me find the tools I need to succeed."*

From start-up, creating jobs in her community, and serving as the only authorized dealer in the state of Alaska, Miller has been committed to the success of Micro-Defense of Alaska. Her Business Advisor reflected on her success: *"I'm very excited for the new business Michelle started, bringing micro-defense technology to Alaska. A treatment that keeps work surfaces free of viruses will bring peace of mind to so many businesses and their customers. It's great to help a business start that benefits the consumer and community as much as the business."*



Connect with Miller and the Micro-Defense of Alaska team to book your quote today at (907) 395-4047, online at <https://www.microdefenseak.com>, and through [Facebook](#) and [Instagram](#).