


KENAI PENINSULA BOROUGH
Community & Fiscal Projects

MEMORANDIUM

TO: Charlie Pierce, Mayor
FROM: Brenda Ahlberg, Community & Fiscal Projects Manager 
DATE: July 21, 2020
SUBJECT: FY20-4Q Economic Development Grant Reports

Attached are the grant reports for the following entities:

KPEDD – Kenai Peninsula Economic Development District

KPTMC – Kenai Peninsula Tourism Marketing Council

SBDC – Small Business Development Center



KENAI PENINSULA BOROUGH

144 North Binkley Street • Soldotna, Alaska 99669-7599

PHONE: (907) 714-2153 • FAX: (907) 714-2377

EMAIL: bahlberg@kpb.us

FROM: KPEDD
KPB ACCOUNT: 100.94900.KPEDD.43009

Contract Amount: \$100,000
Ending: June 30, 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: Non-Areawide KPB Economic Development
Date: 7/6/2020
Report No.: 4 of 4
Quarter From: April 1, 2020
To: June 30, 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	75,000.00	25,000.00	100,000.00	\$ -
		-		-	\$ -
TOTALS	\$ 100,000.00	75,000.00	\$ 25,000.00	\$ 100,000.00	\$ -
Payment Request					\$ 25,000.00

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

Please see the attached progress report.

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

Signature: [Signature] Date: 7/6/2020

Printed Name and Title: Tim Dillon, Executive Director

Kenai Peninsula Economic Development District

FY 2020 4th Quarter Report

(Project Period April 1, 2020 – June 30, 2020)

- The Situations and Prospects data has been updated on the KPEDD website (www.kpedd.org) and includes information on housing, workforce, wages, sales tax, industry changes, healthcare, demographic information, education and cost of living. This information is used by site selectors, local governments, elected officials, private industry and non-profits.
- The Comprehensive Economic Development Strategy (CEDS) annual update has been completed and submitted to the U.S. Economic Development Administration. This was the final update for the five-year CEDS. The plan provided an overview of regional and statewide human capital, community development, quality of life, critical infrastructure, industry development, SWOT analysis, as well as reported and projected economic changes.
- Staff provided technical assistance throughout the quarter to businesses and communities applying for federal and state funding stemming from the economic effects of COVID-19. KPEDD has assisted 221 businesses and 12 communities to date.
- KPEDD held ongoing discussions during the reporting period with the City of Seldovia regarding the Red Mountain ecotourism project. Road repairs, that could potentially be completed by the Army Corps of Engineers, would create recreational access to the retired chromium mine.
- An application was submitted to the U.S. Economic Development Administration for disaster supplemental funds stemming from the 2018 earthquake. If approved, this grant will fund a microloan expansion for Peninsula businesses and an economic resiliency plan (conducted with U.S. Environmental Protection Agency technical assistance) to build more resilient communities.
- In cooperation with local funding sources, KPEDD distributed two microloans to local businesses during this reporting period to grow their current operations.
- Workforce development planning continued with regional and state partners during the fourth quarter. Surveys were disseminated to gather resource and program information in the areas of industry-specific training, certifications, degrees, programs, employment, needs, and opportunities for growth. (This information will be incorporated into a new website to connect residents with employers and training).
- Tim Dillon, KPEDD Executive Director, presented KPEDD progress during the quarter to the Kenai Peninsula Borough Assembly and the cities of Kenai, Soldotna, Homer, Seward and Seldovia.



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:

Report No.:

Quarter From:

To:

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	\$ -	\$ 4,297.43	\$ 4,297.43	\$ 15,702.57
Contractual	\$ 123,300.00	\$ 28,319.92	\$ 18,044.03	\$ 46,363.95	\$ 76,936.05
Travel	\$ 6,700.00	\$ -	\$ -	\$ -	\$ 6,700.00
TOTALS	\$ 150,000.00	\$ 28,319.92	\$ 22,341.46	\$ 50,661.38	\$ 99,338.62
Payment Request					\$ 22,341.46

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.

Working with the Borough Administration the Scope of Work (SOW) for marketing the Kenai Peninsula was updated on May 12th. The updates removed the following items from the initial proposal: In-State and Out-of-State Travel Trade Shows which had been cancelled due to Covid-19, SEO Optimization and Monitoring and media hosting. In-light of travel restrictions both by Alaskan's and those arriving from the Lower 48 we adjusted our marketing efforts to focus promoting the Peninsula to Alaskans.

Successes:

- Ad buys on radio both on the Peninsula and South-Central Alaska were successful. We received great feedback and noted increased traffic to KenaiPeninsula.org specifically to our "Deals & Packages" page and "Request a Passport" page.
- Large increase in Passport to the Kenai requests. Members of KPTMC pay for the production of the Passports which represent businesses in each community. Visitors request Passports as a free incentive to visit the Peninsula. Visitor's stop at businesses in each community to collect stamps and increase the likely hood of spending in a business they may have just passed by.

Failures:

- Google Ad Words were not a success when marketing to Alaskans the cost per click was much greater than industry standard and did not yield quantifiable results.

Notes:

- Alaskan's are traveling to the Peninsula
 1. Majority of the visits are during the weekends. The weekend prior to the 4th of July a private campground in Moose Pass turned away 200 campers. State and Municipal campgrounds are being nearly over-run and we are hearing many complaints about the way Alaskan's are treating our parks. Private campgrounds revenue for June was on average at 80% of normal, some saw an increase year over year.
 2. Consumer spending is down on tours like whale watching, bear viewing and charter fishing. While we did see catch limit increases the charter launches in Ninilchik at Deep Creek are down over 50%.
 3. Because mid-week travel and thus spending is down several businesses in Cooper Landing, Sterling and Moose Pass are closing on either Tuesday or Wednesday.
 4. Visitors arriving from the Lower 48 are phoning for clarification on the State issued travel mandates. Visitors who had yet to cancel their July & August bookings who live in States where free testing was not available canceled.
- Social Media: Big changes are happening
 1. In mid-June 19 major companies pulled their ads from Facebook stating issues with the ethics and questionable rules of the platform. Since then many other advertisers have also chosen to cut their ad spending. We know that Facebook user demographics match the demographics of visitors to Alaska and are monitoring how the changes to the platform will affect the success of our advertising campaigns. There have been many algorithm changes the last 3 years with privacy updates that have required more stealth research. ROI for social media ad buys are still the best bet for instate marketing at this time.
 2. Social media has become an even larger arena for caustic communication during this stressful time, because of this and the opportunity for people to enjoy the nice weather it has been noted that social media engagement has decreased quite a bit. We are working daily to keep up on the best way to use our pages effectively.
- Statewide Trends
 1. Weekly DMOs from across the State have been meeting to discuss the challenges each area is facing and ways we can work together. Alaska Tourism Industry Association (ATIA) started a statewide campaign to entice Alaskans to enjoy Alaska.
 2. Like the Peninsula, areas on the road system are seeing huge visitor numbers on the weekends with mid-week travel minimal.
 3. Messaging about being "Covid Smart" is a top priority for all communities. While most communities are not mandating masks be worn, many businesses are requiring their customers and staff to wear them.
 4. Businesses across the Peninsula are facing staff shortages and have had to adjust operating hours and offerings due to the low workforce. In Ninilchik one owner is doing the job of what she would usually pay three people to do because she cannot pay them what they are making on unemployment.
- KPTMC Updates
 1. KPTMC Staff have been working remotely since the Governor asked Alaskans to "hunker down". Many Board members have been working from home offices and running large businesses successfully. As we look for efficiencies and ways to cut overhead expenses we have moved to a virtual office.
 2. The Board voted to reduce membership dues for 2020 and 2021 by 50% we will also not be producing a Discovery Guide.
 3. We are working with ATIA and the other Alaskan DMOs on a grant through the Federal EDA program. If awarded this grant would be split with 50% going for statewide marketing and managed by ATIA while the other 50% would be split between the area DMOs for area promotion. South Carolina and Utah have both been awarded grants through this program. We are hopeful that Alaska as a long haul destination will also be awarded and have been communicating with Senator Sullivan's office to garner Legislative support.

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: Ms. Speakman

Date: 7.10.20

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

Fourth Quarter Report

April 1, 2020 through June 30, 2020

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

The Kenai Peninsula Center for the Alaska SBDC completed its fourth quarter providing record amounts of disaster assistance to small business owners facing economic hardship caused by the COVID-19 pandemic. For the first time ever, advising related to disaster assistance surpassed start-up assistance to become the most requested type of advising needed in the entire fiscal year. The Swan Lake Fire and COVID-19 pandemic have shaken peninsula businesses to their core, but the SBDC has provided relief and hope for a brighter tomorrow.

As mentioned last quarter, 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. Due to a shift in focus, caused by the COVID-19 pandemic, the results are still forthcoming from the SBA.

During the fourth quarter, the SBDC continued to provide strong support for business owners across the peninsula as they navigated the COVID-19 pandemic and economic fallout. In the 224 hours spent with Kenai Peninsula business owners, 725 jobs were preserved and over \$4.3 million in disaster assistance was secured. The Kenai Peninsula Center Director also spent 34 hours meeting with government entities and lenders to ensure COVID-19 relief programs were efficiently and effectively administered. In addition to strong business advising services, the Alaska SBDC has maintained the online COVID-19 Resource Center, where business owners can find the latest updates for CARES Act programs and more. In response to the COVID-19 outbreak, the Alaska SBDC released all of its webinars for free to the general public, resulting in an all-time high in workshop attendance for the quarter. The webinars included daily briefings with the latest updates on COVID-19 relief programs for small businesses in Alaska. We were joined daily by the SBA and The Foraker Group to answer questions asked by participants live. Special guests included the state unemployment office, IRS, attorneys and accountants.

The Alaska SBDC received additional funding through the CARES Act, and decided to allocate part of it to hire a new business advisor for Homer. The Homer SBDC office has been vacant for nearly two years, with longtime regional director Bryan Zak's retirement. After conducting a wide scale recruitment, the Alaska SBDC is pleased to announce the hire of Robert Green as the new Homer Business Advisor. Robert was highly recommended by the Homer Chamber and currently runs Robert Green Financial Services, LLC, in Homer. He has a strong background in finance, something business owners across the peninsula need support in. We are excited to have Robert on our team and to bring local support back to Homer.

The Kenai Peninsula Center Director would like to thank Mayor Pierce and the Borough Assembly for retaining the same level of funding from FY20 to FY21. Over the next fiscal year, and beyond, we will continue to work tirelessly to support local business owners in their time of need.

At a Glance: Kenai Peninsula FY20 Q4 (Apr 1, 2020 - Jun 30, 2020)

Number of Clients Advised

Current Quarter: 125

FY 2020: 236

Jobs Created by Clients

Current Quarter: 17

FY 2020: 91

Business Starts

Current Quarter: 4

FY 2020: 27

Capital Infusion

Current Quarter: \$4,631,308

- SBA Loans: \$4,517,588
- Non-SBA: \$0
- Non-Debt Financing: \$113,720

FY 2020: \$6,257,608

Alaska SBDC Kenai Peninsula Center Activity – Historical Comparison

	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	FY 2020 Q4 4/1/20 - 6/30/20
New business created	6	11	5	10	8	4
Jobs created	14	21	17	35	22	17
Loans (in dollars)	\$283,500	\$1,600,000	\$125,000	\$420,000	\$665,800	\$4,517,588
Total capital (loans + equity)	\$638,050	\$1,671,710	\$125,500	\$835,000	\$665,800	\$4,631,308
New clients	32	24	20	19	35	20
Total clients	74	83	69	69	96	125
Total advising hours	312.17	202.75	300.92	344.33	278.74	288.37

COVID-19 Impact: Kenai Peninsula

Capital Infusion:

Current Quarter: \$4,346,308

Total (Mar 9 - Jun 30): \$4,346,308

Businesses Advised:

Current Quarter: 115

Total (Mar 9 - Jun 30): 132

Jobs Supported:

Current Quarter: 725

Total (Mar 9 - Jun 30): 778

Advising Hours:

Current Quarter: 224

Total (Mar 9 - Jun 30): 292

Top 5 Locations Advised:

Soldotna: 44 clients

Homer: 28 clients

Kenai: 26 clients

Seward: 21 clients

Cooper Landing: 6 clients

Top 5 Industries Advised:

Accommodation and Food Service: 30 clients

Arts and Entertainment: 16 clients

Retail: 15 clients

Healthcare and Social Assistance: 14 clients

Agriculture, Forestry, Fishing & Hunting: 10 clients

Summary

The Alaska SBDC continued its strong support for small business owners on the Kenai Peninsula facing economic hardship caused by the COVID-19 pandemic. The Kenai Peninsula Center Director continued to provide strong support to business owners, community leaders, and elected officials, both locally and in Washington. Feedback provided by the SBDC to Senator Sullivan's office resulted in modifications to the Paycheck Protection Program, which greatly benefitted seasonal Alaskan businesses dependent on tourism. The SBDC has served as the primary point of contact for local business owners looking for information to help with tough economic decisions. This included assistance resulting in \$4.3 million in capital infusion from SBA Economic Injury Disaster Loans and Paycheck Protection Program loans. In addition to strong local support, the Alaska SBDC has maintained 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 Q4 (Apr 1, 2020 - Jun 30, 2020)

125 Clients by Current Lifecycle

Pre-venture: 14 clients
Startups: 27 clients
In-business: 84 clients

Clients by Industry

Accommodation and Food Service: 30 clients
Arts and Entertainment: 15 clients
Healthcare and Social Assistance: 14 clients
Retail: 13 clients
Agriculture, Forestry, Fishing and Hunting: 9 clients
Manufacturer/Producer: 7 clients
Service: 7 clients
Transportation/Warehousing: 7 clients
Professional, Scientific and Technical: 6 clients
Construction: 4 clients
Real Estate, Rental and Leasing: 3 clients
Educational Services: 2 clients
Finance and Insurance: 2 clients
Waste Management: 2 clients
Information: 1 client
Management Companies: 1 client
Research and Development: 1 client
Wholesale Dealer: 1 client

Areas of Advising

COVID-19 Support: 224 hours
Managing a Business: 20 hours
Startup Assistance: 19 hours
Business Plan: 9 hours
Financing: 9 hours
Buy/Sell a Business: 5 hours

Summary:

Of the 125 entrepreneurs who received advising assistance during the fourth quarter of FY 2020, 14 were in the pre-venture phase, 27 were startups, and 84 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 resulted in a record number of established businesses. Due to high demand for COVID-19 support, 79% of advising was directed towards that area of advising during April and May. Since accommodation and food service were the hardest hit by COVID-19 health mandates, that industry received the most business advising during the fourth quarter. During the month of June, as the state reopened, advising began to shift back to other areas.

Jobs at a Glance: Kenai Peninsula FY20 Q4 (Apr 1, 2020 - Jun 30, 2020)

New Jobs Overview

17 new jobs

8 clients

New Jobs by Industry

Accommodation and Food Service: 2 clients (7 jobs)

Healthcare and Social Assistance: 2 clients (5 jobs)

Retail: 2 clients (3 jobs)

Professional, Scientific and Technical: 2 clients (2 jobs)

Jobs Supported

733 jobs

111 clients

Summary:

During the fourth quarter of FY 2020, 8 clients reported the creation of 17 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. Most of these jobs were in the works prior to the COVID-19 pandemic, but were confirmed during the fourth quarter. The Kenai Peninsula Center surpassed its record number of jobs supported in a quarter, due to the high volume of established businesses seeking assistance from the COVID-19 Disaster. The SBDC supported all sizes of small businesses, from firms with over 150 employees to owner-operator establishments. Many of the jobs supported by the SBDC were preserved through timely guidance on the Paycheck Protection Program.

New Clients at a Glance: Kenai Peninsula FY20 Q4 (Apr 1, 2020 - Jun 30, 2020)

20 New Clients by Initial Stage

Pre-ventures: 3 clients

Startups: 1 client

In-business: 16 clients

New Clients by Industry

Agriculture, Forestry, Fishing & Hunting: 5 clients

Accommodation and Food Service: 4 clients

Construction: 2 clients

Service: 2 clients

Transportation and Warehousing: 2 clients

Arts and Entertainment: 1 client

Manufacturer or Producer: 1 client

Professional, Scientific and Technical: 1 client

Retail: 1 client

Waste Management and Remediation: 1 client

New Clients by Community

Soldotna: 9 clients
Homer: 3 clients
Kenai: 3 clients
Seward: 3 clients
Kasilof: 1 client
Nikolaevsk: 1 client

Summary:

The Alaska SBDC Kenai Peninsula Center on-boarded 20 new clients during the fourth quarter of FY 2020. Again, these were primarily business owners looking for relief from the COVID-19 pandemic. Agriculture, Forestry, Fishing & Hunting topped the list for the first time, with fishing guides expecting a tough season coming to the SBDC for support. As the pandemic wore on, other industries, such as construction, began to feel the effects of the economic shock and signed up with the SBDC for support.

New Businesses at a Glance: Kenai Peninsula FY20 Q4 (Apr 1, 2020 - Jun 30, 2020)

4 Qualifying New-Business Starts

Summary:

An enterprise is considered "in-business" when all required licensing/permitting is acquired, has payroll, acquired debt or equity capital, incurred business expenses, and/or created sales. During the fourth quarter of FY 2020, 4 clients reported the creation of business starts within the Accommodation and Food Service, Healthcare and Social Assistance, Professional, Scientific and Technical, and Retail industry sectors located in the communities of Homer and Soldotna. Owners for these businesses worked closely with the SBDC throughout 2019 and are moving forward despite the harsh economic climate caused by the COVID-19 pandemic.

Workshops

Summary:

Alaska SBDC workshops were attended by 84 Kenai Peninsula residents. 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 significant increase in workshop attendance from previous quarters can be attributed to the daily briefings provided by the SBDC on COVID-19 relief programs. In addition to SBDC advisors, the briefings utilized subject matter experts on many topics, including representatives from the SBA Office of Disaster Assistance, the Alaska Unemployment Office, the Alaska Department of Commerce, Community, and Economic Development, as well as many more. The daily briefings were recorded and were made available on our website to viewers who could not make the live sessions. As a way to help business owners in their time of need, the SBDC released all of its webinars, including 33 on-demand workshops, to the public for free, for the first time. Viewers were able to watch LLCs in Alaska, Creating Financial Projections, and Basic Bookkeeping, among others, which typically have \$50 fees to offset their cost. The on-demand workshops are available 24/7 and are able to be accessed as many times as needed.

Salmon Sisters: Keepin' it Wild

Authenticity, habitat, and uniqueness found only in Alaska lie at the heart of Salmon Sisters' products, partnerships, and mission. By now, you've likely heard the story of sisters and fishermen, Emma and Claire, their passion for the sea, and the impact their company has on Alaska and beyond.



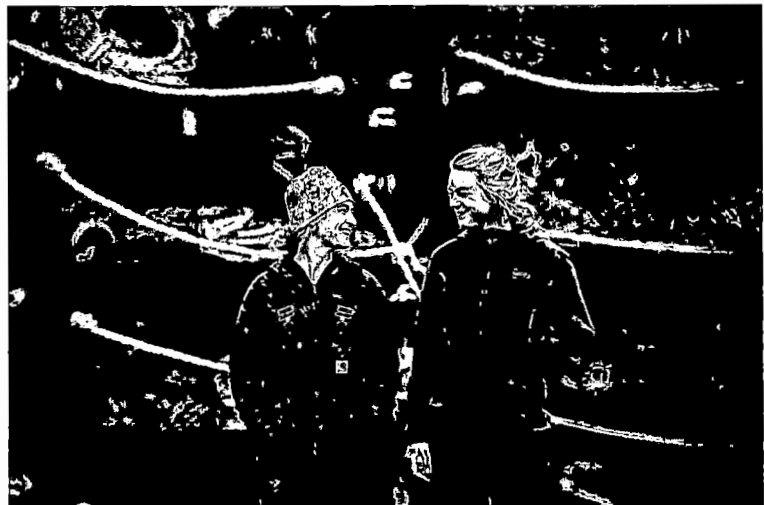
More than words

Each decision and intentional action reinforces Salmon Sisters' commitment to sustainable and ethical practices. In celebrating and sharing the wildest parts of Alaska, the company strives to connect seafood to consumers, designs, clothing, products, and community. Additionally, Salmon Sisters focuses on celebrating culture and partnering with responsible fisheries and organizations working to protect Alaska's marine ecosystems allows them to give back to the

ocean that gives so much to them while helping ensure healthy life cycles for future generations to come.

Business during a pandemic

No stranger to federal disasters having recently navigated setbacks from the 2019 Swan Lake Fire, this year presented entirely new challenges. With the wave of uncertainty, confusion, and hard decisions that came with the coronavirus pandemic, Emma and Claire leaned into what they do best: Digging in and refocusing their efforts with everything stacked against them. Finding themselves having to make difficult business decisions as unique as the work that they



do, Salmon Sisters remained focused, proactive, and motivated working with the Alaska SBDC on the details to bring their vision and decisions together.



Reflecting on their work with the Alaska SBDC they generously shared, *"We're so grateful for the guidance SBDC has offered our small business as we've navigated growth in the past few years. We've had Cliff review our financials regularly to help us see where we're meeting industry standards, where we can cut back and improve our systems for long-term success. It's reassuring to have someone outside our small team pointing out opportunities where we could still grow and improve, and encouraging us and saying 'you're doing good! Your hard work is paying off! SBDC also helped point us towards opportunities for loans that our business was eligible for and is a good sounding board for questions on financial strategy and planning decisions. We're so grateful for the SBDC team and the resources they offer to our state's small business community."*

In turn, Kenai Peninsula Center Director and Business Advisor, Cliff Cochran shared about their dedication, *"It's been a privilege to work with Emma and Claire on their truly iconic Alaskan business. Their products are fantastic and it's not every day I get to work with such a strong brand. I've been very impressed with how they've navigated through two federally-declared disasters, in less than a year, and have become even stronger throughout the process. The Salmon Sisters have become one of my favorite clients to work with and I'm ecstatic, as a fan, to have played a small part in their success."*

Keepin' it Wild

From their 2018 [Microsoft SurfacePro commercial](#) and their Salmon Sisters lines with [XTRATUF](#), [Grundens](#), and [Rep Your Water](#) to their [online store](#) and [cookbook](#), Salmon Sisters is a strong example of adaptability and tenacity rooted in hard work, creativity, and values.

Enjoy the lifestyle brand for yourself or share a taste of Alaska through good, real, and wild seafood. Visit the Salmon Sisters online store at <https://aksalmonsisters.com/> or connect on [Facebook](#) and [Instagram](#).

Senior Helpers: In Home Care for Your Loved Ones

Senior Helpers is a new option for high-quality senior care support. Owners Lance and Taryn Spindler are advocates for reliable, affordable, and customized personal care and are proud to



bring this service to the Kenai Peninsula and surrounding areas. From companionship, surgery support, personal and specialized care, to end-of-life care, Senior Helpers has a friendly and committed caregiver to assist you and your family.

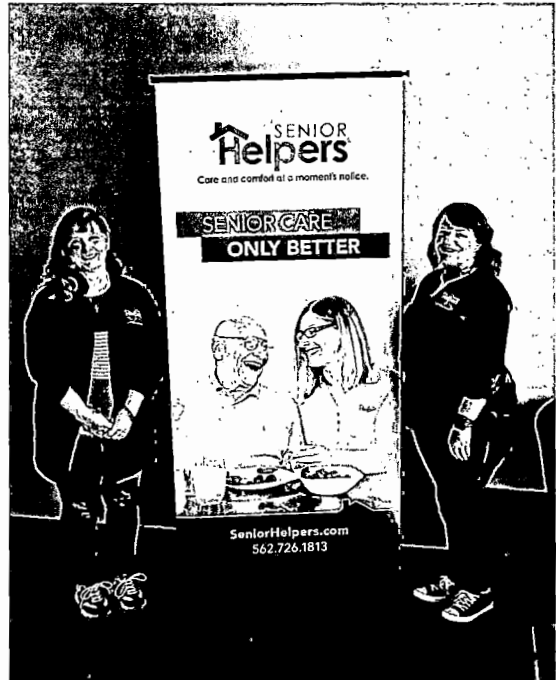
With their mission rooted in connection and ethics, the Spindlers were committed to opening Senior Helpers. About their start-up experience, Taryn explained, "Lance and I are so grateful to the Alaska SBDC for the help they gave us in

starting Senior Helpers. They provided ideas and resources for financing. Cliff support and encouragement when we had reservations. They've also made an effort to check up on us and make sure things are running smoothly and remind us that they are there to help whenever they can. It's wonderful to have the support of the Alaska SBDC."

Their Alaska SBDC Business Advisor, Cliff Cochran shared, "It's been rewarding to work with Lance and Taryn as they've brought a Senior Helpers franchise to Soldotna. It's not every day I get to work with a client whose primary purpose is to provide a much needed service to the community, before looking to make money. And now with seniors needing support due to the coronavirus outbreak, this has been the perfect addition to our community."

Especially with times changing as much as they have with the coronavirus, having dependable in-home support is more important than ever.

For more information, to schedule an in-home assessment, or to connect with Senior Helpers, visit



<https://www.seniorhelpers.com/ak/kenai-peninsula>.