


KENAI PENINSULA BOROUGH
Community & Fiscal Projects

MEMORANDIUM

TO: Charlie Pierce, Mayor
FROM: Brenda Ahlberg, Community & Fiscal Projects Manager 
DATE: April 17, 2018
SUBJECT: **FY18-3Q Economic Development Grant Reports**

Attached are the FY18-3Q 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) 714-2377
EMAIL: bahlberg@kpb.us

FROM: KPEDD
KPB ACCOUNT: 100.94900.KPEDD.43009

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

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: 4/17/2018 Report No.: 3 of 4 Quarter From: 1/01/18 To: 3/31/18
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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	37,500.00	18,750.00	56,250.00	\$ 18,750.00
Travel		-	-	-	\$ -
Contractual		-	-	-	\$ -
Supplies		-	-	-	\$ -
Equipment		-	-	-	\$ -
		-	-	-	\$ -
TOTALS	\$ 75,000.00	37,500.00	\$ 18,750.00	\$ 56,250.00	\$ 18,750.00
Payment Request					\$ 18,750.00

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.

This quarter, the annual Industry Outlook Forum was held on January 10 with over 200 attendees. Speakers included the Alaska Miners Association, Alaska D.C.C.F.D., Salmon Fellows, Blue Ocean Energy, the local workforce panel, the Foraker group, and LNG project leads. The event was a success and was used to unite various group, provide project updates, and support growing businesses. KPEDD produced the 3rd quarter report for Borough-wide business and cities. This report is comprised of up-to-date demographics, unemployment rates and trends, wage trends, cost of living data, and industry snapshots. KPEDD also facilitated meetings with Nutrien for plant re-opening and meetings with potential foreign investors for the proposed LNG project. Tim Dillon also continued to chair meetings for the Soldotna Regional Sports Complex, support the Challenger Learning Center, local breweries through the 80/20 amendment, create a youth training program for the villages, and support the libraries' training expansion.

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

Financial / Progress Report

<p>Submit Report To: Brenda Ahlberg Community & Fiscal Projects Manager Kenai Peninsula Borough 144 N. Binkley St., Soldotna, AK 99669</p>	<p>Project Name: Tourism Marketing/Peninsula Promotion Date: April 15, 2018 Report No.: 1 Quarter From: January 1, 2018 To: March 31, 2018</p>
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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	\$ 31,972.15	\$ 14,696.86	\$ 46,669.01	\$ 14,572.47
Travel	\$ 13,800.00	\$ 4,516.95	\$ 4,330.27	\$ 8,847.22	\$ 4,952.78
Adv/Marketing	\$ 230,958.52	\$ 133,844.18	\$ 57,217.29	\$ 133,844.18	\$ 97,114.34
TOTALS	\$ 306,000.00	\$ 170,333.28	\$ 76,244.42	\$ 189,360.41	\$ 116,639.59

Payment Request	\$ 76,244.42
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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.

Introduction:

The previous three months focused on getting ready for the summer season with the Los Angeles Travel Show (described in its own category), staff marketing development, and shoulder season marketing planning. Summer Lazenby, executive director, was invited free of charge to attend the Homer Chamber of Commerce's Digital Marketing Summit. While there she was able to make additional contacts in the tourism market as well as gain an increased understanding of Google AdWords, Facebook marketing, as well as Instagram metrics. This information will be helpful as the Board of Directors for KPTMC set one of the annual goals for the organization to conduct an in-house analysis of our social media plan as well as assess the return on investment. This will be an ongoing process throughout the year. Additionally, one of the high points of the summit was the understanding of the upcoming shift in traveler demographics we're likely to see. Currently baby boomers have 70% of the disposable income and they are the ones coming to Alaska. However, in the next 5-10 years the travelers that come here are going to start shifting to a younger mindset and digital marketing will shift in priority from printed. This is something KPTMC is working to track and account for as well.



KPTMC received an email from Heidi Chay with the Kenai Soil & Water Conservation District looking for assistance with connecting local farmers to tourism based food businesses. Many people seek out healthy eating and “organic” and “healthy” are marketable words. Along with Soldotna Chamber of Commerce, we co-sponsored an “Agritourism” event. According to Ms. Chay, “agritourism is a growing trend nationwide and here in Alaska. Get the inside scoop on where your guests can find and enjoy local food and farm products from U-pick farms, to wine tastings, to restaurants and events throughout the summer at this information-packed event for the visitor industry.” Additionally, KPTMC produced the poster at no cost to help facilitate this event and all members were informed about the upcoming presentation.

Tourism Improvement District (TID) Update:

Funding of tourism marketing has been an ongoing discussion locally and statewide. Currently, the solution being initiated at the statewide level is the idea of a tourism industry (TID) self-assessment. The previous director included information regarding this plan. Essentially, it is a self-assessment of tourism based businesses. As

described by Alaska Tourism Industry Association (April, 13, 2018):

Industry leaders began reviewing funding options following language the Alaska State legislature inserted in [House Bill 256](#), the FY17 operating budget (Sec.1, page 6, lines 18-23) that “the tourism marketing board develop a plan to phase out reliance on unrestricted general funds for marketing, moving towards a self-sustaining program funded by industry.”

The process includes two phases:

Phase I: The TravelAlaska Act bill (Senate Bill 110) was introduced in April 2017 which provides a selfassessment framework, a mix of current and new revenue, and could include various tourism industry sectors: accommodations, tour activities, attractions, retail and restaurants. Companion legislation, House Bill 383, was introduced in February 2018. These bills have yet to pass into law by the Alaska State Legislature.

Phase II: The TravelAlaska Act provides **only a framework**, or a tool for the tourism industry to decide if we want to vote for a self-assessment. If SB 110 passes, then an industry vote may occur. If industry decided to vote for an assessment, a ballot developed by industry could include:

- A level of assessment (between .5% and 2%) to generate new funds
- The tourism business sectors that would be voting, and
- A slate of candidates for the first members of a TravelAlaska Board

Those businesses that would be sent the ballot could be based on State business licenses (business codes). Industry would vote as a whole, not by sector. Only those businesses collecting the assessment would vote in the election, and would vote as a whole, not within the sector of the business they represent. The businesses voting may or may not be members of ATIA. ATIA’s membership is separate from any TID assessment as part of the TravelAlaska Act.

Currently, the bill is making its way through the State of Alaska Legislature with both the House and Senate versions of the bill referred to their finance committees. The Regular Session is scheduled to conclude on May 17, 2018.

2018 Passport Details:

We have the 2018 Passports printed and in-hand. This is one of KPTMC's most popular programs. It consists of 40 coupons from Seward to Seldovia. Additionally, tourists work to get stamps at 10 of the 13 communities on the Kenai Peninsula. If they do this and return it to KPTMC, they are entered into a vacation package. We were able to secure the following items (all generously donated by the respective companies):

- Two nights lodging at Seward's Breeze Inn
- Two 1.5 Hour Adult Wilderness Rides at Seavey's Ididaride
- Two One Day Stand Up Paddle Board Rentals from Adventure Guru
- Two nights lodging at Kenai's The Cannery Lodge with entry into the Cannery Club
- Two nights lodging at Ocean Shores in Homer
- Two adult passes to the Pratt Museum
- Lifetime Subscription to Fish Alaska Magazine

We have had 20,000 booklets printed and peninsula-wide distribution is beginning.

Staffing Update:

Recently, our longtime Director of Member Services, Keith Baxter, accepted a position with an organization in Anchorage, Alaska. While we were excited for the career advancement for Mr. Baxter, we were disappointed to see him leave. This meant also we needed to find his replacement. After numerous quality applications, we selected Dennis Meadows. Mr. Meadows is going to be an excellent addition to the KPTMC team and will begin full time on April 17th. He has been a resident of the Kenai Peninsula for three years. Originally from Washington, he, along with his wife Lisa and daughter Jewel, relocated from Phoenix early in 2015, fulfilling a fifteen-year ambition to integrate Alaska full time into their lives. Dennis maintains a career tenure which has strongly evolved from within print, publishing, and marketing arenas, having served traditional as well as digital platforms. Mr. Meadows will bring with him technical knowledge and sales experience which are highly suited and well aligned with the mission of KPTMC. As for personal time and interests, he and his family are willing and excited to tighten a line in most any lake, river, stream, or puddle they happen upon. Watching and existing amongst the wildlife has become a way of life here on the Peninsula. At home, raising animals and learning to cultivate, keeps everyday engaging. "For us, Alaska, and definitely "The Kenai", IS our playground, and there is ALWAYS something outside, which is great, because outside is where we want to be." As he integrates into his new position, he'll be reaching out to membership in the coming months and can be reached at dennis@kenaipeninsula.org.

Board of Directors Update:

In January, we elected several new board members each to two year terms. We were excited to welcome the following directors (listed by representative region):

- EAST: Courtney Larson, Adventure Guru
- CENTRAL: Pamela Parker, Everything Bagels
- SOUTH: - Mike Warburton, The Ocean Shores
- BOROUGH WIDE: Kelly Johnson, Aspen Hotels, Soldotna

Los Angeles Times Consumer Show Update:

We completed the Los Angeles Times Consumer Show in February. According to the show sponsor, it was a record year for attendance with over 35,000 people coming through gates. The Alaska aisle was very popular; we had a wonderful time describing the place we call home Alaska's Playground. The guidebook cover was an eye-catching draw with many people stopping to talk about paddle boarding near glaciers. Many didn't believe it was truly an option! We were able to disseminate nearly 2000 Kenai Peninsula guidebooks and over 1000 of the four

main communities (Seward, Homer, Kenai, and Soldotna). In addition, we had two business in our booth (one of the ways that we make these big shows financially attainable is to sell booth space which allows Kenai Peninsula tourism businesses the ability to gain access to these shows, something that would otherwise be cost prohibitive). Both businesses reported that it was a positive investment and were more than able to recover the cost of the tour show investment which means their customers will not only be doing business with them, but they will be on the Kenai spending new money in other businesses as well as generating tax dollars. Finally, we were able to giveaway a Kenai Peninsula vacation package to one very excited Rona Hamilton. We've been told she has already scheduled her bear viewing trip for this summer.

Printed and Digital Advertising



We have continued advertising with Northwest Travel as well as Fish Alaska. The paddleboard ad (or some variation of it) is one that we will continue to use across most platforms for consistency sake as well as keeping advertisement development costs low. We reused the "Exclusive Online Access" ad on the ATIA website with the description in both English and German. Germany is the most common non-English speaking visitor group that interacts with our website. We also updated the Kachemak Bay one for use on the Visit Anchorage website. Shoulder season marketing will be reported in the 4th Quarter report.



Google Ad Words Campaign:

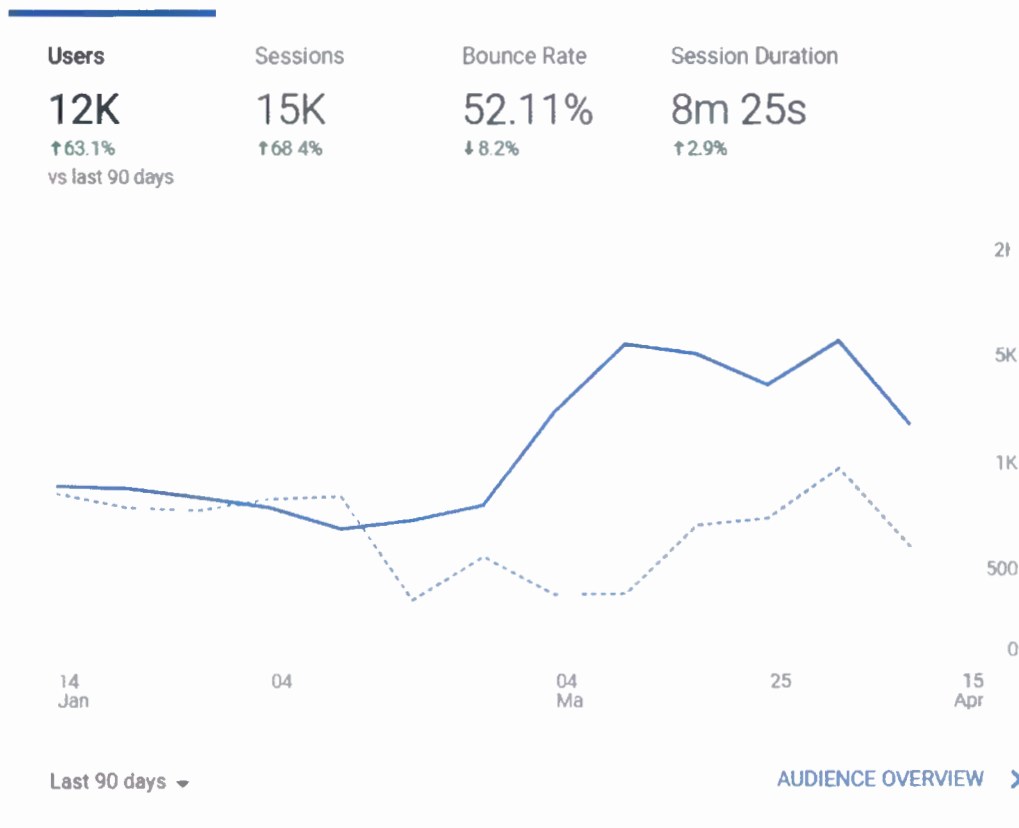
The FY18 Google Ad Words campaign began in March. During the course of the month \$1850.09 was expended reaching over 33,000 impressions, 2700 clicks, and a nearly 8% conversion rate. At the conclusion of this campaign, I will do a comparison between this campaign and our previous one awarded in the FY17 KPB grant.

Community - Soldotna	2,495	216	8.66%	\$0.62	\$133.75	1.5	25	11.68 %
Dog Sledding	1,730	30	1.73%	\$0.90	\$26.94	2.6	1	3.45%
Hiking	912	32	3.51%	\$1.02	\$32.80	2.5	2	6.25%
Lodging	789	33	4.18%	\$1.29	\$42.64	3.4	0	0.00%
Camping	778	68	8.74%	\$0.70	\$47.90	2.2	2	2.94%
Whale Watching	767	67	8.74%	\$0.95	\$63.47	2.6	1	1.49%
Glacier & Wildlife Cruises	688	26	3.78%	\$1.25	\$32.59	3.5	2	7.69%
Bear Watching	570	51	8.95%	\$1.24	\$63.49	2.5	0	0.00%
Community - Cooper Landing	529	44	8.32%	\$0.65	\$28.70	2.2	1	2.27%
Community - Seldovia	475	60	12.63 %	\$0.62	\$37.02	1.2	6	10.00 %
Community - Sterling	424	31	7.31%	\$0.58	\$18.02	1.8	1	3.23%
Community - Hope	408	52	12.75 %	\$0.58	\$29.90	1.3	2	3.85%
Rafting	339	30	8.85%	\$0.95	\$28.48	2.8	1	3.33%
Community - Anchor Point	333	44	13.21 %	\$0.59	\$26.16	1.4	4	9.30%
Community - Kasilof	299	22	7.36%	\$0.69	\$15.10	1.6	3	13.64 %
Community - Moose Pass	259	33	12.74 %	\$0.55	\$18.05	1.3	4	12.12 %
Community - Nikiski	253	23	9.09%	\$0.56	\$12.90	1.3	2	9.09%
Birding	209	22	10.53 %	\$0.61	\$13.36	1.6	0	0.00%
Horseback riding	155	12	7.74%	\$0.70	\$8.43	1.5	2	16.67 %
Community - Clam Gulch	130	16	12.31 %	\$0.44	\$7.04	1.2	4	25.00 %
Flightseeing	120	5	4.17%	\$1.38	\$6.92	3.6	0	0.00%
Canoeing	94	4	4.26%	\$0.73	\$2.92	2.2	0	0.00%
Community - Ninilchik	91	8	8.79%	\$0.72	\$5.73	2.2	0	0.00%

KP Things to Do	72	21	29.17%	\$0.26	\$5.40	1.0	5	23.81%
Kayaking	63	8	12.70%	\$0.73	\$5.85	2.6	1	12.50%
Totals	33015	2701	8.18%	\$0.68	\$1,850.09	2.1	209	7.80%

Google Analytics:

In reviewing the Google Analytics of our webpage for the previous quarter, data is on the upswing which is to be expected as people begin planning summer vacations. Notably 1700 people have reviewed the guidebook request page, but zero have downloaded the digital guidebook; further analysis shows that 787 people requested a guidebook with 71 of those requests coming from Facebook and 129 from Google (determined by people sharing where they linked from). Approximately 15% of our traffic has been international with Canada, Australia, and the United Kingdom being the main sources. I have included a chart outlining the top 10 countries where people are accessing our website, but I have also included a global map of all international web traffic. In the previous three months, it is worth noting that www.kenaipeninsula.org has had traffic from essentially every continent but Antarctica and nearly every county except Greenland, Iceland, and most of the African nations.



What pages do your users visit?

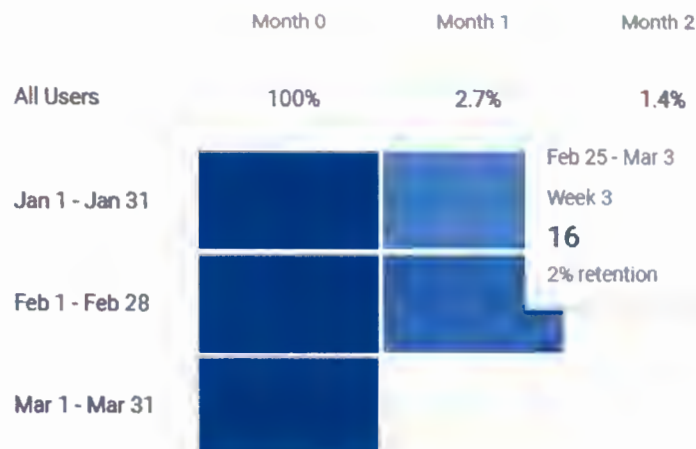
Page	Pageviews	Page Value
/	6,112	\$0.00
/discovery-guide	2,705	\$0.00
/things-do	1,531	\$0.00
/about-kenai/must-do-list	1,446	\$0.00
/about-kenai/places-go	1,055	\$0.00
/activities/bear-viewing	955	\$0.00
/activities/fishing	872	\$0.00
/activities/glacier-wildlife-cruise	805	\$0.00
/about-kenai/places-go/homer	779	\$0.00
/activities/resorts-lodges-cabins	776	\$0.00

Last 90 days ▾

[PAGES REPORT >](#)

How well do you retain users?

User retention

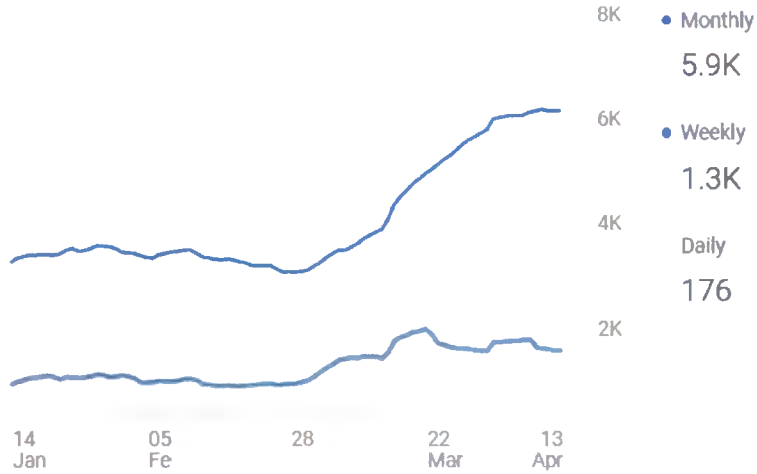


Last 3 months ▾

[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

5.2K



Goal Value

\$0.00



Goal Conversion Rate

35.02%



Goals

Conversion rate

Completions

Over 3.5min Visit



3,477

Viewed Guide Request



1,747

Viewed Passport Request

0

General Product Tracking

0

50 Hikes Purchase

0

Discovery Guide Downloaded

0

Last 90 days ▾

[GOALS OVERVIEW >](#)

Traffic Channel

Source / Medium

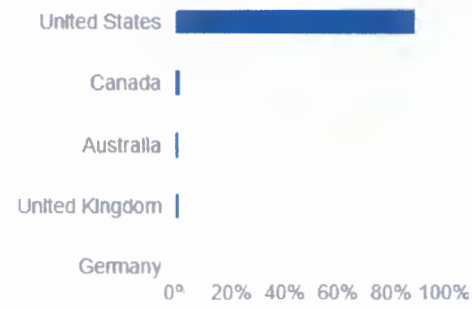
Referrals



Last 90 days ▾

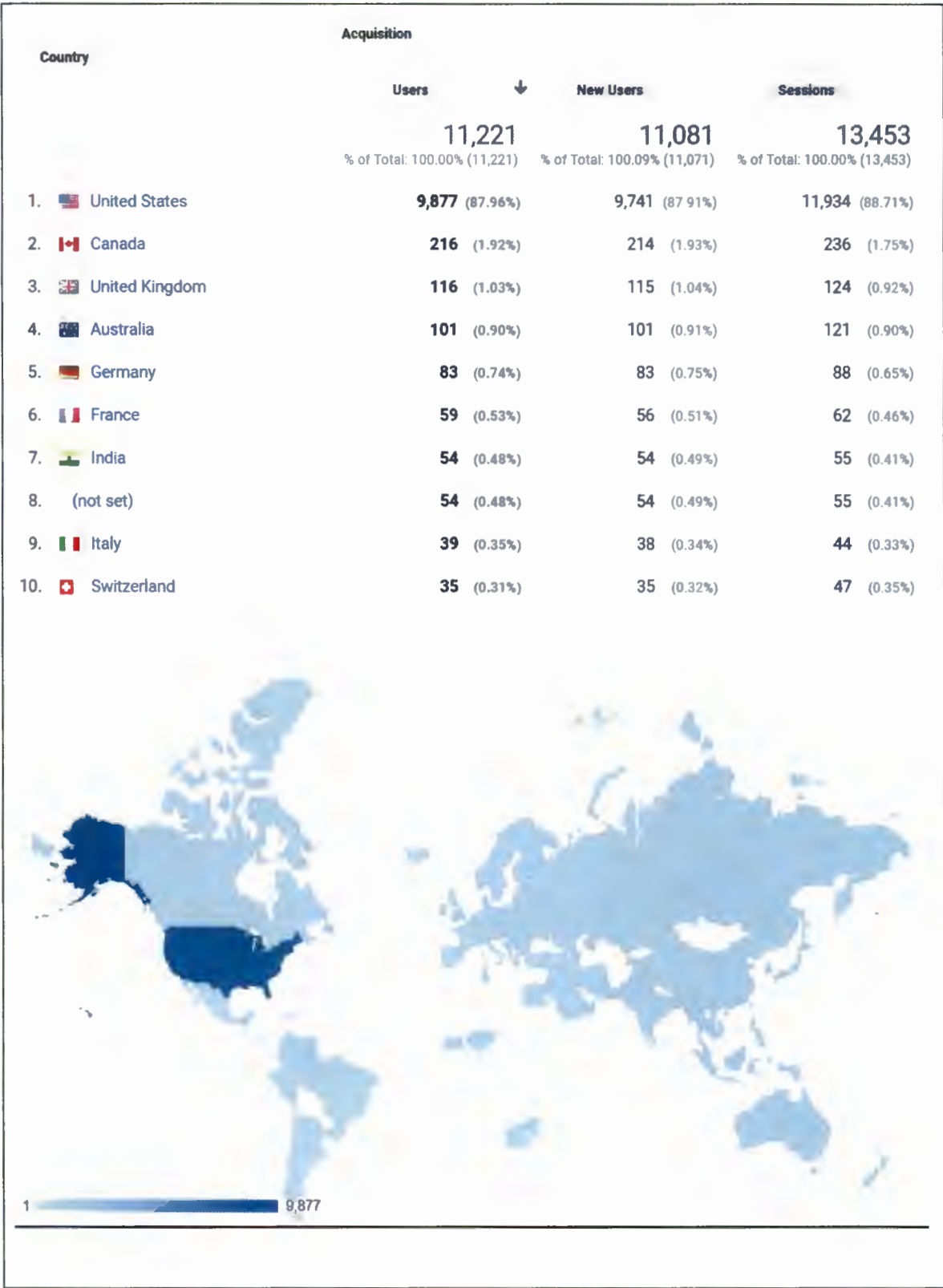
[ACQUISITION REPORT >](#)

Sessions by country



Last 90 days ▾

[LOCATION OVERVIEW >](#)



Social Media:

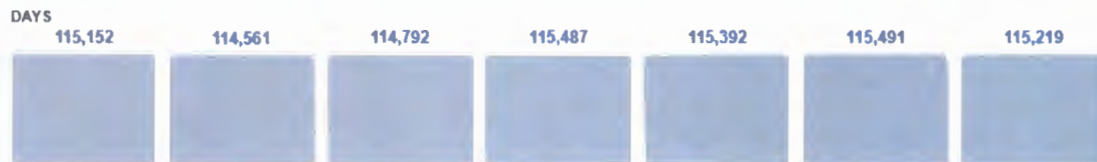
In the previous quarter, KPTMC had one post go extremely viral and at the start of this quarter, we continued to see some of that produce significant Facebook interactions. However, Facebook initiated a remodeling of what people see in their timelines which significantly reduced the page exposure for business pages and unsponsored posts, and we have been affected by that restructuring. With that said, the posts that we are sharing are getting seen by thousands and generating interaction with shares and comments.

Some Highlights:

Optimal Time of day for posting is between 2-5pm.

When Your Fans Are Online Post Types Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.



TIMES



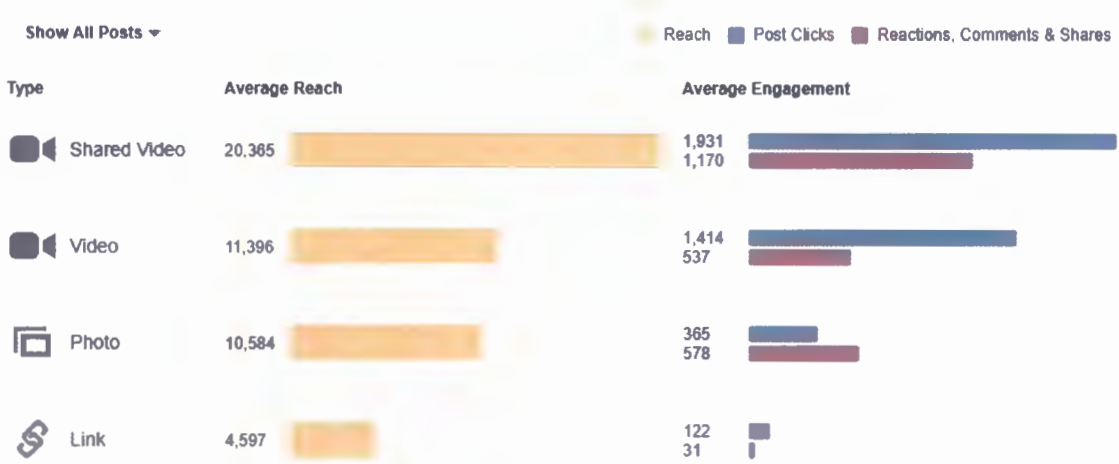
Video is king

When Your Fans Are Online

Post Types

Top Posts from Pages You Watch

The success of different post types based on average reach and engagement.



Freshest Viral content, over 1,100 shares.

Post Details



The Kenai, Alaska's Playground is with Jacqui Michelle

Published by Jhasmine N cely April 10 at 1 17pm

I KID YOU NOT! THERE WAS A BEAR. ON A JET SKI. ON A LAKE, IN #ALASKA!



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

70 042 people reached

Boost Post

Vernon reland Lynne Gpson and 2K others 62 Comments 1 1K Shares

Like

Comment

Share

Performance for Your Post

70,042 People Reached

5,476 Reactions & Shares

2,590 Likes

1,357 Comments

168 Shares

100 Post Shares

1,161 Reactions

569 Post Shares

208 Reactions

62 Post Shares

243 Reactions

72 Post Shares

1,126 Reactions

1,126 Post Shares

2,572 Post Comments

796 Post Comments

0 Post Comments

NEGATIVE FEEDBACK

40 from Post 9 from Page

0 Reported as Spam 0 Reported as Spam

Total Page Likes as of Today: 128,831

Total Page Likes

BENCHMARK Compare your average performance over time Total Page Likes



We're sharing landmarks and getting comments

Post Details



The Kenai, Alaska's Playground

Published by Jhasmine Nicely March 30 at 2:00pm

Will you stop here and have your picture taken this summer?

PC: Jan Hayes Rader



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,500 people

15,306 reached

Boost Post

Massimo Benedetti, Cena DeLeon and 696 others · 80 Comments · 104 Shares

Like

Comment

Share



Performance for Your Post

15,306 People

1,053 Reactions & Shares

739



628

85



72

Post

3



3

122

95

Post

104

104

758 Post C

76



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NEGATIVE FEEDBACK

25



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EASTERN REGION: Danny Seavey, Seavey's Ildidaride Courtney Larsen, Adventure Guru	CENTRAL REGION: Eric Dahlman, Seavey's Ildidaride Pamela Parker, Everything Bagels	SOUTHERN REGION: Laurel Hillis, 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	Debble Speakman, Homer Chamber of Commerce
BOROUGH WIDE REPRESENTATIVES:			
Kelli Johnson, Aspen Hotel	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 Lazenby Date: 4-16-17
 Printed Name and Title: Summer Lazenby, Executive Director

Alaska SBDC KENAI PENINSULA

QUARTERLY REPORT
JANUARY - MARCH, 2018

Chanda Wahl
Owner of Design Interiors



FROM THE STATEWIDE DIRECTOR

2018 is continuing to be a banner year for Alaska SBDC



Jon Bittner
Executive Director

The flurry of activity continued for the Kenai Peninsula Center last quarter, as entrepreneurs worked closely with the Alaska SBDC to get their businesses prepared for tourist and construction season. We expect to see more than twenty of our clients successfully launch by June.

Several of our success stories from 2017 continued to make strides and have a significant impact on the community this quarter. Urgent Care of Soldotna provided much needed medical care to local residents suffering from the flu, which became the worst pandemic since the H1N1 swine flu in 2009. Also, Kenai Peninsula Massage Therapy has established itself as the leading massage clinic on the Kenai, giving residents a place to treat muscle pain or simply relax.

Among all of the communities on the Kenai Peninsula we're seeing increasing momentum for entrepreneurs looking to develop businesses focused on the "ocean economy." Applications for aquaculture permits and assistance to these clients is fifty-percent higher than any previous year. Alaska SBDC is

This is continuing to be a banner year for the Alaska Small Business Development Center. 2018 has brought record numbers of entrepreneurs to Alaska SBDC seeking assistance with their small businesses, and our Anchorage center has seen a marked increase in the amount of capital obtained and jobs created by our diverse client base.

Committed to providing the highest quality services to the largest number of Alaskans, we are responding to this remarkable uptick in activity with unprecedented internal development. We currently have 12 business advisors on staff and will soon be expanding our coverage area to Seward through a new creative partnership between the Alaska SBDC, the City of Seward, the Seward Chamber and the Bering Sea Fishermen's Association. We've also created a position focused entirely on serving rural Alaska communities that fall outside our existing center locations.

Another innovative new program designed to further increase our rural reach is currently in the works, as well. Our Rural Business Centers program will feature full-service kiosks comprised of computers, remote access software and communications platforms, training materials and financial templates tailored to the unique needs of rural

working to assist clients who are investing in capital projects, and we're partnering with the Bering Sea Fishermen's Association to help strengthen support systems for these entrepreneurs.

The Alaska SBDC has continued to work closely with the proprietors for the Kenai bowling alley, providing more than 40 hours of technical assistance, largely related to business plan development. After struggling to obtain financing, the owners of the bowling alley sought assistance from Alaska SBDC. Working together, we were able to expand their four page business summary into a 33-page business plan, complete with industry benchmarks and local market research to support their projections. We are expecting to hear good news on their loan application any day now!

The Kenai Peninsula Center is off to a great start in 2018. As local small businesses gear up for tourist season, we are ready to help them maximize their potential. We look forward to continuing our efforts to support a strong and growing economy on the peninsula through small business development.

Alaska. Each center will be operated remotely by Alaska SBDC business advisors and will provide a more consistent and accessible presence to our smaller communities.

The Alaska SBDC has enjoyed a number of other successes over the past quarter. We were honored to receive an extremely generous donation of \$50,000 from Northrim Bank as part of their ongoing support of our work, and we were excited to release the results of our first-ever Small Business Survey.

Looking ahead, we are pleased to be hosting a new, one-of-a-kind business conference in Anchorage on June 27, 2018, called Vitalize Alaska. This conference will feature a wide variety of guest speakers, including the founders of California's Barefoot Winery, one of the top selling wines in the U.S., and Amy Cortese, award-winning journalist and author of *Locavesting*. Speaker panels will tap some of Alaska's top businesses, including GCI, Northrim Bank, and Alaska Airlines, as we leverage local knowledge and expertise to develop ways to create a thriving small business sector in Alaska's new economy.

As always, we at the Alaska SBDC remain committed to working together with all of you to build a better economic future for all Alaskans.

FROM THE KENAI PENINSULA CENTER DIRECTOR

More than 20 clients are expected to launch by June



Cliff Cochran
Kenai Peninsula
Center Director

KENAI PENINSULA CENTER UPDATE
January - March, 2018

Third quarter highlights for Kenai Peninsula

**KENAI PENINSULA
Q3 AT A GLANCE**

Number of Clients Advised

Current Quarter: 91
FY2018*: 197

Jobs Created

Current Quarter: 5
FY2018*: 74

Business Starts

Current Quarter: 3
FY2018*: 21

Capital Infusion

Current Quarter: \$515,350

- SBA Loans: \$0
- Non-SBA: \$390,000
- Non-Debt Financing: \$125,350

FY2018*: \$5,5198,879

Training Events & Attendees

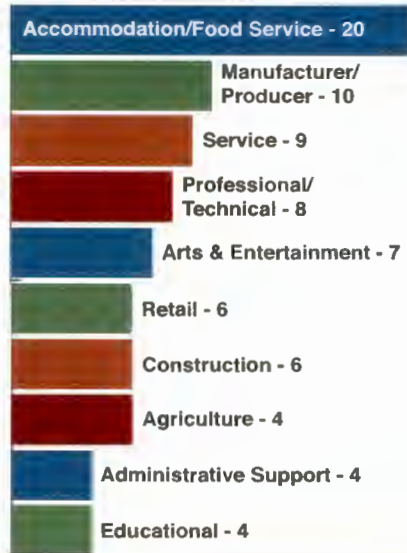
FY2018*: Online webinars and 11 in-person workshops, serving 88 Kenai Peninsula attendees.

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

**KENAI PENINSULA
PRIMARY AREAS OF ADVISING - Q3**



**KENAI PENINSULA CLIENTS
TOP 10 INDUSTRIES - Q3**



Services

The Alaska SBDC provides no-cost, confidential advising services to all individuals seeking assistance. During the third quarter of FY2018, 91 Kenai Peninsula business owners and entrepreneurs received more than 520 hours of advising assistance and support from Alaska SBDC staff, representing a significant increase over the previous quarter and a 67% increase over the same quarter in FY2017.

The Alaska SBDC also saw an uptick in the number of Kenai Peninsula residents who participated in workshops, with more than double the number of attendees in quarter three over the previous quarter.

Capital Infusion

The third quarter of FY2018 produced \$515,350 in capital infusion, representing a noteworthy 71% increase over the same quarter in FY2017.

Most of quarter three's capital infusion stemmed from Non-SBA financing, while the remainder was generated by Non-debt financing.

New Jobs

The number of new jobs reported by Alaska SBDC clients declined in quarter three, although this is expected to change in the next quarter as new businesses are brought online and the Kenai Peninsula launches into a busy summer season.

Alaska SBDC Kenai Peninsula Center Activity - Historical Comparison

	FY2017 Q3	FY2017 Q4	FY2018 Q1	FY2018 Q2	FY2018 Q3
New Businesses Created	11	9	15	3	3
Jobs Created	23	28	35	34	5
Loans (in dollars)	\$0	\$376,000	\$3,415,234	\$570,000	\$390,000
Total Capital (loans + equity)	\$301,000	\$682,000	\$3,746,479	\$937,050	\$515,350
New Clients	27	28	21	30	35
Total Clients	105	83	97	81	91
Total Advising Hours	314.24	375.50	260.98	391.57	525.32

HomerWhales

A different kind of whale watching



HomerWhales owner Abigail Kokai had a dream of creating a "Wishing Whale" for the Homer Spit after being inspired by whale watching around Kachemak Bay. When a friend gave her a pair of jeans to repurpose, her dream became a reality as she began creating unique, soft-form, decorative whales by hand. Today, Kokai continues to incorporate recycled materials and delightful local touches to make each of her whales unique.

To better understand the process of starting a business, Kokai worked with Alaska SBDC Business Advisor Bryan Zak.

"I began work on a business plan and obtained information about crowdfunding and marketing," says Kokai. "Having a business advisor in my rural location to share my ideas with has greatly assisted me in my business growth and the challenges that I have faced."

HomerWhales has received national recognition as an American Small Business Champion by SCORE Mentors and has continued to grow and make an impact. And as a business inspired by natural beauty and wildlife, it comes at no surprise that 5% of annual profits are donated to the North Gulf Oceanic Society to protect the whales of Alaska.

To connect with Abigail and take home a HomerWhale of your own, visit the HomerWhales website at www.homerwhales.com.



Alaska Small Business Development Center

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Designer Interiors

Residential and commercial interior design in Southcentral Alaska

Designer Interiors is the Kenai Peninsula's most captivating story of a small business expanding from an entrepreneur's home to a brick and mortar storefront. Located in their newly remodeled facility at the corner of K-Beach Road and Poppy Lane, Designer Interiors provides a wide range of design services, specializing in interior design and special order furniture and accessories.

Lead Designer and business owner Chanda Wahl dreamed of being an interior designer as a child. Now, with a Bachelor's degree in interior design combined with over 20 years of experience in both residential and commercial design, she is bringing valuable expertise and a creative touch to Southcentral Alaska.

In working on her business expansion, Wahl connected with the Alaska SBDC in Soldotna to decide what form of financing would be the best fit for her business.

"The Alaska SBDC was very helpful during the transition of moving my business to a larger new storefront," recounts Wahl. "Cliff helped us brainstorm, so we could make informed decisions with our move. It's great to have someone looking out for us as we continue to grow. Business is now going very well and we are staying busy, in part from the guidance provided by the SBDC."

Alaska SBDC Business Advisor

Cliff Cochran commends Wahl's accomplishments. "I'm very impressed by Chanda's ability to turn her vision into reality," says Cochran. "The result is a thriving business that's a must-see if you're building a new home or re-designing yours."

Cochran observes that their new location looks terrific, and they are already attracting clients from Anchorage and the Mat-Su Valley.

"It's clear to see they know how to make any space look incredible."

To develop a space or remodel project that reflects your personal style, stage a home, or plan a special event, connect with Designer Interiors and take

their design quiz. For more information or to schedule your design consultation, go to www.designerinteriorsak.com. Designer Interiors can also be found on Facebook.

"It's great to have someone looking out for us as we continue to grow. Business is now going very well and we are staying busy, in part from the guidance provided by the SBDC."

