



**KENAI PENINSULA BOROUGH  
GRANTS MANAGEMENT**

**M E M O R A N D U M**

**TO:** Mike Navarre, Mayor  
**FROM:** Brenda Ahlberg, Community & Fiscal Projects Manager  
**DATE:** 14 July 2016  
**SUBJECT:** **FY16-4Q Non-department Grant Reports**

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Attached are the FY16-4Q grant reports for non-departmental awards.

CARTS – Central Area Rural Transit System  
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: CARTS  
 KPB ACCOUNT: 100.94910.CARTS.43010

Contract Amount: \$50,000  
 Ending: June 30, 2016

## Financial / Progress Report

Submit Report To:

Project Name: Public Transportation

Brenda Ahlberg

Date: 07/09/16

Community & Fiscal Projects Manager

Report No.: 4

Kenai Peninsula Borough

Quarter From: 04/01/16

144 N. Binkley St., Soldotna, AK 99669

To: 06/30/16

### FINANCIAL REPORT:

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 26,000.00	17,155.29	8,844.71	26,000.00	\$ -
Travel		-	-	-	\$ -
Contractual	\$ 14,000.00	13,586.36	413.64	14,000.00	\$ -
Supplies	\$ 10,000.00	4,647.14	5,352.86	10,000.00	\$ -
Equipment		-	-	-	\$ -
		-	-	-	\$ -
<b>TOTALS</b>	<b>\$ 50,000.00</b>	<b>35,388.79</b>	<b>\$ 14,611.21</b>	<b>\$ 50,000.00</b>	<b>\$ -</b>
Payment Request					\$ 14,611.21

**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.

CARTS delivered 11,895\* trips during this reporting period. This brings the grand total of CARTS trips to 768,019. This quarter there were 4,601 trips for passengers traveling back and forth to work or work related training. For this quarter 66% of our passengers were purchasing their own trips. After reviewing data from when CARTS first started delivering trips, it was interesting to note when we first started delivering rides on 36% were paying for their own trips. In Homer there were 1,860 trips delivered. (\*not all data has been submitted at the time of this report)

CARTS has ordered 2 wheelchair accessible MV-1s to replace a couple of our accessible minivans. These vehicles are designed from the ground up for accessibility, meeting or exceeding the Americans with Disabilities Act (ADA) vehicle guidelines.

**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:

*Jennifer Beckmann*

Date:

7/9/16

Printed Name and Title:

Jennifer Beckmann, Executive Director



**KENAI PENINSULA BOROUGH**  
 144 North Binkley Street • Soldotna, Alaska 99669-7599  
 PHONE: (907) 714-2153 • FAX: (907) 714-2377  
 EMAIL: bahlberg@borough.kenai.ak.us

FROM: Kenai Peninsula Economic Development District  
 KPB ACCOUNT: 100.94910.KPRDD.43009

Contract Amount: \$67,500.00  
 Ending: 6/30/16

**Financial / Progress Report**

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

Project Name: Kenai Peninsula Economic Development District

Date: 06/22/16

Report No.: 4 of 4

Quarter From: 04/01/2016

To: 06/30/2016

**GRANTS**  
 JUN 23 2016  
**RECEIVED**

**FINANCIAL REPORT:**

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 50,625.00	16,875.00	-	50,625.00	\$ -
Travel		-	-	-	\$ -
Contractual	\$ 16,875.00		16,875.00	16,875.00	\$ -
Supplies		-	-	-	\$ -
Equipment		-	-	-	\$ -
<b>TOTALS</b>	<b>\$ 67,500.00</b>	<b>16,875.00</b>	<b>\$ 16,875.00</b>	<b>\$ 67,500.00</b>	<b>\$ -</b>
Advance funding					\$ -
Expenditures applied to advance					-
Remaining Advance Balance					\$ -

**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 has completed the 2016 Situations and Prospects Report. We are now in the process of uploading and printing our reports to be dispersed. KPEDD has also updated the research portion of the CEDS as well as the goals and objectives of the first of the five year project. There will be annual and semi-annual updates to the EDA. The Business Retention and Expansion Project has been completed as well.

**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: *Rick A. Roeske*

Date: 06/22/16

Printed Name and Title: Rick A. Roeske Executive Director



14896 Kenai Spur Highway, Suite 103-A • Kenai, AK 99611

Phone: (907) 283-3335 • Fax: (907) 283-3913

www.kpedd.org

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*Leadership to enhance, foster and promote economic development*

## **KENAI PENINSULA ECONOMIC DEVELOPMENT DISTRICT, INC.**

### **KENAI PENINSULA BOROUGH GRANT**

**FY 2016**

### **Year End Report**

#### **2016 Highlights**

##### **Situation and Prospects**

KPEDD, Kenai Peninsula Economic Development District is in its second year of publication of the Situation and Prospects report. There is a larger in depth edition with a more extensive analysis as well as a brief Executive Summary. A compendium of valuable assistance and support for policy makers, grant writers, industry decision makers and others looking for key data on the Kenai Peninsula. KPEDD's goal and efforts are to continue this as the signature document for branding the agency. Distribution will continue to be free. The 2016 publication will be formatted as a hardbound copy but the transition will continue to be distribution via PDF on the KPEDD website, KPEDD.org. Efforts include new suggestions for areas to be documented, embedded links in the web version for quicker access and reference and ported to mobile devices. Continuing efforts will be made and focused on "in field" access via mobile devices as data sets are aggregated and focused for user requested data sets, answering metrics and moving into the digital age from the desk bound versions. Faster and broader cell phone coverage will assist this effort as the Kenai Peninsula benefits from improvements and investments by new companies like Verizon entering the Alaska market. KPEDD will explore all existing and potential data sets as the market evolves and demands over the next years going forward.

##### **Industry Outlook Forum**

This event will evolve and change over the next few years. Industry focus will be changing to reflect the diverse employment opportunities becoming available on the Kenai Peninsula. As discussed in the EDA CEDS, Economic Development Agency Comprehensive Economic Development Strategies, the Kenai Peninsula has one of Alaska's most diverse economic landscapes. Moving from a predominately Oil and Gas focus has been tried in the past with limited success. Efforts have been made in the past two years to broaden the focus to include Native Corporations and the Medical Industries component. Tourism and Commercial Fishing had been attempted in the past with a focus on the future and will continue to include all sectors contributing to the broad based economy. As the markets on the Peninsula mature, KPEDD will continue to support and advocate as well as introduce new sectors likely to expand in the future. KPEDD's mission statement includes



Alaska Regional Development Organization (ARDOR)  
The State of Alaska Department of Commerce, Community  
and Economic Development certified KPEDD as an  
ARDOR in 1989.



Economic Development District (EDD)  
The U.S. Department of Commerce, Economic  
Development Administration (EDA) recognized KPEDD  
as an Economic Development District in 1988.

language to Enhance, Develop and Promote the Kenai Peninsula, which will be the branding effort moving forward. As part of the long-range development plan, KPEDD will assist, develop and market the focus towards individual cities in the development of economies for 2030. IOF will be used to develop and market the peninsula cities CEDS efforts as well as its own. IOF will be focused using its platform to highlight, support and assist in these combined efforts.

### **KPEDD Strategic Planning**

The Staff and Board of Directors remain committed to utilizing the “active doing” methodology developed by Perdue University to maintain its focus. As projects and items are removed from its lists of priorities and requirements, new items and tasks are added. This method has been useful in making sure new items are prioritized and there is a running inventory of completed tasks. Staff is tasked with keeping the focus on the future, areas as deficient are addressed and branding and leadership efforts are meaningful and sustainable. Key to this concept is the daily, weekly, monthly, quarterly and yearly sustained efforts on task accomplishment, goal focus and new goals established at all levels of the organization. The Board of Directors requested this effort and services were provided by UAA Center for Economic Development.

### **Strategic Partnerships**

KPEDD is finishing a two-year grant effort funded by the DCCED, Department of Commerce, Community and Economic Development project BR&E, Business Retention and Expansion. 150 surveys, with 75 on-site surveys, have been conducted. This effort used four Chamber of Commerce's, Kenai, Soldotna, Homer and Seward as well as the SBDC and the cities of Kenai and Soldotna to gather data. Survey data is being organized and will be disseminated at a future point to policy makers and the public.

As identified during the Strategic Retreat for the Board of Directors and made more critical during the State of Alaska fiscal issues of the past two years, the priority is to focus on this direction. Given the limited resources being experienced but with increased demand for data needed for decision making, KPEDD will step up to the challenges. Monetary challenges persist, possibly to worsen before improving. Currently KPEDD assisting all requests as needed without regard to cost but needs gain strategic partners to ensure efforts are not duplicated, resources are conserved and delegated to new efforts to assist others in their decision making, using out data sets to provide decision maker the best possible outcomes.

Various cities on the peninsula have developed CEDS for their particular city. KPEDD will not duplicate but assist and develop its own brand for 2030, which has been the common focus year. With this time horizon sustained and economically feasible policies can be implemented for areas of the peninsula are requested and required by the local citizens. The overall partnership's focus should lessen the potential for duplication of efforts, use resources wisely while maintaining an areas unique characteristics and development potential.

The peninsula is recognized as a unique area within Alaska, having all the items for recreation, employment and low population densities to support an individuals or families needs. KPEDD's research for S&P and CEDS has highlighted the low cost of living, housing, education, low crime and outdoor activities that can be branded by individual cities or as a Borough wide effort. KPEDD's likely marketing of a web based and distributed video with the economic opportunities with a livability focus should be the next step in moving the efforts forward.

### **Personnel Changes**

Tim Dillon was hired to become the Economic Resource Specialist April 1, 2016 to utilize his connection with the Kenai Peninsula via past employment as City Manager of Seldovia, Artic Winter Games and other connections and experiences. KPEDD will benefit from his varied and vast experience as the resources and issues facing the Kenai Peninsula and the State of Alaska progress.

### **New Proposals**

KPEDD will expand its data resource collection efforts, improving and looking toward future growth trends noted in its CEDS research and collection phase over the past year. Implementation, execution and promotion of efforts to support and diversify the Kenai Peninsula economy with emphasis on projects like AGRIMUM, AKLNG, Cook Inlet exploration, production and support for Chuitna Coal Mine, Donlin Gold and other future large-scale projects will continue.

Expand the broad scale macro and micro economic supports, advocacy for local owners to maintain viability under increasing pressures from online sales, exposure of the Livability Index for the Kenai Peninsula to support efforts to expand the labor pool given the demographic issues generated by various internal and external reports. Using generated data to support the dynamic nature for life style supports, great schools, affordable housing, low crime and access to ocean, land and sky activities.

Relative low population densities and loss of young adults from the Kenai Peninsula presents challenges long term. Increased employment opportunities to keep young adults will change on segment of the chicken and egg scenario on where to start the changes necessary for the next decades workforce development, retention and life style cycle that current residents have taken advantage of. The current generation will support the transition of job growth and opportunity through focused and sustained improvement in employment and career advancement.



## 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:** 100.94910.KPTMC.43021

**Contract Amount:** \$340,000  
**Ending:** June 30, 2016

### 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> June 30, 2016 <b>Report No.:</b> 4 <b>Quarter From:</b> July 1, 2015 <b>To:</b> June 30, 2016
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**FINANCIAL REPORT:** FINAL REPORT DUE ON OR BEFORE 10 JULY 2016

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 56,400.00	\$ 36,829.70	\$ 18,265.18	\$ 55,094.88	\$ <b>1,305.12</b>
Travel	\$ 14,300.00	\$ 11,490.94	\$ 4,721.25	\$ 16,212.19	\$ <b>(1,912.19)</b>
Adv/Marketing	\$ 269,300.00	\$ 244,145.76	\$ 24,501.13	\$ 268,646.89	\$ <b>653.11</b>
<b>TOTALS</b>	<b>\$ 340,000.00</b>	<b>\$ 292,466.40</b>	<b>\$ 47,487.56</b>	<b>\$ 339,953.96</b>	<b>\$ 46.04</b>
<b>Payment Request</b>					<b>\$ 47,487.56</b>

See attached "Cash Match Summary" (if applicable this quarter).

*The award increase of \$40,000 will be paid on actual cash outlays totaling \$20,000 on a pro-rata basis, which may be reported quarterly or lump sum.*

**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.

**Situation Analysis:**

The Alaska Tourism Industry is currently reaping the benefits of several years of investment in tourism marketing at the State level, including \$17.9 million in 2015. 2016 is on track to be another record visitor year, we are anticipating The Kenai will see a 2% increase over last summer.

Unfortunately, left in the wake of the state's budget deficit is its ability to market itself to potential Outside visitors. Following the Governor's vetoes of the FY 2017 operating budget, the Alaska Travel Industry Association (ATIA) Board of Directors held a special board



meeting and identified next steps for Alaska tourism marketing. Governor Walker's vetoes included a \$3 million cut to the \$4.5 million funding amount recommended by the legislative conference committee, leaving \$1.5 million to be allocated to tourism marketing in FY 2017.

Recognizing this level of tourism marketing funding significantly impacts the visitor industry's ability to remain competitive and impacts those businesses and communities that rely on a strong statewide marketing program, ATIA leadership is moving forward with discussions around sustainable funding for Alaska tourism marketing. The ATIA Board of Directors is scheduled to meet Thursday, July 28 in Anchorage.

The ATIA team continues to work with the Department of Commerce, Community and Economic Development (DCCED) toward a grant agreement to transfer the management of tourism marketing to ATIA. The ATIA Board also approved temporary measures to support keeping [TravelAlaska.com](http://TravelAlaska.com) live and maintained; fulfilling any outstanding vacation planner requests and supporting research efforts related to the Alaska Visitors Statistics Program this summer.

The Alaska Tourism Marketing Board (ATMB) is scheduled to meet Thursday, July 7 to review a revised marketing plan presented by the ATIA team. KPTMC will stay abreast of developments with the State program through participation of our Executive Director, Shanon Davis, on the ATIA and ATMB Boards and make adjustments to The Kenai's marketing program accordingly.



#### **Membership and Advertising Sales:**

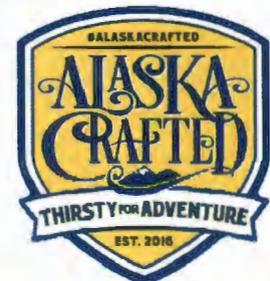
We have launched our sales efforts for the 2017 membership year and Discovery Guide. Our membership year runs October through October.

- **2017 Membership Revenue YTD: \$25,275.00**
- **2017 Guide Revenue YTD: \$87,610.00**
- **2017 Web & Social Media Services Revenue YTD: \$23,545.00**

#### **Media Assistance:**

On May 18th KPTMC assisted the State of Alaska PR Company, Thompson and Co., with two writers who covered craft breweries and distilleries in the State in conjunction with the Alaska Crafted Festival which took place in Anchorage on Saturday, May 21. Jacob Grier is a freelance

journalist and has been featured in The Washington Post, The Atlantic, The Daily Beast, The LA Times and is also the author of *Cocktails on Tap: The Art of Mixing Spirits and Beer*. Lou Bustamante is a freelance writer based in San Francisco specializing in the bar, spirits and cocktail scene locally and on the national scene. He often covers beer and spirits for the San Francisco Chronicle (print circulation: 167,602 / online unique visitors per month: 7,745,168).



The festival featured craft beverages - brews, spirits, mead, wine, and cider - made in the Last Frontier. The writer's itinerary took them to Seward, Nikiski and Soldotna, with an overnight at Kenai River Lodge.

KPTMC has also been assisting IWC Media from the UK. They are in the final development stages of a new show for the Travel Channel. The show is called 'Fish Slam' (working title) and it is fronted by Robson Green, who is a well-loved TV personality in the UK. It is a mixture of travelogue and fishing and is the latest instalment of fishing programmes presented by Robson. KPTMC helped arrange the itinerary for the crew and talent, assisted with securing lodging for the scouting trip and shooting days, as well as providing assistance with filming permits.



**Social Media:**

In the last quarter “likes” on The Kenai’s Facebook page have grown by 4,826 for a total of 41,694 fans. In the past month we had a reach of 536,475 people and post engagement of 149,774.

In addition, we have posted 6 blogs and sent out 3 visitor newsletters to over 7,000 subscribers in the past quarter. You can check out our bi-weekly blog at:

<http://thekenai.wordpress.com/>



**Tri The Kenai:**



KPTMC is a major sponsor of the Tri The Kenai Triathlon event and acts as the umbrella non-profit for the group. This year’s Tri the Kenai was held on June 12, 2016. The event included USAT sanctioned sprint, intermediate distance and youth races. We had 184 participants this year, the youngest was 7 years old and the oldest 79. We had national participants from as far as Virginia, and one international participant from American Samoa.

**International Pow Wow (IPW) :**

KPTMC continues to partner with the Mat-Su and Valdez CVB’s in a venture we call “Authentic Alaska” at the International POW WOW (IPW) Convention, held in New Orleans in June this year. We had 47 pre-scheduled appointments with international tour operators. We distributed materials on our own regions, as well as itineraries for 8-10 days or 12-15 days that highlight how independent travellers can link our three regions together. Interest in Alaska from international tour operators is at an all-time high.

U.S. Travel Association’s IPW is the travel industry’s premier international marketplace and the largest generator of travel to the U.S. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA, and more than 1,200 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.



**[www.kenaipeninsula.org](http://www.kenaipeninsula.org):**

KPTMC has contracted with Crystal Clear Creative and Thrively Digital for the development, design and implementation of our new responsive website to promote The Kenai as a world class visitor destination. The project has fallen a little behind schedule, our original goal was to have the site launched in June. That said, 90% of the work is complete and we are confident we will have the new site up and running within the next month.

**Adventure World Travel Summit:**

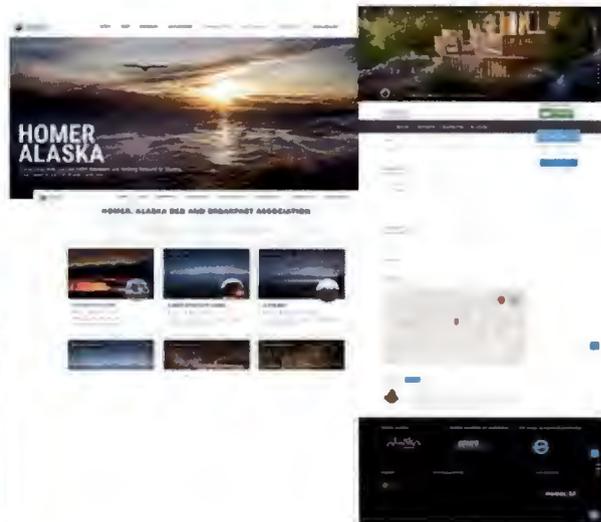
The Adventure Travel World Summit is the annual conference organized by the Adventure Travel Trade Association (ATTA). The Summit will be held in Anchorage, Sept. 19-23, 2016. This is the first time the Summit has ever been held in North America. With 700 adventure tour operators, qualified journalists and travel partners in attendance, this is a special opportunity to showcase Alaska to hundreds of potential business partners.



The Kenai Peninsula Tourism Marketing Council is working with Visit Anchorage to host Day of Adventure Tours (DOAs) that will highlight the some of the best The Kenai has to offer the adventure traveler. We will be hosting 21 tour operators in activities ranging from bear viewing in Chinitna Bay, white water rafting Six Mile Creek, and Silver Salmon fishing on the Kenai River.

**Expanded Services Projects:**

- Contracted with the Homer Bed and Breakfast Association to re-design their CMS website.
- Kenai Peninsula Birding Festival: Updated website, built brochure and posters for the event.



**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: Shanon Davis

Date: July 7, 2016

Printed Name and Title: Shanon Davis, Executive Director



# Alaska Small Business Development Center

SBDC UNIVERSITY of ALASKA ANCHORAGE

July 1, 2016

Mayor Mike Navarre  
Kenai Peninsula Borough  
144 N. Binkley Street  
Soldotna, AK 99669

Dear Mayor Navarre:

I'm pleased to offer the attached SBDC report for your review. Fourth quarter results are as follows:

- Total # of clients counseled: 79
- New clients counseled: 28
- New businesses: 10
- Jobs created: 14
- Capital infusion: \$198,700

During the fourth quarter, the SBDC developed a systematic improvement process using feedback from the Washington State Quality Award (WSQA). This process includes an improvement log that was populated with the feedback from the WSQA, as well as an improvement form, which anyone in the organization can use to submit an improvement suggestion. These suggestions are reviewed, grouped, and assigned to projects that are completed in 100 days or less. This new improvement process is a systematic approach, that is deployed and used to share knowledge across the SBDC.

The Southwest Region of the SBDC receives great support from the State office in Anchorage, which is under the umbrella of the UAA Business Enterprise Institute (BEI). During the third quarter, we successfully recruited a highly qualified full time Business Advisor, Clifford Cochran. On June 28th, Clifford provided an annual update to the Soldotna Chamber of Commerce sharing information about the SBDC, our mission, and services. As the SBDC now has two full time business advisors for the Kenai Peninsula we are noticing a surge in advising hours. Clifford is also directing the complete renovation of the Soldotna office as it had not been updated since it first opened twenty five years ago.

Three additional services provided by our State office that provided support this quarter that I would like to mention are:

1. The marketing of workshops, success stories and opportunities. Metrics are kept that include social media connections, web page and video usage as well as document downloads and workshop attendance. All metrics indicate a steady trend in our ability to reach and serve our clients.
2. BEI also hired a new director of the Center for Corporate and Professional Development (CCPD), Molly Ridout. Molly happens to be the sister of the Homer City manager. We are

looking forward to working with Molly to offer additional services to our high impact clients on the Kenai Peninsula.

3. Students Research was provided to SBDC clients through our formal research request process. This provided our business advisors on the Kenai Peninsula with 22 hours of research time finding focused resources for clients.

Thank you for the allowing us to continue to partner with the Kenai Peninsula Borough as we serve the business owners throughout the Kenai Peninsula.

Sincerely,

 FOR BRYAN ZAK

Bryan Zak  
Assistant State Director / Alaska SBDC - South West Region  
43335 Kalifornsky Beach Road, Suite 12  
Soldotna, AK 99669



**Alaska Small Business  
Development Center**  
SBDC UNIVERSITY of ALASKA ANCHORAGE

**Alaska Small Business Development Center - Southwest Region  
43335 Kalifornsky Beach Rd., Suite 12  
Soldotna, AK 99669  
(907) 260-5629**

**Fourth Quarter Report  
FY2016**

**April 1, 2016 through June 30, 2016**

**Presented to:  
Kenai Peninsula Borough  
Mayor Mike Navarre  
144 North Binkley Street  
Soldotna, AK 99669**

**July 1, 2016**

Our mission is to spark the amazing in Alaska - one idea, one business, one community at a time. The hallmark to our services is the free, one-on-one, confidential advising to meet each client's needs. An advising session may cover a myriad of topics related to business, including business plan development and review, business projections, cash flow analysis, marketing, bookkeeping, loan packaging, licensing and permitting, to name a few.

The strategic focus of the Alaska Small Business Development Center Southwest Region (SBDC) is on existing businesses that are looking to grow. As you know from our 3rd quarter report, over the past year the SBDC developed a tool called Kimlan ([www.kimlanak.com](http://www.kimlanak.com)) that is organized around our business plan outline. The tool provides links to resources, videos and tools for each step in the creation of a business plan. During the fourth quarter, we developed a process for systematically updating the tool keeping it current and relevant for our clients' needs.

During the fourth quarter, the SBDC developed a systematic improvement process using feedback from the Washington State Quality Award (WSQA). This process includes an improvement log that was populated with the feedback from the WSQA, as well as an improvement form, which anyone in the organization can use to submit an improvement suggestion. These suggestions are reviewed, grouped, and assigned to projects that are completed in 100 days or less. This new improvement process is a systematic approach, that is deployed and used to share knowledge across the SBDC.

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Three additional services provided by our State Office that provided support this quarter are:

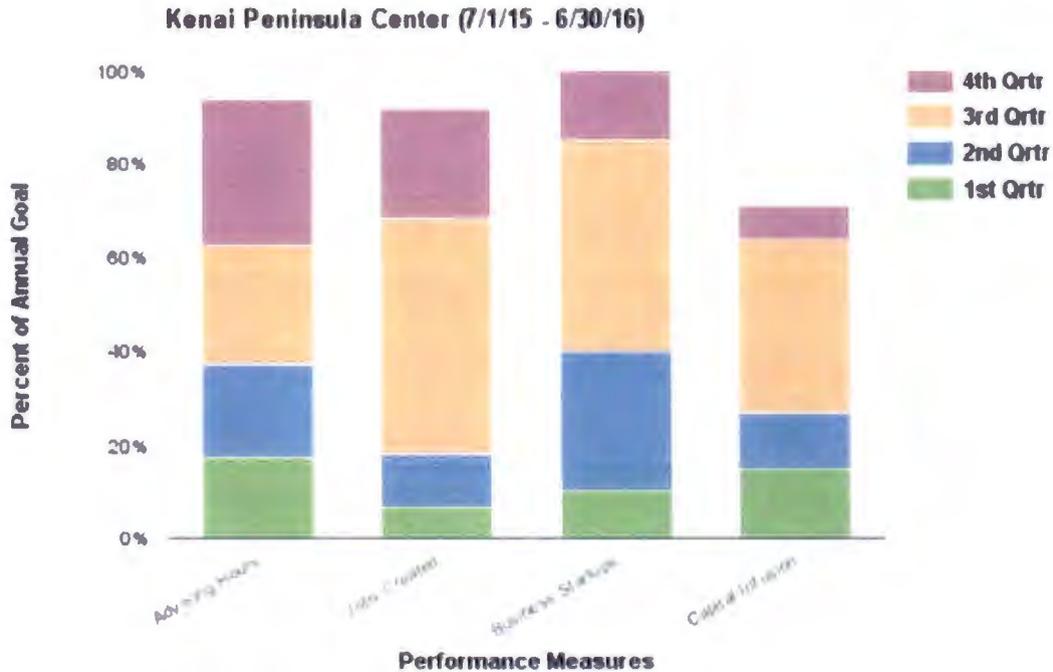
1. The marketing of workshops, success stories and opportunities. Metrics are kept that include social media connections, web page and video usage as well as document downloads and workshop attendance. All metrics indicate a steady trend in our ability to reach and serve our clients.
2. BEI also hired a new director of the Center for Corporate and Professional Development (CCPD), Molly Ridout. Molly happens to be the sister of the Homer City manager. We are looking forward to working with Molly to offer additional services to our high impact clients on the Kenai Peninsula.
3. Students Research was provided to SBDC clients through our formal research request process. This provided our business advisors on the Kenai Peninsula with 22 hours of research time finding focused resources for clients.

The regional results reported below represent the SBDC's Key Performance Indicators (KPI's) that are each tied to our Key Performance Measures. In this fourth quarter of FY16, the Southwest Region added goals for our new business advisor and therefore the performance measures show higher goals and lower percentages achieved.

#### **Performance Indicators and Progress To-Date**

The SBDC performance measures for FY16 (7/01/2015 through 6/30/16) are listed below with progress

for the year-to-date (YTD).



**Number of Clients advised Current Quarter: 79**  
**YTD: 218 unique clients**

During the fourth quarter, 79 clients received advising assistance. This represents 279.17 hours spent with clients in the quarter. Of clients that are currently in business, 40% are women-owned businesses, 41% are male-owned and 19% have two or more owners.

Our free, confidential advising is offered to all individuals seeking assistance. Due to the volume of requests for advising, the SBDC has segmented its clients into the following stages within the business lifecycle: Think, Launch, Grow, Reinvent and Exit. By understanding the stage of a client's business, both the client and the advisor work more efficiently and produce results more effectively.

In order to be considered a reportable advising session, the client's initial advising session must be no less than one hour with the business advisor. Follow-up advising sessions can be any length of time. Although the Business Advisor offers information and advice to clients on an ongoing regular basis via telephone, email or in person, only the reportable sessions are listed.

**Jobs Created**  
**Current Quarter: 14**  
**YTD: 55**

During the fourth quarter, clients reported the creation of 14 new jobs within the accommodation/food service, arts/entertainment, healthcare, service, and wholesale sectors.

**Business Starts****Current Quarter: 10****YTD: 27**

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, clients reported the creation of 10 new business starts in the accommodation/food service, arts/entertainment, healthcare, service, and wholesale sectors.

**Capital Infusion****Current Quarter: \$198,700****YTD: \$1,958,505**

The SBDC tracks the amount of money infused into the region in the form of business loans and investments. Capital infusion includes all loans, lines of credit, and owner-investments (non-debt financing) which clients have contributed to their business.

This quarter, clients reported \$198,700 in capital infusion, to include the following:

SBA Loans: \$0

Non-SBA: \$120,000

Non-Debt Financing: \$78,700

**Training Events & Attendees****YTD Events: 17****YTD Attendees: 74**

Training events, in the form of workshops and classes, are available through the SBDC office. These trainings may be provided by the business advisor or other professionals. Many of our workshops remain offered through the AKSBDC office in Anchorage via webinar, are available to anyone with a computer, internet connection, and a phone line.

We anticipate many new improvements over the next fiscal year for workshops, as we transition to offering all of our core workshops via the web. It is our pleasure to keep you informed on new developments and technology that will better assist business start-ups and growth.

We appreciate your ongoing support of small businesses on the Kenai Peninsula.

**I certify that to the best of my knowledge, the information contained herein is accurate and reflects the activities executed by the SBDC during the Fourth Quarter FY16.**

 FOR BRYAN ZAK

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**Bryan Zak****July 1, 2016**