



**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:** August 03, 2017  
**SUBJECT:** **FY17-4Q Non-department Grant Reports**

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Attached are the FY17-4Q 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@borough.kenai.ak.us

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

Contract Amount: \$67,500.00  
Ending: 6/30/17

## Financial / Progress Report P063227

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: 06/30/2017  
Report No.: 4 of 4  
Quarter From: 04/01/2017  
To: 06/30/2017

**GRANTS**  
JUL 07 2017  
**RECEIVED**

### FINANCIAL REPORT:

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 67,500.00	50,625.00	16,875.00	67,500.00	\$ -
Travel		-	-	-	\$ -
Contractual					\$ -
Supplies		-	-	-	\$ -
Equipment		-	-	-	\$ -
<b>TOTALS</b>	<b>\$ 67,500.00</b>	<b>50,625.00</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 is in the processes of finalizing and publishing the 2017 Situations & Prospects Report, which will be available by the end of the month. The annual CBDS update has been submitted to the EDA and will also be available on the KPEDD website by the end of this month. All other programs, projects and partnerships have been outlined in the attached year-end report.

*Support document file.*

**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: 06/30/17

Printed Name and Title: Tim Dillon Executive Director



14896 Kenai Spur Highway, Suite 103-A • Kenai, AK 99611  
Phone: (907) 283-3335 • Fax: (907) 283-3913  
www.kpedd.org

*Leadership to enhance, foster and promote economic development*

**YEAR END REPORT 2017  
KENAI PENINSULA ECONOMIC DEVELOPMENT DISTRICT**

**Community and Regional Development and Resiliency Planning:**

1. The Kenai Peninsula Economic Development District (KPEDD) has updated the Comprehensive Economic Development Strategy (CEDS) and worked with the communities and partners to map economic development and resiliency strategies best fit to our area. The report has been submitted to the EDA and will soon be provided on KPEDD's website.
2. KPEDD is currently working to publish the 2017 Situations and Prospects report (S&P), which will be available in July. KPEDD has disseminated relevant data throughout the Borough to assist in business and community decision making. This report includes information on education, housing, cost of living, transportation, regional, business and personal prosperity, industry spotlights, and borough and city profiles.
3. KPEDD has, and will continue to evaluate and develop a plan to assist in the assessment of a potential airport authority. An airport authority will be a necessity if the State transfers ownership of all airports/airstrips to KPEDD.
4. KPEDD has, and will continue to, develop partnerships addressed in the Comprehensive Economic Development Strategy. KPEDD has work with the Alaska Department of Commerce, Community and Economic Development and the University of Alaska Anchorage, Center for Economic Development to discuss strategies and advocate for local needs in the State-wide CEDS project. KPEDD currently sits on the taskforce to develop the document. This partnership has, and will continue to, align KPEDD's efforts with the State's. KPEDD has also included local leaders to advocate borough wide issues they would like to see addressed by the state. This included discussions on fishing regulations, budget, energy concerns and apprenticeship programs.
5. KPEDD has begun the process of creating a disaster planning business retention survey, which will be disbursed to each community to assist each business with resiliency planning. This questionnaire will work to develop a structure in the event of natural and man-made catastrophes to reduce business closures and unemployment.
6. KPEDD hosted the annual Industry Outlook Forum free to the public on January 11<sup>th</sup>, 2017. Speakers included the State of Alaska, Industry Leaders, Economists, Alaska Native Tribal Leaders, non-profits and entrepreneurs discussing 5-year business projection, trends, opportunities and weaknesses. In recent years, this event has opened the lines of communication between industries and workforce, and between government and business. It has also served as a platform for discussion regarding progress and project updates.



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.

## **Economic Development Partnerships and Programs**

- 1. KPEDD has worked with the recently developed workforce panel throughout fy17 to reduce redundant programs, identify workforce needs and gaps, retain students by engaging them with employers and identifying opportunities. The workforce panel includes KPEDD, the Alaska Department of Labor, AVTEC, Kenai Peninsula College, The Kenai Peninsula Borough School District and the Kenai Peninsula Construction Academy. Through this partnership, we worked to develop the local labor pool through identifying needs and opportunities provided by one another.**
- 2. KPEDD worked with the Kenai Future Professionals to educate local high-school students on workforce needs, professional etiquette, leadership development, resume writing, public speaking, interview skills, problem solving and entrepreneurship. One of the largest comments from employers who participated in the Business Retention and Expansion program, was the lack of professionalism in the labor pool. By speaking directly with students, we have, and will continue to, work to combat these issues directly. The goal of KFP is to train and retain students in the Kenai Peninsula Borough.**
- 3. The partnership formed with the Kenaitze Indian Tribe has worked to create a tribal foods systems assessment and plan. This project provides access to traditional foods and creates opportunities for low income tribal members and Alaskan/Native American individuals through the USDA Community Food Project (CFP). This project secures traditional and healthy foods for many who would not have access to it on their own.**
- 4. Tim co-chaired the board for the Dome Project (Soldotna Regional Sports Complex recreational and emergency preparedness addition) throughout fy17. This project will allow (once completed) space for locals to participate in exercise related activities, even in the winter. This would also provide a space to host the native winter games and the mended heart program for heart patients. Lastly, this infrastructure will soon provide a gathering place and shelter for the community in the event of a natural disaster.**
- 5. KPEDD has supported the Kenai Peninsula Construction Academy through grant administration, the Business Incubation Center and by providing public platforms for program updates. KPCA is a non-profit educational program offering 6 week courses in various skilled trades including, small engine repair, electrical, welding, carpentry, plumbing and diesel mechanics. Applicants can take these six week classes free of charge. Upon graduation, they are directed into apprenticeship programs and placed with employers. Skilled trade workers continue to be a need on the Kenai Peninsula.**
- 6. Throughout the 2017 fiscal year, KPEDD has worked with the Blue Moose Bed and Biscuit, a local dog kenneling business utilizing their animals for veteran counseling and mental health aid. This partnership has helped both past and current soldiers work through post-traumatic stress disorder. KPEDD is currently working to secure funding, provide a platform and put structure in place for their newly emerging business.**
- 7. KPEDD has partnered with Arctic Green Response Technologies, who utilizes Kenaf to cleanup oil spills, renew soil health, extend the growing season of plants and insulate homes to cut down on heating expenses. This discovery will soon provide clean and sustainable options in multiple industries. KPEDD has, and will continue, to provide public platforms for Jack Bennett to educate**

and update the community. We will continue to help him connect with industry heads that can utilize his products. KPEDD may also administer a grant to use the insulation for Alaskan villages struggling to afford heating costs.

8. KPEDD staff have worked with Central Emergency Services to develop a CEDS document. This, once completed, will put a structure in place for their expanding service needs as well as advocate for a facility upgrade, which is desperately needed. The developed strategy will also streamline goals for all groups under CES in the Kenai Peninsula Borough.
9. KPEDD has presented community reports and host listening sessions to each region of the Kenai Peninsula as well as KPEDD goals and progress. This opportunity allowed residents and community members to provide comment for area-specific needs. The information and public comment gathered was included the CEDS annual update.
  - October 10, 2016 – Homer City Council
  - October 11, 2016 - Kenai Peninsula Borough Assembly
  - October 12, 2016 – Soldotna City Council
  - October 18, 2016 – Soldotna Chamber of Commerce
  - December 7, 2016 – Kenai Chamber of Commerce
  - December 12, 2017 – Seward City Council
  - January 11, 2017 – Industry Outlook Forum
  - February 5, 2016—Senate Labor and Commerce Committee
  - March 29, 2017 – Kenai Chamber of Commerce
  - April 11, 2017 – Soldotna Chamber of Commerce
  - April 19, 2017—Kenai City Council
  - April 24, 2017 - Seward City Council
  - May 8, 2017 – Wells Fargo
  - May 30, 2017 – Homer City Council
10. KPEDD has recently partnered with the USDA to provide services and information regarding grant opportunities to businesses and community members, with a focus on the underprivileged and underserved. This information has been made readily available through the recently updated KPEDD website.
11. In partnership with the Southwick Associates and the Kenai River Sportfishing Association, KPEDD has, and will continue, to collect information and data to produce an angler study. This document will provide information regarding tourism and financial benefit of sportfishing in the area.
12. KPEDD has partnered with the U.S. Small Business Administration to provide grant opportunities to women and minority owned businesses. KPEDD is currently working to provide funding opportunity information on the KPEDD website.
13. Throughout fy17, KPEDD has trained, assisted and advocated for businesses both through the Business Incubation Center and individual meetings. KPEDD has an open-door policy for businesses and individuals seeking assistance in business start-up, expansion or support for failing businesses.
14. KPEDD has met with, and hosted the community meeting for the Nikiski road extension project. We will continue to support the project throughout the next fiscal year.



## 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:** \$340,000  
**Ending:** June 30, 2017

### Financial / Progress Report

<b>Submit Report To:</b>	<b>Project Name:</b> Tourism Marketing/Peninsula Promotion
Brenda Ahlberg	<b>Date:</b> July 10, 2017
Community & Fiscal Projects Manager	<b>Report No.:</b> 4
Kenai Peninsula Borough	<b>Quarter From:</b> April 1, 2017
144 N. Binkley St., Soldotna, AK 99669	<b>To:</b> June 30, 2017

**FINANCIAL REPORT: FINAL REPORT DUE ON OR BEFORE 10 JULY 2017**

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 57,233.00	\$ 48,449.50	\$ 11,732.83	\$ 60,182.33	\$ (2,949.33)
Travel	\$ 15,700.00	\$ 10,094.65	\$ 5,605.35	\$ 15,700.00	\$ -
Adv/Marketing	\$ 267,067.00	\$ 216,497.84	\$ 47,619.83	\$ 264,117.67	\$ 2,949.33
<b>TOTALS</b>	<b>\$ 340,000.00</b>	<b>\$ 275,041.99</b>	<b>\$ 64,958.01</b>	<b>\$ 340,000.00</b>	<b>\$ 0.00</b>
<b>Payment Request</b>					<b>\$ 64,958.01</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.

**Staffing Update:**

During the 4<sup>th</sup> quarter of FY18, KPTMC's long term Executive Director, Shanon Davis, resigned. Summer Lazenby was hired as her replacement and joined the agency on June 1, 2017. With the departure of Ms. Davis, KPTMC gained a strong leader with significant organizational history as Ms. Davis became a KPTMC Board Member. Additionally, with Ms. Lazenby's hire, KPTMC will look to continue the strong marketing of The Kenai Peninsula with a focus on new ideas and directions. Ms. Lazenby has lived on the Kenai for nearly 20 years and looks forward to maximizing our marketing in traditional as well as new arenas.



**Pay Per Click Advertising:**

KPTMC has contracted with Thrively Digital, an Alaska Web design and internet marketing agency that focuses on improving online presence and growth of small to medium-sized businesses by providing ROI-driven online marketing strategies to maximize our Pay Per Click campaign. This plan was implemented prior to the end of the 4<sup>th</sup> quarter, and the PPCs will run over the summer 2017 months. We will be focusing on Google Adwords that will increase web traffic our website, and then further increase web traffic to all KPTMC members listed on our webpages.

**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 Washington DC in June this year. KPTMC's previous Executive Director, Shanon Davis, attended this year's IPW on KPTMC's behalf. We had 43 pre-scheduled appointments with international tour operators representing 19 different countries. 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 remains high, despite some frustration over the lack of State of Alaska investment in markets we previously had a presence in, most notably the UK and Australia.

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.



The Authentic Alaska crew meeting with Kristy Prince from Adventure World in Australia. Adventure world has over 4,000 bookings to Alaska this year and is working to increase their Alaska market share.

**Consumer Shows:**

Soldotna Sport Rec and Travel Show, concluded our 2017 consumer show circuit. While we primarily target tourists existing outside The Kenai and State of Alaska, we feel this local show assists the residents with preparing for visiting friends and relatives. This year, the Soldotna Sport Rec and Travel show demonstrated a significant improvement in attendees over previous years (less than 2000 to nearly 4000).

### **Consumer Shows:**

The Tok Kiosk is located within the Tok Visitor's Center and is a popular destination for many travelers driving into the State of Alaska; this kiosk has been located there since at least 2000 and was in need of significant upgrades. As noted by the before and after photos, the upgrades are certainly more eye-catching and inviting!

Before:



After:



### **SOCIAL MEDIA AND WEB ANALYTICS:**

In the last quarter, "likes" on The Kenai's Facebook page have grown by 4,576 for a total of 60,922 fans. In the past 30 days alone the page has had more than 100,000 engaged users and over 2 million page impressions. In addition, we have posted 5 blogs and sent out 3 visitor newsletters to over 9,000 subscribers in the last quarter.

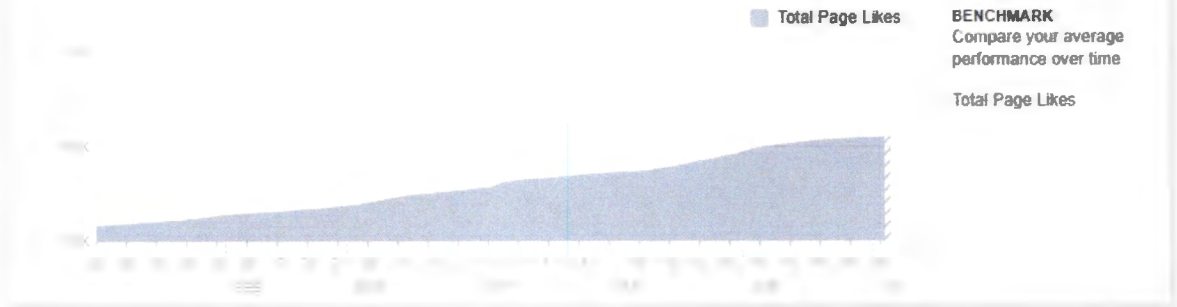
Traffic to our website, KenaiPeninsula.org, has been consistently increasing in direct relation to additional online advertising we have been placing.

Sessions and users have both increased by 42% this quarter over the same period last year. We have also seen a nice increase in the goals we track: visitors who viewed our guide request have increased 7.4% and those who stayed on the site longer than 3.5 minutes increased 6.2%.

#### **1.0 "The Kenai, Alaska's Playground" Fan Base**



Total Page Likes as of Today: 60,922



1.1 Chart of Brand Fan Growth

**1.1** The brand “The Kenai, Alaska’s Playground”, that currently conducts the Kenai Peninsula’s marketing programs, has an active Facebook following of just under 61,000 fan’s. The page has organically grown by 9,200 fans since January 1, 2017. Organic fan growth is driven by posts that are not sponsored or paid for, for additional reach.

The people who engage in the fan page’s posts are the Kenai Peninsula’s greatest brand ambassadors. They are sharing their love of the Kenai Peninsula with the world. Daily, KPTMC supports the Kenai Peninsula Borough’s marketing efforts by planting these dream seeds and expanding the fan base reach.

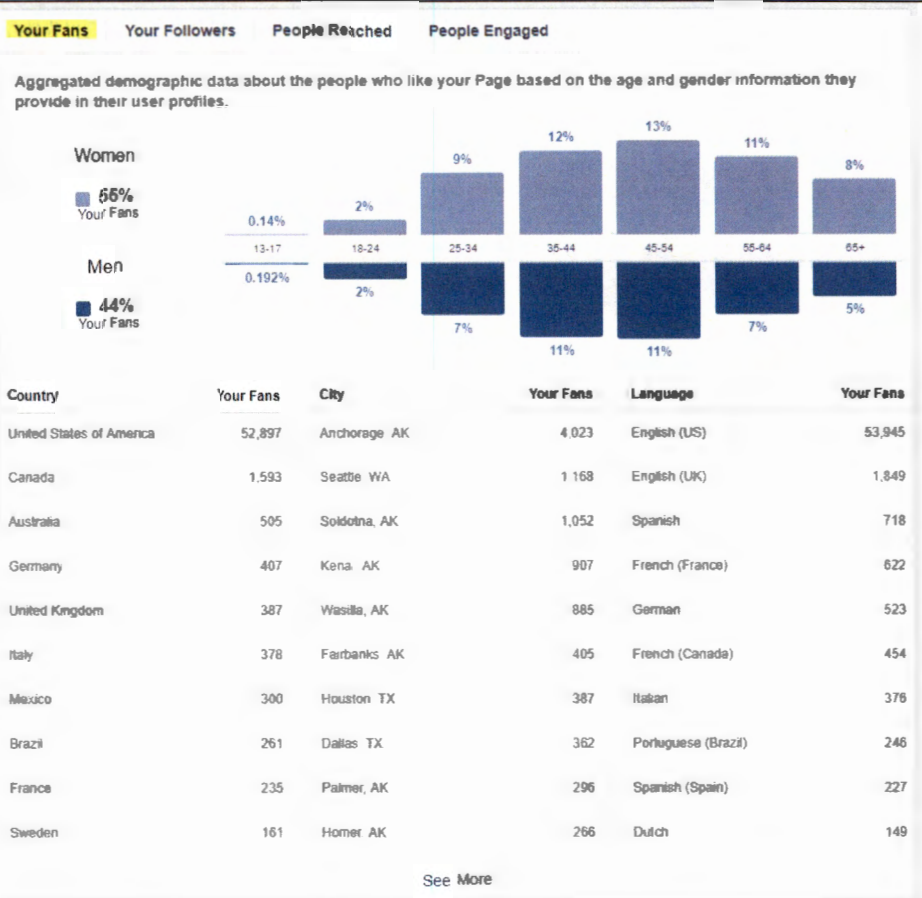
Some brand ambassadors have been to Alaska/Kenai Peninsula and are coming back, some have had the lifelong dream to visit and others are trying to decide which part of our great state they should visit.

## **1.2 What do our ambassadors look like?**

**1.2.1** The following graph is a look at the fan base demographics of the current Facebook users who are loyal to the brand.

The greatest percentage of fans are men and women between the ages of 35 – 54. This is a high quality demographic to be marketing to as they are the traveling adults who are the Kenai Peninsula’s prime target for travel conversion once they have made their buying decision. They also bring their friends.

This is the group that is producing the greatest (ROI) return on investment for the Kenai Peninsula’s marketing efforts.

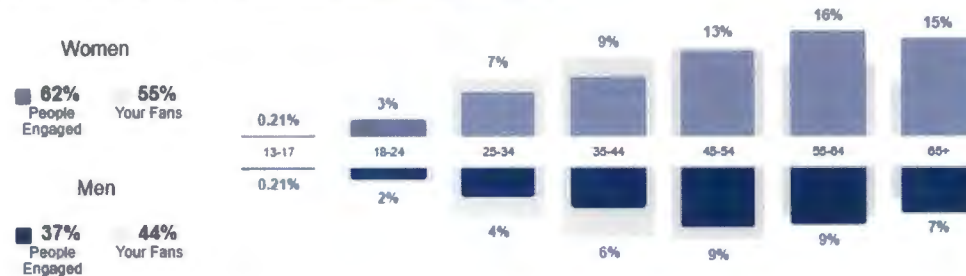


**1.2.1 Summary of Fan Base Demographics**

**1.2.2** The following graph is a look at the fan base that is engaging with the content/messages generated by the Kenai Peninsula Tourism Marketing Council. Not all engagement metrics are produced by fans which is exciting because this demonstrates that the content reach is producing results outside of the “The Kenai, Alaska’s Playground” brand box.

Your Fans Your Followers People Reached **People Engaged**

The number of People Talking About the Page by user age and gender.



Country	People Engag...	City	People Engag...	Language	People Engag...
United States of America	23,728	Anchorage AK	2,016	English (US)	24,672
Canada	701	Seattle, WA	629	English (UK)	623
Australia	209	Washila AK	482	German	216
United Kingdom	167	Kenai AK	336	Spanish	164
Germany	148	Soldotna AK	331	French (France)	163
Italy	120	Fairbanks AK	250	Italian	113
Mexico	97	Phoenix AZ	167	Dutch	72
Japan	78	Houston TX	161	Japanese	68
Sweden	68	Palmer, AK	152	Swedish	60
France	68	Los Angeles CA	137	Portuguese (Brazil)	51

See More

*1.2.2 Summary of Engaged Facebook Users*

**2.0 Content and Strategy**

**2.1** What content is the Kenai Peninsula Tourism Marketing Council producing on behalf of the Kenai Peninsula? Mountains! Glaciers! Wildlife! The state of Alaska has conducted a tremendous amount of research to paint a picture of why people want to visit Alaska. The Kenai Peninsula is **the best** destination in Alaska for mountains, glaciers and wildlife, and we show it off to over 60,000 fans. Those 60,000 fan's show it off to their friends and family and that is how we consistently, slowly and successfully continue to grow through digital communication.

Is digital communication effective and real? Absolutely. Take a look at these examples:

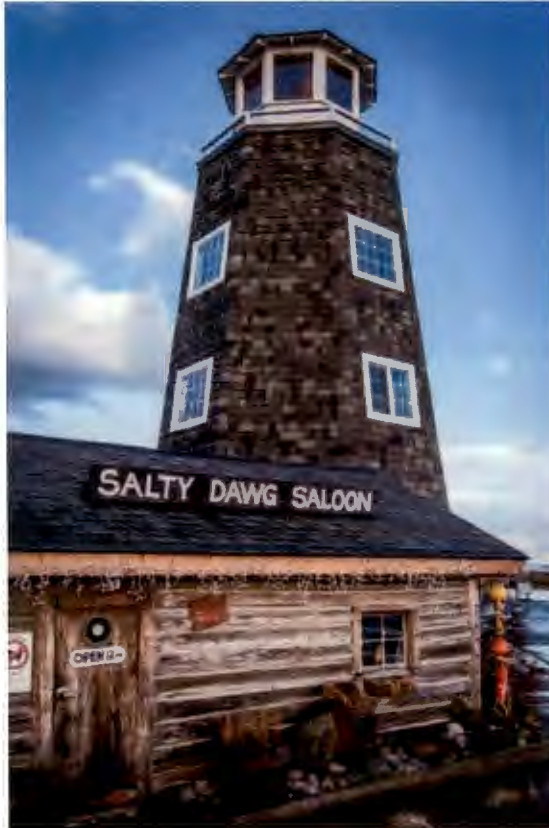


**The Kenai, Alaska's Playground**

Published by Jhasmine Nicely · June 9 at 2:00pm

Who can say. " I've been there!"

Salty Dawg Saloon on the Kenai Peninsula by Tony Logue



Get More Likes, Comments and Shares  
Boost this post for \$60 to reach up to 3,700 people.

71,624 people reached

Boost Post

2K

272 Comments 229 Shares

Like Comment Share

Top Comments



Write a comment



Steve Debbs Tom Snyder I know Herman and Thurman have been there several times some they probably dont remember! Back in the day before they cut you off for laughing and having a good time

Like Reply Message June 9 at 2:12pm



Susan Grover First time.. 1980....I met John...and Cal next door at the old general store.... and doing lines off the bar with cowboy McCarty.... treating out the tourists....ah the good ol days

Like Reply Message June 10 at 7:10am

View more comments

2 of 272

71,624 People Reached

2,776 Reactions Comments & Shares

1,930

Like

1,261

On Post

640

On Shares

140

Love

92

On Post

48

On Shares

7

Haha

4

On Post

3

On Shares

7

Wow

3

On Post

4

On Shares

1

Angry

1

On Post

0

On Shares

463

Comments

278

On Post

186

On Shares

231

Shares

229

On Post

2

On Shares

2,198 Post Clicks

391

Photo Views

2

Link Clicks

1,805

Other Clicks

NEGATIVE FEEDBACK

40 Hide Post

16 Hide All Posts

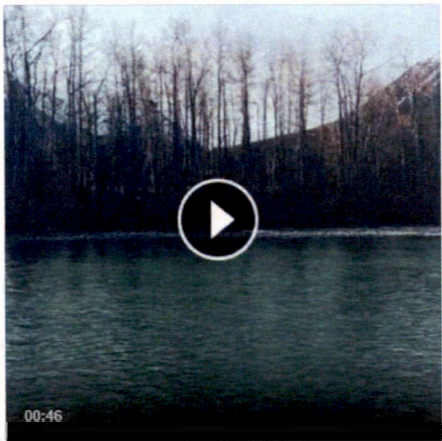
0 Report as Spam

0 Unlike Page

2.1.1 Example of Actual Engagement Metrics

**The Kenai, Alaska's Playground** at Russian River (Alaska)  
Published by Courtney Dowd · April 26

Another beautiful morning on the Kenai Peninsula. ❤️



00:46

Get More Likes, Comments and Shares  
Boost this post for \$60 to reach up to 3,700 people.

108,991 people reached Boost Post

1.9K Reactions 84 Comments 731 Shares

Like Comment Share Top Comments

Write a comment

**Dominique Christine Shinn** It's always beautiful day on the Kenai  
Like Reply Message 3 April 26 at 9:15am

**The Kenai, Alaska's Playground** You're right! We are so lucky to live here!  
Like Reply 4 Commented on by Courtney Dowd · April 26 at 9:15am

View more replies

**Tricia Mullen Barry** One of the most pleasant surprises of Alaska was the beautiful color of the rivers. Looks the same as the Caribbean. Spectacular. Can't wait to go back again for the third time.  
Like Reply Message 1 April 26 at 12:42pm

View more comments 2 of 84

**108,991** People Reached

**46,607** Video Views

**7,355** Reactions Comments & Shares

<b>5,217</b> Like	<b>1,696</b> On Post	<b>3,521</b> On Shares
<b>696</b> Love	<b>267</b> On Post	<b>429</b> On Shares
<b>2</b> Haha	<b>0</b> On Post	<b>2</b> On Shares
<b>99</b> Wow	<b>22</b> On Post	<b>77</b> On Shares
<b>3</b> Sad	<b>0</b> On Post	<b>3</b> On Shares
<b>596</b> Comments	<b>95</b> On Post	<b>501</b> On Shares
<b>744</b> Shares	<b>731</b> On Post	<b>13</b> On Shares

**7,397** Post Clicks

<b>1,578</b> Clicks to Play	<b>3</b> Link Clicks	<b>5,816</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>49</b> Hide Post	<b>12</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

2.1.2 Example of Actual Engagement Metrics

**3.0 What is the future outlook?**

**3.1** The goal is to continue to build up the brand; to outperform other destinations in the State of Alaska and to be recognized as a world class visitor destination. We are marketing the Kenai Peninsula because our mission is:

*To promote, develop and coordinate visitation to the Kenai Peninsula, and create an awareness and understanding of tourism's effect on, and enhancement of, the local economy and residents' quality of life.*

Utilizing research, technology, digital trends and effective communication methods, KPTMC is succeeding at marketing the Kenai Peninsula Borough.

**2017 KPTMC BOD:**

KPTMC is very pleased to announce the appointment of a new board member, Shanon Davis, Executive Director of the Soldotna Chamber. Ms. Davis was previously the Executive Director of KPTMC.

**EASTERN REGION:**  
Danny Seavey, Seavey's Ildidaride  
George Heim, Alaska River Adventures

**CENTRAL REGION:**  
Eric Dahlman  
Bill Sadler, Soldotna B&B Lodge

**SOUTHERN REGION:**  
Laurel Hiltz, Soldovia 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

Karen Zak,  
Homer Chamber of  
Commerce

**BOROUGH WIDE REPRESENTATIVES:**

Michelle Graves,  
Bear Mountain Lodge

Dale Bagley, Kenai Peninsula  
Borough Assembly

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: \_\_\_\_\_

Date: \_\_\_\_\_

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

## KPB FY17 CASH MATCH SUMMARY

**Entity Name: Kenai Peninsula Tourism Marketing Council**

**Project Name: Tourism Marketing/Peninsula Promotion**

**KPB Account: 100.94900.KPTMC.43021**

**Cash Match Requirement: \$20,000**

**Cash Match Source: New FY17 KPTMC Membership and Advertising**

**Date: 7/10/17**

DATE	VENDOR	LINE ITEM ACTIVITY	AMOUNT
2/16/2017	The Cannery Lodge	Membership & Advertising	225
2/24/2017	Alaska Fjord Charters	Membership & Advertising	225
3/20/2017	Alaska Boat Rentals	Membership & Advertising	225
3/22/2017	Pye Wackets	Membership & Advertising	225
5/1/2017	Alaskan Sunset Cabins	Membership & Advertising	225
1/10/2017	Sportsman's Warehouse	Membership & Advertising	225
1/13/2017	Alaska Fishing Trips W/Mark Glassmaker	Membership & Advertising	225
3/15/2017	Mooseback Annie's Savory Soup & Sandwich	Membership & Advertising	225
5/11/2017	Sweeney's Clothing	Membership & Advertising	225
5/12/2017	Homer Tours Inc	Membership & Advertising	225
5/15/2017	Miller's Landing Banner Placement	Membership & Advertising	1800
5/15/2017	Miller's Landing	Membership & Advertising	225
5/15/2017	AAA Absolute Alaskan Adventure	Membership & Advertising	225
5/18/2017	The Fish House	Membership & Advertising	225
5/18/2017	Stan Stephens Cruises	Membership & Advertising	225
5/19/2017	Soldotna Church of God	Membership & Advertising	225
5/19/2017	Eagle's Eye Vacation Rentals	Membership & Advertising	225
5/22/2017	Froso's Family Dining (c)	Membership & Advertising	225
5/22/2017	Gallery Lodge	Membership & Advertising	1425
5/22/2017	Ninilchik Charters L.L.C.	Membership & Advertising	225
5/22/2017	Duck Inn Restaurant & Lounge	Membership & Advertising	225
5/22/2017	Angels Rest on Resurrection Bay, LLC	Membership & Advertising	225
5/23/2017	Decanter Inn	Membership & Advertising	300
5/23/2017	Veronica's Cafe	Membership & Advertising	225
5/23/2017	Inlet Charters	Membership & Advertising	225
5/24/2017	Alaska Bear Adventures	Membership & Advertising	225
5/24/2017	Bear Paw Adventure	Membership & Advertising	225
5/24/2017	Escape for Two	Membership & Advertising	225
5/25/2017	Alaska Recreational	Membership & Advertising	225
5/25/2017	Kayak Adventures Worldwide	Membership & Advertising	225
5/25/2017	Bob's Trophy Charters	Membership & Advertising	225
5/25/2017	Bardy's Trail Ride	Membership & Advertising	225
5/25/2017	Eric Loomis Fishing Alaska	Membership & Advertising	225
5/25/2017	Talon Air Service	Membership & Advertising	225
5/25/2017	Klondike RV Park & Cottages	Membership & Advertising	225
5/26/2017	Kenai Peninsula Bed and Breakfast Associa	Membership & Advertising	225
5/26/2017	Ocean Shores Motel	Membership & Advertising	225
5/31/2017	High Adventure Air Charter, Inc.	Membership & Advertising	225

5/31/2017	Homer, City of	Membership & Advertising	225
6/1/2017	Kenai National Wildlife Refuge	Membership & Advertising	225
6/6/2017	King Salmondeaux Lodge -	Membership & Advertising	225
6/12/2017	Alaska Wildland Adventures	Membership & Advertising	1350
6/13/2017	Buckman B & B of Alaska, LLC	Membership & Advertising	225
6/13/2017	Catch-A-Lot Charters	Membership & Advertising	225
6/14/2017	Diamond M Ranch Resort	Membership & Advertising	225
6/14/2017	Nova Alaska Guides	Membership & Advertising	225
6/16/2017	Natron Air	Membership & Advertising	225
6/19/2017	Sunny Cove Kayaking Company	Membership & Advertising	225
6/19/2017	Visit Anchorage	Membership & Advertising	225
6/19/2017	26 Glacier Cruise	Membership & Advertising	225
6/19/2017	Afishunt Charters	Membership & Advertising	225
6/19/2017	Alaskan Angler RV Resort	Membership & Advertising	225
6/19/2017	Central Peninsula Hospital	Membership & Advertising	225
6/20/2017	Gwin's Lodge	Membership & Advertising	225
6/21/2017	Heritage RV Park	Membership & Advertising	225
6/22/2017	Homer Ocean Charters	Membership & Advertising	225
6/23/2017	Zan, Inc	Membership & Advertising	225
6/23/2017	Alaska Park Connection Motorcoach	Membership & Advertising	675
6/27/2017	The Hutch Bed and Breakfast	Membership & Advertising	225
6/27/2017	Bear Creek Winery	Membership & Advertising	225
6/28/2017	Aksala Alaska	Membership & Advertising	225
6/29/2017	Alaska Fishing Service	Membership & Advertising	225
6/29/2017	Reel'Em Inn Cook Inlet Charters	Membership & Advertising	225
6/29/2017	Eagles Landing Resort	Membership & Advertising	225
6/30/2017	Buckets Sports Grill (C)	Membership & Advertising	225
6/30/2017	Port Graham Corporation	Membership & Advertising	225
6/30/2017	Soldotna Inn & Mykel's Restauraunt	Membership & Advertising	225
6/30/2017	Center for Alaskan Coastal Studies,Inc	Membership & Advertising	225
6/30/2017	Cook's Corner (c)	Membership & Advertising	225
6/30/2017	Alaska Heavenly Lodge	Membership & Advertising	225
6/30/2017	Chugach Adventures	Membership & Advertising	225
			<b>\$20,400.00</b>

I CERTIFY THAT THE ABOVE INFORMATION WAS OBTAINED FROM INVOICES OR OTHER DOCUMENTS THAT ARE AVAILABLE FOR AUDIT, WHICH MEETS THE CASH MATCH REQUIREMENT AS CITED IN THE 2017 KP/B/KPTMC GRANT

Signature \_\_\_\_\_





**UNIVERSITY of ALASKA  
ANCHORAGE**

**GRANTS  
JUL 17 2017  
RECEIVED**

University of Alaska  
UAA Grants & Contracts  
PO Box 141628  
Anchorage AK 99514-1628

17-Jul-17

Kenai Peninsula Borough  
144 N. Binkley  
Soldotna, AK 99669

Project Title: FY17 Kenai Peninsula Borough AKSBSC  
Analysis of costs rendered under award 100.94910.UAA#1.43011  
in the amount of \$105,000 from 01-APR-2017 to 30-JUN-2017

Voucher No: 3 FINAL

	Previous Bill Amount	Current Amount Due	Cumulative Bill Amount
Salaries	\$38,296.00	\$16,265.65	\$54,561.65
Staff Benefits	\$17,769.43	\$7,527.95	\$25,297.38
Domestic Travel	\$1,246.26	\$0.00	\$1,246.26
Services	\$4,265.00	\$2,600.00	\$6,865.00
F & A Costs	\$5,767.68	\$2,379.40	\$8,147.08
Services w/o F & A	\$9,100.00	\$0.00	\$9,100.00
Cost Overrun	\$0.00	-\$217.37	-\$217.37
<b>Grant Total</b>	<b>\$76,444.37</b>	<b>\$28,555.63</b>	<b>\$105,000.00</b>

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

CERTIFIED CORRECT

CC: G00010959  
Federal Tax ID: 92-6000147

Tana Myrstol  
Director, Sponsored Programs

**Please attach a copy of this invoice with your remittance.**

For questions about this invoice, please contact Elizabeth Dickinson (esdickinson@alaska.edu / 907-786-1777).

*If this is a negative bill, the credit will be applied to your next invoice.*



# Alaska Small Business Development Center

UNIVERSITY of ALASKA ANCHORAGE

July 15, 2017

**REVIEWED**

*By bahlberg at 10:00 am, Jul 12, 2017*

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

Dear Mayor Navarre:

I'm pleased to offer the attached Alaska Small Business Development Center (SBDC) report for your review. Fourth quarter results from the Southwest Region are as follows:

- Total # of clients counseled: 83
- New clients counseled: 28
- New businesses: 9
- Jobs induced: 28
- Capital infusion: \$306,000

During the fourth quarter, Kenai Peninsula SBDC staff provided a positively acclaimed Starting a Business workshop for local entrepreneurs on April 24. In addition, we submitted our Pacific Northwest Performance Excellence Award full application and received notice that we have scored at a high enough level to receive a site visit. We are also preparing for our 2017 accreditation visit from the Association of Small Business Development Centers (ASBDC) and are looking forward to visiting with you at 1:45 p.m. on Wednesday, July 26th, at your office. We have also invited the Borough Assembly members to visit our office in the Red Diamond Center for a working lunch with our accreditation team from 11:45 a.m. to 12:45 p.m.

The strategic focus of the SBDC is on existing businesses that are looking to grow. In order to provide these businesses with the latest research and financial data, the SBDC gives clients access to industry reports from IBISWorld and financial analysis tools from ProfitCents. IBISWorld provides current reports specific to each industry, while ProfitCents compares business financials with hundreds of others in the same industry. IBISWorld and ProfitCents reports, a combined \$4,250 value, are available for no-cost through the SBDC, and have become very popular with clients.

Thank you for your ongoing support as we serve the business owners throughout the Kenai Peninsula.

Sincerely,

Clifford D. Cochran, MBA  
Business Advisor, Southwest Region  
43335 Kalifornsky Beach Road, Suite 12  
Soldotna, AK 99669



**Alaska Small Business Development Center - Southwest Region  
43335 Kalifornsky Beach Rd., Suite 12  
Soldotna, AK 99669  
(907) 260-5643**

**Fourth Quarter Report  
FY2017  
April 1, 2017 through June 30, 2017**

**Presented to:**

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

**July 15, 2017**

Our mission at the Alaska Small Business Development Center (SBDC) is to spark the amazing in Alaska - one idea, one business, one community at a time. Our hallmark service is no-cost, one-on-one, confidential business 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, financial projections, cash flow analysis, marketing, bookkeeping, loan packaging, licensing and permitting, to name a few.

The strategic focus of the SBDC is to create sustainable impact in the Alaska Economy by focusing on existing businesses that are looking to grow. To meet the needs of growing businesses, the SBDC offers a powerful suite of tools and resources at no cost (when used as a part of counseling services with an SBDC advisor). IBIS World and ProfitCents are two such tools.

IBISWorld, a critical tool in business plan development, researches over 700 industries in the United States and provides current reports specific to each industry. Reports include an industry overview, products and markets information, competitive landscape, operating conditions, and key statistics on the industry. These reports are updated every 6-12 months, and provide small businesses with the pulse of their industry.

ProfitCents is a suite of web-based financial analysis tools that thousands of accountants and business consultants use nationwide. These tools when used with an SBDC advisor enables clients to take data based approaches to their strategic decision making. ProfitCents generates a 5 year set of financial projections based on a business' financial statements which can be used to evaluate any "what if" scenarios before strategic decisions are made. In conjunction with financial analysis through ProfitCents, advisors also deliver narrative reports which provide clients with a deeper understanding of their financial health. An individual not working with an SBDC advisor would have to pay a combined value of \$4,250 to access these tools directly from the vendors). This is one example of the value the SBDC brings to our clients.

The State office continues to provide centralized marketing of workshops, client profiles of our successful clients, as well as specific new opportunity developments such as a focus on our assistance for energy related businesses. 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. Students Research was also provided to SBDC clients through our formal research request process.

The SBDC offers further assistance through each of our partner programs. Other available resources include a robust set of business tools at [www.aksbdc.org](http://www.aksbdc.org), ongoing live webinars, access to market research, and a statewide network of knowledgeable staff.

### **Kenai Peninsula Center Updates**

This quarter the SBDC was involved in several activities of interest, including:

- The SBDC Executive Director visited the Soldotna office on May 18 to evaluate operations and attend the Borough Finance Committee Meeting with Regional Director and Business Advisor.
- Director led Accreditation meetings in preparation for our national 5-year accreditation

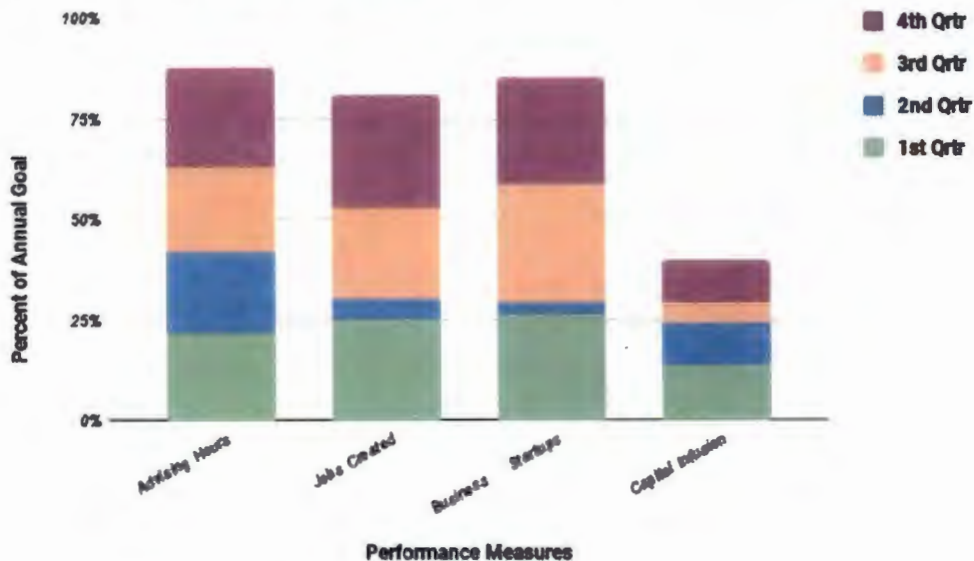
review in July 2017.

- Director attended the Pacific Northwest Quality Award (PNQA) conference to accept an achievement award on behalf of the Alaska SBDC.
- Business Advisor presented our Starting a Business workshop for local entrepreneurs on April 24.
- Business Advisor completed revision of Alaska SBDC's financial projection model, used by business advisors across the entire state.
- Business Advisor has maintained contact with Soldotna, Kenai, and Seward chamber of commerces to connect with prospective clients.

### Performance Indicators and Progress To-Date

The regional SBDC performance measures for FY17 (7/01/2016 through 6/30/17) are listed below with progress for the year-to-date (YTD).

**Kenai Peninsula Center (7/1/16 - 6/30/17)**



### Number of Clients advised

**Current Quarter: 83**

**YTD: 215 unique clients**

During the fourth quarter, 83 clients received advising assistance. This represents 375.50 hours spent with clients in the quarter. Of clients that are currently in business, 29% are women-owned businesses, 51% are male-owned and 20% have two or more owners. 61% of clients receiving assistance this quarter were already in business.

Our no-cost, 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. During the fourth quarter, 76% of clients advised were in the Think or Launch stages, while 24% were in the Grow,

Reinvent or Exit stages. 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: 28**

**YTD: 81**

During the fourth quarter, 13 clients reported the induction of 28 new jobs within the accommodation/food service, manufacturer/producer, retail, service, tourism, transportation/warehousing, and wholesale sectors.

#### **Business Starts**

**Current Quarter: 9**

**YTD: 29**

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 9 new business start within the accommodation/food service, manufacturer/producer, retail, service, tourism and transportation/warehousing sectors.

#### **Capital Infusion**

**Current Quarter: \$682,000**

**YTD: \$2,548,300**

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 \$682,000 in capital infusion, to include the following:

SBA Loans: \$0

Non-SBA: \$376,000

Non-Debt Financing: \$306,000

#### **Training Events & Attendees**

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 SBDC office in Anchorage via webinar, are available to anyone with a computer, internet connection, and a phone line.

We anticipate many improvements over the next fiscal year for workshops, as we continue to

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. We have invited the Borough Assembly members to a working lunch that we are hosting with our National Accreditation team on Wednesday, July 26th, from 11:45 a.m. to 12:45 p.m. at our Soldotna office in the Red Diamond Center at 43335 Kalifornsky Beach Road, Suite 12. We are aware of the reasons the Borough Assembly needed to reduce our funding for 2018 by 20 percent, but would like to share with the Borough Assembly how this reduction impacts our mission.

**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 FY17.**



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**Clifford D. Cochran, MBA**

**July 15, 2017**