

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: 16 April 2015
SUBJECT: FY15-3Q Non-department Grant Reports

Attached are the FY15 third quarter 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

GRANTS

APR 10 2015

RECEIVED

FROM: CARTS
KPB ACCOUNT: 100.94910.CARTS.43010

Contract Amount: \$50,000
Ending: June 30, 2015

Financial / Progress Report

Submit Report To:

Project Name: Public Transportation

Brenda Ahlberg

Date: 04/10/15

Community & Fiscal Projects Manager

Report No.: 3

Kenai Peninsula Borough

Quarter From: 01/01/15

144 N. Binkley St., Soldotna, AK 99669

To: 03/31/15

FINANCIAL REPORT:

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 20,868.00	13,583.83	7,284.17	20,868.00	\$ -
Travel		-	-	-	\$ -
Contractual	\$ 21,132.00	5,171.18	1,020.26	6,191.44	\$ 14,940.56
Supplies	\$ 8,000.00	6,244.99	1,755.01	8,000.00	\$ -
Equipment		-	-	-	\$ -
		-	-	-	\$ -
TOTALS	\$ 50,000.00	25,000.00	\$ 10,059.44	\$ 35,059.44	\$ 14,940.56

Payment Request

\$ 10,059.44

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 13,206 (with some data still not received) one way trips this reporting period. Although winter was pretty mild ride numbers have increased slightly over the same period last year, in part due to the Homer trip numbers. Ride number in the central area stayed pretty steady.

The implementation of the online punchcard sales and ticketless fare accounts have been a huge success. With online sales customers can do business with us even when the office is not open, and they no longer have to use up fare to get to the office. The ticketless fare account allows customers to purchase only what punches they need, instead of a punchcard with a predetermined value. This is especially convenient for the infrequent rider who won't immediately use a 5 punch card, much less a 20 punch card.

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:

04/10/15

Printed Name and Title: Jennifer Beckmann, Executive Director



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144 North Binkley Street • Soldotna, Alaska 99689-7599
PHONE: (907) 714-2153 • FAX: (907) 714-2377
EMAIL: bahlberg@borough.kenai.ak.us

GRANTS

APR 15 2015

RECEIVED

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

Contract Amount: \$50,000.00
Ending: 6/30/15

Financial / Progress Report

Submit Report To:

Brenda Ahlberg

Community & Fiscal Projects Manager

Kenai Peninsula Borough

144 N. Binkley St., Soldotna, AK 99689

Project Name: Kenai Peninsula Economic Development District

Date:

Report No.: 3 of 4

Quarter From: 01/01/2015

To: 03/31/15

FINANCIAL REPORT:

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 50,000.00	25,000.00	12,500.00	37,500.00	\$ 12,500.00
Travel		-	-	-	\$ -
Contractual					\$ -
Supplies		-	-	-	\$ -
Equipment		-	-	-	\$ -
		-			
TOTALS	\$ 50,000.00	25,000.00	\$ 12,500.00	\$ 37,500.00	\$ 12,500.00

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.

Held Industry Outlook Forum on January 7th and 8th. Working on BR&E, Business Expansion and Retention, with community partners for business interviews and data collection. Working on the data collection and interviews for Situation and Prospects Executive Summary. Data collection sets to be supported and presentation software for graphical interface to new KPEDD website. Web based to include downloadable Excel data sets if further community inquiry wanted. Presentation software to be used for graphic presentation of data sheets. Hard copy distribution for Executive Summary to be final quarter of year, web based to be supported by end of current fiscal year.

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 Roeske

Date: 04/14/2015

Printed Name and Title: Rick Roeske 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: KPTMC
KPB ACCOUNT: 100.94910.KPTMC.43021

Contract Amount: \$300,000
Ending: June 30, 2015

Financial / Progress Report

Submit Report To:

Brenda Ahlberg

Community & Fiscal Projects Manager

Kenai Peninsula Borough

144 N. Binkley St., Soldotna, AK 99669

Project Name: Tourism Marketing/Peninsula Promotion

Date: April 13, 2015

Report No.: 3

Quarter From: January 1, 2015

To: March 31, 2015

04/14/2016

GRANTS

FINANCIAL REPORT:

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 42,200.00	\$ 17,060.21	\$ 9,986.40	\$ 27,046.61	\$ 15,153.39
Travel	\$ 15,200.00	\$ 4,756.90	\$ 8,307.02	\$ 13,063.92	\$ 2,136.08
Adv/Marketing	\$ 242,600.00	\$ 162,897.47	\$ 57,677.08	\$ 220,574.55	\$ 22,025.45
					\$ -
TOTALS		\$ 184,714.58	\$ 75,970.50	\$ 260,685.08	\$ 39,314.92
Payment Request					\$ 75,970.50

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: Positive Outlook for Tourism in 2015

2015 is shaping up to be another record setting tourism year for Alaska. There are positive trends nationally, including high domestic consumer confidence. Domestic travel is up 3.6 percent nationally and Alaska remains a high-demand destination. An increasing percentage of Americans say they plan to travel in the next six months. We will have increased domestic flight capacity to Anchorage in 2015, especially from the West Coast, as well as a projected increase in cruise ship capacity into Southcentral.

Advertising:

Most of our ad buys for the 2016 season have been secured; we are running 12 different advertisements in national publications, visitor guides and online.

COME PLAY WITH US

Nothing about the Kenai Peninsula is formal or stuffy. In fact, no other Alaskan destination offers such an up close and personal Alaska experience. That's why we are known as...

Alaska's Playground.

Visit www.kenaipeninsula.org to order or download your FREE Guide to The Kenai

2015/11/11 Kenai Star Hwy. Soldotna AK 99669 • 800.535.3624

Passport to the Kenai:

The 2015 Passport to Adventure on the Kenai has been printed and distribution has begun, with 4,342 already in consumer hands.

KPTMC will distribute 20,000 Passports again this year. The Passport targets travelers who are traveling The Kenai this season specifically and encourages them to visit all of our communities on the Kenai Peninsula, rather than just passing through. This works especially well for our smaller communities such as Hope, Moose Pass, Anchor Point and Seldovia. By collecting stamps in 10 of 13 communities, participants are entered to win a four night stay and three days of fishing in 2016.

In addition to the fold-out map and community pages, the Passport contains 40 coupons for activities, accommodations, restaurants and other products. One of the great things about this program is that the coupons are easy for advertisers to track in order to gauge their ROI.

Taste of The Kenai

We held our 5th Annual Taste of the Kenai Food and Spirit Tasting Event Saturday, February 28th at the Sterling Community Center. The event sold out 300 tickets an entire week in advance for the third year in a row.

KPTMC created 'The Taste' to highlight the unique culinary experiences on the Kenai Peninsula, connect with the community and encourage residents to get out and enjoy their own back yard.

We had a record 20 food and spirit vendors who participated from Seward to Homer:

- THE FLATS BISTRO
- THE CAKE LADY
- FIREHOUSE BBQ
- FINE THYME
- GOLDEN INTERNATIONAL
- 1 CRAZY CUPCAKE
- SWEET NOTHING'S BAKERY
- VERONICA'S CAFÉ
- ICED & SLICED
- KENAI RIVER BREWING CO.
- BEAR CREEK WINERY
- HOMER BREWING
- PORTERHOUSE GRILL
- MYKEL'S RESTAURANT
- ALASKA BERRIES
- KALADI BROTHERS ● THE CHART ROOM ● ODIE'S DELI ● ST. ELIAS ● CHINOOKS



All proceeds from the event go to support the Kenai Peninsula Tourism Marketing Council to promote The Kenai Peninsula as a world class vacation destination. A great place to visit is a great place to live, work and do business.

2014 Discovery Guide Distribution:

Since we received the 2015 Discovery Guides in November, we have distributed almost 63,825 of the 125,000 printed.



Consumer Shows:

It's show season! We kicked things off with our big out of state show in Long Beach. We took down materials for 22 participating businesses and organizations. We distributed many rack cards, over 1,000 Kenai Peninsula Discovery Guides and about an equal number of community guides. We also had two members who paid to attend the show with us in person.

We also attended The Mat-Su Outdoorsman Show and the Great Alaska Sportsman Show, handing out our print materials, bags, and member brochures. Next up is the Fairbanks Outdoorsman show, followed by the Soldotna Sport Rec and Travel Show.

2015 Kenai Peninsula Discovery Guide Distribution Summary

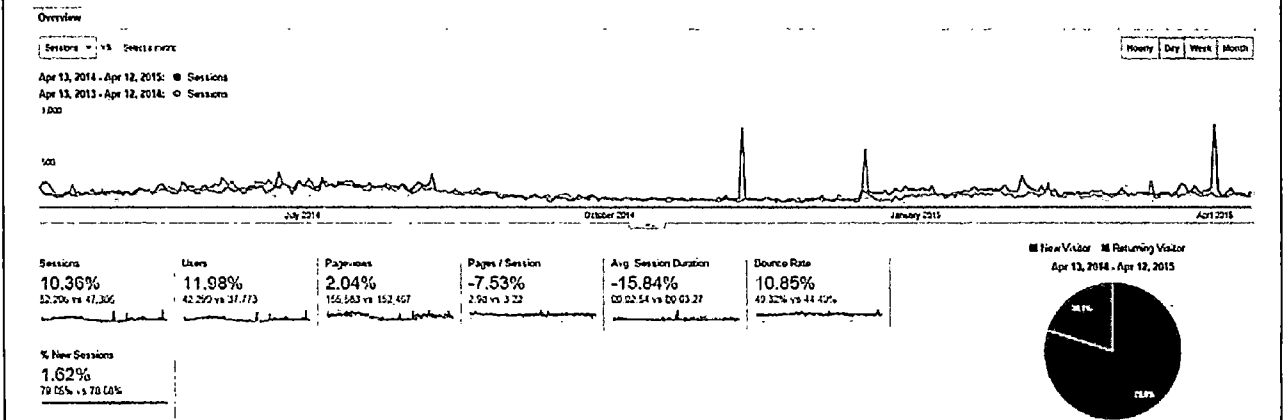
Source	# of Guides
Website Requests	1,208
State of Alaska Leads	48,560
Phone Requests	248
Mail Requests	2
Visitor Centers	5,529
Anchorage Brochure Distribution	Not Available
Infox Travel Agent Mailing	4,000
KPTMC Members	360
Trade Shows	3,918
Total	63,825

www.KenaiPeninsula.org

Over the past 12 months the kenai peninsula.org website experienced modest increases in sessions and users, but saw decreases in the number of pages per session and average session duration. The gains in sessions and users are primarily due to a paid Google AdWords campaign that ran from mid-December to mid-February, generating just over 3,100 visits, as well as two anomalous spikes in traffic from organic search.

The negative trends in bounce rate, average session duration and pages per session can be attributed in part to the lower quality of paid search traffic – but we primarily attribute these trends to the rapidly growing proportion of mobile device traffic to our site. We do not currently have a “mobile” version, and our existing site is not designed in a “responsive” manner that scales the layout of various devices and platforms.

In 2015 we are on pace to exceed our 2014 guide requests (2,969) and additional information requests (2092). As of April 12th, 2014 kenai peninsula.org had generated 1,208 guide requests and 886 additional information requests (aka leads). Guide requests, passport requests and visits over 3.5 minutes are currently the three metrics that we track on our site to measure conversion of traffic to kenai peninsula.org. Our overall conversion rate (for any of the metrics we track) is currently just over 28%.



Social Media:

KPTMC Social Media efforts continue to show great results. The Kenai's Facebook Page has 31,374 fans, up over 20,000 fans from the same time last year, with engagement that rivals or beats all other DMO's in Alaska, including Visit Anchorage.

Travel Writer Assistance:

Below is a copy of an article that was recently published in Cleveland Magazine, distribution 50,000. It written by travel writer Eric Plante, who KPTMC helped host in 2013. This is a great example of how our marketing efforts and relationships continue to work for The Kenai sometimes years after the initial effort.



Alaska's Kenai Fjords National Park is home to the Harding Icefield, the largest of its kind in the United States.

ANIMAL PLANET

Get up close and personal with orcas, sea otters and other marine life during an adventure through Alaska's Kenai Fjords National Park. / BY ERIC PLANTE /

The water looks like glass and a raft of sea otters seem to appreciate the calm. Some roll on the surface as if to stave off, while others simply stare.

For years, I've longed to come eye to eye with Alaska's marine wildlife, and I'm finally getting the chance at Kenai Fjords National Park. Located just outside the town of Seward in south-central Alaska on the eastern edge of the Kenai Peninsula, it boasts thousands of glaciers while mammals and birds thrive in its icy waters and emerald forests.

Aboard a 150-passenger luxury catamaran with a wraparound outdoor deck, I watch as horned puffins fly by at breakneck speed and then engage in aerial acrobatics. They dive bomb each other, and then perform what seems like midair courtship. They love to perch, too, and soon land on rocks to preen and cavort like juveniles.

As we reach the Gulf of Alaska — orca territory — 3- to 4-foot swells begin to rock the boat.

"OK, everyone get ready. We have orcas approaching at 10 o'clock," our boat captain announces. I'm nearly frozen, but I've waited my entire life to see these marine predators in the Alaskan wild.

Close Encounters

Take an afternoon stroll through the Copper River Valley National Park by hiking along Lake Trail, located off Inland Road in Peninsula. The easy loop around Kenai Lake offers plenty of places for a picnic lunch. If you want more of a challenge, Salt Run Trail's moderately difficult 3.3-mile loop is easily accessible from Lake Trail's western edge. 330-657-2752, nps.gov/fjro

On trembling legs, I move to an open space against the railing as dorsal fins break the water's surface about 50 yards out. They dive, but they're headed this way.

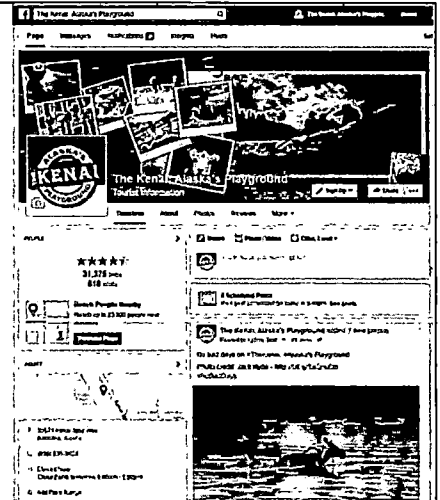
When they continue under the boat, I scramble to the other side and raise my camera to my eye. As if on cue, four black fins pierce the silvery water. I fire off a half-dozen shots, and then, like phantoms of the deep, they're gone. This fleeting encounter reminds me that I am in their kingdom, and the orcas may choose either curiosity or privacy. I'm satisfied with that.

The next morning, I set out for the Harding Icefield Trail, the largest ice field in the United States. While the 8.3-mile round-trip hike doesn't seem difficult, its 3,200 feet of elevation gain proves otherwise. But it's worth it — I keep a brisk pace and patches of Sitka spruce eventually give way to a green meadow.

When I finally reach the tree line, I stop at the snow-covered trail and look back at a most inspiring sight: The rugged Kenai Mountains tower above a mostly white landscape. I travel a bit more before the trail ends at the Harding Icefield where the massive 300-square-foot sheet of ice is mesmerizing. Alas, I whisper. The great land does exist.

Kenai Fjords National Park, 1412 North Ave., Seward, Alaska 99782-0500, nps.gov/fjro

ClevelandMagazine.com / CLEVELAND 93



Executive Director Meetings & Presentations Attended:

- Alaska Travel Industry Association BOD Meeting January 27th in Anchorage
- Kenai Peninsula College Career Day Presentation January 30th
- Appointed to the Alaska Tourism Marketing Board Research Committee
- Alaska Travel Industry Association BOD Meeting March 24th in Juneau
- Alaska Tourism Marketing BOD Meeting March 25th in Juneau
- Met with Lisa Murkowski's Aid, Leila Kimbrell to discuss Alaska Tourism Issues

2015 KPTMC Board of Directors:

EASTERN REGION:
Danny Seavey, Seavey's Iditarde
George Helm, Alaska River Adventures

CENTRAL REGION:
Eric Dahlman, Sportsmans Warehouse
Jason Young, Diamond M Ranch

SOUTHERN REGION:
Ian McGaughey, Seldovia Village Tribe
Josh Tobin, Loopy Lupin Distribution

INCORPORATED COMMUNITY REPRESENTATIVES:

Cindy Clock, Seward Chamber of Commerce	Tami Murray, Soldotna Chamber of Commerce	Johna Beech, Kenai Chamber of Commerce and Visitor Center	Karen Zak, Homer Chamber of Commerce
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BOROUGH WIDE REPRESENTATIVES:

Michelle Graves, Bear Mountain Lodge	Mike Warburton, The Ocean Shores
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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: April 14, 2015

Printed Name and Title: Shanon Hamrick, Executive Director



**Alaska Small Business
Development Center**

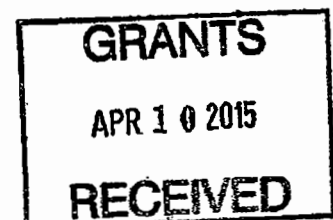
SBDC UNIVERSITY of ALASKA ANCHORAGE

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

**Third Quarter Report
FY2015
January 1, 2015 through March 31, 2015**

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

April 10, 2015



The focus of the Alaska Small Business Development Center Southwest Region (SBDC-SW) is on existing businesses that are looking to grow, although we offer our services to all current and future business owners on the Kenai Peninsula.

Our mission is to advance small businesses in Alaska, and our vision is that our streamlined network of interactive tools and resources makes us the business community partner of choice helping businesses thrive and create a lasting impact. 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.

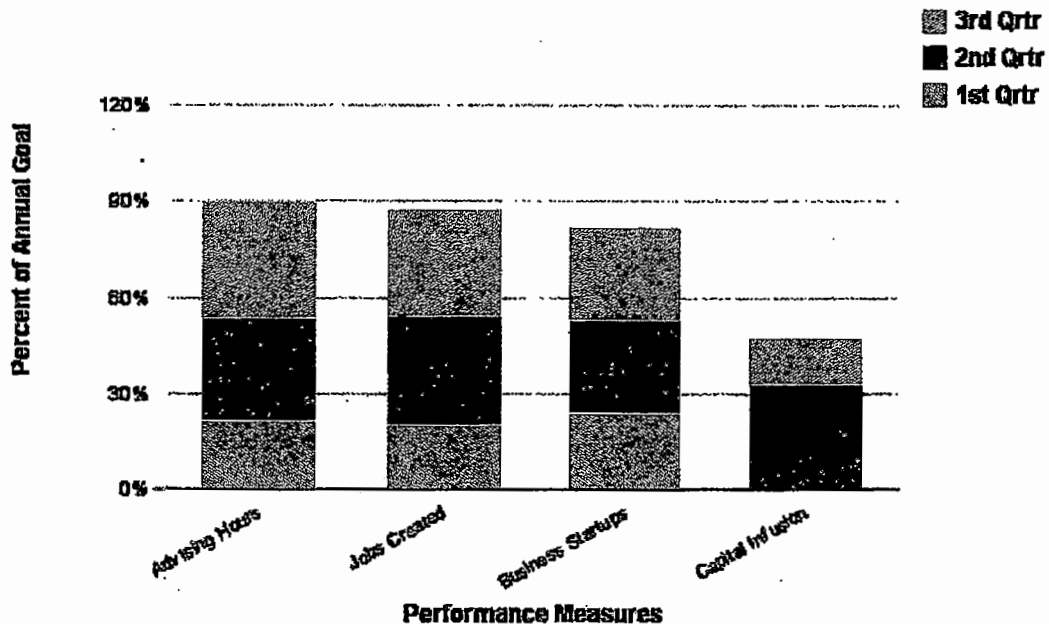
The SBDC-SW also provides entrepreneurs access to business libraries at AVTEC in Seward, and at the SBDC offices in Soldotna and Homer. Additionally, computers with internet connections are available for conducting research, and business training is provided through no- and low-cost seminars, workshops, and webinars. The Offices in Soldotna, Homer, and Seward offer further assistance through SBDC-SW's partner program PTAC, which provides assistance with state, federal and local government procurement opportunities. Other available resources include a set of business tools at www.aksbdc.org, access to market research, and a statewide network of knowledgeable staff.

In addition to working to improve service to our clients through our continuous focus on accreditation, this 3rd Quarter had one annual effort recur as well as one completely new service begin. Our new service is the ability of our Business Advisors to utilize student intern's research assistance to provide specific research assistance to business owners. The South West Director used these services to assist three business owners with specific assistance with market analysis as well as financial trends. The recurring effort was the National SBDC Spring Conference in Washington D.C., where SBDC State and Assistant State Directors share best practices and work with their SBA partners to establish policy, programs and funding.

Performance Indicators and Progress To-Date

The SBDC-SW performance measures for FY15 (7/01/2014 through 6/30/15) are listed below with progress for the year to date (YTD).

Kenai Peninsula Center (7/1/14 - 6/30/15)



Number of Clients advised Current Quarter: 101
YTD: 184 unique clients

During the third quarter, 101 clients received advising assistance. This represents 274.95 hours spent with clients in the quarter. Since the beginning of the fiscal year (YTD), 184 individual clients met with a business advisor one or more times. Of clients that are currently in business, 44 are women-owned businesses, 35 are male-owned and 25 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-SW 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 counselor 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.

The regional results reported below represent the SBDC-SW's Key Performance

The regional results reported below represent the SBDC-SW's Key Performance Indicators (KPI's) which are each tied to our Key Performance Measures. The trend for all KPI's continue to indicate a steady upward trend and we attribute this to our organization's Baldrige journey to achieve performance excellence.

Jobs Created

Current Quarter: 17

YTD: 44

During the third quarter, clients reported the creation of 17 new jobs within the accommodation/food service, construction, manufacturer/producer, professional, service, and wholesale sectors:

Business Starts

Current Quarter: 5

YTD: 14

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 second quarter, clients reported the creation of 5 new business starts in the accommodation/food service, manufacturer/producer, service, and wholesale sectors.

Capital Infusion

Current Quarter: \$335,000

YTD: \$1,089,775

The SBDC-SW 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. All of this quarters capital infusion came from existing businesses.

This quarter, clients reported \$335,000 in capital infusion, to include the following:

SBA Loans: \$0

Non-SBA: \$294,000

Non-Debt Financing: \$41,000

Training Events & Attendees

YTD Events: 2

YTD Attendees: 10

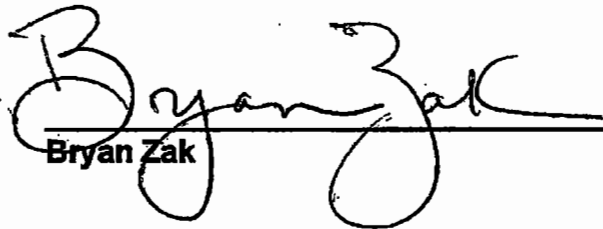
Training events, in the form of workshops and classes, are available through the SBDC-SW office. These trainings may be provided by the business advisor or other professionals. Many of our workshops remain offered through the AKSBDC office in Anchorage via webinar, are available to anyone with a computer,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

We anticipate many new improvements over the next fiscal year for workshops as we

begin to move forward with offering all of our core workshops via the web. It is our pleasure to keep you posted 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-SW during the Third Quarter FY15.


Bryan Zak

4-1-2015
April 1, 2015