



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: 23 November 2015
SUBJECT: FY16-1Q Non-department Grant Reports

Attached are the FY16 first 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

FROM: CARTS

KPB ACCOUNT: 100.94910.CARTS.43010

Contract Amount: \$50,000

Ending: June 30, 2016

Financial / Progress Report

59526

Submit Report To:

Brenda Ahlberg

Community & Fiscal Projects Manager

Kenai Peninsula Borough

144 N. Binkley St., Soldotna, AK 99669

Project Name: Public Transportation

Date: 10/12/15

Report No.: 1

Quarter From: 07/12/15

To: 09/30/15

FINANCIAL REPORT:

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 26,000.00		3,681.73	3,681.73	\$ 22,318.27
Travel		-	-	-	\$ -
Contractual	\$ 14,000.00		8,500.00	8,500.00	\$ 5,500.00
Supplies	\$ 10,000.00			-	\$ 10,000.00
Equipment		-	-	-	\$ -
TOTALS	\$ 50,000.00	-	\$ 12,181.73	\$ 12,181.73	\$ 37,818.27
Payment Request					\$ 12,181.73

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 11,213 trips during this reporting period. This brings the grand total of CARTS trips to 715,013. Work remains the leading reason customers ride with us -- this quarter there were 6,360 trips for passengers traveling back and forth to work or work related training. Next is mental health/substance abuse services. In Homer there were 2,081 trips delivered -- with some data still outstanding.

During this quarter there were meeting in the central peninsula to update the Public Transit Human Services Coordinated Plan and to prioritize projects for the upcoming grant cycle through DOT. Work in Seward has continued with the help of CTAA (Community Transportation Association of America) and project prioritization is scheduled for October 29th.

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.

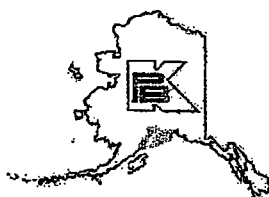
Signature:

Jennifer Beckmann

Date:

10/15/15

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: 10/13/2015

Report No.: 1 of 4

Quarter From: 07/01/2015

To: 09/30/2015

FINANCIAL REPORT:

Cost Category	Authorized Budget	Expenditures from Last Report	Expenditures This Period	Total Expenditures to Date	Balance of Funds
Personnel	\$ 67,500.00	-	16,875.00	16,875.00	\$ 50,625.00
Travel		-	-	-	\$ -
Contractual		-	-	-	\$ -
Supplies		-	-	-	\$ -
Equipment		-	-	-	\$ -
TOTALS	\$ 67,500.00	-	\$ 16,875.00	\$ 16,875.00	\$ 50,625.00

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.

Beginning work for 2016 Situations and Prospects, enlarge existing data for one year period. Total of six years of excel based data. Expand scope into additional areas. Develop additional data maps with current and specialty information. Use existing S&P data sets to develop the KPEDD CEDS, Comprehensive Economic Development Strategies for federal grant. Expand CEDS for redundancy, effects of climate change and resiliency. 150 hardbound copies of S&P given out, 900 pdf version downloaded off website. Will be increasing data collection with goal of ACCESS SQL data base for KPB economic data. Ability to derive specific data sets by inquiry. Workforce development component for December meeting on industry needs and local educational outputs. JEDC conference with additional contacts with site developers for specific visits to peninsula. 100 loaded flash drives to conference attendees.

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: 10/13/2015

Printed Name and Title: Rick Roeske Executive Director

GRANTS

OCT 13 2015

RECEIVED



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

GRANTS

OCT 15 2015

RECEIVED

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: October 15, 2015

Report No.: 1

Quarter From: July 1, 2015

To: June 30, 2016

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	\$ -	\$ 8,369.78	\$ 8,369.78	\$ 48,030.22
Travel	\$ 14,300.00	\$ -	\$ 2,002.35	\$ 2,002.35	\$ 12,297.65
Adv/Marketing	\$ 269,300.00	\$ -	\$ 121,074.71	\$ 121,074.71	\$ 148,225.29
TOTALS	\$ 340,000.00	\$ -	\$ 131,446.84	\$ 131,446.84	\$ 208,553.16

Payment Request	\$ 131,446.84
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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: Alaska Tourism Continues to Grow

While sales tax numbers from KPB for the 2015 summer season are not available yet, all indications are it was another record year for visitors to the Kenai Peninsula. Members are reporting a soft start to the season, with numbers lower than usual in June, while August and September were strong.

Alaska as a whole saw a slight increase in visitation, approximately 2%, over 2014. Cruise traffic saw a 2% reduction in passengers, while air traffic saw a nice increase. In addition to travelers benefiting from low fuel costs keeping ticket prices down, Japan Air and China Air have also returned to Anchorage, along with continued flights from Iceland Air.

Visitors spent 1.83 billion dollars in Alaska in 2014, with 44% of spending taking place in the south central region.



2015 Passport and Discovery Guide Distribution:

Our Passport to Adventure on the Kenai distribution was completed in July and 2015 Discovery Guide distribution will be completed in October.

2015 Kenai Peninsula Passport Distribution Summary	
Source	# of Guides
Website Requests	308
Business Distribution	1,980
Visitor Centers & Conventions	13,680
Total	15,968

2015 Kenai Peninsula Discovery Guide DISTRIBUTION SUMMARY	
Source	# of Guides
Website Requests	2,643
State of Alaska Leads	80,000
Phone Requests	369
Mail Requests	8
Visitor Centers	11,000
Anchorage Brochure Distribution	22,000
Inbox Travel Agent Mailing	4,000
KPTMC Members	1,800
Conventions	2,200
Total	124,020

2016 KPTMC Membership Campaign Overview:

KPTMC's membership year runs from October to October, in conjunction with sales in the Discovery Guide.

2016 Membership: 291 (404 Listings)
24 non-renewals
41 new businesses

2016 Membership Campaign Overview:
Total Membership: \$36,750.00
New Membership: \$4,950.00

2016 KPTMC Discovery Guide Sales Overview:

Sales in the 2016 Discovery Guide closed September 30th.

Total Guide Sales: \$143,985.75
New Guide Sales: \$20,173.25

New this year, KPTMC created an Anchorage section in the Discovery Guide to assist visitors with their travel plans to the Peninsula and open a new revenue stream.

The 2016 Discovery Guide will be available for distribution in early November.

Google Analytics www.kenaipeninsula.org & Website Update

Visitation to kenaipeninsula.org grew by almost 13% in 2015 over the same period last year, with a total of 45,643 sessions and 132,991 page views. While these numbers represent a positive direction in our web traffic, our bounce rate continues to increase. This is a direct reflection of the growth in smartphone and tablet internet usage. As our site is not responsive, it is more difficult to view on mobile devices, therefore increasing the number of people who "bounce" off the site in less than 30 seconds after they access it through their phone or tablet.

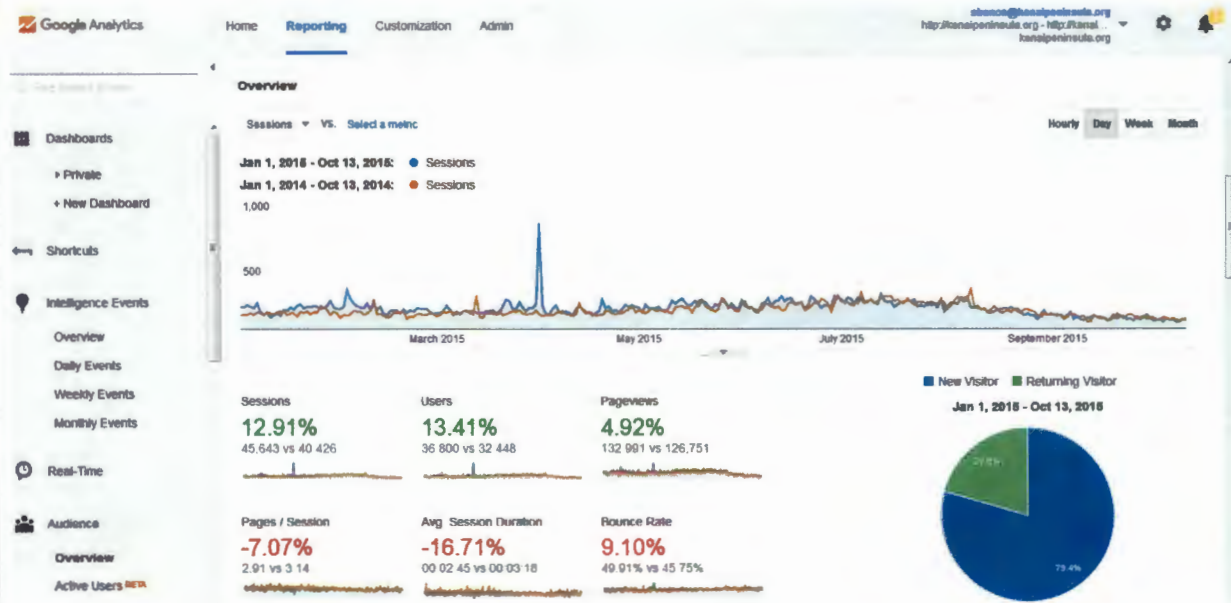
KPTMC has created a website task force and engaged the services of a professional web design agency to help us achieve the following objectives for kenaipeninsula.org:

- Convert to a responsive site that will recognize if it is being accessed by a desktop computer or mobile device and adjust accordingly.
- Have clear organization and navigation built on a deep understanding of how people research travel and use online content and tools.



- Capture consumers interested in traveling to Alaska and sell them on The Kenai.
- Have a wide array of features for travelers, from great social media integrations to trip planners, media galleries, calendars and more.
- Create an expanded platform for revenue generation from the private sector, growing the public private partnership that supports tourism marketing on the Peninsula.

The timeline for this project is 7 months.



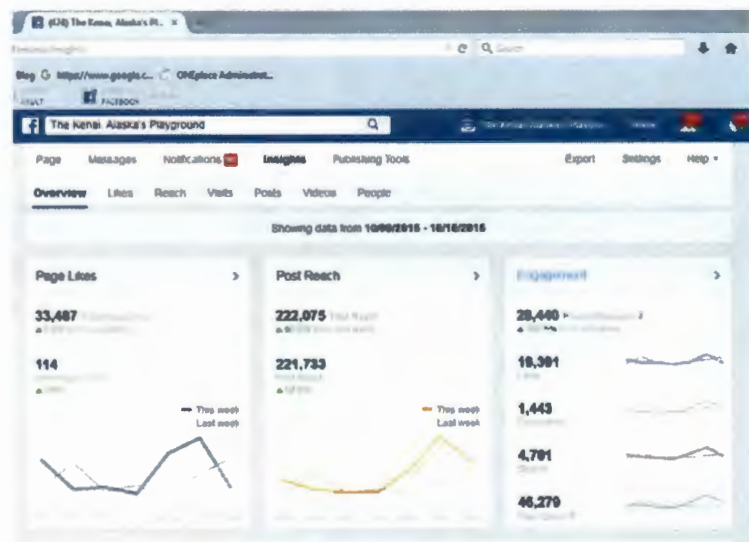
Website income: Year to date KPTMC has sold \$15,575 in banner advertising on kenaipeninsula.org.

Leads provided to members: Year to date KPTMC has provided 1889 qualified leads to our member businesses from visitors who are requesting additional information off our website, up over 5% from last year.

Social Media:

KPTMC's Facebook Page, The Kenai, Alaska's Playground, continues to be a big success story in our marketing. We currently have 33,487 page fans, engagement with our posts is consistently over 20,000 weekly, and impressions frequently exceed 200,000.

KPTMC's Blog, Up Close and Personal Alaska-The Kenai Peninsula, is also performing well. The blog is updated bi-weekly and highlights activities and businesses on The Kenai. Blogging is an effective way to incorporate key words and search terms into our online marketing. <https://thekenai.wordpress.com/>



2015 Blog Analytics:



Countries

United States	6,067
United Kingdom	153
Canada	133
Germany	75
Australia	75
France	50
Spain	32
Singapore	32
India	31
New Zealand	29

Tags & Categories

Alaska Beer	57
Local Beer	48
Beer	45
Alaska	35
Local Beer	32
Beer	30
Alaska	20
Local Beer	14
Beer	13
Alaska	9

Posts & Pages

Home page	2,020
10 Reasons you will love Alaska	1,372
Conary The River	794
Kenai River	171
Kenai River	131
Kenai River	127
Kenai River	109
Kenai River	94
Kenai River	87
Kenai River	82

Media:

In August KPTMC assisted a travel writer, Rene Brincks, on a story for Alaska Airlines Magazine on breweries and distilleries in Alaska. The following is an excerpt from the article that ran in the October issue:

On the Kenai Peninsula, Soldotna Economic Development Director Stephanie Queen also sees craft beverage production benefiting both local tourism and local quality of life.

"A few years ago, we were fighting the perception that there was nothing to come back here for. Now that's no longer the case," she says.

Queen cites community building efforts by Kassik's Brewery, St. Elias Brewing Company, Kenai River Brewing, High Mark Distillery and other producers who support local charities, sponsor events and create popular gathering spots. Her office works to help such businesses, much like homesteaders who arrived in Soldotna in 1947.



"This is still a place where you can take a risk to create something from nothing, and you'll see it succeed," she says.

Former teacher Doug Hogue took that kind of risk when he debuted Kenai River Brewing in 2006, just before Frank and Debara Kassik opened Kassik's Brewery up the road in North Kenai. The three entrepreneurs had to encourage local customers to try something new; many were loyal to big-brand lagers without the flavor complexities of these new craft releases. Kenai River Brewing's Breakfast Beer, for example, has hints of milk, oatmeal and chocolate and looks indigo in the glass.

This August, Kenai River Brewing broke ground on a new facility off the Sterling Highway, near Soldotna Creek Park. Hogue is doubling his brewing capacity, and he's adding outdoor seating, nature trails and an expanded, family-friendly tasting room.

"The community has really come together and supported breweries here on the peninsula, and across the entire state," says Kenai Peninsula resident and beer writer Bill Howell.

He chronicles the state's brewing history in his 2015 book, Alaska Beer: Liquid Gold in the Land of the Midnight Sun.

Community Outreach:

KPTMC is in the process of recruiting industry stakeholders and leaders to volunteer for the 2016 BOD. Prospective board members must have been a member of KPTMC for a minimum of six months and support the Council's mission: "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 resident's quality of life."

2015 KPTMC BOD:

EASTERN REGION:

Danny Seavey, Seavey's Iddaride
George Helm, Alaska River Adventures

CENTRAL REGION:

Eric Dahlman, Sportsmans Warehouse
Jason Young, Diamond M Ranch

SOUTHERN REGION:

Seldovia Villiage Tribe Representative
Josh Tobin, Alice's Champagne Palace

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

APPOINTED: Mike Warburton, Ocean Shores Motel

Michelle Graves, Bear Mountain Lodge

KPTMC Staff Community & Industry Involvement:

Shanon Hamrick, Executive Director:

- Alaska Travel Industry Association Board of Directors
- State of Alaska Small Business Development Center Board of Directors
- Soldotna Chamber of Commerce Board of Directors

Keith Baxter, Director of Community Relations

- Soldotna City Council
- Kenai River Special Management Area Advisory Board

Jhasmine Lamb, Communications Manager

- Peninsula Oilers Board of Directors

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: October 15, 2015

Printed Name and Title: Shanon Hamrick, Executive Director

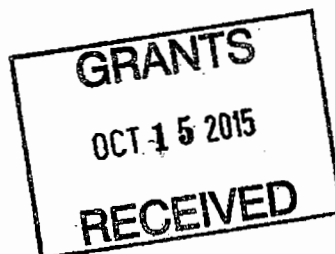
PO 59846



UNIVERSITY of ALASKA
ANCHORAGE

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

Kenai Peninsula Borough
144 N. Binkley
Soldotna, AK 99669



14-Oct-15

Project Title: FY16 Kenai Peninsula SBDC
Analysis of costs rendered under award 100.94910 SBDC 43011
in the amount of \$105,000 from 01-JUL-2015 to 30-SEP-2015

Voucher No: 1

	Previous Bill Amount	Current Amount Due	Cumulative Bill Amount
Salaries	\$0.00	\$5,013.97	\$5,013.97
Staff Benefits	\$0.00	\$2,134.88	\$2,134.88
Travel	\$0.00	\$83.94	\$83.94
Services	\$0.00	\$649.00	\$649.00
F&A Costs	\$0.00	\$788.19	\$788.19
Grant Total	\$0.00	\$8,669.98	\$8,669.98

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

Jared Brandner

CC: G00010267

Federal Tax ID: 92-6000147

Jared Brandner

Acting Director, Grants & Contracts

Please attach a copy of this invoice with your remittance.

For questions about this invoice, please contact the Office of Grants & Contracts (uaa_contracts@uaa.alaska.edu / 907-786-1569).

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

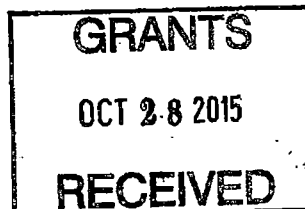


Alaska Small Business Development Center

SBDC UNIVERSITY of ALASKA ANCHORAGE

October 15, 2015

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 South West Region (SBDC-SW) report for your review. First quarter results are as follows:

- Total # of clients counseled: 68
- New clients counseled: 33
- New businesses: 2
- Jobs created: 4
- Capital infusion: \$412,000

During the first quarter the SBDC-SW hosted Michelle Rodekohr from the State of Alaska Division of Economic Development with the objective of reaching existing business owners and providing loan assistance for expansion. Workshops were provided along with individual one-on-one confidential counseling in Seward, Soldotna and Homer. As a result three fishermen are being assisted with Commercial Fishing Loan applications and one business owner is being assisted with a Small Business Economic Development (SBED) loan. In addition I attended the SBDC National conference where I learned many best practices for providing assistance to business owners and came away with many key contacts and useful new tools.

The Alaska SBDC also met with their Baldrige coach that volunteers his time at no cost to staff or organization as we continue to work on our Washington State Quality Award (WSQA) Application. This quarter we listed every metric we could think of and grouped them by stakeholder. We are now taking the list of measures grouped by stakeholder and writing our application which is due to the WSQA on December 1st. We undertake our Baldrige journey to provide the best service possible to our clients through processes that are continuously refined.

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,

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



**Alaska Small Business
Development Center**

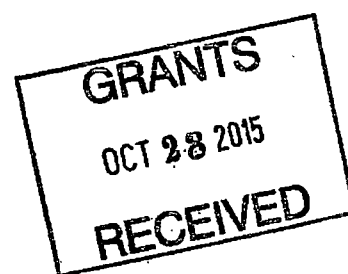
SBDC UNIVERSITY of ALASKA ANCHORAGE

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

**First Quarter Report
FY2016
July 1, 2015 through September 30, 2015**

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

October 28, 2015





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

October 15, 2015

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

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Sincerely,

Bryan Zak

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

The strategic 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.

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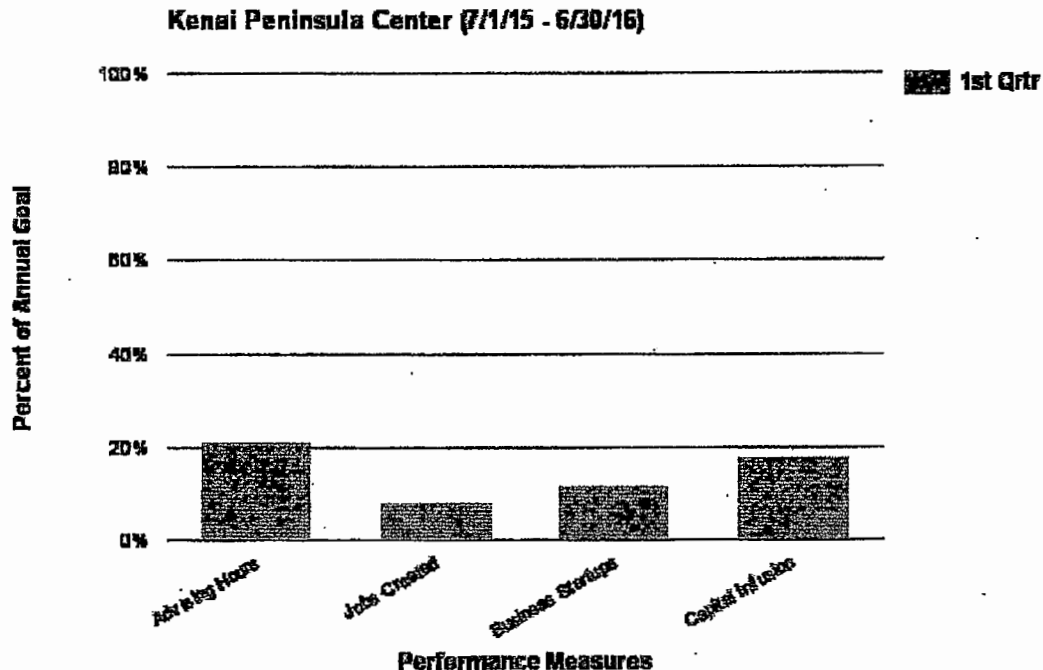
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The director also assisted a client apply for an SBA Grant which they received to begin to operate a business incubator in Homer. The grant was only just awarded to the details of the location and specific offerings through the incubator are still being determined by the providers of the grant but they are obtaining incubator provider specific training and working to determine how to serve the community of Homer.

The regional results reported below represent the SBDC-SW's Key Performance Indicators (KPI's) which are each tied to our Key Performance Measures. In this first quarter of FY 16, we are starting to see measures for a new fiscal year and will monitor trends as they develop. One of the things we have recently begun internally is comparisons of the current quarter results to the previous years same quarters results.

Performance Indicators and Progress To-Date

The SBDC-SW 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: 68

YTD: 68 unique clients

During the first quarter, 68 clients received advising assistance. This represents 157.33 hours spent with clients in the quarter. Of clients that are currently in business, 39% are women-owned businesses, 41% are male-owned and 20% 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.

Jobs Created

Current Quarter: 4

YTD: 4

During the first quarter, clients reported the creation of 4 new jobs within the manufacturer/producer,

professional/technical and service sectors.

Business Starts

Current Quarter: 2

YTD: 2

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 first quarter, clients reported the creation of 2 new business starts in the professional/technical and service sectors.

Capital Infusion

Current Quarter: \$412,000

YTD: \$412,000

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.

This quarter, clients reported \$412,000 in capital infusion, to include the following:

SBA Loans: \$50,000

Non-SBA: \$262,000

Non-Debt Financing: \$100,000

Training Events & Attendees

YTD Events: 10

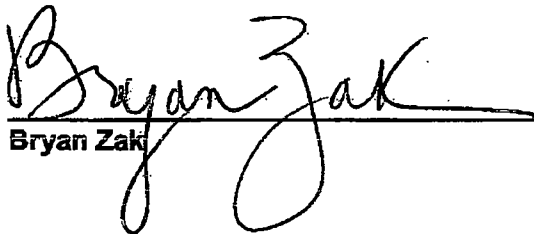
YTD Attendees: 49

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 First Quarter FY16.


Bryan Zak

10-28-2015

October 28, 2015