

ALASKA

NORTH TO OPPORTUNITY

Division of Economic Development Overview

DEPARTMENT OF COMMERCE, COMMUNITY, AND ECONOMIC DEVELOPMENT

DIVISION OF ECONOMIC DEVELOPMENT

2/12/15



Economic development is the process of creating wealth through investment and reinvestment in a community resulting in more jobs, higher incomes, an expanded tax base, a more diversified economy, business improvement, and a better quality of life.





Core Functions of DED

- Finance
- Development
- Tourism Marketing

Finance:

Administers and services **11** loan funds with a total principal outstanding exceeding \$200 million.

- | | |
|-----------------------------------|------------------------------------|
| 4 fishing-related loan programs | - 3 small business loan programs |
| 1 bulk fuel loan program | - 1 capstone avionics loan program |
| 1 alternative energy loan program | -1 mariculture loan program |

Loan programs were created to achieve:

Jobs for Alaskans

Stimulate Entrepreneurship

Reduce Costs and Improve Quality





Development Overview

Key FY 14 Developments and Initiatives

- ARDOR Reauthorization and AVCP
- Cultural Tourism
- North to Opportunity
- Unmanned Aircraft Systems
- Emmonak Port EIS
- Business Retention and Expansion
- Made in Alaska (Home)
- Iceland Trade Mission
- Minerals Promotion
- Mariculture Expansion/Hatchery
- Trends and Opportunities in Maritime Sector

ARDOR Program Update:

Program reauthorized via HB 71 in March 2014

ARDOR status removed from Interior Rivers and Lower Kuskokwim Economic Development Council. Association of Village Council Presidents (AVCP) became newest ARDOR in FY 15

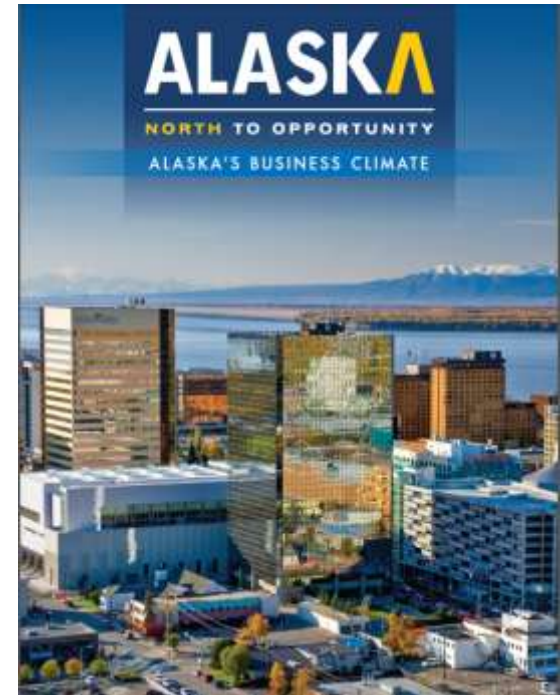
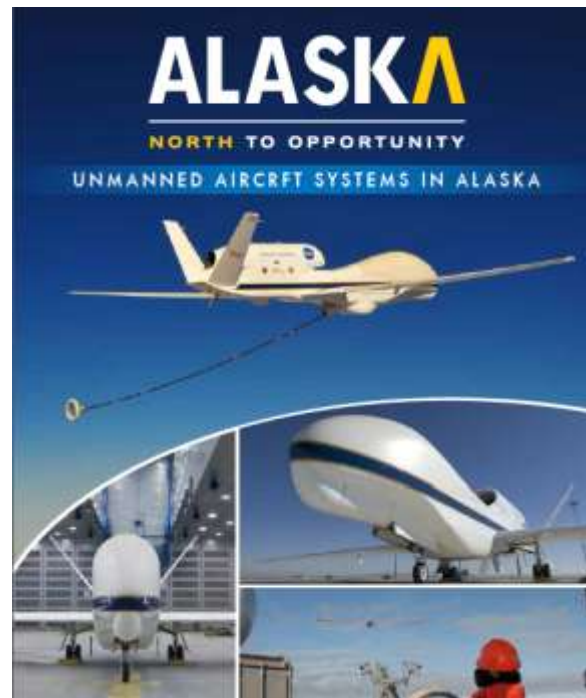
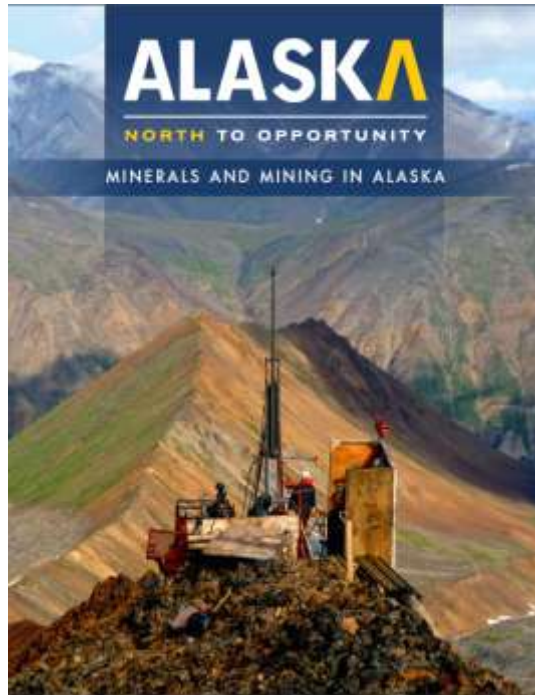
Ten ARDORs received funding in FY 15

Improved accountability across program

Northwest Cultural Tourism and Native Arts

- Increase consumer awareness of Northwest Alaska region tourism opportunities and Alaska Native arts
- Promote cultural tourism and Alaska Native arts through press trips for journalists and product assessment tours for tour operators
- Conducted FAM Trip 7/26-8/1/2014
- Follow-up plans to build capacity in communities
- Coordinated with Tourism Marketing program





Unmanned Aircraft
Systems: An Economic
Development Strategy
for Alaska

January 27, 2015

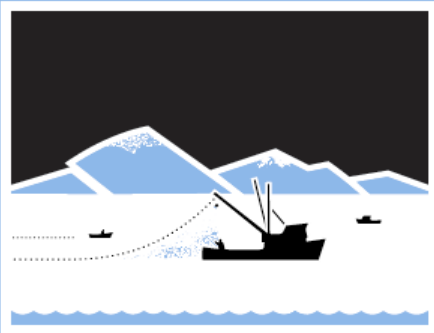
Prepared for the State of Alaska,
Department of Commerce, Community,
and Economic Development, Division of
Economic Development

UAS Industry Development

- Participated in AUVSI Orlando Show
- Business Attraction Work with CAE
- Produced UAS Economic Development Strategy in partnership with UA Business Enterprise Institute.

STATE OF ALASKA

ICELAND PROCESSING TRADE MISSION



OCTOBER 19 - 22, 2014

Iceland Trade Mission

- Led delegation of 12 to Iceland to learn more about Iceland Ocean Cluster
- Follow up to passage of SB 71

WORKSHOP

Business Retention and Expansion Program

June 19, 2014, 9:00 a.m. – 5:00 p.m.
Anchorage, Dena'ina Center, Kahtnu Room

The State of Alaska is developing a statewide business retention and expansion (BRE) program and will be providing specialized BRE software (Executive Pulse) and services to economic development organizations, municipalities, and communities.

If you are interested in offering BRE services for your community or region and want to learn more about developing and implementing a BRE program, then please join us for a full-day workshop that will cover:

- » Organizational capacity building
- » Executive Pulse software orientation
- » BRE survey development and administration
- » Business visitation and interview techniques
- » Leveraging resources

For more information or to register for this FREE workshop, please contact:

Dru Garson
State of Alaska
Division of Economic Development
Direct: (907) 465-2162
Email: dru.garson@alaska.gov

RSVP Deadline - June 6, 2014

Workshop Topics:

- » Best practices
- » Identifying partners
- » Selecting and scheduling companies
- » Developing a survey instrument
- » Conducting interviews
- » Interviewing and note-taking techniques
- » Interview guidelines
- » Information types and warning signs
- » Data entry and management
- » Data analysis and reporting





A rendering of the Petersen Group's Made in Alaska Home

Made in Alaska Home (Anchorage)

- The first “Made In Alaska” Home, designed and built by the Petersen Group, debuted Fall 2014
- Increased focus on locally-made products
- Design promoted energy efficiency
- Concurrent initiative undertaken in Bethel in partnership with CCHRC and AVCP (ongoing)



Minerals Promotion

- Promoted Alaska mining at the following trade shows: Prospectors and Developers Association of Canada trade show in Toronto; Alaska Miner's Association; Cambridge House; and, Association for Mineral Exploration British Columbia
- Showcased Alaska as a place to invest alongside up to 12 of its exploration projects and held "Opportunity Alaska" seminars
- Coordinated meetings for the Alaska Minerals Commission
- Produced Alaska Minerals Industry Report

September 2014

Maritime Industrial Development

- Produced report identifying most prominent opportunities in Alaska's maritime industry
- Categorized and classified entire Alaska fleet
- Recommended strategies to stimulate growth
- DED currently working on broader maritime industry strategy

Trends and Opportunities in the **Alaska Maritime Industrial Support Sector**



Arctic Shipping Initiative

- Conducted through the University of Alaska Fairbanks
- Led by Dr. Lawson Brigham (also a member of the Alaska Arctic Policy Commission) and US author of the Arctic Council's Arctic Marine Shipping Assessment
- Will look at global market demand, industry trends, competition, infrastructure needs, navigation safety, and the global trade and economic development
- "Alaska and the New Maritime Arctic" workshop held in November 2013 on Northern Sea Route; summary report done

Scope of Work Includes:

- International Trade/Energy Shipments
- Jobs and Economic Development for Alaska
- Study complete February 2015



Tourism Marketing Program Overview



Tourism FY 14 Highlights

- Generated nearly 800,000 consumer information requests, which produced 220,240 actual trips (averaging 3.2 people per trip) or 704,768 total visitors drawn to the state.
- Continued promoting Icelandair flights to Alaska in 2014, including online and magazine advertising campaigns, resulting in a seven percent increase over 2013.
- Collaborated with the governments of Alberta, British Columbia and Yukon to promote the drive through Canada and into Alaska as “The Ultimate Road Trip”.
- Public relations efforts yielded a total of 144 Alaska tourism stories appearing in print and digital media with an advertising value equivalent of \$44 million.
- Targeted television and magazine advertising generated 788,142 requests for Alaska travel information, exceeding the goal by 27 percent.
- Generated 1,700,000 site visits to TravelAlaska.com through all advertising efforts.



PROGRAM GOALS/OBJECTIVES

1. Generate awareness for Alaska as a travel destination

Objective 1: Generate new high-potential prospects in North America

Objective 2: Raise awareness/interest in Alaska as a visitor destination among North America consumers

2. Increase year-round visitation

Objective 1: Increase visitation from North America market

Objective 2: Increase visitation from targeted international markets

3. Generate private sector funding for tourism marketing



Primary Target Market

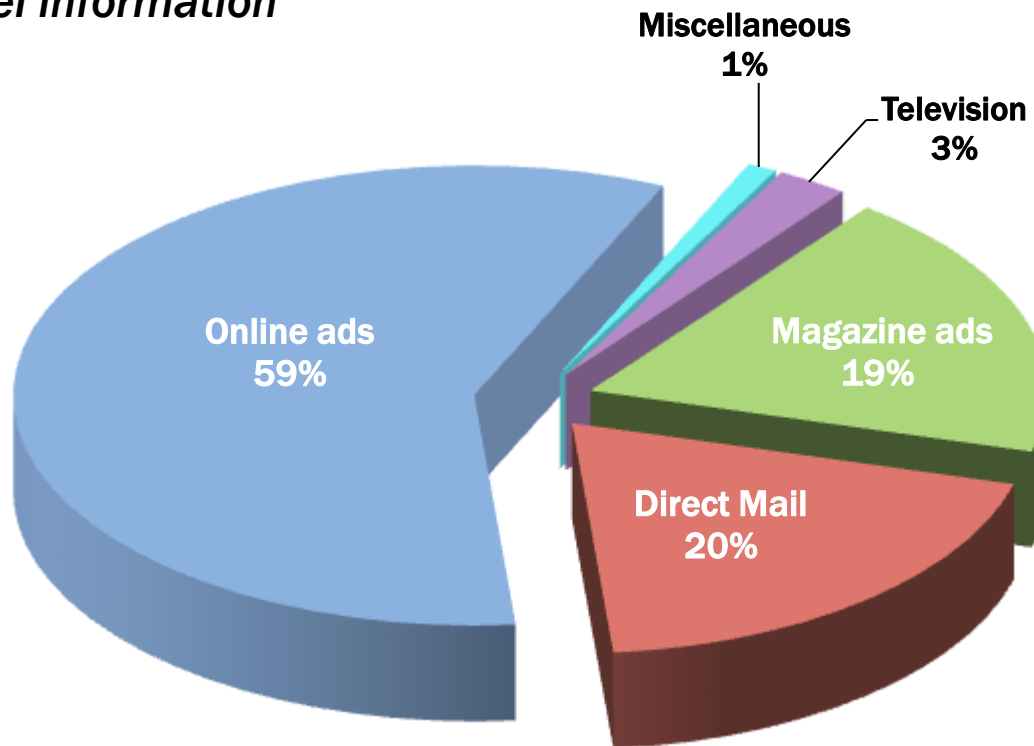
- 45-65 years old
- Affluent
- Married
- College Educated
- Frequent Travelers
(Especially those who have
taken a foreign vacation)

Niche Markets

- Adventure Travelers
- Highway Travelers

GENERATING REQUESTS FOR TRAVEL INFORMATION

Using a broad range of marketing programs to generate requests for Alaska travel information



DISTRIBUTE OFFICIAL STATE VACATION PLANNER

Providing detailed trip planning information to consumers actively planning an Alaska vacation – includes an Alaska business directory to encourage reservations



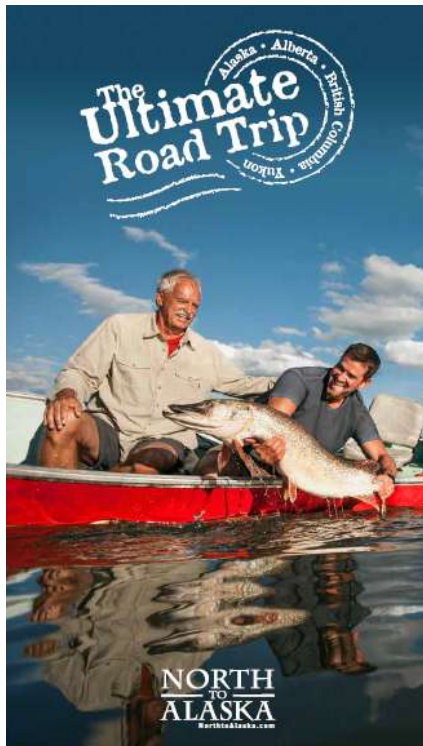
DISTRIBUTE THE WITHIN YOUR REACH BROCHURE

Providing trip planning information to people that need extra encouragement to choose Alaska as their next vacation destination



DISTRIBUTE THE NORTH TO ALASKA BROCHURE

Providing highway travel information to people interested in a driving vacation through western Canada and into Alaska



TELEVISION ADVERTISING

Alaska ads are running on:

- *National broadcast television (ABC, NBC, CBS)*
- *Syndicated programs and on national cable networks*



- Continue design refresh for TravelAlaska.com
- Expand mobile app development



➤ Foreign-language websites

- German
- Japanese
- Korean
- Spanish
- Chinese



NEW ALASKA HIGHWAY TRAVEL WEBSITE

Providing additional information for planning a driving vacation to Alaska – maps, driving routes, travel tips, visitor testimonials and a photo gallery



PUBLIC RELATIONS

Working with travel journalists to increase interest in Alaska and connecting journalists with Alaska businesses

- ***Alaska Media Road Show*** event highlighted: Alaska tourism along with Alaska grown products and seafood
- Several state agencies participate including: Alaska Marine Highway System, Alaska State Parks, Alaska Railroad, Alaska Council on the Arts and Alaska State Museums



PUBLIC RELATIONS

Generating Alaska Travel Stories

- Alaska Airlines Magazine: July 2014

*Delivered Alaska's cultural message
and highlighted several cultural
events visitors can enjoy*

Ad Value = \$99,300



Drum Beat

Alaska Natives bring unique energy
to performance arts. BY ERLAND



From the traditional to the modern, Alaska Natives bring a unique energy to performance arts. In the heart of the state, a young man in a red parka with fur trim is captured in a dynamic pose, his hands raised in a traditional dance. He is surrounded by other performers in traditional Alaskan attire, including a woman in a yellow parka and a man in a blue parka. The background is dark, and the lighting is focused on the performers. The article discusses the importance of preserving traditional Alaskan culture while also embracing modern influences. It highlights the role of the arts in fostering a sense of community and pride among Alaska Natives. The article also mentions the importance of the arts in attracting tourists to the state. The article concludes by stating that the arts are a vital part of Alaska's identity and that they should be supported and promoted.



TODAY SHOW IN JUNEAU



TRAVEL TRADE EVENTS

One-to-one conversations with Domestic Travel Trade:

- Virtuoso Travel Week: Aug. 9-15, 2014
- ATTA World Summit: Oct. 6-9, 2014
- IMEX America: Oct. 14-16, 2014
- USTOA: Dec. 5-7, 2014
- ABA Marketplace: Jan. 10-13, 2015
- NTA Travel Exchange: Jan 18-22, 2015
- Select Traveler: Feb. 8-10, 2015
- Go West Summit: Feb. 10-13, 2015
- Cruise Shipping Miami: March 16-19, 2015
- Cruise3Sixty: April 22-26, 2015



- Changsha & Xiamen Road Show: Aug. 25-28, 2014
- International Tourism Fairs of the Americas (FITA): Sept. 18-21, 2014
- International Luxury Travel Market (ILTM): Sept. 22-26, 2014
- JATA: Sept. 25-28, 2014
- WTM: Nov. 3-6, 2014
- International Travel Fair Taipei: Nov. 7-10, 2014
- CITM: Nov. 13-16, 2014
- Mid-Atlantic Summit: Jan. 5-8, 2015
- ITB: March 4-7, 2015
- IPW: May 30 - June 3, 2015



INTERNATIONAL CO-PROMOTIONS

Co-promotion with Icelandair:

- Continued support of Icelandair flights with online advertising, print advertising and travel trade newsletters



COLLABORATING WITH PRIVATE SECTOR

Meeting with Alaska tourism industry representatives to review tourism marketing plans and solicit input:

- *Alaska Tourism Marketing Board (Jan 5-6)*

Upcoming meetings:

- *January 29 (teleconference)*
- *March 25 (Juneau)*



COLLABORATING WITH PRIVATE SECTOR

Alaska state tourism is working with businesses and organizations around the state to encourage participation in a wide variety of cooperative marketing programs

State of Alaska October 27, 2014

Cooperative Marketing with the State of Alaska

The State of Alaska offers cooperative marketing programs to fit any budget! Read below to learn about current State of Alaska cooperative marketing opportunities or you can visit AlaskaTIA.org or contact any member of ATIA's sales team at advertising@alaskatia.org to learn more.

SATTE

Want to put your product in front of hundreds of members of India's travel trade? SATTE is India's biggest B2B travel event and the State of Alaska will be exhibiting there. [Brochure distribution](#) is available for \$250 plus shipping.

Leads Program

New email and direct mail leads of potential 2015 visitors are now available! Alaska's national advertising campaign generates more than 657,000 high-quality leads each year from direct mail, TV, magazines and the Internet. All ads encourage potential travelers to contact the State to request the

International Trade Shows

Partner with the State of Alaska for the most cost-effective way to meet directly with overseas tour operators to promote your product or region. Register to join the Alaska booth at [ITB Berlin](#) or [JPW \(formerly](#)

Get the **Hottest** Book From the Coolest State **It's FREE!**
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Alaska
It's waiting for you.
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ALASKA'S PLAYGROUND
EXPLORE THE KENAI
1-800-555-3624

BEST OF ALASKA
877-226-8171

Wrangell
1-800-555-3624

ALASKA MARINE HIGHWAY
FerryAlaska.com/gps

RANGE WILKINSON
1-800-555-3624

FAIRBANKS
www.alaskaairfare.com

JUNEAU
www.traveljuneau.com/atia