



# EDT&T Presentation Alaska State Legislature

February 7, 2012

## Presentation Outline

**1** Division of Economic Development Update

**2** Broadband Initiative

**3** Alaska Tourism Marketing

# Division of Economic Development Update

New in FY12



## Division of Economic Development

- Work on underutilized species, mariculture, and outreach to seafood processors on regulatory, workforce, and product form issues
- Robust commercial fishing and small business lending resulted in 313 new loans valued at \$30 million
- Significant outreach to forest products industry as part of the Timber Jobs Task Force as well as DED initiatives
- Regulation development for Alternative Energy Loan program (capitalized in FY12)

# Division of Economic Development Update

New in FY12



## Division of Economic Development

- Increased film and television production through incentives, enhanced marketing, and strong industry engagement
- Enhanced minerals outreach, new promotional material, and teamwork with other agencies
- Secured a STEP grant to promote small business exports to China

# Division of Economic Development Update

New in FY12

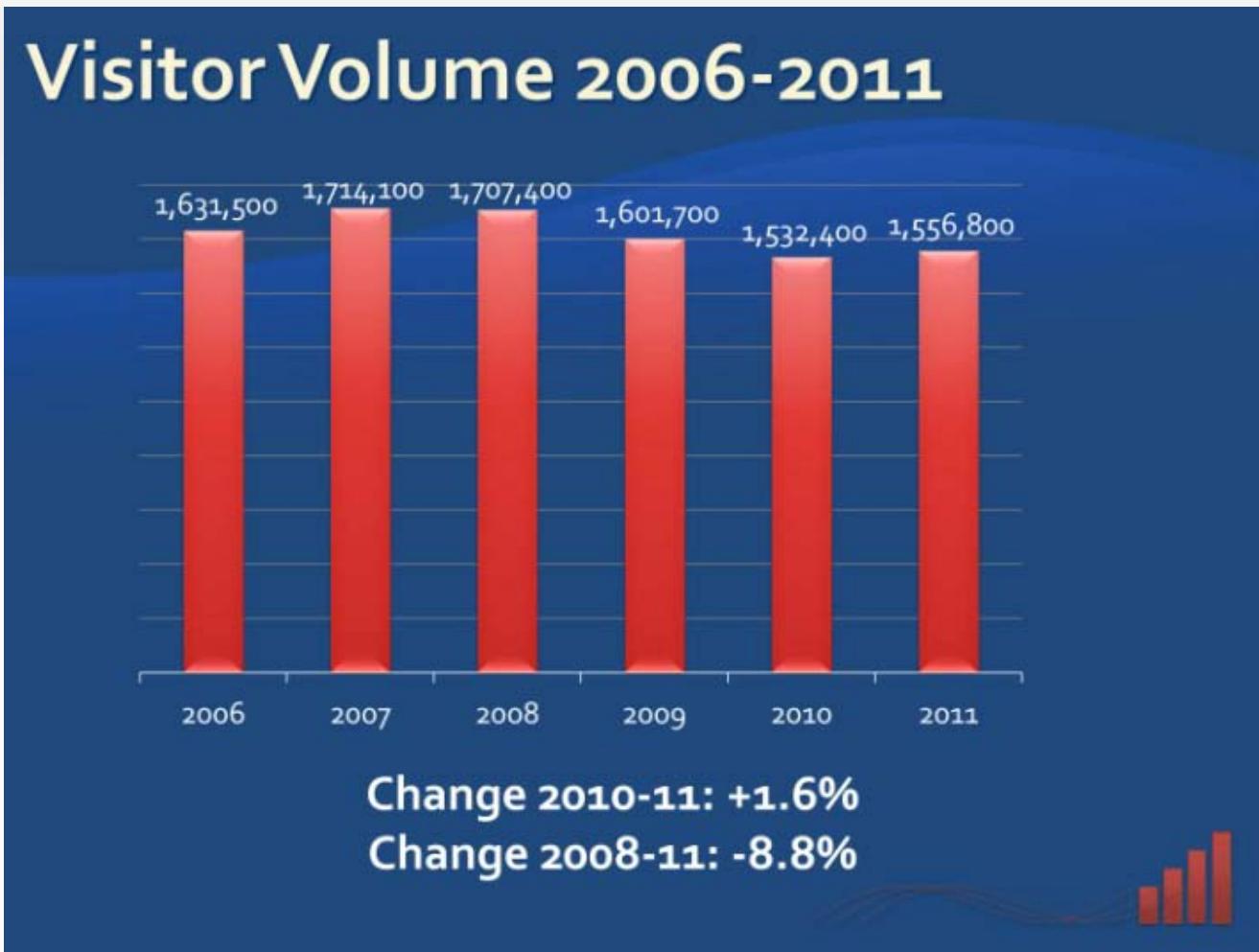
## Division of Economic Development

- Implementing the FY12 tourism marketing program
- Participating in cross-agency marketing plan development
- Conducting Alaska Visitor Statistics Program: visitor volume, spending, experience ratings, previous and future travel plans – and much more



# Division of Economic Development Update

New in FY12





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## What Broadband Means for Alaska

- Make it possible for every Alaskan to participate and be competitive in the global economy
- Tele-medicine
- E-learning
- Improved communications during emergencies

## Broadband Initiative Background

- 2008 Congress passed Broadband Data Improvement Act
- Alaska received \$6.3 million to fund activities through 2014
- Denali Commission redirected funds to Connected Nation
- Connect Alaska formed



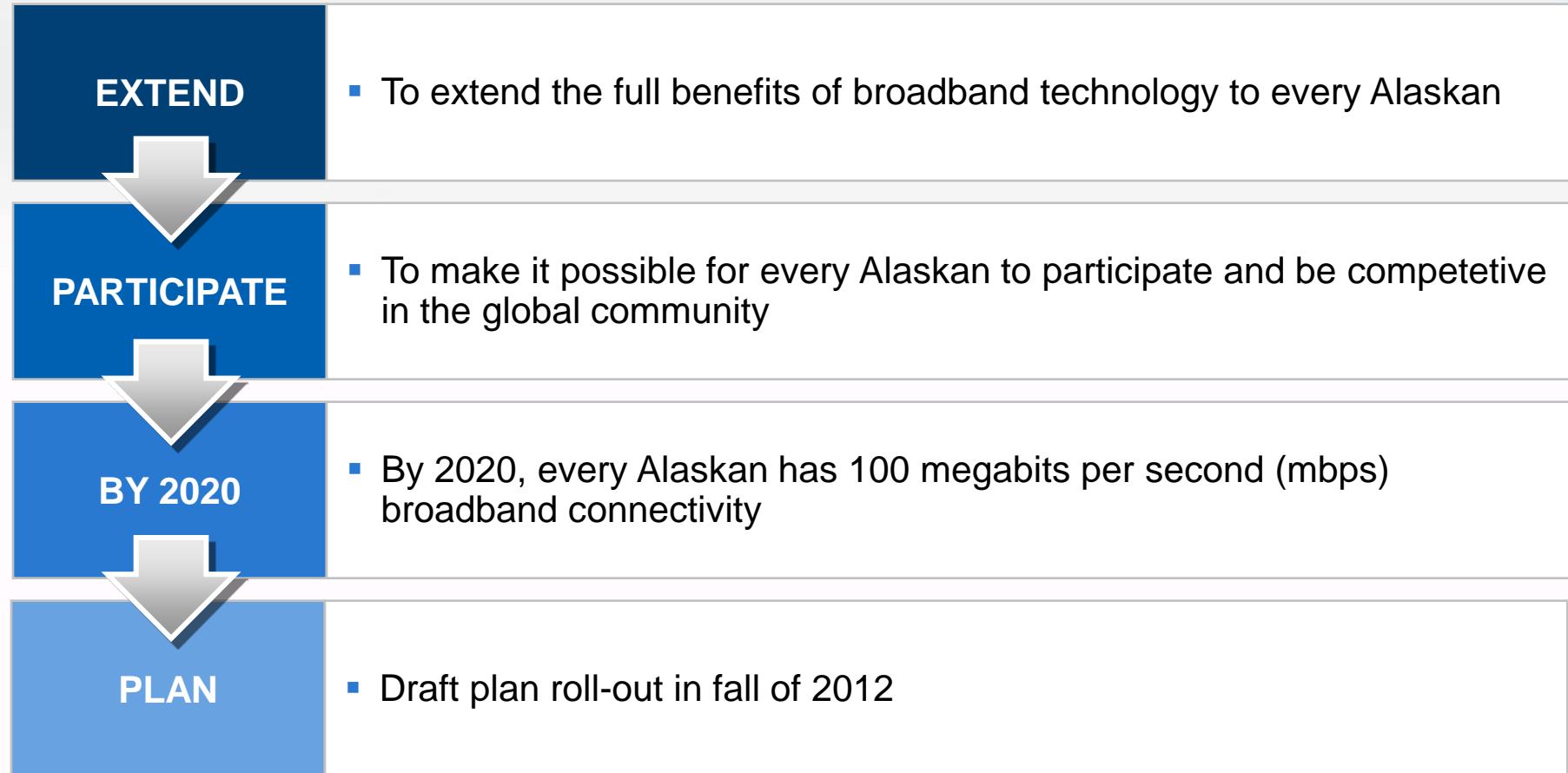
## Alaska's Grant Components

- Mapping: Alaska's last-mile capability, map maintenance/validation
- Planning: AK Broadband Taskforce
- Application: Assess and improve e-government services
- Technical Assistance: local-level research on residential and business adoption, digital literacy, and community needs assessments and benchmarking

## Statewide Broadband Task Force

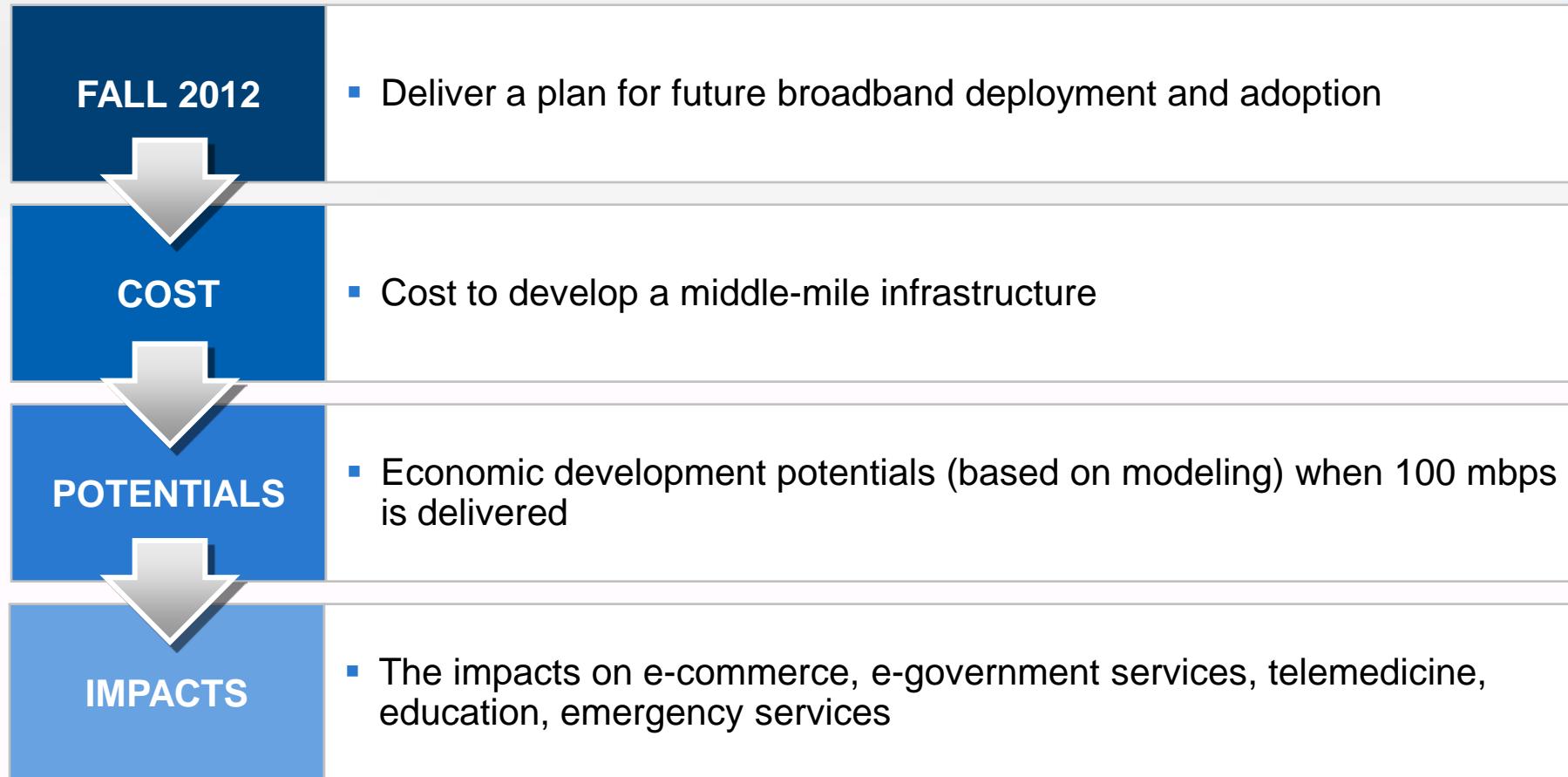
- 21 organizations, groups and agencies each nominated a person to serve on the task force
- Members range from libraries, hospitals, schools, Native organizations, telecommunication, emergency responders, and House and Senate
- Task force meets monthly to plan the state's broadband future and infrastructure needs

## Task Force Vision Statement



# Broadband Initiative

## Task Force Deliverables



# Alaska Tourism Marketing

**ALASKA**  
DEPARTMENT OF  
COMMERCE,  
COMMUNITY,  
AND ECONOMIC  
DEVELOPMENT





## Implementation

- Legislature directed FY12 marketing funds to DCCED
- DCCED contracts – advertising, media relations, website, fulfillment, and research
- Developed MOU with ATIA – travel trade and international
- Marketing committee participation

## Marketing Budget

State Program	Cost Estimate
Advertising	\$7,842,000
Vacation Planner/Reach Brochure	1,335,000
Media Relations	939,000
Website	733,000
North to Alaska – Alaska/Canada Promotion	510,000
Research	239,000
In-State Marketing	150,000
<i>Opportunities and Contingency</i>	252,000



## Advertising

- 24 full-page ads in national magazines (circulation: 45 million)
- 9 smaller ads in magazines (circulation: 31.7 million)
- National television advertising
  - 465 30-second ads on cable
  - 340 10-second ads on nationally syndicated programs



## Advertising (cont.)

- Distributing
  - 450,000 Vacation Planners
  - 200,000 Reach Brochures
  - 100,000 North to Alaska Guides
  - 1.3 million direct mail pieces
- New winter photography

## Public Relations

- Generated 168 stories (PR value \$19.2 million)
- *Today Show's* Al Roker broadcast – dog sledding, bear viewing, fishing, cooking Alaska salmon, and sightseeing
- *Media Road Show*, 40 journalists
- DC media event with ASMI, 20 journalists
- New York media trip, Alaska cooking competition
- Monthly e-newsletter, 650 journalists
- Social media





## TravelAlaska.com

- 600,000 unique visits monthly
- 400,000 e-newsletters monthly
- Japanese and German language websites
- Updating content on state marketing partners, cultural information, and heritage tourism



## Trade Shows and Events

- Attended 6 national consumer shows
- U.S. – China tourism summit
- China and South Korea trade mission: tourism, ASMI, airports
- Trade mission to Iceland
- State Travel Offices annual meeting

## Upcoming Activities

- Winter press trip: Yukon Quest, Fur Rondy, Iditarod
- New York Media Event, March 8
- New Mobile App, March 26
- Korean language website, June 1
- Planning for FY13 program





# Comments and Questions