

# Alaska SBDC ANCHORAGE

QUARTERLY REPORT  
APRIL - JUNE, 2018



Alaska Small Business  
Development Center  
UNIVERSITY of ALASKA ANCHORAGE

Vitalize Alaska Business Conference  
June 27, 2018



## FROM THE STATEWIDE DIRECTOR

### Building a better economic future for Alaskans



**Jon Bittner**  
Executive Director

With summer in full swing, the Alaska SBDC has had an exceptionally busy quarter, as our centers continue to see a high volume of new and returning clients. Additionally, we have launched our new Rural Business Development Program designed to further enhance our support of rural communities and entrepreneurs across the state. Our dedicated rural business advisor, Ian Grant, is based out of Juneau and has conducted workshops, advising sessions and community outreach in a variety of communities with great success. We look forward to offering even more opportunities and resources to rural Alaskans through this program in the future!

Alaska SBDC Client Coordinator and Lemonade Day Manager Harley Tennant did an outstanding job organizing Lemonade Day Alaska in June! Over 1,500 kids from nearly 40 communities across the state, from Skagway to Utqiagvik, launched lemonade stands as part of this year's program, and by doing so developed financial literacy, entrepreneurship

and leadership skills. Not only is this program a great way for kids to raise money for themselves, over the life of the program hundreds of thousands of dollars have been raised through these lemonade stands and donated to the participants' chosen charities.

The Alaska SBDC also recently partnered with the University of Alaska Center for Economic Development to host our first Vitalize Alaska business conference. This action-packed, multi-faceted event brought together over 70 speakers, 15 panel discussions, seven keynote speakers and 300 conference attendees to celebrate, educate and connect Alaska businesses. For more information and to see pictures from the event, check out the write up on the back of this report.

As always, the team here at the Alaska SBDC remains committed to working together with all of you to build a better economic future for all Alaskans.

It has been a banner year for the Alaska SBDC Anchorage Center. As we clear the third quarter of FY2018, we find we have already reached or exceeded our FY2017 goals for the entire year! With one more quarter to go, we've gained 70 more new clients than we served in all of FY2017. We've also helped our clients raise over \$4 million in new capital - a \$700,000 increase over FY2017 - and assisted them in creating 217 new jobs - 71 more than all of last year. All of this in the face of what is considered to be Alaska's longest streak of consecutive net job losses and a recession that won't seem to quit!

In response to the remarkable increases in activity at our Anchorage Center, we've managed to shore up our personnel to help support the growing need for Alaska SBDC services. Andre Horton joined the team as a business advisor in January of this year, and since then has proven to be an invaluable asset for the Anchorage business community. We have also hired Don Katz from Detroit, Michigan, to fill our vacant Anchorage center director position. Don, who hails from a family of entrepreneurs, is a practicing lawyer who specializes in small business clients. We can't wait for him to start in August!

It was also our pleasure to host the first annual Vitalize Alaska business conference in Anchorage, at the Hotel Captain Cook, on June 27. This conference brought together over 70 speakers, from Alaska's top businesses as well as thought leaders from the Lower-48, to present in front of 300 members of Alaska's business, investment and economic development community. The entire event was capped off with a pitch competition event featuring casting producers from the Emmy award-winning ABC series Shark Tank.

The Alaska SBDC will be rolling out a variety of new programs over the course of the next quarter to help us more effectively and efficiently manage the increase in clients and activity we're seeing. If you or your organization is interested in partnering with us, hosting a workshop or just learning more about the importance of small businesses to the Anchorage economy, please don't hesitate to contact us. We look forward to working with our clients to help bolster Anchorage's economy through small business development, even in the face of an ongoing recession.

## FROM THE CENTER DIRECTOR

### Bolstering Anchorage's economy through small business development



**Anchorage, Alaska**



# ANCHORAGE CENTER UPDATE

April - June, 2018

## Third quarter highlights for Anchorage

### ANCHORAGE Q3 AT A GLANCE

#### Number of Clients Advised

Current Quarter: 163  
FY2018\*: 433

#### Jobs Created by Clients

Current Quarter: 24  
FY2018\*: 216

#### Business Starts

Current Quarter: 12  
FY2018\*: 41

#### Capital Infusion

Current Quarter: \$1,122,986

- SBA Loans: \$240,000
- Non-SBA: \$0
- Non-Debt Financing: \$882,986

FY2018\*: \$4,093,361

#### Training Events & Attendees

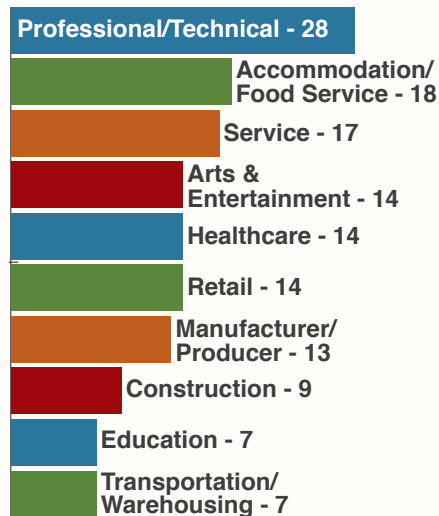
24 in-person and online webinars served 218 Anchorage-area attendees.

\*FY2018: Oct. 1, 2017 - Sept. 30, 2018

#### Anchorage Primary Areas of Advising - Q3



#### Anchorage Clients By Industry - Q3



Other industries include information (6), administrative/support (3), tourism (3), management (3), real estate (2), wholesale (2), agriculture (1), utilities (1), and waste management (1).

#### Services

Our Anchorage Center provided 465 hours of business advising and guidance to 163 local entrepreneurs and small businesses over the third quarter of FY2018. Of these, 71 businesses fell within the pre-venture phase, 39 were startups, and 53 were already in business. The largest number of clients seen by our Anchorage advisors were classified as professional/technical services (28), followed by the accommodation/food service industry (18).

#### New Clients

Our Anchorage Center onboarded 75 new clients during the third quarter of FY2018. Professional/technical services (11), healthcare (10), and arts & entertainment (9) were the most frequent industries represented by these new clients.

#### New Jobs

During the third quarter of FY2018, 13 clients reported the creation of 24 new jobs in the Anchorage region. The largest numbers of jobs fell within the accommodation/food service (7) and manufacturing/producing (7) industries.

#### Workshops & Community Outreach

At least 218 Anchorage clients attended workshops offered in both in-person and online formats. These classes covered a wide array of subjects and harnessed both in-house expertise and professional adjuncts.

### Alaska SBDC Anchorage Center Activity - Historical Comparison

	FY2017 Q3	FY2017 Q4	FY2017 Q1	FY2018 Q2	FY2018 Q3
New Businesses Created	6	20	9	20	12
Jobs Created	27	62	143	50	24
Loans (in dollars)	\$945,000	\$52,000	\$1,445,000	\$100,000	\$240,000
Total Capital (loans + equity)	\$1,364,000	\$60,000	\$2,148,500	\$821,875	\$1,122,986
New Clients	64	61	87	112	75
Total Clients	144	146	181	252	163
Total Advising Hours	585	458	618	1,003	465

# VITALIZE ALASKA

## Alaska's Premier Business Conference

The Alaska SBDC was proud to partner with the University of Alaska Center for Economic Development to host the first Vitalize Alaska business conference! Created to educate, celebrate and connect Alaska businesses, nearly 300 attendees converged on June 27, 2018 at the Hotel Captain Cook in Anchorage to learn through a robust series of panel discussions, keynote presentations and workshops centered around finance, marketing, media, entrepreneurship, and more.



Some of the highlights of the conference included presentations from Michael Houlihan, founder of Barefoot Wines; Kyle Walker from Amazon.com; Amy Cortese, New York Times writer and author of Locavesting;

Lemonade Day National President Stephen Gordon; University of Alaska President Jim Johnsen; and Anchorage Mayor Ethan Berkowitz. Three breakout sessions and fifteen interactive panel discussions offered attendees a chance to engage in a wide variety of subjects to suit their needs and interests.

After the conference, attendees also got a chance to participate in a homegrown version of the popular TV show Shark Tank. Local entrepreneurs pitched their businesses to



local investors and Shark Tank producer Mindy Zemrak, as the audience indulged in a fun filled evening at the 49th State Brewery celebrating and supporting Alaska entrepreneurship and innovation.



This year's Vitalize Alaska conference is just the beginning of an exciting approach to small business development in our state. As an organization committed to growing, connecting, and celebrating small businesses in

Alaska, our goal is to build on the energy and enthusiasm generated by Vitalize Alaska by creating new and innovative programs that support Alaska's small businesses and entrepreneurs. Please contact us if your organization or community is interested in partnering with us to "vitalize" small business development in your region!



**Alaska Small Business Development Center**

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