The past year has been one of the most unusual in the Alaska SBDC’s 37-year history: the COVID-19 pandemic, global economic turmoil, large upswing in businesses needing assistance, and other major changes. On the bright side, after a particularly difficult 2020, things started to change for the better in 2021 and our accomplishments reflect that.

Last year has been one of growth and change for the Alaska SBDC. With a large number of businesses needing help, we embarked on an aggressive period of growth and outreach to provide desperately needed assistance to as many businesses and entrepreneurs as possible. New centers were opened in Homer and Seward while we expanded staff in Anchorage and our rural centers.

Our advisors assisted over 2,100 businesses in 115 communities across Alaska. We helped entrepreneurs create over 225 new businesses and our clients raised more than $55 million in new funding. Over 7,600 hours of experienced advising and assistance were provided directly to Alaskans to help make their businesses thrive even in the face of a global pandemic.

The Alaska SBDC’s workshop program has continued to grow, providing services and trainings to new and experienced entrepreneurs. Over 3,200 Alaskans took one of our classes in 2021 and our online/on-demand class selection grew to 75 different workshops. This allows busy entrepreneurs to get the information and training they need on their time and at their pace.

The BuyAlaska program, which was re-launched during the pandemic, has grown by leaps and bounds over the last year. There are 630 Alaskan-owned businesses listed on the BuyAlaska Business Directory and partnerships with Royal Caribbean Group and Norwegian Cruise Lines have helped to promote Alaskan products to millions of cruise ship customers across the globe.

Through our partnerships with local governments, financial institutions, government agencies, and private businesses, we were able to leverage our resources and do more for our clients. Together, we were able to do what Alaskans have always done in the face of hardship and adversity: not just survive, but thrive. All of us here at the Alaska SBDC look forward to another year of working with all of you to make this state an even more amazing place to live.
1,175 Small Businesses Enrolled
630 Businesses Listed in the Directory
45 Statewide Partners
77,644 Website Pageviews
1.9M Social Media Impressions

BuyAlaska
Small Businesses
Enrolled

HISTORY
Originally launched in the mid-1990s, the Alaska SBDC relaunched the BuyAlaska program in the wake of the COVID-19 pandemic to better address the needs of Alaska’s small businesses.

PROGRAM SUCCESSES
- Multiple presentations at city chambers and economic development organizations across Alaska on BuyAlaska offerings and the importance of small business prosperity.
- Built a comprehensive website including a directory of Alaskan owned businesses, information that encourages local spending, and resources for businesses to amplify their presence.
- Gave monthly presentations to and collaborated with 45 organizations statewide to develop the program structure and mission.
- Formed the Shop Local Alaska program in partnership with Voyij.com to encourage major travel suppliers, like Royal Caribbean Group and Norwegian Cruise Line Holdings Ltd., to encourage passengers to shop from Alaska businesses online.
- Three successful marketing campaigns communicating the program’s existence and the importance of local spending, making millions of impressions on viewers.

“Local small businesses are the quiet workhorses of our economy, keeping money circulating in our communities instead of leaving. BuyAlaska is doing the hard work to promote and elevate our Alaska-owned firms so they can fulfill this critical function. I think we now know that is more important than ever.”
Nolan Klouda, UA Center for Economic Development

Learn More: https://buyalaska.com/
Contact: buyalaska@aksbdc.org
WORKSHOPS

<table>
<thead>
<tr>
<th>Total Workshops Offered</th>
<th>Workshop Attendees</th>
<th>Guest Presenters</th>
<th>Live Webinar Workshops Offered</th>
<th>On-Demand Workshops Offered</th>
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</thead>
<tbody>
<tr>
<td>135</td>
<td>3,288</td>
<td>40</td>
<td>60</td>
<td>75</td>
</tr>
</tbody>
</table>

“I really appreciated being able to go back and watch the presentation again! There is a lot of good info presented and just one listening is not enough to absorb it all!”

Sheri Wilson

COVID-19 SUPPORT
The Alaska SBDC recognized the continued financial strain on Alaskan businesses across the state by the COVID-19 Pandemic. In order to make our assistance as accessible as possible to as many people as possible, the Alaska SBDC made all of our workshops free to all Alaskans.

10 MOST POPULAR CLASSES
Based on Attendance
All workshops are on-demand presentations unless otherwise noted.

- Starting a Business
- Basic Bookkeeping for Entrepreneurs
- Weekly Briefing for Small Businesses about Coronavirus Opportunities*
- LLCs in Alaska
- How to Get a Business License in Alaska
- How to Write a Business Plan: Step by Step
- Creating Financial Projections for Your Business Plan
- Engaging Social Media
- Small Business Insurance
- Developing a Marketing Strategy (SBIR)

*Live webinar presentation

THANK YOU FOR YOUR SERVICE
The Alaska SBDC appreciates actively serving and military veterans. To show our support to our Military community, the Alaska SBDC is providing veteran clients workshops at no cost through September 30, 2022.
New Financing/Investments: $55,350,224

29% of clients were minority-owned businesses
10% of clients were Alaska Native-owned businesses
34% of clients were woman-owned businesses
54% of clients were female

“Working with a business advisor, helped me open my thoughts up to being more successful. The tools they have, help build a better start for your company. Even when you start your company, Small Business Development is always there when you need them.”

Lisa Krieger, Scent From Hope Elizabeth
**ANCHORAGE**

- **Cl nit Served**: 703
- **Jobs Supported**: 2,627
- **Advising Hours**: 2,082
- **New Businesses Created**: 54
- **New Clients**: 320

**New Financing/Investments**: $10,931,017
- **COVID-19 Recovery**: $7,618,353
- **Non-COVID-19 Recovery**: $3,312,664

- **Non-SBA Loans**: $1,844,300 (17%)
- **SBA Loans**: $6,854,153 (63%)
- **Non-Debt Financing**: $2,232,564 (20%)  

**TOP 5 Advising Topics**
- Managing a Business
- Start-up Assistance
- Business Plan
- Financial/Capital
- COVID-19 Financial/Capital

**Industries Advised**
- Professional, Scientific, & Technical
- Retail
- Accommodation & Food Service
- Manufacturer or Producer
- Healthcare & Social Assistance

- **39%** of clients were minority-owned businesses
- **8%** of clients were Alaska Native-owned businesses
- **48%** of clients were woman-owned businesses
- **53%** of clients were female
- **14%** of clients were veteran-owned businesses
- **13%** of clients were veterans

"Quyana for your service. The advice and guidance from AK SBDC was very helpful when I created by small business in 2021."

Kaare Erickson, Ikaagun Engagement, LLC
New Financing/Investments: $3,502,690
- COVID-19 Recovery: $738,690
- Non-COVID-19 Recovery: $2,764,000

- 221 Clients Served
- 357 Jobs Supported
- 1,089 Advising Hours
- 48 New Businesses Created
- 113 New Clients

- 28% of clients were minority-owned businesses
- 9% of clients were Alaska Native-owned businesses
- 48% of clients were woman-owned businesses
- 51% of clients were female
- 23% of clients were veteran-owned businesses
- 23% of clients were veterans

"I felt that I received objective support to understand how to advance my business. Excellent guidance on the understanding of behind the scenes operations of a business!"

Amy Parker, Alaska Vocational and Outreach Services
New Financing/Investments: $15,270,902
- COVID-19 Recovery: $12,873,952
- Non-COVID-19 Recovery: $2,396,950

- 33% of clients were minority-owned businesses
- 10% of clients were Alaska Native-owned businesses
- 36% of clients were woman-owned businesses
- 55% of clients were female
- 12% of clients were veteran-owned businesses
- 10% of clients were veterans

“The advisor helped find the gaps in my business plan and identify my target market. I’m confident of developing a marketing strategy that works in these challenging times.”

Mark Dundore, Southeast Devilsclub
KENAI PENINSULA

New Financing/Investments: $5,838,520
COVID-19 Recovery: $4,531,220
Non-COVID-19 Recovery: $1,307,300

15% of clients were minority-owned businesses
8% of clients were Alaska Native-owned businesses
52% of clients were woman-owned businesses
55% of clients were female
15% of clients were veteran-owned businesses
8% of clients were veterans

“Knowledge, answering questions, support, and customer service was exceptional. I had help with everything I needed and more.”

Joseph Lurus, Beyond Your Limits Fitness LLC

Advising Topics
- Start-up Assistance
- COVID-19 Support
- Financing/Capital
- Managing a Business
- Buy/Sell Business

Industries Advised
- Accommodation & Food Service
- Retail
- Healthcare & Social Assistance
- Professional, Scientific, & Technical
- Service

Clients Served: 230
Jobs Supported: 811
Advising Hours: 1,176
New Businesses Created: 33
New Clients: 94

Non-Debt Financing
$2,190,976
38%
SBA Loans
$3,347,544
57%
Non-SBA Loans
$300,000
5%
“As a beginner at starting a new business, the whole process seems very overwhelming. My advisor helped make things seem very achievable.”

Nathaniel Crawford, Travel Buddy Alaska
New Financing/Investments: $8,989,697
  - COVID-19 Recovery: $6,927,414
  - Non-COVID-19 Recovery: $2,062,283

RURAL

324 Clients Served
947 Jobs Supported
1,471 Advising Hours
44 New Businesses Created
145 New Clients

Non-Debt Financing
  - $3,232,622
  - 36%

SBA Loans
  - $3,896,872
  - 43%

Non-SBA Loans
  - $1,860,202
  - 21%

29% of clients were minority-owned businesses
20% of clients were Alaska Native-owned businesses
36% of clients were woman-owned businesses
52% of clients were female
13% of clients were veteran-owned businesses
11% of clients were veterans

“I really appreciate the time and expertise the Alaska SBDC advisor has to offer. As I plan my exit strategy after 20 years in business, I feel the support and guidance that will help both my business and the next person ready to take on a new challenge and find success along the way.”

Colette Nelson, Ludvig’s Bistro
With 36 years experience, the Alaska SBDC provides no-cost business coaching and low-cost workshops throughout the state of Alaska via our eight centers.

www.aksbdc.org | info@aksbdc.org
1901 Bragaw Street, Suite 199
Anchorage, Alaska 99508
(907) 786-7201