

2021 Alaska SBDC Annual Report

We grow small business



Alaska Small Business
Development Center
UAA BUSINESS ENTERPRISE INSTITUTE



POWERED BY
U.S. Small Business
Administration

aksbdc.org

Statewide data collected between October 1, 2020 - September 30, 2021

2021 ANNUAL SBDC REPORT



Jon Bittner
Alaska SBDC
Executive Director

A stylized, handwritten signature of Jon Bittner in black ink.

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.

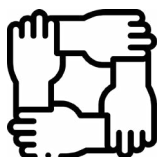
Last year has been one of growth and change for the Alaska SBDC. With a large number of businesses needing help, we embarked on an aggressive period of growth and outreach to provide desperately needed assistance to as many businesses and entrepreneurs as possible. New centers were opened in Homer and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



115

Alaskan Communities
Supported



15

Expert
Advisors



31

[Client Success](#)
[Story Features](#)



92,187

Total
Website Visits



12,397

Social Media
Followers

BUYALASKA



1,175

Small Businesses
Enrolled



630

Businesses Listed
in the Directory



45

Statewide Partners



77,644

Website
Pageviews



1.9M

Social Media
Impressions

GOAL

To encourage spending at
Alaskan-owned businesses



MISSION

To amplify Alaska businesses
through connection, awareness,
and access to resources

CAMPAIGN INITIATIVES

- ★ [BuyAlaska Holiday Gift Guide](#)
- ★ [Alaska's Manufacturers](#)
- ★ [30 Ways to Elevate Alaska](#)
- ★ [Rediscover Alaska and FlyLocal to Remote Alaska](#)
- ★ [BuyAlaska Recipes](#)
- ★ [Alaska's Regenerative Businesses](#)
- ★ [Shoulder Season Steals](#)

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

Follow our
social media

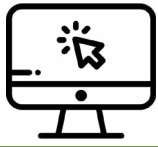


buy_alaska



buyalaska

WORKSHOPS



135

Total Workshops
Offered



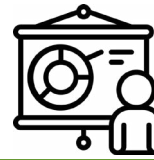
3,288

Workshop
Attendees



40

Guest
Presenters



60

Live Webinar
Workshops Offered



75

On-Demand
Workshops Offered

"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.

STATEWIDE



2,117

Clients Served



6,422

Jobs Supported



7,602

Advising Hours



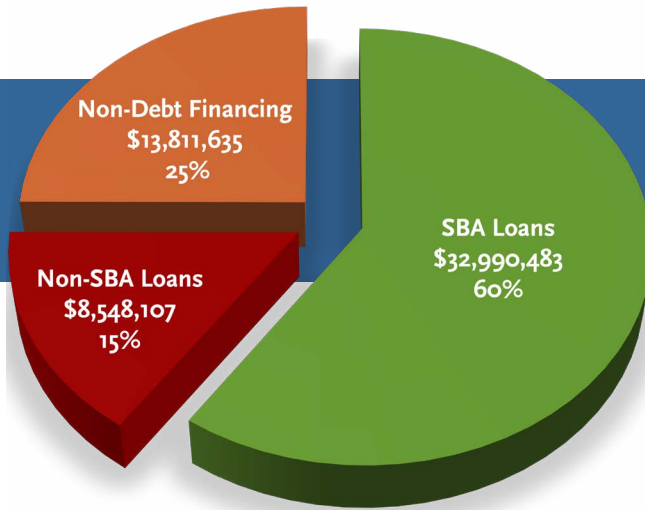
226

New Businesses
Created



852

New Clients

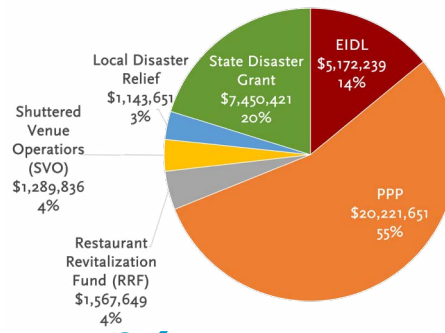


New Financing/Investments:

\$55,350,224

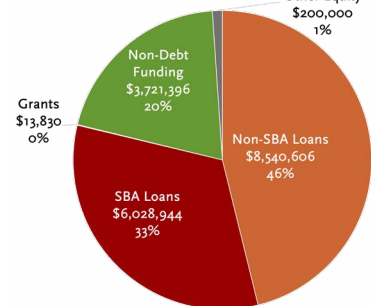
COVID-19 Recovery

\$36,845,447



Non-COVID-19 Recovery

\$18,504,777



TOP 5

Challenges to Small Businesses in 2021

- Shipping Costs/Shipping Chain Issues
- COVID-19 Related Issues
- Inflation/Cost of Goods
- Finding Qualified Employees
- Operating Costs

Challenges to Hiring in 2021

- Lack of Qualified Applicants
- Inconsistent Workload
- Can't Pay Enough
- Seasonal Issues
- Training

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



703

Clients Served



2,627

Jobs Supported



2,082

Advising Hours



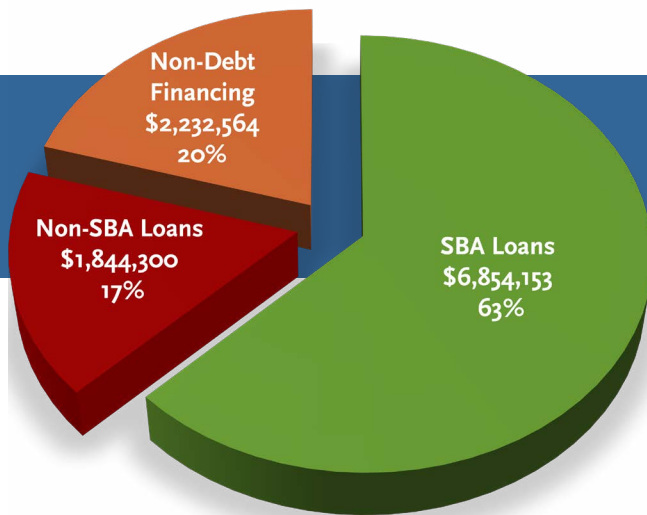
54

New Businesses
Created



320

New Clients



New Financing/Investments: \$10,931,017

COVID-19 Recovery: \$7,618,353

Non-COVID-19 Recovery: \$3,312,664

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

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

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

Kaare Erickson, Ikaagun Engagement, LLC



FAIRBANKS



221

Clients Served



357

Jobs Supported



1,089

Advising Hours



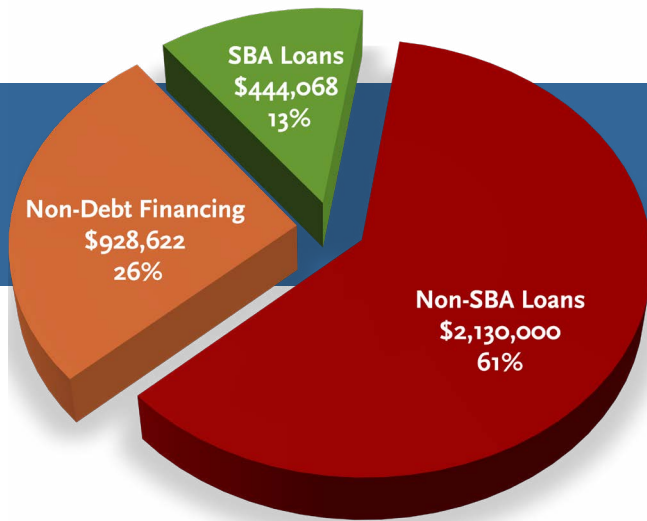
48

New Businesses
Created



113

New Clients



New Financing/Investments: \$3,502,690

COVID-19 Recovery: \$738,690

Non-COVID-19 Recovery: \$2,764,000

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

TOP 5

Advising Topics

- Start-up Assistance
- Managing a Business
- COVID-19 Financial/Capital
- Financial Planning
- Buy/Sell Business

Industries Advised

- Service
- Professional, Scientific, & Technical
- Retail Trade
- Accommodation & Food Service
- Manufacturer or Producer

“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

JUNEAU/ KETCHIKAN



204

Clients Served



952

Jobs Supported



931

Advising Hours



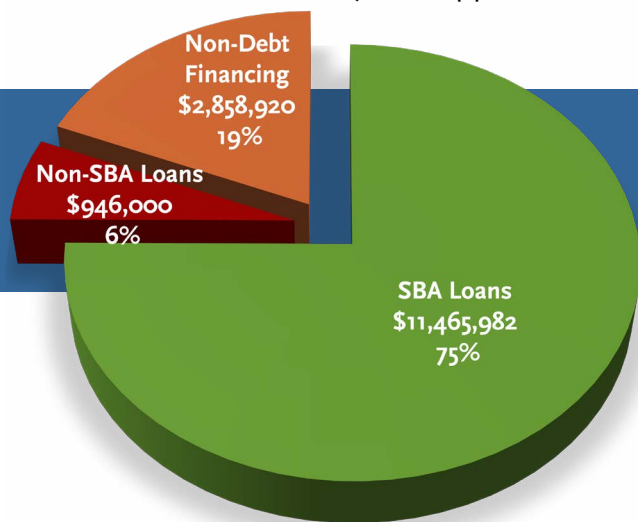
17

New Businesses
Created



68

New Clients



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

TOP 5

Advising Topics

- Start-up Assistance
- Financing/Capital
- Business Plan
- Buy/Sell Business
- Financial Planning

Industries Advised

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

“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



230

Clients Served



811

Jobs Supported



1,176

Advising Hours



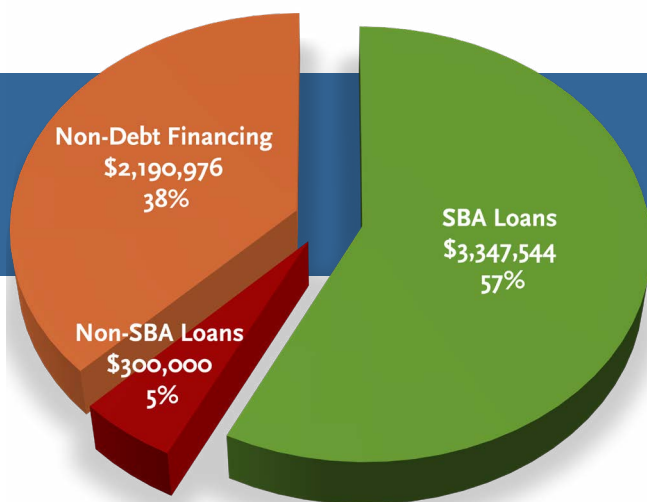
33

New Businesses
Created



94

New Clients



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

TOP 5

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

“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

MAT-SU



249

Clients Served



728

Jobs Supported



853

Advising Hours



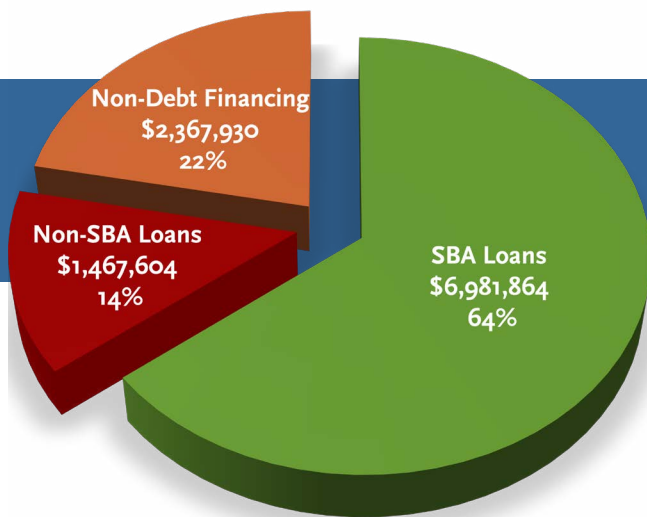
30

New Businesses
Created



112

New Clients



New Financing/Investments: \$10,817,398

COVID-19 Recovery: \$4,155,818

Non-COVID-19 Recovery: \$6,661,580

24%

of clients were minority-owned businesses



8%

of clients were Alaska Native-owned businesses



37%

of clients were woman-owned businesses

58%

of clients were female

15%

of clients were veteran-owned businesses



15%

of clients were veterans

TOP 5

Advising Topics

- Start-up Assistance
- Managing a Business
- COVID-19 Financial/Capital
- Buy/Sell Business
- Financing/Capital

Industries Advised

- Accommodation & Food Service
- Service
- Construction
- Arts and Entertainment
- Manufacturer or Producer

“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

RURAL



324

Clients Served



947

Jobs Supported



1,471

Advising Hours



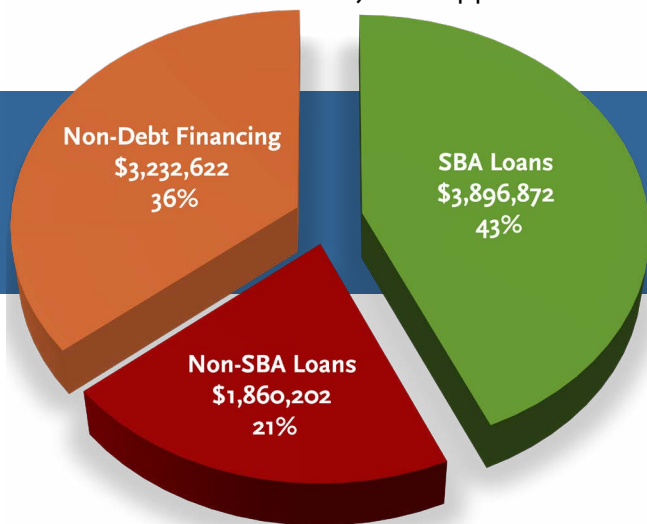
44

New Businesses
Created



145

New Clients



New Financing/Investments: \$8,989,697

COVID-19 Recovery: \$6,927,414

Non-COVID-19 Recovery: \$2,062,283

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

TOP 5

Advising Topics

- Business Accounting/Budget
- COVID-19 Financial/Capital
- Business Plan
- Financing/Capital
- Legal Issues

Industries Advised

- Agriculture, Forestry, Fishing/Hunting
- Retail Trade
- Accommodation & Food Service
- Service
- Arts and Entertainment

"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

Alaska Small Business Development Center Locations

ANCHORAGE | FAIRBANKS | HOMER | JUNEAU | MAT-SU | RURAL | SEWARD | SOLDOTNA

Thank You to Our Supporters



SMALL
BUSINESS
VOICES
in 115 Alaska
Communities

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

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