



BUILD YOUR BUSINESS

AKSourceLink

Annual Data 2011

From the University of Alaska Center for Economic Development and Partners



OSCAR'S ORIGINALS, BETHEL



CORDOVA GREENS, CORDOVA



BRECHT STUDIO, EAGLE RIVER



JUNE PARDUE, ALASKA NATIVE ARTIST

Our Mission

AKSourceLink's goal is to support the success of Alaska's new and expanding businesses by connecting them efficiently to the information and resources they need.

An Economic Development Collaboration

AKSourceLink began as a partnership between the University of Alaska, the State of Alaska, and several regional economic development nonprofit organizations.

As an affiliate of U.S.SourceLink, the award-winning model for online referral centers, AKSourceLink's purpose is to connect Alaska's businesses to the wide array

of support services available in the state.

This web-based solution has proved a good fit in a state with Alaska's geographic challenges and high Internet usage.

The Denali Commission provided funding for startup and initial implementation of the website. Additional support came from USDA Rural Development, the University of Alaska Anchorage, and LegalZoom.com.

In 2011, The University of Alaska Fairbanks Cooperative Extension Service began

partnering to provide staff support to the AKSourceLink program.

The Year at a Glance

VISITOR STATISTICS

- 5,789 total visits
- 3,628 unique visitors
- 2,203 returning visitors
- 35.67% direct traffic
- 21,545 page views

SEARCH STATISTICS

- 241 customized searches
- 4.2% conducted a search

Customized Searches

AKSourceLink users came from urban and rural, native and non-native communities, and represented all regions of Alaska. Their businesses operated in sectors ranging from fisheries to retail, and they utilized the search feature to locate services in business planning, financial assistance, marketing and a variety of other areas.

Geographic Search Data

Residents from communities of all sizes from Anchorage to Aniak conducted searches for specific assistance.

TOP 10 ZIP CODES

1. Anchorage
2. Juneau
3. Palmer
4. Barrow

5. Dillingham
6. Fairbanks
7. Bethel
8. Nome
9. Kodiak
10. Wasilla

OTHER ZIP CODES

Anvik, Arctic Village, Auke Bay, Chevak, Eagle River, Glennallen, Gustavus, Homer,

Hoonah, Kake, Kasilof, Kenai, Ketchikan, King Salmon, Koyuk, Marshall, McGrath, Naknek, New Stuyahok, Noatak, North Pole, Peterburg, Point Lay, Rexburg, Saint Marys, Selawik, Seldovia, Seward, Sitka, Skagway, Soldotna, Sutton, Talkeetna, Togiak, Tok, Toksook Bay, Valdez, Willow, and Yakutat



**MOSES WASSILLIE,
ALASKA NATIVE ARTIST**

TOP 10 INDUSTRIES

1. Service
2. Retail
3. Restaurant
4. Tourism
5. Agribusiness
6. Arts
7. Construction
8. Information Technology
9. Manufacturing/
Production
10. Fisheries

BUSINESS STAGE

- 34.4% Established
- 32.4% Concept
- 32% Start up
- 1.2% Revenue > \$1 Million

TOP 3 SEARCH CATEGORIES

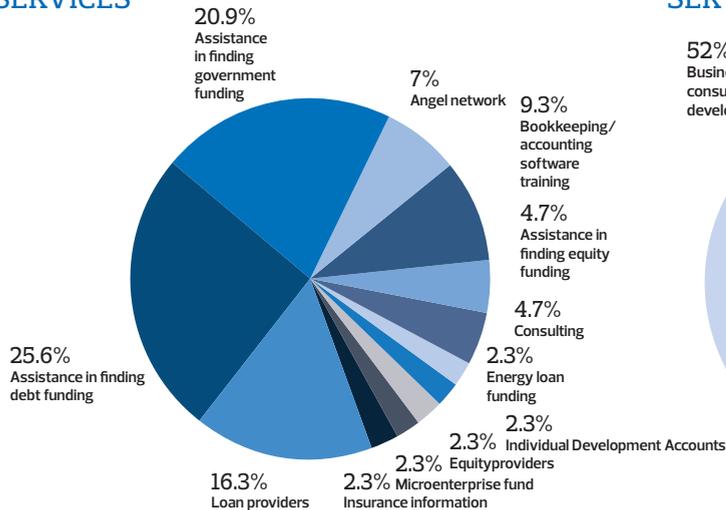
1. Business planning
2. Financial resources & assistance
3. Marketing

HERITAGE OF USERS

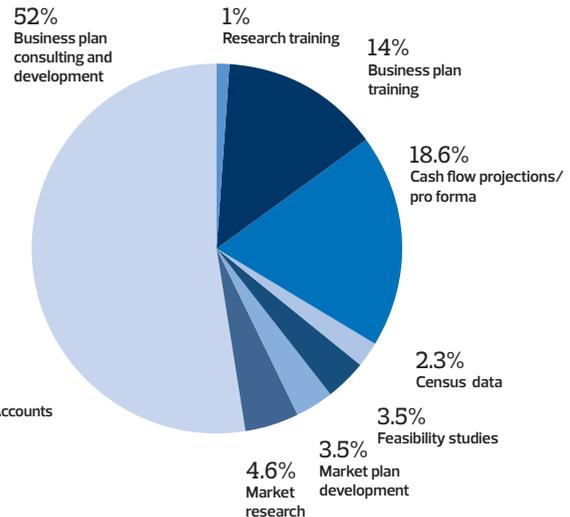
Alaska Natives or Native Americans conducted nearly one quarter of searches, with ethnic minorities altogether accounting for 34% of all searches.

At least 37% of visitors conducting a customized search were women.

FINANCIAL RESOURCES SERVICES



BUSINESS PLANNING SERVICES



Resource Partners

The 2011 network comprised 33 statewide resource partners and 102 local and regional partner organizations, some of which served more than one area.

Statewide partners included 16 government agencies, 11 nonprofits, and 6 university programs or centers.

Local partners included business assistance centers, chambers of commerce, economic development organizations, and Alaska Job Centers.

Regional partners included

the Alaska Regional Development Organizations (ARDORs), the Alaska Sea Grant Marine Advisory Program (MAP), Community Development Quota (CDQ) groups, and the hubs of the Alaska Small Business Development Center.

For a full listing of current resource partners, visit the Resource Directory on the AKSourceLink website.

RESOURCE PARTNERS WITH MOST REFERRALS

- Alaska Small Business Development Center (cumulative total for 5 regions served)

- U.S. Small Business Administration
- Alaska DCCED Division of Economic Development Small Business Assistance Center
- University of Alaska Center for Economic Development
- YWCA Women's Business Solutions
- Alaska Business Development Center
- SCORE
- The Northern Forum, University of Alaska Anchorage Workforce and Professional Education Program
- USDA Farm Service Agency



ALASKA YUKON TOURS, FT. YUKON



MIKE'S MUSIC, EAGLE RIVER

Online Outreach

In 2011, we expanded the ways in which we connect with businesses. In addition to the website and toll free phone number, we introduced a pilot webinar series, newsletter, Facebook profile, and business blog.

The pilot webinar series, 7 Essential Skills for

Business Success, included Communicating Effectively, Improving Your Personal Productivity, Problem-Solving and Decision Making, Delivering Powerful Presentations, Making the Sale, Providing Quality Customer Service, and Networking Your Way to Success. These free, 1-hour sessions provided practical information on how to sharpen business skills.

Individuals and businesses have a variety of ways in which they like to communicate. In the spring of 2011, we introduced a business newsletter, which is mailed to more than 750 recipients. In the summer we joined Facebook, and in the fall we began blogging. These additional ways of communicating help put business owners in touch with the information they need at the time they need it.



MILE 5.2 GREENHOUSE, EAGLE RIVER



OUR FOUNDING PARTNERS

- Alaska Department of Commerce, Community and Economic Development, Division of Economic Development
- Alaska Village Initiatives
- Anchorage Economic Development Corporation
- Copper Valley Development Association
- Fairbanks North Star Borough Economic Development Commission
- Interior Rivers Resource Conservation & Development
- Kawerak, Inc.
- Kenai Peninsula Economic Development District
- Lower Kuskokwim Economic Development Council
- Mat-Su Resource Conservation & Development, Inc.
- Northwest Arctic Borough Economic Development Commission
- Prince William Sound Economic Development District
- Southeast Conference
- Southwest Alaska Municipal Conference
- University of Alaska Center for Economic Development
- Western Alaska Community Development Association

www.AKSourceLink.com

AKSourceLink does not provide services but acts as a virtual referral center by linking businesses directly to the experts who can assist them.

OPERATED WITH THE SUPPORT OF

