

**Economic Development Marketing Initiative****FY2014 Request: \$400,000****Reference No: 54070****AP/AL:** Appropriation**Project Type:** Economic Assistance**Category:** Development**Location:** Statewide**House District:** Statewide (HD 1-40)**Impact House District:** Statewide (HD 1-40)**Contact:** Jo Ellen Hanrahan**Estimated Project Dates:** 07/01/2013 - 06/30/2018 **Contact Phone:** (907)465-2506**Brief Summary and Statement of Need:**

In FY2013, the Department of Commerce, Community and Economic Development (DCCED) launched a multi-faceted marketing initiative to promote the state of Alaska as a place to visit, invest, grow, and innovate. Continuation of the initiative allows Alaska to enhance its market presence and economic opportunities.

<b>Funding:</b>	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	Total
Gen Fund	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000	\$2,400,000
<b>Total:</b>	<b>\$400,000</b>	<b>\$400,000</b>	<b>\$400,000</b>	<b>\$400,000</b>	<b>\$400,000</b>	<b>\$400,000</b>	<b>\$2,400,000</b>

<input type="checkbox"/> State Match Required	<input checked="" type="checkbox"/> One-Time Project	<input type="checkbox"/> Phased - new	<input type="checkbox"/> Phased - underway	<input type="checkbox"/> On-Going
0% = Minimum State Match % Required		<input type="checkbox"/> Amendment	<input type="checkbox"/> Mental Health Bill	

**Operating & Maintenance Costs:**

	<u>Amount</u>	<u>Staff</u>
Project Development:	0	0
Ongoing Operating:	0	0
One-Time Startup:	0	
<b>Totals:</b>	<b>0</b>	<b>0</b>

**Prior Funding History / Additional Information:**

Sec1 Ch17 SLA2012 P5 L16 SB 160 \$1,770,000

**Project Description/Justification:**

Driven by the DCCED's mission to promote a healthy economy and strong communities, this initiative includes media relations, creation of targeted new marketing materials, and increased presence at national and foreign trade shows.

This project allows DCCED's smaller marketing programs (such as minerals, forest products, film, and Made in Alaska) to leverage larger investments such as seafood marketing and tourism. It also allows continued strategic co-promotion with entities like Alaska Marine Highway, international airports, Alaska Railroad, state parks, Alaska Grown, and Silver Hand. A recent example of effective state agency co-promotion was attracting IcelandAir to commence service in Anchorage in 2013, opening a new gateway between Alaska and Europe for business travel, leisure travel, and cargo.

The initiative will:

1. Develop strategic messages, allowing DCCED to extend Alaska's brand in the marketplace.
2. Increase awareness and effectiveness of programs promoting Alaska's businesses, resources, and strategic location.
3. Create value for Alaskan industries by matching businesses with potential markets.