

Postponed indefinitely 6/24/03

Submitted by: Assemblymembers Whittle and Traini

Prepared by: Department of Assembly

For reading: May 20, 2003

ANCHORAGE, ALASKA

AR NO. 2003-152

A RESOLUTION OF THE ANCHORAGE MUNICIPAL ASSEMBLY SUPPORTING THE IMPLEMENTATION OF A GLOBAL MARKETING/PUBLIC RELATIONS CAMPAIGN AIMED AT SELECT INDUSTRIES, MARKETS AND CORPORATE DECISION MAKERS BY THE ANCHORAGE ECONOMIC DEVELOPMENT CORPORATION (HEREAFTER "AEDC"), AND APPROPRIATING SEVENTY-FIVE THOUSAND (\$75,000) FROM THE AREAWIDE GENERAL FUND (101) BALANCE TO THE MAYOR'S OFFICE TO BE USED AS A MATCHING GRANT TO AEDC TO BEGIN THAT EFFORT

WHEREAS, a robust, diverse private sector economy in Anchorage is essential to retention and creation of skilled employment opportunities for local residents, decent housing, quality recreational opportunities, quality education, and support for needed public services; and

WHEREAS, the development of a healthy and sustainable local economy will most likely not occur if left simply to chance; and

WHEREAS, a recent survey by the Alaska Division of International Trade and Market Development found many corporate executives not doing business in Alaska believe Alaska is "small, remote, and expensive;" and

WHEREAS, a progressive community can promote its orderly economic growth by adopting and implementing a marketing/public relations campaign that will help change some of these misperceptions within a specific, targeted group of industries, markets, corporate decision makers and cities with which Anchorage competes; and

WHEREAS, Anchorage has not previously undertaken such a targeted marketing/public relations campaign of the scope of this proposed effort; and

WHEREAS, this initiative was highly recommended in the Call to Action report prepared for Vision Anchorage by Chabin Concepts.

NOW, THEREFORE, the Anchorage Assembly resolves:

Section 1: Statement of Policy. It is the policy of the Municipality to encourage the orderly development and growth of a healthy, market driven local economy under the active leadership of the private sector. A marketing/public relations campaign targeted at economic development is critical to accomplish these goals.

Section 2: Municipal Support for Marketing/Public Relations Campaign.

- A. The sum of \$75,000 is hereby appropriated as a grant to the Anchorage Economic Development Corporation. The Municipal contribution of \$75,000 will be matched with private sector funds of no less than \$75,000 by AEDC. AEDC shall receive and administer funds appropriated under this resolution for the purposes stated therein.
- B. Municipal grants under this resolution shall be administered by the Mayor's Office.

Section 3: Calendar Year 2003 Activities.

Prior to receiving the Municipal funds appropriated for the purpose as described in section 2A above, AEDC shall demonstrate to the Mayor that it has \$75,000 in private sector matching funds available as a match. Prior to August 31, 2003 AEDC shall have prepared a marketing/public relations plan and initiated the campaign.

Section 4: Calendar Years 2004 and 2005 Activities.

- A. AEDC shall continue to implement the marketing/public relations campaign to include coverage in major media markets; visits to Anchorage by targeted journalists; meetings with site selection consultants; focus on targeted markets and industries; and ad placements in targeted industry publications.
- B. AEDC shall present its marketing/public relations campaign strategy to the Mayor and the Anchorage Assembly.
- C. AEDC shall develop appropriate performance measurements and benchmarks and report the success of the marketing/public relations campaign to the Mayor and the Anchorage Assembly.

Section 5: Scope of Marketing/Public Relations Plan.

The plan should address the following points:

- An analysis of the potential for attracting new business using a marketing/public relations campaign.
- An analysis on how the marketing/public relations effort could change misperceptions about Anchorage in North America, Europe, and the Pacific Rim. Identification of which media outlets will be used.

- 1 • An analysis of how the marketing/public relations effort will target each industry
2 identified by AEDC and which media outlets will be used in North America,
3 Europe, and the Pacific Rim.
4
- 5 • Identification of which competitor cities might be best for a marketing/public
6 relations campaign and a method for targeting those cities.
7
- 8 • Recommendation of a strategic marketing approach for Anchorage to present
9 its message to the global business community to targeted industries and to site
10 selection consultants that assist businesses in making location decisions.
11
- 12 • Implementation recommendations for the marketing/public relations plan.
13
14 Recommend what marketing materials AEDC should prepare to
15 complement this campaign effort.
16
17 Recommend an advertising strategy for AEDC to complement this
18 campaign. (i.e. specific industry publications, newspapers, placement
19 months, repetition, etc.)
20
- 21 • A timeline for work relative to this project.
22

23 **Section 7:** That this resolution shall take effect immediately upon passage and
24 approval

25
26 PASSED AND APPROVED by the Anchorage Assembly this ____ day of
27 _____, 2003.

28 
29 _____
30 Chair

31 ATTEST:

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33 _____
34 Municipal Clerk

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36 **Departmental Appropriation:** \$75,000
37 Mayor's Office
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MUNICIPALITY OF ANCHORAGE

ASSEMBLY MEMORANDUM

NO. 458-2003

Meeting Date: May 20, 2003

From: Chair Traini
Subject: A RESOLUTION OF THE ANCHORAGE MUNICIPAL ASSEMBLY SUPPORTING THE IMPLEMENTATION OF A GLOBAL MARKETING/PUBLIC RELATIONS CAMPAIGN AND APPROPRIATING SEVENTY-FIVE THOUSAND (\$75,000) FROM THE AREAWIDE GENERAL FUND (101) BALANCE TO THE MAYOR'S OFFICE TO BE USED AS A MATCHING GRANT TO AEDC TO BEGIN THAT EFFORT


The attached resolution outlines the provisions for implementation of a marketing/public relations campaign for economic development through an initiative of the Anchorage Economic Development Corporation. In addition, Section 2 A. will appropriate, if approved, \$75,000 from Areawide Fund Balance to the Mayor's Office to provide a grant to AEDC as a Municipal contribution toward this effort. The following is the funding information:

<u>REVENUE</u>	<u>ACCOUNT NAME</u>	<u>AMOUNT</u>
101-0740	Areawide General Fund Balance	\$75,000

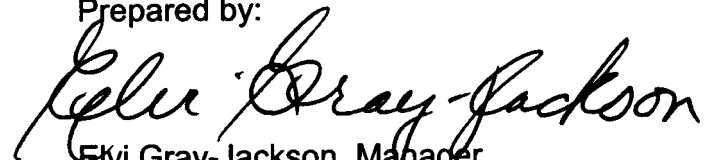
<u>EXPENDITURE</u>	<u>ACCOUNT NAME</u>	<u>AMOUNT</u>
101-1128-3815	Contribution to Non-Municipal Organizations	\$75,000

Approval of the attached resolution providing assistance to the marketing/public relations campaign is recommended.

Respectfully submitted,

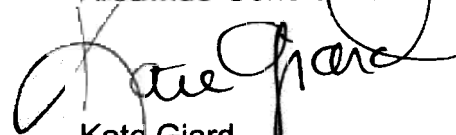

Dick Traini
Chair

Prepared by:


Elvi Gray-Jackson, Manager
Budget and Legislative Services

FUND CERTIFICATION:

101-0740 - \$75,000
Areawide General Fund Balance


Kate Giard
Chief Fiscal Officer

2	Assembly	Dick Traini	3D
3	THE PERSON THE DOCUMENT WAS ACTUALLY PREPARED BY		HIS/HER PHONE NUMBER
4	COORDINATED WITH AND REVIEWED BY	INITIALS	DATE
	Mayor		
	Heritage Land Bank		
	Merrill Field Airport		
	Municipal Light & Power		
	Port of Anchorage		
	Solid Waste Services		
	Water & Wastewater Utility		
	Municipal Manager		
	Cultural & Recreational Services		
	Employee Relations		
*	Finance, Chief Fiscal Officer		5/20/03
	Fire		
	Health & Human Services		
	Office of Management and Budget	REVIEWED BY DR	5/19/03
	Management Information Services		
	Police		
	Planning, Development & Public Works		
	Development Services		
	Facility Management		
	Planning		
	Project Management & Engineering		
	Street Maintenance		
	Traffic		
	Public Transportation Department		
	Purchasing		
	Municipal Attorney		
	Municipal Clerk		
	Other		
5	Special Instructions/Comments		
	Addendum - Action		
6	ASSEMBLY HEARING DATE REQUESTED	5/21/03	7 PUBLIC HEARING DATE REQUESTED