



THIS  
IS  
AN  
UPDATE

2015  
+15%  
+15-20%  
+15-20%  
+15-20%

www.aedc.org





January 13, 2016

Bill Popp, AEDC

President & CEO



AEDC

Anchorage Economic  
Development Corporation

Alaska Energy Efficiency

Finance Seminar

# 2015 JOBS UPDATE

# 2015

through November 2015

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+536  
JOBS

+0.34%  
GROWTH

# 2015 EMPLOYMENT NUMBERS

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through November 2015



+345 RETAIL  
+336 TRANSPORTATION  
+327 HEALTH CARE  
+218 CONSTRUCTION  
+173 LEISURE & HOSPITALITY  
+145 INFORMATION



**+345 RETAIL**  
**+336 TRANSPORTATION**  
**+327 HEALTH CARE**  
**+218 CONSTRUCTION**  
**+173 LEISURE & HOSPITALITY**  
**+145 INFORMATION**

| Industry              | Value |
|-----------------------|-------|
| RETAIL                | +345  |
| TRANSPORTATION        | +336  |
| HEALTH CARE           | +327  |
| CONSTRUCTION          | +218  |
| LEISURE & HOSPITALITY | +173  |
| INFORMATION           | +145  |

# FLAT

government

manufacturing

oil & gas



**-145**

**FINANCIAL ACTIVITIES**

**-282**

**PROFESSIONAL &  
BUSINESS SERVICES**



# What is Live. Work. Play.?



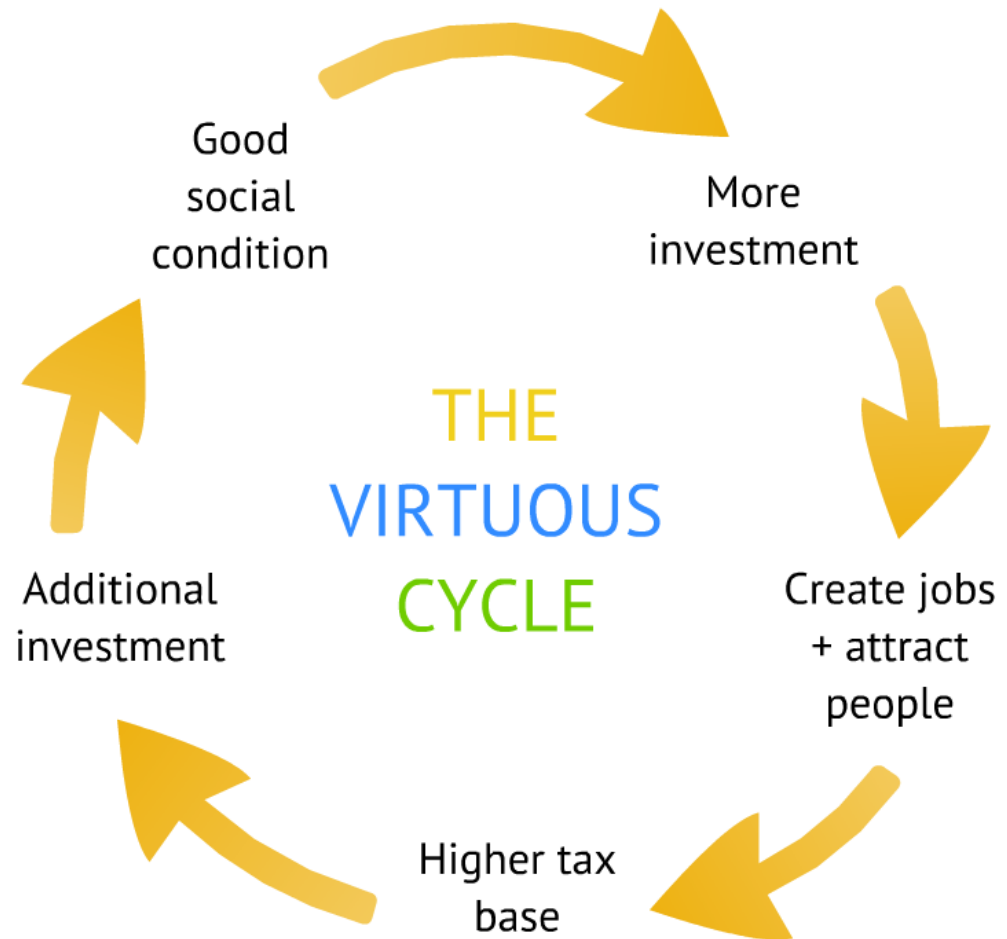
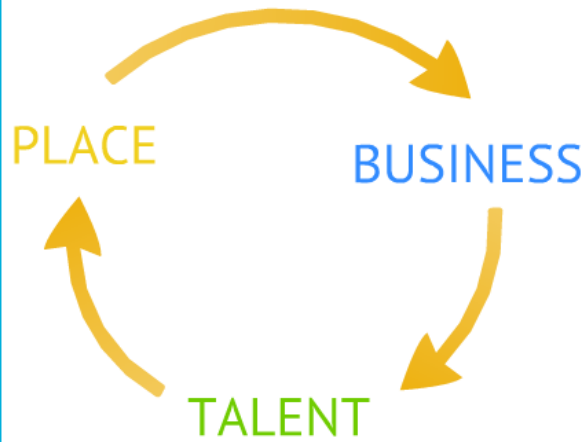
Live. Work. Play. is a grassroots effort focused on community improvement and engagement for the people who live here.



# VISION

By 2025, Anchorage will be  
the #1 city in America to  
Live, Work and Play.





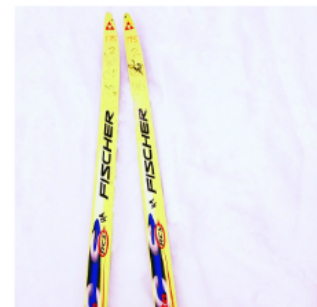
# PARTNERS

- **Non-binding Memorandum of Understanding (MoU)**
- **To date: 150 signed MoU's**



# AREAS OF FOCUS

- EDUCATION
- HOUSING
- WORKPLACE WELL-BEING
- COMMUNITY SAFETY
- TRAILS INITIATIVE
- CREATIVE PLACEMAKING
- ONE ANCHORAGE, ONE ECONOMY
- ENGAGE ANCHORAGE



# EMPLOYER SURVEY



**140**  
BUSINESSES RESPONDED

**24%**  
respondents use a relocation company

**47%**

Feel the Anchorage housing market is impacting the ability of their business to attract workers

### COMMON EMPLOYER CONCERNS:

- Employees choosing longer commutes in exchange for lower cost housing
- Overall neighborhood quality, including schools and availability of public transportation
- Increasing need for higher wages to accommodate high cost of housing, impacts company profitability
- Limited rental unit availability, many in undesirable neighborhoods with low quality amenities

**88 PERCENT**  
companies with <1000 employees

**32%** offer a relocation package that includes assistance with housing

**80%** of relocated employees are looking to buy within the Anchorage Bowl

**90%** had <5 relocations to Anchorage last year, yet are still negatively impacted by our housing market

**39%** Feel the market is impacting their ability to retain workers

### TOP 5 SOLUTIONS IDENTIFIED BY EMPLOYERS:

- 1 Redevelop deteriorated areas with new denser housing (60)
- 2 Build more affordable housing units (60)
- 3 Provide tax relief for new housing in deteriorated areas (53)
- 4 Build more rental housing units (53)
- 5 Upgrade streets, water/sewer, sidewalks in deteriorated areas to encourage redevelopment (45)

**82%**  
respondents headquartered in Anchorage

### TOP 5 INDUSTRIES OF RESPONDENTS:

- Professional, business or tech svcs
- Oil, gas, mining, construction, mfg
- Other services
- Finance
- Other

**15%**  
had job candidates decline to relocate to Anchorage because of housing-related issues

**20%**  
rated employees as being mostly satisfied or very satisfied with finding housing to buy in Anchorage

**ONLY 8%**  
rated their employees as being mostly satisfied or very satisfied when evaluating their satisfaction with rental housing in Anchorage

**44%** mostly dissatisfied or very dissatisfied (25)



## Housing Survey - Employer

# Housing Survey - Employee

## EMPLOYEE SURVEY

**603**  
TOTAL RESPONDENTS



Gender of the respondents?  
**39% MALE**  
**61% FEMALE**

### DEMOGRAPHICS

**60% BETWEEN AGES OF 25-44**

32% 25-34 (Millenials) • 28% 35-44 (Generation X)

**73% HAVE BACHELOR'S DEGREE OR HIGHER**

45% Bachelor degree • 28% Graduate degree

**MAJORITY OF HOUSEHOLDS "MARRIED"**

57% Married couple • 17% One-person

**51% ANNUAL HOUSEHOLD INCOME \$50K-\$125K**

21% \$50,000 to \$74,999  
15% \$75,000 to \$99,999  
15% \$100,000 to \$124,999

**DOWNTOWN #1**  
NEIGHBORHOOD WHERE  
PEOPLE WANT TO LIVE

46% DOWNTOWN  
39% TURNAGAIN  
38% SO. ANCHORAGE  
27% LOWER HILLSIDE

**62% CURRENTLY  
RESIDENTIAL "OWNERS"**

62% Owners  
34% Renters  
3% Live with Parents  
1% Other

**75% "OWNER" RESPONDENTS  
OWN SINGLE FAMILY HOMES**

75% Single-family home  
17% Condo or townhouse  
6% Duplex  
1% Mobile home

**72% NOT CURRENTLY SEEKING HOUSING**

13% Tried to Rent • 15% Tried to Buy



Primary reason why potential buyers did not purchase?

**68% HOUSING TOO EXPENSIVE**

**PLANNING TO MOVE WITHIN ANCHORAGE IN THE FUTURE?** 45% Yes • 38% No

**TYPES OF HOUSING RESPONDENTS WOULD CONSIDER?**

76% Single-family multi-level • 71% Single-family 1-floor  
47% Townhouse • 40% Duplex • 38% Condo

**WHAT DO RESPONDENTS WANT IN NEW HOUSING?**

79% Garage • 68% Location in a safe neighborhood

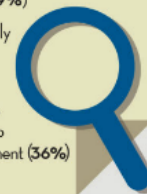
61% Washer/Dryer in unit • 56% Proximity to parks & trails

53% Yard • 48% Ability to have pets • 47% Proximity to work

33% Proximity to shopping, services, restaurant, or coffee shop

**TOP 5 SOLUTIONS  
IDENTIFIED BY EMPLOYEES:**

- 1 Redevelop deteriorated areas with new denser housing (50%)
- 2 Build more affordable housing units (49%)
- 3 Provide tax relief for new housing in deteriorated areas (39%)
- 4 Build more single-family housing units (37%)
- 5 Upgrade streets, water/sewer, sidewalks in deteriorated areas to encourage redevelopment (36%)



# What Home Buyers Really Want

National Association of Home Builders (NAHB)

Full report: [www.nahb.org](http://www.nahb.org)

Three of the top-ranked features in all age groups were energy-related.

- ENERGY STAR rated appliances (94%)
- ENERGY STAR rating for whole home (91%)
- ENERGY STAR rated windows (89%)





# What Home Buyers Really Want

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Buyers care about the environment.

- Concerned/want environment-friendly home, but would not pay more (67%)
- Not concerned (18%)
- Concerned/would pay more (14%)



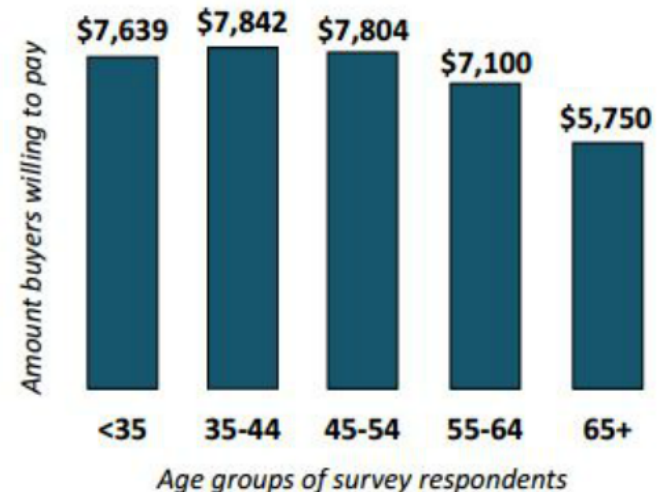
# What Home Buyers Really Want

## National Association of Home Builders (NAHB)

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Buyers are willing to pay more for energy efficiency.

- 9 out of 10 buyers would choose a highly energy efficient home w/lower utility bills rather than one costing 2-3% less w/out those features
- On average, home buyers are willing to pay an additional \$7K+ in the up-front price of a home to save \$1K annually on utility costs:





**By 2025, Anchorage  
is the #1 city in  
America to **Live.**  
**Work. & Play.****

 [facebook.com/AnchorageLWP](https://facebook.com/AnchorageLWP)

 [instagram.com/iloveanchorage](https://instagram.com/iloveanchorage)

# 2016 AEDC Economic Forecast Luncheon

January 27, 2016



Featuring Keynote Speaker:

## Alexa Clay

co-author, *The Misfit Economy*

**TICKETS ON SALE NOW!**

# THANK YOU!

All reports available on [www.AEDCweb.com](http://www.AEDCweb.com)



AEDC  
**Anchorage Economic**  
Development Corporation