Top 10 Reasons Homer is the Right Choice

Small business owners are a big reason why Homer has a healthy economy. The many locally-owned businesses in town also contribute to Homer's unique and vibrant community character. Are there opportunities for new businesses in town? Of course! Why would you want to consider Homer as a place to start or relocate a business? Consider these reasons:

TOP TEN REASONS FOR STARTING
OR RELOCATING YOUR BUSINESS IN HOMER, ALASKA

#1: Homer's vibrant community
• Small town charm, but lots happening in arts, culture, and civic life.
• Many locally-owned businesses and a spirit of entrepreneurship.

#2: Natural beauty
• Sparkling ocean waters, soaring mountains, glaciers, sunrises and sunsets, wildflowers and wildlife are good for the soul and good for business.

#3: You can find it here:
• Good schools, hospital, alternative health services, grocery stores, drug stores, hardware stores, book stores, fashion and practical clothing stores, locally roasted coffee, movie theater, public library, fitness centers, senior center, local college, public radio station, churches, bars, restaurants, award-winning museum, Chamber of Commerce, Rotary Clubs, child care and family support services, and other non-profit organizations of every stripe.

#4: The Homer Spit and Kachemak Bay
• Walk the beach, ride your bike, and enjoy watching people, shorebirds, fishermen, tourists, big boats, little boats, sail boats, fishing boats, kayaks, kite surfers…

#5: Access to the great outdoors
• Hiking, skiing, kayaking, snowmobiling, birding, kite-surfing, and some of the best fishing in the world.
• Gateway to Kachemak Bay State Park, Katmai National Park, Lake Clark National Park and Preserve, and world-famous bear-viewing sites.

#6: Infrastructure and transportation
• Connectivity – by highway, air, sea, and the information superhighway. Though we are at "the end of the road," you CAN get there from here.

#7: Education is valued
• 92% of Homer residents are high school graduates, or higher, compared to 80% in this category nationwide. 29% have earned bachelor's degrees, or higher, compared to 24% nationwide. (2000 Census data)
• Homer is known for excellent public schools (including charter schools), home-school options, and career-oriented and liberal arts instruction at the Kachemak Bay Campus of UAA-Kenai Peninsula College.

#8: Affordability
• Considering everything it has to offer at "the end of the road," Homer is affordable. The overall cost of living is virtually identical to that of Anchorage, and housing is considerably less expensive.

#9: Room for growth and emphasis on smart growth
• There is room for new development both within and outside Homer's city limits.
• Homer's population is growing slowly, creating new opportunities for entrepreneurs while ensuring that public services keep up with population growth.
• An emphasis on long-range planning and sustainability will help protect quality of life even as Homer grows.

#10: A supportive environment
• City staff, the Small Business Development Center, the Homer Public Library, and the Homer Chamber of Commerce will offer friendly assistance as you embark on your journey to start or relocate a business in Homer.

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