

CITY OF HOMER
HOMER, ALASKA

RESOLUTION 86 - 11

A RESOLUTION OF THE HOMER CITY COUNCIL REQUESTING THE KENAI PENINSULA BOROUGH TO ASSUME A LEADERSHIP ROLE IN THE DEVELOPMENT OF THE VISITOR INDUSTRY ON THE PENINSULA BY FUNDING A BOROUGH LEVEL RESOURCE DEVELOPMENT VISITOR INDUSTRY PROGRAM.

WHEREAS, the visitor industry is one economic development factor common to all Kenai Peninsula Communities; and

WHEREAS, the City of Homer realized the necessity of a consistent, stable revenue to fund development of the visitor industry when enacting the 1980 bed tax. The City did not prevail in the impending law suit and the levy was discontinued; and

WHEREAS, with the decline of oil activity and related state revenue, this borough is faced with further developing our resources and finding immediate remedies to funding development of those resources; and

WHEREAS, the Borough is strategically important to providing a boroughwide visitor industry program for attracting visitors to the peninsula as final destination travelers; and

WHEREAS, the Kenai Peninsula Borough's recent Tourism Impact Study (McDowell) documents the need to attract visitors from outside Alaska to the Kenai Peninsula; and

WHEREAS, the Borough's program approach could address promotion of the peninsula for final destination travel through travel and tradeshows staged in the south forty-eight, by creating a staff level position to coordinate tourism with the Chambers of Commerce, by encouraging shoulder and off-season tourism activities, by funding a professional media campaign and by providing funds for communities developing tourism programs,

NOW THEREFORE BE IT RESOLVED, the Homer City Council urges the Kenai Peninsula Borough to develop a peninsula wide visitor industry program through the Resource Development Council, Peninsula Chambers of Commerce and cities.


BE IT FURTHER RESOLVED, that the Homer City Council requests the Kenai Peninsula Borough address this need and funding of such a program before completion of the FY 87 budget.

Dated this 24th day of February, 1986 at Homer, Alaska.

CITY OF HOMER


John P. Calhoun, Mayor

Attest:


Patti J. Whalin, City Clerk