

ECONOMIC DEVELOPMENT ADVISORY COMMISSION
2024 -2025 STRATEGIC PLAN & GOALS

Ongoing Goals	1. Use the Commission’s SWOT analysis to develop strategies to implement policies that support Homer’s quality of life.
	2. Keep our ears to the ground and seek out areas of "lack." Confer with Julie about communicating with City Council and advising them on ways to overcome barriers- "the nexus of economic goals."
	3. Be familiar with smart growth principles and best practices, and also green infrastructure concepts. Have these in our toolbox when development decisions come our way for consideration.
Near Term Goals < 6 Months	1. Become familiar with the Community Health Needs Assessment and Community Health Improvement Plan (CHIP) <i>Opportunity:</i> Invite a speaker from MaPp to educate this EDC on these plans and how they relate to community and economic health.
	2. View economic development through the lens of balancing growth with quality of life. <i>Task:</i> Define positive economic development, and what is the role of the EDC is in balancing growth and quality of life. <i>Task:</i> Review the Business Retention and Expansion Plan for quality of life elements
	3. Housing: affordable short and long term housing. Seasonal workers, general work force, seniors, etc. affordable year round housing. (Marks, Kim) <i>Task:</i> Stay engaged with the City for all housing conversations <i>Task:</i> Have a meeting on housing options and final housing report. <i>Opportunity:</i> Stay engaged with the Guiding Homer’s Growth Conversation
	4. Engage in the Comprehensive Plan Process <i>Opportunity:</i> Participate in public events <i>Opportunity:</i> Encourage business participation at public events <i>Opportunity:</i> Host a Commission event targeted to small businesses
Mid Term Goals 1 - 3 Years (2024 – 2027)	1. Refine how the EDC can work with KPEDD; Economic resiliency planning and other topics as they arise. <i>Opportunity:</i> Attend annual KPEDD Industry Outlook Forum
	2. Downtown vitalization momentum and wayfinding/streetscape plan <i>Status:</i> Wayfinding and Streetscape work ongoing through implementation activities in 2024-2025 <i>Task:</i> Participate in the Transportation Plan, focusing on a walkable town with greenspace and connected business districts <i>Longer term:</i> Consider storefront/Downtown and landscaping improvement program

	<p>3. Engage in land planning for city property as well as the larger problems of constraints on the Spit, and within the Central Business District.</p> <p><i>Opportunity:</i> Participate in the Land Allocation Plan annual review</p> <p><i>Opportunity:</i> Participate in Comprehensive Plan and Zoning Code Rewrite projects</p>
<p>Long Term Goals 5 Years or More (2025+)</p>	<p>4. Assess jobs training needs, workforce development, availability of workers and workforce supports including child care, housing.</p> <p><i>Opportunity:</i> Invite speakers to talk about workforce development such as KPB, South Peninsula Hospital</p> <p><i>Opportunity:</i> Engage in Comprehensive Plan and other outreach opportunities</p>
	<p>1. Multipurpose community center (HERC) Pioneer redevelopment vs new facility in a new location.</p> <p><i>Status:</i> The City is applying for funding to remediate the existing HERC site. Separately, there is discussion about finding a different site for a new facility.</p> <p>2. Plan for a new Business Retention and Expansion Plan BR&E</p> <p><i>Opportunity:</i> Consider a funding request for the FY 2026-27 budget</p>

OVERALL EDC DUTIES AND RESPONSIBILITIES

The Economic Development Advisory Commission will act in an advisory capacity to the City Manager and the City Council on the overall economic development planning for the City of Homer in accordance with Homer City Code Chapter 2.76; www.codepublishing.com/AK/Homer. The EDC also assists with official City planning documents including the following:

- Kenai Peninsula Economic Development District (KPEDD) – Regional Comprehensive Economic Development Strategy (link will bring you to all KPEDD reports): <https://kpedd.org/reports>
- Homer’s Comprehensive Economic Development Strategy (CEDS): www.cityofhomer-ak.gov/economicdevelopment/comprehensive-economic-development-strategy
- Business Retention and Expansion Survey Report (BR&E): <https://www.cityofhomer-ak.gov/economicdevelopment/2017-business-retention-expansion-survey-report>
- Homer Comprehensive Plan: <https://www.cityofhomer-ak.gov/planning/comprehensive-plan>

DUTIES OF COMMISSION/STAFF

Commissioners

- Attend City Council meetings as assigned.
- Attend work sessions and training opportunities.
- Come prepared to make a motion for action at meetings, or ask staff before the meeting for more information.
- Communicate with City Council members to gain support on EDC-related projects that need sponsorship at the Council level.

Staff (Julie Engebretsen)

- Aid the Chair in setting the agenda.
- Compile packet material from commissioners, write backup memos, and submit to Clerk.
- Provide information on items the commission needs to review annually.
- Inform the Commission of City Council actions and discussion of economic development related issues.

Clerk's Office

- Aid Staff in compiling packet materials and print/distribute them to the Commission.
- Aid Staff and Chair in setting the agenda.
- Tracking yearly items such as reappointments and elections.
- Help the Commission learn to be more efficient and effective in their meetings.
- Support the Commission's ability to communicate with the Mayor and City Council (through Memorandums, Resolutions, and Ordinances).

***City of Homer
Economic Development Advisory Commission***

Vision Statement

The Economic Development Advisory Commission provides a forum for civic and business engagement on behalf of the City of Homer with the goal of fostering sustainable growth of an economically diverse community while preserving its cultural and natural heritage to maintain a high quality of life.

Mission Statement

The Economic Development Advisory Commission (EDC) of the City of Homer is a volunteer advisory body that bridges citizens and city government. Our core mission is to foster sustainable economic growth, safeguard our rich culture and natural heritage, and promote a high quality of life for Homer residents and businesses.

The EDC serves as a resource for our local community by providing a platform for engagement in economic matters. Commissioners facilitate community quality of life initiatives and offer actionable recommendations to the City of Homer. Through collaboration and a lens of diverse perspectives, we aim to bring lasting value to our city. We believe that by engaging with our community and facilitating discussions on sustainable economic growth, we can play a role in shaping a positive economic future for our community.