

## GROSS BUSINESS SALES IN CITY OF HOMER

Business Type	2017	2016	2013	1-Year Change (2016-2017)		5-Year Change (2013-2017)	
<b>GRAND TOTAL</b>	<b>\$410,790,439</b>	<b>\$411,826,548</b>	<b>\$436,004,144</b>	<b>-\$1,036,109</b>	<b>0%</b>	<b>-\$25,213,705</b>	<b>-6%</b>
1. Retail Trade	\$154,635,479	\$154,208,738	\$162,592,958	\$426,741	0%	-\$7,957,479	-5%
2. Transportation, Warehousing	\$35,081,095	\$35,535,360	\$15,987,715	-\$454,265	-1%	\$19,093,380	119%
3. Construction Contracting	\$32,370,893	\$29,289,000	\$39,967,523	\$3,081,893	11%	-\$7,596,630	-19%
4. Services	\$28,821,102	\$25,547,463	\$24,813,277	\$3,273,639	13%	\$4,007,825	16%
5. Wholesale Trade	\$23,350,137	\$24,787,520	\$25,956,466	-\$1,437,383	-6%	-\$2,606,329	-10%
6. Restaurant/Bar	\$22,004,605	\$21,340,434	\$17,228,696	\$664,171	3%	\$4,775,909	28%
7. Hotel/Motel/B&B	\$17,596,065	\$17,609,323	\$14,419,305	-\$13,258	0%	\$3,176,760	22%
8. Utilities	\$14,987,997	\$13,829,523	\$49,357,700	\$1,158,474	8%	\$34,369,703	-70%
9. Rental Residential Prop	\$13,373,970	\$13,496,090	\$11,618,740	-\$122,120	-1%	\$1,755,230	15%
10. Manufacturing	\$13,075,052	\$5,494,729	\$7,660,387	\$7,580,323	138%	\$5,414,665	71%
11. Guiding Water	\$12,550,040	\$11,951,000	\$11,353,487	\$599,040	5%	\$1,196,553	11%
12. Public Admin	\$8,649,251	\$8,820,467	\$5,264,625	-\$171,216	-2%	\$3,384,626	64%
13. Prof, Scientific, Tech Svs	\$7,917,671	\$10,054,624	\$10,097,314	-\$2,136,953	-21%	-\$2,179,643	-22%
14. Health Care, Social Asst	\$5,290,158	\$4,477,232	\$5,376,320	\$812,926	18%	-\$86,162	-2%
15. Information	\$5,219,786	\$5,914,410	\$6,735,161	-\$694,624	-12%	-\$1,515,375	-22%
16. Admin, Waste Mgmt	\$3,356,225	\$18,576,000	\$17,430,482	-\$15,219,775	-82%	-\$14,074,257	-81%
17. Arts + Entertainment	\$2,256,642	\$1,529,000	\$1,237,686	\$727,642	48%	\$1,018,956	82%
18. Rental Self-storage + Mini-warehouses	\$2,084,258	\$2,568,431	\$2,659,297	-\$484,173	-19%	-\$575,039	-22%
19. Rental Comm. Prop	\$2,003,968	\$1,260,066	\$934,614	\$743,902	59%	\$1,069,354	114%
20. Telecommunications	\$1,747,914	\$1,666,679	\$1,676,915	\$81,235	5%	\$70,999	4%
21. Rental Non-Res. Prop	\$1,693,335	\$1,516,571	\$1,181,063	\$176,764	12%	\$512,272	43%
22. Rental Personal Prop	\$918,522	\$968,711	\$874,832	-\$50,189	-5%	\$43,690	5%
23. Ag, Forestry, Fishing, Hunt.	\$601,104	\$551,000	\$209,226	\$50,104	9%	\$391,878	187%
24. Educational Svs	\$469,503	\$282,000	\$273,694	\$187,503	66%	\$195,809	72%
25. Guiding Land	\$351,600	\$255,000	\$446,368	\$96,600	38%	-\$94,768	-21%
26. Remediation Svs	\$216,679	\$188,501	\$516,259	\$28,178	15%	-\$299,580	-58%
27. Finance + Insurance	\$127,298	\$108,000	\$98,911	\$19,298	18%	\$28,387	29%
28. Other	\$40,090						

Source: Kenai Peninsula Borough Finance Dept.

NOTES: Part of 2016-2017 increase in Arts & Entertainment, Services, and Educational Services due to 2017 code change that requires more nonprofits to report sales, also new businesses in Education Services; decline in Admin & Waste Mgmt due to business closures; in Professional & Scientific part of 2017 decline is due to a 2015-2016 sales jump that was linked to government construction jobs those years.

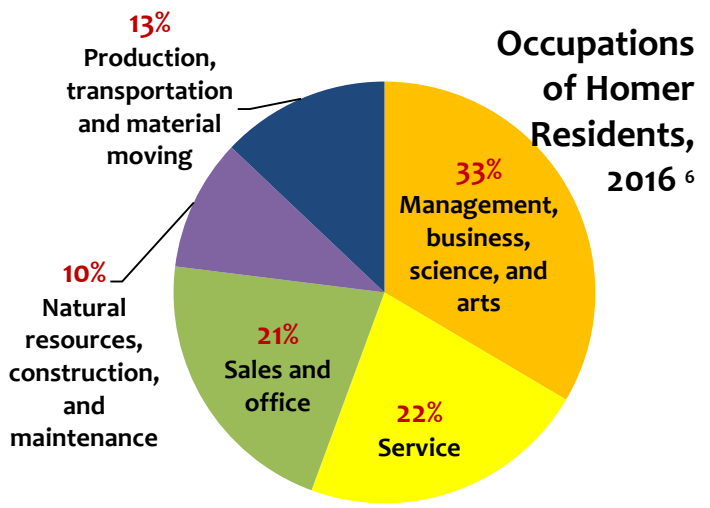
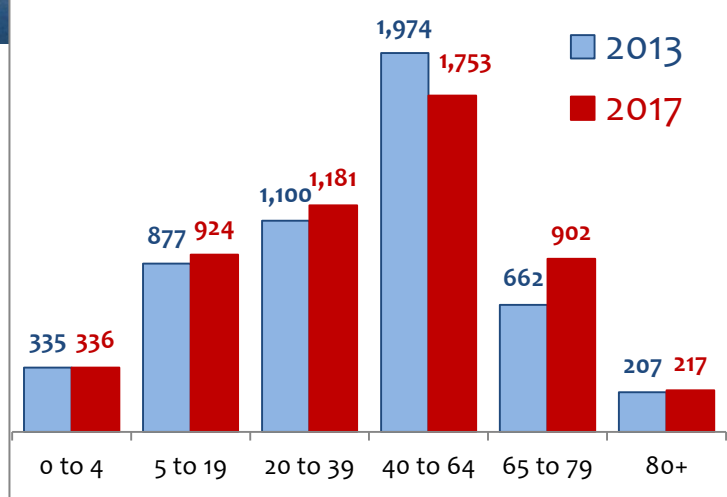
## CITY OF HOMER TAX INFORMATION, 2017 <sup>11</sup>

Year		2017	2016	2013
Sales Tax	Rate	City = 4.5% Borough = 3% Total in Homer = 7.5%		
	Tax Revenue to City (from city's 4.5%)	\$7,674,256	\$7,533,680	\$7,031,120
Property Tax	Rate	11.3 mill Total (includes 4.5 mill to boro + 4.5 mill to city + 2.3 mill to hospital)		
	Assessed Value (real + personal property)	\$759,641,672	\$699,797,998	\$644,259,434
	Assessed Value (oil + gas property)	\$4,384,620	\$0	\$0
	Tax Revenue to City	\$3,101,669	\$2,993,841	\$3,062,995

# Homer

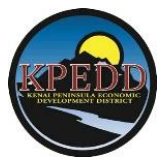
Population		2017	2016
Population <sup>1</sup>		5,313	5,252
<b>Permanent Fund Dividends</b>			
(zip code 99603, which includes Homer, Halibut Cove, Kachemak, Fox River, Nanwalek, Port Graham, Fritz Creek, Diamond Ridge, Miller Landing) <sup>2</sup>		9,379	8,956
<b>PK-12<sup>th</sup> Grade School Enrollment (all borough schools in Homer, as of Oct 1) <sup>3</sup></b>		1,223	1,215
<b>Housing <sup>4</sup></b>			
Total Housing Units	±119	2,800	2,689
Occupied Housing Units	±98	2,149	2,090
Median Value of Owner-Occupied Units	±\$10,769	\$269,200	\$264,100
Median Monthly Gross Rent (For Renters)	±\$37	\$970	\$932
<b>Income <sup>5</sup></b>			
Total Households	±64	2,149	2,090
Median Household Income	±\$3,155	\$57,471	\$55,849
Mean Household Income	±\$4,400	\$75,193	\$74,523
Total Families	±119	1,316	1,254
Median Family Income	±\$7,841	\$74,904	\$75,000
Mean Family Income	±\$5,940	\$92,834	\$91,996
Per Capita Income	±\$2,200	\$31,899	\$30,664

City of Homer Population by Age Group ... 5 Years Shows Change <sup>10</sup>



## Homer...

- **Homer is a commercial fishing town.** Homer residents, who account for less than 1/10<sup>th</sup> of a percent of Alaska's population, harvested 8% of the commercial fish pounds hauled in by Alaskan residents in 2016. 476 Homer residents landed 78 million pounds of fish in Alaska and earned an estimated gross of \$66 million in 2016.<sup>9</sup>
- **Demand for houses in Homer was high in 2017.** In 2017, the average sales price of a home in Homer was \$269,389, up close to 10% from 2016. 78 homes sold with the help of an agent in Homer in 2017, that's 34 more than in 2016. The number of days on the market dropped from 276 to 156.<sup>7</sup>
- **Homer led in new home construction again.** The number of new homes constructed in peninsula cities dropped by 15% (from 103 in 2016 to 88) in 2017. However, **over half** of those built were in Homer including 51 new homes (one tri-plex, 2 duplexes, and the rest were single family).<sup>8</sup>



Sources: 1 - ADOLWD, Population Estm; 2 - AK Dept. of Revenue; 3 - AK Dept of Education; 4, 5, 6 - US Census, ACS 2011-2015 and 2012-2016 5-year estimate; 7-MLS c/o Redoubt Realty; 8-AHFC/ADOLWD Housing Market Indicators; 9 - CFEC; 10 - ADOLWD Pop By Age & Sex 2010-2017; 11 - Alaska Taxable reports; Photo courtesy of City of Homer