

PUBLIC ARTS COMMITTEE
491 E. PIONEER AVENUE
HOMER, ALASKA

APRIL 20, 2015
MONDAY, 4:00 P.M.
CITY HALL CONFERENCE ROOM- UPSTAIRS

**NOTICE OF MEETING
WORKSESSION**

- 1. CALL TO ORDER**
- 2. APPROVAL OF THE AGENDA** *(Only those matters on the noticed agenda may be considered, pursuant to City Council's Operating Manual, pg.9)*

- 3. ARTPLACE AND NEA OUR TOWN GRANT OPPORTUNITIES**
 - 1. KATIE KOESTER, CITY MANAGER**

- 4. AGENDA ITEMS** *(Other than the Items Which must be Conducted in Executive Session)*
- 5. COMMENTS OF THE AUDIENCE**
- 6. COMMENTS OF THE STAFF**
- 7. COMMENTS OF THE COMMITTEE**

- 8. ADJOURNMENT**

Next **SPECIAL MEETING IS MONDAY, APRIL 20, 2015** at 5:00 P.M. A regular meeting is scheduled for **Thursday, May 14, 2015 at 5:00 P.M.** A Worksession will be conducted Prior to the regular meeting at 4:00 p.m. All meetings will be in the Conference Room located upstairs at City Hall 491 E Pioneer Avenue, Homer, Alaska

PUBLIC ARTS COMMITTEE
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HOMER, ALASKA

APRIL 20, 2015
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**NOTICE OF MEETING
SPECIAL MEETING**

1. CALL TO ORDER

2. APPROVAL OF THE AGENDA *(Only those matters on the noticed agenda may be considered, pursuant to City Council's Operating Manual, pg.9)*

3. APPROVAL OF MINUTES

A. Meeting Minutes for the regular meeting of February 12, 2015

4. VISITORS *(Presentations and Visitors are limited to 10 minutes. The committee may by consensus agree to allow additional 10 minutes if required)*
There are no Visitors scheduled.

5. PUBLIC HEARING *(There are no items scheduled)*

6. STAFF/COMMITTEE/COUNCIL REPORTS

A. Staff Report 15-02

7. PENDING BUSINESS

A. ArtPlace and NEA Our Town Grant Opportunities – (Postponed from the February 12, 2015 meeting)

1. Baycrest Overlook Gateway Project

a. Approved Baycrest Overlook Improvement Plan

8. NEW BUSINESS

A. Request for Executive Session Pursuant to as §44.62.310(c)(2&3), Subjects that tend to prejudice the reputation and character of any person, provided the person may request a public discussion and matters, which by law, municipal charter, or ordinances are required to be confidential. (Review and Evaluation of Submitted Proposals)

B. Recommendation to Award the Contract to Create a Municipal Art Baseline Inventory

9. INFORMATIONAL MATERIALS

A. 2015 Annual Meeting Calendar

B. ASCA Newsletter April 2015

C. Park, Arts, Recreation and Culture Needs Assessment

D. Committee Attendance at Council Meetings

10. COMMENTS OF THE AUDIENCE

11. COMMENTS OF THE STAFF

12. COMMENTS OF THE COMMITTEE

13. ADJOURNMENT

Next regular meeting is scheduled for **THURSDAY, MAY 14, 2015 AT 5:00 P.M. A WORKSESSION WILL BE CONDUCTED PRIOR STARTING AT 4:00 P.M. UPSTAIRS** in the City Hall Conference Room located at 491 E. Pioneer Avenue, Homer Alaska.

Session 15-01 a Regular Meeting of the Public Arts Committee was called to order on February 12, 2015 at 5:00 pm by Chair Michele Miller at the Homer City Hall Upstairs Conference Room located at 491 E. Pioneer Avenue, Homer, Alaska.

PRESENT: COMMITTEE MEMBERS MILLER, HOLLOWELL AND PETERSEN

ABSENT: COMMITTEE MEMBERS GRONING-PERSON AND APLIN (EXCUSED)

STAFF: RENEE KRAUSE, CMC, DEPUTY CITY CLERK I

The Committee met in a worksession from 4:00 p.m. until 4:45 p.m. Discussion on applications for a grant this year and the need to determine a suitable project and the draft Request for Proposal for a Consultant/Contractor to Inventory the Municipal Art Collection

APPROVAL OF THE AGENDA

Chair Miller requested a motion to approve the agenda

HOLLOWELL/PETERSEN – MOVED TO APPROVE.

There was no discussion.

The agenda was approved by consensus of the committee.

APPROVAL OF THE MINUTES *(Minutes are approved during regular or special meetings only)*

A. Meeting Minutes for regular meeting of November 13, 2014.

Chair Miller inquired if there was any issue with the minutes. Hearing none she requested a motion to approve the minutes as presented.

PETERSEN/HOLLOWELL – MOVED TO APPROVE THE MINUTES.

There was a brief discussion on seeing a possible misspelling but it was not immediately located within the document. Staff will review and correct.

The minutes were approved by consensus of the Committee.

PUBLIC COMMENTS ON ITEMS ALREADY ON THE AGENDA

There was no public present.

VISITORS

There were no visitors scheduled for this meeting.

STAFF & COUNCIL/COMMITTEE REPORTS/ AND BOROUGH REPORTS

A. HACA Report

The committee members present related information they had on the actions of HACA.

B. Staff Report

Ms. Krause provided a brief update on the status of the Harbormaster Office project. She will provide a status update on the Spit Trail Project that involved the Interpretive Signage for the Special Meeting along with PARC Needs Assessment.

PUBLIC HEARING

There were no items for public hearing.

PENDING BUSINESS

A. Art Place and NEA Our Town Grant Opportunities

A brief discussion was held regarding postponing this item on the agenda due to committee members absence to allow for active discussion.

HOLLOWELL/PETERSEN – MOVED TO POSTPONE DISCUSSION TO A SPECIAL MEETING TO BE SCHEDULED BY STAFF.

There was no discussion.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

B. Memorandum re: Committee Attendance at Council Meetings

Chair Miller introduced the item on the agenda and opened discussion by volunteering to attend the February 23rd meeting unless Mr. Petersen would like to talk to Council. He agreed.
A brief discussion ensued on topics to report to Council.

Chair Miller then noted that the next time they should report to Council will be May and they can discuss who will attend at the Special Meeting in April.

There was no further discussion.

NEW BUSINESS

A. Draft Request for Proposals – Inventory Consultant/Contractor

Chair Miller invited staff to explain the document. Ms. Krause noted that this Request for Proposal was a bit different in that some of the items were boilerplate but other areas were not the same. She requested comments from the Committee on the advertising length of time and the number of meetings that the committee wanted to meet with the person selected.

Overall the committee was very pleased with the draft document and noted only the following changes:

1. Shorten the response time to the second week in April, if it is advertised next week it was agreed by consensus to be ample time for a suitable response.
2. The proposer only needed to attend the one meeting in August. It was agreed that they did not need any additional status reports, they could be supplied by staff.
3. Remove the word, "all" on line 101
4. Change the word "representation" on line 95 to "catalog" – easier to understand

The committee approved the amended Request for Proposal document by consensus.

INFORMATIONAL MATERIALS

- A. Memorandum to Council re: 2015 Budget Request
- B. Approved 2015 Budget Items

C. Memorandum from Public Works Director dated November 24, 2014 re: Spit Trail Art
D. 2015 Annual Meeting Calendar

The committee held a brief discussion on Changing the items on the Calendar for May to the meeting in April and adding under May Grant Opportunities/Project Application Process. Ms. Krause will also have project status updates for the May and April meetings.

There was no further discussion or comments.

COMMENTS OF THE AUDIENCE

There was no audience present to comment.

COMMENTS OF THE STAFF

Ms. Krause had no comments.

COMMENTS FROM THE COMMITTEE

There were no comments from the committee members.

ADJOURNMENT

There being no further business to come before the Committee Chair Miller adjourned the meeting at 5:24 p.m. **A WORKSESSION IS SCHEDULED FOR 4:00 P.M. PRIOR TO THE NEXT SPECIAL MEETING IS TENTATIVELY SCHEDULED FOR MONDAY APRIL 20, 2015** AT 5:00 P.M. at City Hall Conference Room Upstairs, 491 E. Pioneer Avenue, Homer, Alaska.

Renee Krause, CMC, Deputy City Clerk I

Approved: _____



City of Homer

www.cityofhomer-ak.gov

Office of the City Clerk

491 East Pioneer Avenue
Homer, Alaska 99603

clerk@cityofhomer-ak.gov

(p) 907-235-3130

(f) 907-235-3143

Memorandum

TO: PUBLIC ARTS COMMITTEE

FROM: RENEE KRAUSE, CMC, DEPUTY CITY CLERK

DATE: APRIL 15, 2015

SUBJECT: STAFF REPORT 15-02

HB160 – Well this was quite a surprise but thank goodness for email and some vigilance by savvy staff it was brought to everyone's attention and through quick organization, commented upon thoroughly and vehemently and has been held back for this year but according to the email received, which I have included, not gone and will likely re-surface during next year's legislative period.

For those not aware of the issue there was an attempt to remove the 1% for Art Program requirement from Public/Government construction and renovation projects. Cutting this program does a disservice to the residents and artists of this state, many who rely on the program as a base for their annual income, besides being an important component of any society and culture. I am on the email list and will receive updates regarding HB160 and keep it on my radar for next year. I have included some information and the actual language of HB160 for your review and information.

Grants and Funding Options – This item was postponed from the February meeting so all committee members could be present for the discussion and have the presence of Katie Koester, who at the time was the City's Grant Guru and is now the City Manager, to advise us on funding options in this particularly stressed economic climate within the state now. The committee needs to determine what project that they would like to seek outside funding to assist implementing. The Baycrest Improvement and Heath Street Wall Mural projects so far are the only two projects that have been spoken about or supported by the committee.

P.A.R.C Needs Assessment – This draft document is included as an informational item as the committee was only addressing two items for this special meeting agenda. This will be presented to the City Council at the May 26th meeting for approval and it will be nice if this committee could provide a recommendation of support on any or all of the recommendations contained within the document. The regular meeting is scheduled for May 14 and this could be on that agenda.

City Park Signage – Status Update on the Jack Gist Park East End Road Signage. The Alaska State Department of Transportation has denied placement of signage other than regulatory within the Right of Way. Dotti Harness-Foster, Planning Clerk has taken the time to approach the property owner inquiring about placement of signage on their private property at the edge and they appear to be willing however it is quite a distance from the road and would require very high posts and the sign could only be 2' x 2' in size. This would not really be effective use of the funding provided by Council so I asked Angie Otteson, head of City parks and she noted that End of the Road Park and WKFL Park require signage. I have included the pictures of those signs that will be installed by June.

Project Status Updates – The Hook has finally been installed on the corner of Fishdock and Spit Roads! The Historical mural is being painted now in the new harbormaster's office and the Compass tile work for the entrance floor has been completed. The harbor staff is currently boxing up their items and planning on a "soft move in" for end of April first of May. They plan on having an Open House at the end of May. The Load & Launch Ramp Project which will reconstruct the ramp and facilities is slated for end of summer this year, no artwork involved in this one though. The Spit Trail Interpretive Signage project – no info at the time of this memorandum hopefully will have on meeting day.

RFP Response – I was a bit worried regarding this proposal as we had no responses or inquiries until the last 2 weeks then it was like everyone was interested. We did get 5 submittals which I am really happy to see and believe that the committee will be pleased with the results.

From: Rep. Jonathan Kreiss-Tomkins <Rep.Jonathan.Kreiss-Tomkins@akleg.gov>
Sent: Monday, April 13, 2015 12:47 PM
Cc: Berett Wilber
Subject: HB 160: The Scoop

Dear Alaska arts advocates,

First, a quick introduction!

I'm a legislator out of Sitka and serve on the State Affairs Committee. I work with Rep. Gattis and respect where she comes from (a very conservative constituency and philosophy) and we find common ground on many issues and cosponsor legislation together. But with all appropriate respect to Rep. Gattis, one could say that I am not necessarily the world's biggest booster of HB 160.

First, I wanted to thank you (and there are hundreds of you!) for taking the time to write the legislature and advocate the importance of arts in Alaska.

Second, a quick explanation: Berett Wilber on my staff (copied) has thrown together all of your emails in a listserv that we'll send out to on occasion when there is word on HB 160. The more informed we are, the more effective we are. We (my office) can keep all of you – all of us – informed on this issue, to ensure Alaska's cultural and artistic vibrancy. We can work together: coordinated and concertized political action is a whole greater than the sum of its many (hundreds, actually) parts.

Third: HB 160. The scoop: Rep. Gattis doesn't plan to push the bill any more this year, as you may have already inferred.

This coming week, the State Affairs Committee is "shutting down" for the rest of session; there would not be further opportunity to push the bill even it were desired by Rep. Gattis.

But the bill is still alive. It could be (and probably will be) back in 2016. It's worth laying some groundwork with your respective legislators through this summer and fall in advance of the 2016 legislative session. A strong, vibrant, bipartisan coalition is what we're shooting for. Together, we'll make it happen. That's what this email is about and this listserv is about.

We will be in touch going forward.

With best wishes,

Jonathan

HOUSE BILL NO. 160

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-NINTH LEGISLATURE - FIRST SESSION

BY REPRESENTATIVE GATTIS

Introduced: 3/23/15

Referred: State Affairs, Finance

A BILL

FOR AN ACT ENTITLED

1 **"An Act relating to the art requirements for certain public buildings and facilities and**
2 **to the funding of works of art."**

3 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 * **Section 1.** AS 44.27.052(a) is amended to read:

5 (a) The council may

6 (1) hold public and private hearings;

7 (2) enter into contracts, within the limit of funds available, with
8 individuals, organizations, and institutions for services furthering the educational
9 objectives of the council's programs;

10 (3) enter into contracts, within the limit of funds available, with local
11 and regional associations for cooperative endeavors furthering the educational
12 objectives of the council's programs;

13 (4) accept gifts, contributions, and bequests of unrestricted funds from
14 individuals, foundations, corporations, and other organizations or institutions for the

1 purpose of furthering the educational objectives of the council's programs;

2 (5) make and sign agreements and do and perform any acts necessary
3 to carry out the purposes of AS 44.27.040 - 44.27.058 [AS 44.27.040 - 44.27.060];
4 and

5 (6) adopt regulations under AS 44.62 (Administrative Procedure Act)
6 to carry out the provisions of AS 44.27.040 - 44.27.058 [AS 44.27.040 - 44.27.060].

7 * **Sec. 2.** AS 44.35.030 is amended to read:

8 **Sec. 44.35.030. Construction of memorials to Alaska veterans.** The
9 Department of Military and Veterans' Affairs may construct memorials to Alaska
10 veterans. A memorial constructed under this section is not subject to AS 35.15 [OR
11 AS 35.27].

12 * **Sec. 3.** AS 35.27.010, 35.27.020, 35.27.030; AS 44.27.050(5), and 44.27.060 are repealed.

13 * **Sec. 4.** The uncodified law of the State of Alaska is amended by adding a new section to
14 read:

15 **APPLICABILITY.** (a) This Act does not apply to the construction of a building or
16 facility if, before the effective date of this Act, the Department of Transportation and Public
17 Facilities has entered into a contract for all or part of the construction of the public building or
18 facility or for the design, construction, mounting, or administration of a work of art for the
19 public building or facility under AS 35.27.020, repealed by sec. 3 of this Act. In this section,

20 (1) "building" or "facility" has the meaning given in AS 35.27.030, repealed
21 by sec. 3 of this Act;

22 (2) "construction" includes planning and design.

23 (b) This Act does not apply to the commissioning, purchase, or expenses of a work of
24 art under AS 44.27.060(c), repealed by sec. 3 of this Act, for a building or facility if, before
25 the effective date of this Act, the Alaska State Council on the Arts has entered into a contract
26 for the commissioning, purchase, or expenses of the work of art for the building or facility
27 under AS 44.27.060(c), repealed by sec. 3 of this Act. In this subsection, "building" or
28 "facility" has the meaning given in AS 44.27.060(d), repealed by sec. 3 of this Act.



THE STATE
of **ALASKA**
STATE LEGISLATURE

Rep. Lynn Gattis

Rep.Lynn.Gattis@akleg.gov

House Finance Committee

Education Finance Subcommittee Chair

Administration Finance Subcommittee Chair

SPONSOR STATEMENT
House Bill 160
Art in Public Places Requirement
Version A

Between 2004 and 2013, the Department of Transportation and Public Facilities, the Department of Education and Early Development and the Alaska Court System spent a combined total of \$9,129,581 on art program expenditures.

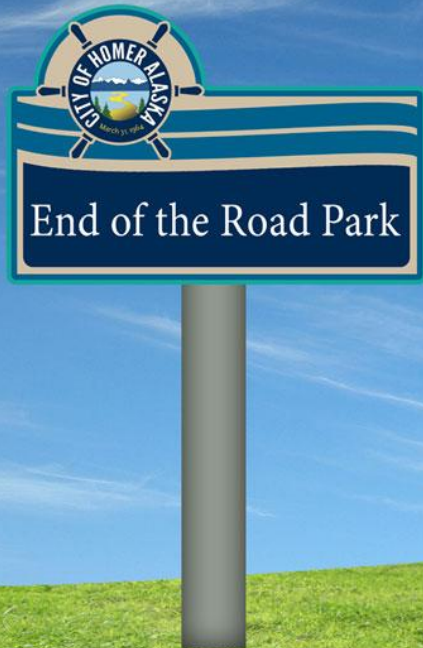
House Bill 160 removes the mandate to set aside 1% of funding for art in public places.



HOUSE DISTRICT 7
GREATER WASILLA

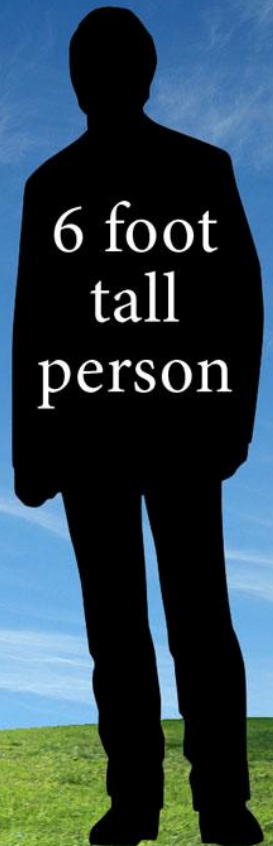
Interim
600 E. Railroad Ave
Wasilla, AK 99654
Phone: (907) 373-6285
Fax: (907) 373-6286

Session
Alaska State Capitol Rm 500
Juneau, AK 99801-1182
Phone: (907) 465-4833
Toll Free: 800-782-4833



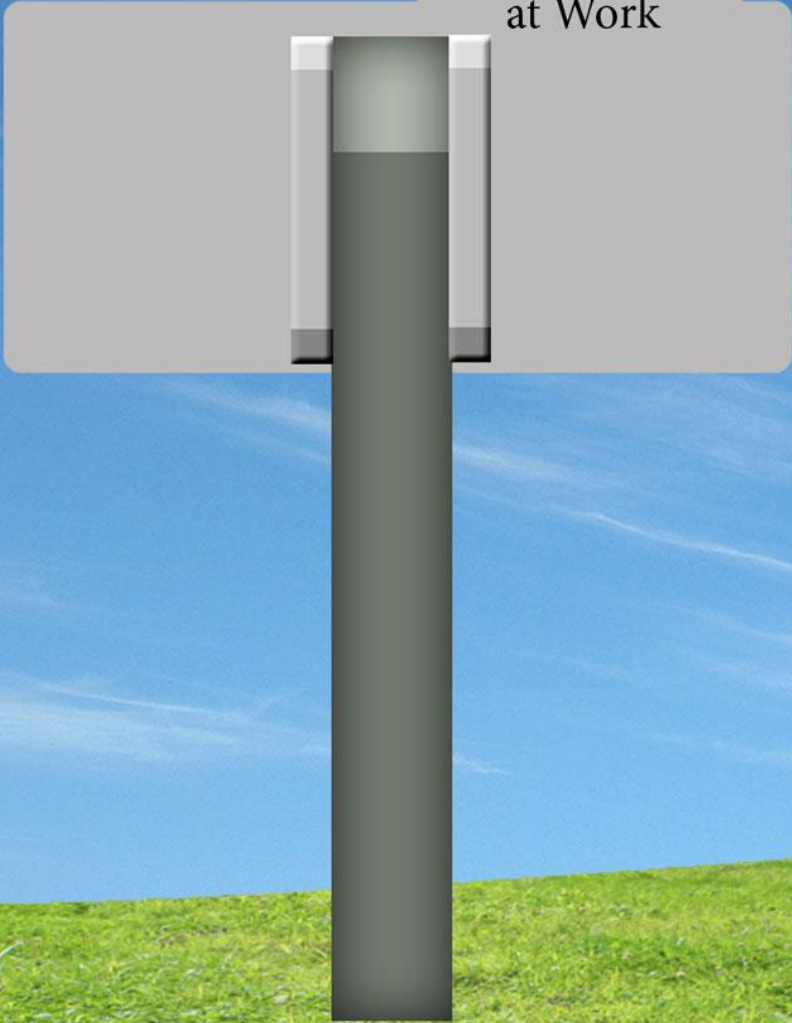
6 foot
tall
person

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Handpainted & DanCoe



©2015 All Rights Reserved
Handpainted & DanCoe

Public Art
Dollars
at Work





CITY of HOMER

CHECK REQUEST FORM

CHECK REQUEST DATE 4/9/2015

ATTACH RECEIPT:

PLEASE MAKE CHECK PAYABLE TO:

Handpainted by Dan Coe

36765 Spruce Circle Road

Anchor Point, AK 99556

DESCRIPTION/REASON FOR REQUEST:

Request for 1/2 payment to purchase supplies

to paint 2 signs for city owned parks

<u>156-367</u>	<u>\$550.00</u>
ACCOUNT NUMBER	AMT\$

<u> </u>	<u> </u>
ACCOUNT NUMBER	AMT\$

<u> </u>	<u> </u>
ACCOUNT NUMBER	AMT\$

<u> </u>	<u> </u>
ACCOUNT NUMBER	AMT\$

<u> </u>	<u> </u>
ACCOUNT NUMBER	AMT\$

AMOUNT TOTAL \$	<u>\$550.00</u>
-----------------	-----------------

Renee Krause
REQUESTED BY

Renee Krause
APPROVED BY

DAN COE WILL PICK UP CHECK PERSONALLY
Date check needs to be mailed or Person to return check to

APR 09 2015 PM02:16 *pk***Quote****Handpainted by Dan Coe***Signs • Design • Furnishings • Fine Art*

dcoes11@gmail.com

36765 Spruce Circle Road

Anchor Point, AK 99556

(907) 435-7299

DATE:

4/9/2015

ATTENTION:

Renee Krause

City of Homer

Homer, AK 99603



DESCRIPTION	AMOUNT
"End of the Road Park" sign 3'x2' painted 1-side 3/4"MDO	\$375
Post and installation (5.5"x5.5")	\$175
"WKFL Park" sign 3'x2' painted 1-side 3/4"MDO	\$375
Post and installation (5.5"x5.5")	\$175

OTHER COMMENTS

SUBTOTAL	\$1,100.00
PAID	\$0.00
TAX	
TOTAL	\$1,100.00

Make all checks payable to:
Handpainted



THE STATE
of **ALASKA**

GOVERNOR BILL WALKER

Jack Gist

Department of Transportation
and Public Facilities

DESIGN & ENGINEERING SERVICES
CENTRAL REGION RIGHT OF WAY

PO Box 196900
Anchorage, Alaska 99519-6900
Phone: 907.269.0700
Toll Free: 800.770.5263
TDD: 907.269.0473
TTY: 800.770.8973
Fax: 907.269.0828
Web Site: doi.state.ak.us

December 8, 2014

Certified Mail # 91 7199 9991 7031 1264 0491

City of Homer
ATTN: Dotti Harness-Foster
491 East Pioneer Ave
Homer, AK 99603

RE: Recreational and Cultural Interest Area (RCIA)
Denial of Proposed Jack Gist Sign
File Number: 25279

Dear Mrs. Harness-Foster,

The Department of Transportation and Public Facilities (DOT&PF) has reviewed your application for the Jack Gist RCIA sign. After careful review of the facts and information submitted for this location, the Department is unable to issue a permit for the following reasons:

1. The proposed sign acts as a decorative highway sign and does not follow RCIA standard highway signing within the State's right of way;
2. Under 17AAC60.205, does not qualify as a "significant attraction" or "venue"
 - a. The Jack Gist Park qualifies as a "site" and only qualifies for the D7-105 panel (See enclosed figure 2M-100 Example of RCIA Sign Hierarchy & D7-105 Alaska Sign Design Specifications).

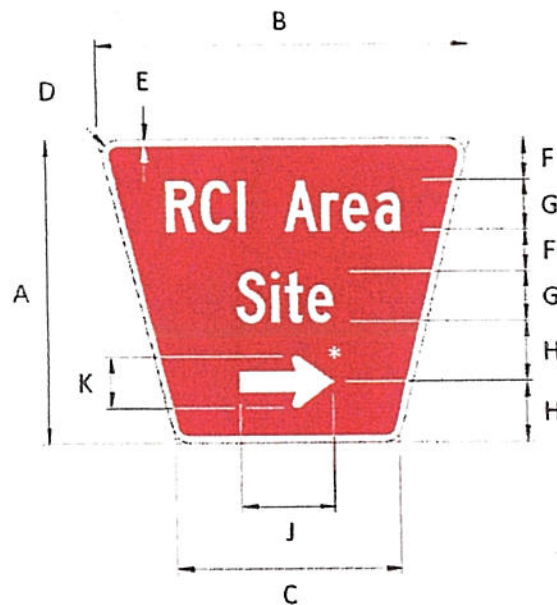
Give me call if you have questions or if I can be of assistance in the future. My direct line in Anchorage is (907) 269-0691 or you can use the toll-free number, 1-800-770-5263.

Sincerely,

Shaquetta Roan
Right of Way Assistant

Enclosures: Figure 2M-100: Example of RCIA Sign Hierarchy & D7-105 Alaska Sign Design Specifications

cc: Alan Hartig, Property Management Supervisor, Central Region
 Carl High, Kenai Peninsula Maintenance & Operations Superintendent



For use with Sites

Border, Legend and Arrow : White (retroreflective)

Background : Brown

- * See Appendix B-1 for Standard Arrow Detail. Center Arrow horizontally on sign. Arrow may be replaced with Alternate Text Legend as shown below.



Replace 'H' dimensions
above as shown at left

ALT TEXT LEGENDS

500 FT	1 MILE
1000 FT	AHEAD
1500 FT	NEXT RIGHT
1/2 MILE	NEXT LEFT

Road Class	Dimensions (inches)										
	A	B	C	D	E	F	G	H	J	K	L
Minimum	36	48	30	2	0.75	5	6 C	7	12	6	4 C
Conventional	48	60	36	2.5	1	6.5	8 C	9.5	15	8	6 C
60+ MPH	60	72	48	3.5	1.25	8	10 D	12	18	10	8 D

Adams Drive, look west toward proposed sign location



Looking east toward Adams Drive. Proposed sign would be placed closer to the driveway approach, shown on the lower portion of the photo.



Adjacent Grade



**View from
north of East
End Road,
looking
south to the
proposed
sign location.**



City of Homer

www.cityofhomer-ak.gov

Office of the City Manager

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(f) 907-235-3148

PRESS RELEASE

For Immediate Release:

April 14, 2015

The Homer Small Boat Harbor has lately been the beneficiary of several improvements that are designed to welcome cruise ship passengers to the Spit, but all tourists and the community as a whole have profited from new trails, restrooms, art work, shelter, overlooks, benches, banners, kiosks, and other pedestrian improvements.

The newest addition to the Spit, part of the City of Homer's 1% for art program, is the new "Circle Hook Sculpture". This sculpture (installed this week) is located at the intersection of Homer Spit Road and Freight Dock Road. It stands 13 feet high and is purported to be the largest fishing hook sculpture in the galaxy.

The sculpture was designed by Moose Run Metalsmiths of Homer Alaska and it was fabricated by Bay Welding Services of Homer, Alaska. The project is funded by Cruise Ship Head Tax Revenues and the City's 1% for Art Program.

When you have a chance, stop by and take a look at the newest member of our community art exhibits.

Fish On!



City of Homer

www.cityofhomer-ak.gov

Office of the City Clerk

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(p) 907-235-3130

(f) 907-235-3143

Memorandum

TO: PUBLIC ARTS COMMITTEE

FROM: RENEE KRAUSE, CMC, DEPUTY CITY CLERK

DATE: APRIL 15, 2015

SUBJECT: ARTPLACE AND NEA GRANT OPPORTUNITIES

This item was postponed from the February 12, 2015 regular meeting in order to have some assistance from the city staff and the presence of all committee members for discussion. I have included all previous information for ease in review.

Katie Koester, City Manager, former Economic Development & Community Coordinator will be in attendance for the worksession at 4:00 p.m.

It was previously determined that the Baycrest Overlook Gateway Project or the Heath Street Mural Project would be good considerations to seek funding. The Committee will need to choose a project or draft a project if there are new options/recommendations of same as the application periods will be coming up in the fall for some funding opportunities.

Recommendation: Information in Nature. No Action required.



City of Homer

www.cityofhomer-ak.gov

Administration

491 East Pioneer Avenue
Homer, Alaska 99603

(p) 907-235-8121 x2222

(f) 907-235-3148

Memorandum

TO: Public Arts Committee
FROM: Katie Koester, Community and Economic Development Coordinator
DATE: November 11, 2014
SUBJECT: ArtPlace Ourtown Grant

Award Amount: \$25,000, \$50,000, \$75,000, \$100,000, \$150,000, or \$200,000. Few \$200,000 grants awarded, must be a project of significant impact.

Match: Minimum 1:1

Competitiveness: 9% success rate

Deadline: December 15, 2014. ArtPlace recommends submitting the application on December 5th in case there are any technical difficulties. A resolution approving the grant application would have to be immediately placed on the agenda for the next City Council meeting, November 24. I will be out of the office until December 3rd.

What ArtPlace is looking for in a project:

Increase livability: "Livability projects are measurable community benefits, such as growth in overall levels of social and civic engagement; new avenues for expression and creativity; design- focused changes in policies, laws, and/or regulations; job and/or revenue growth; or positive changes in migration patterns."

Creative Place making: "partners from the public, private, non-profit, and community sectors that work together to "strategically reshape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities."

Partnerships: The applicant must consist of two PRIMARY partners: a non-profit and a local government entity. Additional partners are encouraged (artists, art organizations, etc.)

Application Process: It is a rigorous application process. They want things like artist bios, letters of support and samples of work. These are things that can be difficult to gather up in a short time frame, especially if in the case of an installation if an artist or project specifics have not been decided upon yet.

Additional information on the Ourtown Grant can be found at www.arts.gov. I have included the grant program description from their website as an attachment to this memo.

OUR TOWN: Arts Engagement, Cultural Planning, and Design Projects - Grant Program Description

Arts engagement, cultural planning, and design projects should represent the distinct character and quality of their communities, and be carried out by a local government entity in partnership with a nonprofit organization.

Projects

The Arts Endowment plans to support a variety of projects across the country in urban and rural communities of all sizes. Please review the [list of grants](#) on our website to see the types of projects that have been funded recently through Our Town. You might also want to look at examples of projects in the online storybook of Our Town projects called '[Exploring Our Town](#).' While these grants are illustrative, they represent only a sample of the types of projects that Our Town supports.

Projects should represent the distinct character and quality of their communities, and must reflect the following:

- A vision for enhancing the livability of the community.
- A systemic approach to equitable civic development.
- Support for artists, design professionals, and arts organizations by integrating the arts and design into the fabric of civic life.

Projects may include arts engagement, cultural planning, and design projects such as:

Arts Engagement

Arts engagement projects support artistically excellent artistic production or practice as the focus of creative placemaking work.

- Innovative programming that fosters interaction among community members, arts organizations, and artists, or activates existing cultural and community assets.
- Festivals and performances that activate spaces not normally used for such purposes.
- Public art that improves public spaces and strategically reflects or shapes the physical and social character of a community.

Cultural Planning

Cultural planning projects support the development of artistically excellent local support systems necessary for creative placemaking to succeed.

- Creative asset mapping.
- Cultural district planning.
- The development of master plans or community-wide strategies for public art.
- Support for creative entrepreneurship.

- Creative industry cluster/hub development.

Design

Design projects that demonstrate artistic excellence while supporting the development of places where creative activities occur, or where the identity of place is created or reinforced.

- Design of public spaces, e.g., parks, plazas, landscapes, neighborhoods, districts, infrastructure, bridges, and artist-produced elements of streetscapes.
- Community engagement activities including design charrettes, design competitions, and community design workshops.
- Design of rehearsal, studio, or live/work spaces for artists.
- Design of cultural spaces – new or adaptive reuse.

We understand that creative placemaking projects are often multi-year, large-scale initiatives. Please specify in your application which phase or phases of your project are included in your request for NEA funding. All phases of a project -- except for those for facilities noted below -- are eligible for support. The NEA reserves the right to limit its support of a project to a particular phase(s) or cost(s). All costs included in your Project Budget must be expended during your period of support.

Where appropriate, Our Town applications should demonstrate how the project will align with other place-based federal grant programs and policies, including, but not limited to, those from the Department of Housing and Urban Development (HUD), the Department of Transportation (DOT), the Department of Commerce, the Environmental Protection Agency (EPA), such as Consolidated Plans, Analysis of impediments to Fair Housing Choice, Long Range Transportation Plans, and Asset Management Plans.

If relevant to your project, you will be required to provide information in accordance with the [National Environmental Policy Act](#) and/or the [National Historic Preservation Act](#).

Partnerships

A key to the success of creative placemaking is involving the arts in partnership with committed governmental and private sector leadership. All applications must demonstrate a partnership that will provide leadership for the project. These partnerships must involve two primary partners: 1) nonprofit organization, and 2) local government entity, as defined by these guidelines. One of these two primary partners must be a cultural (arts or design) organization. The highest ranking official of the local government is required to submit a formal statement of support designating the project as the only one being submitted for the local government. See "[How to Prepare and Submit an Application](#)" for more information.

Additional partners are encouraged and may include an appropriate variety of entities such as state level government agencies, foundations, arts organizations and artists, nonprofit organizations, design professionals and design centers, educational institutions, real estate developers, business leaders, community organizations, council of governments, rural planning

organizations, transportation agencies, special districts, educational organizations, as well as public and governmental entities.

You may find it helpful to contact your local arts agency as you begin the process within your community.

We Do Not Fund

Funding is **not** available for:

- Construction, purchase, or renovation of facilities. (Design fees, community planning, and installation of public art are eligible; however, no Arts Endowment or matching funds may be directed to the costs of physical construction or renovation or toward the purchase costs of facilities or land.)
- Costs (and their match) to bring a project into compliance with federal grant requirements. This includes environmental or historical assessments or reviews and the hiring of individuals to write assessments or reviews or to otherwise comply with the National Environmental Policy Act and/or the National Historic Preservation Act.
- Projects for which the selection of artists or art works is based upon criteria other than artistic excellence and merit. Examples include festivals, exhibitions, or publications for which no jury/editorial judgment has been applied.
- Subgranting or regranteeing, except for local arts agencies that are designated to operate on behalf of their local governments or are operating units of city or county government. (See more information on subgranting.) Subgranting activity by designated local arts agencies must be directly relevant to the Our Town project activities.
- Financial awards to winners of competitions.
- Fund raising or financing activities.
- General operating support.
- Seasonal support.
- Costs for the creation of new organizations.
- Direct grants to individuals. (The Arts Endowment encourages applicant organizations to involve individual artists in all possible ways.)
- Individual elementary or secondary schools -- charter, private, or public -- directly. Schools may participate as additional partners in projects for which another eligible organization applies. Local education agencies (school districts) and community colleges can apply on behalf of a local government. If a single school also is the local education agency, as is the case with some charter schools, the school may apply with documentation that supports its status as the local education agency applying on behalf of the local government.
- State and regional education agencies and institutions.
- Commercial (for-profit) enterprises or activities.
- Cash reserves and endowments.
- Awards to individuals or organizations to honor or recognize achievement.
- Generally, professional training in degree-granting institutions.
- Work toward academic degrees and the pursuit of academic careers.
- Projects that replace arts instruction provided by a classroom teacher or an arts specialist.

- Literary publishing that does not focus on contemporary literature and/or writers.
- Generally, publication of books or exhibition of works by the applicant organization's staff, board members, faculty, or trustees.
- Exhibitions of, and other projects that primarily involve, single, individually-owned, private collections.
- Expenditures that are related to compensation to foreign nationals and artists traveling to or from foreign countries when those expenditures are not in compliance with regulations issued by the U.S. Treasury Department Office of Foreign Asset Control. For further information, see <http://www.treas.gov/offices/enforcement/ofac/> or contact the Arts Endowment's Grants & Contracts Office at grants@arts.gov.
- Project costs that are supported by any other federal funds or their match.

Intended Outcome: Livability

Through Our Town projects, the Arts Endowment intends to achieve the following outcome from our strategic plan: *Livability: American communities are strengthened through the arts.*

The anticipated long-term results for Livability projects are measurable community benefits, such as growth in overall levels of social and civic engagement; new avenues for expression and creativity; design-focused changes in policies, laws, and/or regulations; job and/or revenue growth; or positive changes in migration patterns. You will be asked to address the anticipated results in your application. If you receive a grant, you will be asked to provide evidence of those results at the end of your project. Given the nature of Livability projects, benefits are likely to emerge over time and may not be fully measureable during the period of a grant. You will need to provide evidence of progress toward achieving improved livability as appropriate to the project. Before applying, please review the [reporting requirements for Livability](#). We recognize that some projects involve risk, and we want to hear about both your successes and failures. Failures can provide valuable learning experiences, and reporting them will have no effect on your ability to receive NEA funds in the future.

Beyond the reporting requirements for all grantees, selected Our Town grantees may be asked to assist in the collection of additional information that can help the NEA determine the degree to which agency objectives were achieved. For example, Our Town grantees may be asked to participate in surveys or interviews, and/or may be asked to assist in publicizing and promoting these data collection efforts. You may be contacted to provide evidence of project accomplishments including, but not limited to, work samples, community action plans, cultural asset studies, programs, reviews, relevant news clippings, and playbills. Please remember that you are required to maintain project documentation for three years following submission of your final report.

We may publish grantees' reports and products on our website. Please note that all federal grantmaking agencies retain a royalty-free right to use all or a portion of grantees' reports and products for federal purposes.

Deadline Date

You are required to submit Step 1 of your application electronically through Grants.gov, the federal government's online application system. The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on December 15, 2014. We strongly recommend that you submit at least 10 days in advance of the deadline to give yourself ample time to resolve any problems that you might encounter. We will not accept late applications.

The Grants.gov Contact Center is available 24 hours a day, 7 days a week.

Step 2 of the application will then be due by January 15, 2015, through the NEA GrantsOnline™ System (NEA-GO) (see the "[How to Prepare and Submit an Application](#)" section for more detail).

- See more at: <http://arts.gov/grants-organizations/our-town/arts-engagment-cultural-planning-and-design-projects-grant-program-description#sthash.3aCvXuZY.dpuf>



National Grants Program Summary

The National Grants Program is one of several ArtPlace programs designed to invest in creative placemaking projects that involve cross-sector partners committed to strengthening the social, physical, and economic fabric of their communities. ArtPlace America sees its role as providing support for projects that lead through the arts/artists, integrate with a community's economic development and revitalization strategies, and have the potential to attract additional support. We want to learn alongside those doing this work and actively seek to build a portfolio that is a microcosm of the varied placemaking strategies used across the United States. We will share lessons learned as broadly as possible.

This national grants program supports projects across the country. Several of ArtPlace's foundation partners have deep commitments to their local and regional communities and have provided funding specifically to ensure grants are made in communities of all sizes in Alaska, California, and Minnesota; for rural communities throughout Arizona, Iowa, the Upper Peninsula in Michigan, New Mexico, North Dakota, Oregon, South Dakota, Texas, and Wisconsin; and for the cities of Akron, OH; Boston, Cambridge, and Somerville, MA; Charlotte, NC; Detroit, MI; Macon, GA; Miami, FL; Greater Philadelphia, PA; San Jose, CA; and St. Paul, MN. Several funders are also interested in ensuring the participation and representation of folk and traditional arts, Native American arts, and the

performing arts.

Approximately 50% of the \$10 million to be disbursed in 2015 is restricted to the above communities and/or artistic disciplines. In an effort to support the broad spectrum of creative placemaking practices across the United States, ArtPlace is particularly interested in projects from states in which it has not yet granted including Delaware, Montana, New Hampshire, Nevada, Oklahoma, South Carolina, Utah, and Wyoming.

Definitions

The below definitions are those held by ArtPlace for the purposes of this Letter of Inquiry. We recognize that these definitions can have a different meaning based on social context: particularly distinctions between rural and urban places; as well as financially affluent and low-income neighborhoods. ArtPlace America strives to be inclusive of those different contexts as it builds its grant portfolio and creative placemaking partnerships.

Creative Placemaking: Strengthening the social, physical, and economic fabric of a community through arts and culture.

Community: A group of people related by geography.

If you wish to apply for an ArtPlace America National Grant, **you must register to submit your Letter of Inquiry online by clicking [here](#)**. Please allow 1-2 business days for your registration request to be approved. Once your registration has been approved, you will be able to view and submit your Letter of Inquiry. All Letters of Inquiry must be submitted by 3:59 PM EST on November 3, 2014.



Guidelines and Restrictions

Amount: ArtPlace America generally awards grants that range between \$50,000-\$500,000 to organizations, initiatives and communities of all sizes.

Length of Project: The grant period will be 18-months in length, beginning August 1, 2015. If your project is part of a multi-year initiative, you may describe the broader vision, although your application should focus and provide specifics on the activities and/or phases of work that will occur within the grant period.

Available funding: The National Grants Program will invest approximately \$10 million in 2015. In 2014, ArtPlace granted \$15 million through 55 grants selected from almost 1300 applications. In 2015, we expect to fund approximately 40 projects.



Evaluation Criteria

The project:

1. Is (or has a plan to be) integrated into a larger set of strategies seeking to strengthen the social, economic, and/or physical fabric of a place.
2. Engages with and/or responds to local context (e.g. forces, policies, and players related to a community/place).
3. Has art/artists/culture as an integral component.
4. Is driven by informed leadership and authentic cross-sector partnerships.
5. Includes a variety of thinking, points of view, and/or people from planning to implementation.
6. Is feasible, reasonable, and well timed.
7. Has the potential to provide insights to the field.

Additional Criteria for Capital Projects (if you have any expenses related to the rehabilitation or construction of a permanent facility/space/structure in your budget)

The project:

8. Demonstrates sufficient market and community demand.
9. Exhibits a high likelihood of securing the necessary resources for completion within the stated timeframe.
10. Partners have a realistic plan in place to raise the operating and capital resources needed for ongoing programming and



Frequently Asked Questions

These answers to frequently asked questions are intended to address as many of your questions as possible. Please read all questions and answers before sending an inquiry to the ArtPlace America staff, who have limited resources to respond to individual queries.

If you do not see your question posted here, please send an email to grants@artplaceamerica.org.

Definitions

The below definitions are those held by ArtPlace for the purposes of this Letter of Inquiry. We recognize that these definitions can have a different meaning based on social context: particularly distinctions between rural and urban places; as well as financially affluent and low-income neighborhoods. ArtPlace America strives to be inclusive of those different contexts as it builds its grant portfolio and creative placemaking partnerships.

Creative Placemaking: Strengthening the social, physical, and economic fabric of a community through arts and culture.

Community: A group of people related by geography.

Criteria

1. What does a great proposal look like?

Great proposals clearly and concisely communicate:

- i.) A description of the geographic community in which you are working.
- ii.) A description of the challenge/opportunity the community has decided to tackle.
- iii.) The arts strategy that will be used to tackle the selected challenge/opportunity.
- iv.) How to gauge the project's success.

2. What kinds of initiatives has ArtPlace America funded?

A complete listing of ArtPlace America-funded initiatives can be found at <http://www.artplaceamerica.org/grants/>. Please focus your application on the specifics of your community, challenge/opportunity, and arts strategy. Successful applicants clearly express responses to the above question as they relate to their distinctive place.

3. What kinds of partnerships does ArtPlace America look for and think are important?

ArtPlace America is most interested in cross-sector partnerships that have aligned values and goals for improving the social, physical, and economic fabric of their community. If the organization or individual partner has a role in the planning and implementation of your project, then it is likely an important partnership.

4. Is there a preference for programs that are scalable and/or replicable?

While there is no preference for programs that are scalable or

replicable, ArtPlace America has an interest in projects that could potentially build the collective knowledge of the creative placemaking field.

5. How competitive is the process?

Last year, ArtPlace provided grants to approximately 4% of the 1300 LOIs submitted (55 projects). This year we anticipate funding approximately 40 projects from the applicant pool.

Eligibility

6. Who is eligible for funding?

ArtPlace America invites applications from non-profit organizations, local governing bodies, individual artists/designers, and for-profit organizations within the U.S. and all U.S. Territories. If you or your organization do not currently have 501 (c) 3 status or city charter, you will need to apply through a nonprofit fiscal agent (any 501 (c) 3 able to manage philanthropic resources on your behalf and in accordance with nonprofit accounting standards). ArtPlace America grantees who received an award in 2014 are not eligible to apply in this round.

7. If I am not a registered 501 (C) 3 do I need to secure a fiscal agent before submitting my letter of inquiry? What is the role of a fiscal agent?

The fiscal agent acts as the steward of the grant funds. It signs all contracts and is ultimately responsible for the funds being used as stated in the grant contract. It also signs off on all interim and final reports, including but not limited to the financial update section of those reports. While you may apply for a grant in advance of securing a fiscal agent, a fiscal agent must be secured by an

individual artist, designer or for-profit organization applicant before receiving funds from ArtPlace America. Given the limited resources we have for this program, ArtPlace requires that all fiscal agent fees be no more than 12.5% of the total ArtPlace request/award.

8. Does ArtPlace America require matching funds?

There is no required match for the ArtPlace America National Grants Program. Despite not requiring a match, ArtPlace values projects that are able to leverage additional federal, regional, and local public/private funding.

9. Are state bodies eligible to submit an LOI?

Yes, all local/regional/state governing bodies (including state bodies) are eligible to submit a Letter of Inquiry for grant funding.

10. Can one organization submit multiple Letters of Inquiry?

No. An organization may only submit one Letter of Inquiry per grant cycle.

11. Can an organization be listed as a partner on one application and submit a separate application?

Yes, we encourage partnerships for all projects. However, only one application should be submitted for any given project. Any separate applications should be for separate projects.

12. Can an organization submit a Letter of Inquiry and act as a fiscal agent for an individual artist or for-profit organization?

Yes. An organization may serve as a fiscal agent and submit its own separate proposal.

13. Will projects outside of the U.S. be funded?

No. ArtPlace America will only fund projects located in the U.S and

U.S. Territories.

14. Will projects located in Puerto Rico be eligible for funding?

Yes. Projects located in Puerto Rico and all U.S. Territories are eligible to receive funding.

15. Will ArtPlace America accept applications from previous grantees?

ArtPlace will consider applications from previous grantees for new projects; continuations of previously funded projects will not be considered. Additionally, previous grantees are not eligible to submit a Letter of Inquiry in the same calendar year in which they received a grant. For instance, if your organization or project received an ArtPlace America grant in 2014 you are not eligible to submit a letter of inquiry during the current grant cycle.

16. Are there restrictions in terms of size of organization or years of incorporation?

No, there is no minimum or maximum requirement for operating budget, staff size, geographic reach, or any other metric for an organization's size. ArtPlace does not require a minimum number of years of incorporation.

17. What artistic disciplines are eligible?

We encourage grant submissions from ALL artistic disciplines. Some of ArtPlace's foundation partners have an interest in the performing arts and have provided funding to ensure grants are made to performing arts organizations. Several funders are also interested in ensuring the participation and representation of folk and traditional arts and Native American arts.

18. What is the difference between audience development/engagement and creative placemaking?

ArtPlace America seeks place-based projects that will strengthen the social, physical, and economic fabric of their communities. We believe this work to be fundamentally different and distinct from audience building, outreach, and engagement. To ArtPlace, audience engagement refers to activities intended for a group of people that is primarily united by a particular interest (in this case likely the given organization's programming). Creative Placemaking focuses on groups of people that are distinctly united by geography. While there may be overlap across audience members and community members, we are specifically focused on definitions of community that are readily delineable on a map. Audiences often extend beyond such geographic limitations.

19. Does ArtPlace America have geographic priorities?

Applications are encouraged from all 50 states and U.S. territories, and ArtPlace America funds in communities across the country. Several of ArtPlace's foundation partners have deep commitments to their local and regional communities and have provided funding specifically to ensure grants are made in communities of all sizes in Alaska, California, and Minnesota; and for rural communities throughout Arizona, Iowa, the Upper Peninsula in Michigan, New Mexico, North Dakota, Oregon, South Dakota, Texas, and Wisconsin; and for the cities of Akron, OH; Boston, Cambridge, and Somerville, MA; Charlotte, NC; Detroit, MI; Macon, GA; Miami, FL; Greater Philadelphia, PA; San Jose, CA; and St. Paul, MN. In an effort to support the broad spectrum of creative placemaking practices across the United States, ArtPlace is particularly interested in projects from states in which it has not yet granted including Delaware, Montana, New Hampshire, Nevada, Oklahoma, South Carolina, Utah, and Wyoming. We continue to expand our funding with the goal of supporting the broadest possible geographic array of communities.

20. Will ArtPlace America fund projects in rural communities?

Yes, communities of all sizes are encouraged to submit a Letter of Inquiry. Rural communities represented 17% of the National Grants portfolio in 2013, and in 2014, 31% of the projects funded were in rural communities.

21. Can the scope of the project be regional/statewide?

Yes. The scope of an ArtPlace America project can be regional/statewide; however, statewide or regional projects should be focused on strengthening the social, physical, and economic character in local communities and be able to demonstrate the impact of their work at the level of geography they have used to define their community.

22. Is a project eligible to receive funding from ArtPlace America if funding for the same initiative has been received from a foundation participating as an ArtPlace America funder or from another national partner?

Yes you may apply. If you receive funding from participating ArtPlace America funders or from any of our partners (including the National Endowment for the Arts), it will not impact your eligibility to receive ArtPlace America funding.

23. Will ArtPlace America grants be subject to the reporting and auditing requirements associated with federal programs?

ArtPlace America is not a federal program. The reporting requirements will be similar to those required by the private foundations participating in ArtPlace America, as opposed to those required by the federal government. ArtPlace America's reporting period will be 21 months in length and requires interim reports every six months and a final report within three months of the close of the grant period.

24. Can ArtPlace America funds be used for programming? Planning? Implementation? Capital projects?

Yes. As long as the project is likely to improve the social, physical and economic fabric of your community, ArtPlace America grant funds can be used for all of these types of projects or a combination of these activities. Specifically, ArtPlace has an interest in funding the implementation of a planning process, not the development of a plan.

25. For renovations or other capital projects, does the building or property owner have to be a 501 (c) 3 organization?

No. As long as the project will have the capacity to fulfill its long-term strategic goals, there are no restrictions in terms of property ownership for ArtPlace America's grant program. Municipal owned buildings, condominium spaces, long-term leases with developers/individuals, as well as fee simple ownership are all viable alternatives. Please describe your arrangement in the narrative portion of the Letter of Inquiry.

26. Are artists' and designers' fees eligible expenses?

Yes, fees for all types of individuals involved in a project are both eligible and encouraged, such as prevailing/living wages for artists, choreographers, musicians, designers, curators, architects, facilitators or other consultants.

27. Can salaries for administration or additional fundraising be funded?

Salaries for administration, project management, and fundraising are allowed. However, ArtPlace America restricts fiscal sponsor fees to 12.5% of the total project request/award.

28. Will ArtPlace America support research or publications about

creative placemaking projects?

ArtPlace America does not anticipate investments in research through its National Grants Program. ArtPlace will be developing research strategies to be released in 2015. For more information, please contact our Director of Research Strategies at:

Jamie.Hand@artplaceamerica.org.

29. Will ArtPlace support field building activities or the development of tool kits?

Toolkits and field building activities will not be funded through our National Grants Program. ArtPlace will be developing a series of field building strategies to be announced in 2015. For more information please contact our Director of Communications at:

Prentice@artplaceamerica.org

Review Process

30. Who will review my application?

LOI Phase: ArtPlace staff and external reviewers (nationally representative professionals with deep experience in art, community, and creative placemaking) will review the Letters of Inquiry and make recommendations as to which projects should be invited to submit full proposals.

Full Proposal Phase: Projects invited to submit a full proposal will receive a site visit from an ArtPlace representative (between late January and February 2015). The full proposals and site visit reports will be considered by ArtPlace staff and external reviewers, who will make recommendations as to which projects should be funded. ArtPlace America's foundation partners will also make recommendations and provide technical assistance throughout the

review process. ArtPlace America's Executive Director will ultimately authorize the finalists and grants that will be made.

31. Can I request panel comments or feedback after my project has been reviewed?

Given the large number of applications for this program and limited staff capacity, ArtPlace America is not able to provide individualized feedback or panel comments for LOIs. Applicants that advance to the Full Proposal stage and are not awarded a grant will have the opportunity to receive verbal feedback on their applications.

32. Can I speak with an ArtPlace staff member about my project prior to applying?

Given the large number of applications we anticipate for this round, ArtPlace staff is not able to schedule one-on-one calls to discuss projects. ArtPlace will host at least one live webinar during which specific questions can be asked.

33. Should we submit letters of support for our work?

No, ArtPlace will not accept letters of support. If you are working in partnership with other organizations to strengthen the social, physical, and economic character of your community, please include information about the partnership and the shared strategy you are pursuing in the narrative sections of the Letter of Inquiry.

34. How much will ArtPlace America award to a single organization?

Decisions will be made on a case-by-case basis. ArtPlace America National Grants generally range between \$50,000-\$500,000.

35. Are award amounts the same as requested or are they ever reduced?

In its first four rounds of funding, ArtPlace America awarded some

projects the full amount requested and some projects at a level lower than the amount requested. We anticipate the same will apply to this round.

36. Will ArtPlace America make only one award per community?

No, ArtPlace America has made (and may continue to make) multiple awards to individuals/projects/organizations within a single community.

Technical Issues

37. Will there be a webinar on these new guidelines?

In order to accommodate all applicants, ArtPlace America has posted a video guide on the new guidelines. Additional webinars will be hosted where individual questions may be submitted remotely. The video and webinar information will be made available here: <http://www.artplaceamerica.org/loi/>.

38. How can we see the Letter of Inquiry questions before filling out the online form?

The [Letter of Inquiry worksheet](#) includes all of the questions in the online form. Please use this as a guide for completing your Letter of Inquiry. ArtPlace America will not provide copies of submitted applications. We encourage you to print your application or save it on a local server before you submit through our [Web Portal](#).

39. Can I save my online application prior to submission?

Yes, the online application has an option to save a draft prior to submission; however, we encourage all applicants to save a copy of their work on a local server.

40. Do I need to use the same username and password as last

year?

No, the online application is built on a new platform this year. New sign in details will need to be created for this new system by registering through our [Web Portal](#).

41. I have forgotten my password for the online form. How can I retrieve it?

You can do this yourself in the new system by clicking "I forgot my password."

42. While I've checked that the character count of my response is below the listed maximum, the online application will not allow me to complete the response. Why does the character count in the online system not match the character count in my word processing system?

The online application system calculates the number of characters including spaces. Please use single spaces after punctuation and in general avoid all unnecessary spaces in your response.

43. I have more questions. Whom do I contact?

You can direct questions not answered by this FAQ document to grants@artplaceamerica.org. We will periodically update this page with questions asked by a critical mass of applicants. Since ArtPlace staff may not have the capacity to respond to individualized questions about your project, we encourage you to submit your original ideas in your Letter of Inquiry.



Baycrest Overlook Gateway Project

Project Description & Benefit: The Homer Public Arts Committee has designated the Baycrest Hill Overlook as one of the major elements of the Gateway Project, which entails enhancing visitor and resident experiences at the entrances to Homer. The other Gateways are the Homer Airport and the Homer Port.

Everyone who has driven to Homer remembers the first time they came around the corner on the Sterling Highway and saw the breathtaking panorama of Kachemak Bay. For many that was the same moment they made the decision to become part of this diverse, eclectic, and energetic community. In the 1990s visionaries at Alaska Department of Transportation and Public Facilities constructed the current pullout during the Sterling Highway reconstruction effort. However, the current site does not adequately meet the goals of the Gateway Program.

Improving the landscaping and comfort of Baycrest Overlook will inspire locals and visitors and enhance this phenomenal setting. Interpretive signage will tell the story of Homer and the surrounding communities and highlight the phenomenal natural resources of Kachemak Bay. Improvements to the overlook will spur economic development, welcoming everyone and encouraging commerce and trade in a community dedicated to unique and natural quality of life experiences.

Plans & Progress: The first Gateway Project was undertaken in 2009. A collaborative effort with the City of Homer Public Arts Committee, City of Homer Airport Manager, City of Homer Public Works Director, Alaska State Parks, National Park Service, Kachemak Research Reserve and U.S. Fish and Wildlife created a beautiful diorama highlighting the wealth of public and private resources available to everyone who comes to Kachemak Bay.

This group plus representatives from Alaska Department of Fish and Game, Alaska Department of Transportation, Pratt Museum, Homer Chamber of Commerce, Kachemak Bay Conservation Society and Homer Garden Club have come together to work on the Baycrest Overlook Gateway Project.

The State and the City of Homer spent \$6,000 in 2013 to produce the Baycrest Overlook Interpretive Plan. The Plan included design, development, and locations for welcome and interpretive signage and was officially adopted by Homer City Council in 2013. Public Arts Committee meetings on the project are ongoing and a public comment meeting was held on September 18, 2012.

The project will consist of three phases:

1. Interpretive signage, benches and picnic areas
2. Enhanced landscaping
3. New restrooms and paving upgrades.

Total Project Cost: \$262,000

2013 (Preliminary Design): \$6,000

2015 (Construction): \$256,000

Signage/Benches: \$50,000

Landscaping: \$25,000;

Restrooms and Paving: \$181,000





Baycrest Hill Overlook Interpretive Plan

Prepared for: Baycrest Overlook Improvement Committee
Prepared by: Alaska Division of Parks and Outdoor Recreation
Funded by: City of Homer and Alaska Dept. of Fish and Game

4/19/2013

CONTENTS

Background.....	2
Project Location	3
Planning Process.....	3
Goals and Objectives	5
Interpretive Themes.....	7
Existing Interpretation and Information	8
Recommendations.....	9
Visitor Flow	11
Number and Size/Orientation of Panels	11
Design Guidelines	14
Panel Design.....	14
Donor and Agency Recognition.....	14
Panel Layout.....	15
Color Palette.....	16
Evaluating Interpretation	16
Appendix A:.....	18
Lower Cook Inlet/Kachemak Bay Area Public Lands and Waters	18
Other public land and water designations in the surrounding area:	20
Appendix B:.....	21
Standard Design for Alaska Division of Parks and Outdoor Recreation Type D Interpretive Panel...	21
Appendix C:	22
Interpretive Panel and Sign Materials	22

BAYCREST HILL OVERLOOK INTERPRETIVE PLAN

BACKGROUND

When you drive to Homer on the Sterling Highway, it is hard to resist pulling over at the Baycrest Hill Overlook—even if you have been there before. This gateway into Homer is the primary entrance to the community. This interpretive plan is part of a larger project to improve the gateways through which visitors enter Homer. Many agencies are involved in this project including:

- Homer Chamber of Commerce and Visitor Center
- City of Homer, Public Arts Committee
- Alaska Department of Transportation and Public Facilities
- Alaska Department of Fish and Game
- Pratt Museum
- Alaska Maritime National Wildlife Refuge
- Homer Garden Club
- Lake Clark National Park and Preserve
- Kachemak Bay National Estuarine Research Reserve
- Kachemak Bay Conservation Society
- Alaska Division of Parks and Outdoor Recreation

The view from the Baycrest Hill Overlook is stunning. So, one may ask, why provide anything other than benches and restrooms to meet my basic needs at this spot? Freeman Tilden, a legend in the field of interpretation, summed up the importance of interpretation when he quoted a National



VIEW FROM BAYCREST HILL OVERLOOK, PHOTO COURTESY OF MARGARET VISGER

Park Service administrative manual in his book *Interpreting Our Heritage*. It stated, “Through interpretation, understanding; through understanding, appreciation; through appreciation, protection.”¹

Interpretation goes beyond just providing facts and information. It provides an opportunity to connect the facts to our own experiences in life. The National Association for Interpretation states that it is a process “that forges emotional and intellectual connections between the interests of the audience and meanings inherent in the

¹ Quoted in Freeman Tilden, *Interpreting Our Heritage* (Chapel Hill: University of North Carolina Press, 1977), 38.

resource.”² Each individual can connect in their own way. The goal for interpretation is to provide the opportunity for visitors to explore how the resource or concept is meaningful to them.

This plan provides guidelines to help the Baycrest Improvement Committee make decisions regarding the establishment and maintenance of interpretive sites and services. It does this by considering the location and resource to be interpreted and comments from the public to decide how to tell effective, meaningful, and relevant stories at Baycrest Hill Overlook.

PROJECT LOCATION

The Baycrest Hill Overlook is located at milepost 169.6 of the Sterling Highway. The pullout is signed and is approximately two miles from Homer on the southwest side of the Kenai Peninsula. Here, visitors may take in sweeping views of Kachemak Bay framed by the Kenai Mountains, nearby volcanoes, the Alaska Peninsula, and the Homer Spit.

PLANNING PROCESS

Members of the public attended a meeting from 1:00-2:30 p.m. and a workshop from 4:00-6:00 p.m. at the Islands and Ocean Visitor Center on September 18, 2012. The purpose of the first meeting was to discuss draft goals, objectives, interpretive themes, topics, and concepts for the Baycrest Hill Overlook Interpretive Plan. The group crafted a primary interpretive theme and selected topics to be interpreted as subthemes. The second meeting, an evening workshop, was a hands-on event in which the public was invited to write a word or phrase about each of the eight topics chosen during the first meeting. This information was used to craft the interpretive subthemes outlined in this plan.³

Members of the public were also given the chance to provide additional feedback for the planning process by answering four questions on a form provided at the evening workshop. The form was also posted on the city’s website and comments were accepted until October 2, 2012. The following information provides a list of the written comments related to the form questionnaire. Some of these comments may seem repetitive because this is a comprehensive list.



PUBLIC WORKSHOP AT THE ISLANDS AND OCEAN VISITOR CENTER

² National Association for Interpretation, “Definitions Project,” available online: <http://www.definitionsproject.com/definitions/index.cfm> [October 3, 2012].

³ Four additional meetings were held on October 23 and December 11, 2012 and January 15 and February 19, 2013. During these meetings, the committee discussed each of the sections of the plan, but they especially focused on interpretive themes and recommendations.

What stories would you share about the Baycrest Hill Overlook with a visitor?

- The view through the seasons
- Identifying landmarks
- Ecology of the Kachemak Bay/Cook Inlet watershed
- Diversity of marine/terrestrial wildlife
- The view from Baycrest was the “selling point” for many people who live in Homer
- The geologic story
- More history about Overlook Park—geological, biological, and how it became a park
- Eruptions of Augustine volcano
- Stories about falling in love with Homer and Kachemak Bay from this vantage point and making decisions to move to the community permanently
- The feeling residents get like they’ve come home when they see Baycrest
- Halibut fishing
- Baycrest is a favorite place for photographers and oil painters
- Provide information and orientation
- Interpret the cultural and biological aspects and geology of the bay (communities, critical habitat, and stewardship)

What do you like most about Baycrest Hill Overlook?

- The view (four people wrote that the view is what they like most)
- The openness and expansiveness—the ability to step right into this place
- It is one of the best combinations of city and wilderness views in Homer
- Eagles
- Ample parking
- Baycrest Hill Overlook is the place where most folks get that “Oh my gawd, this is gorgeous” moment.
- I love the beautiful flowers and plants
- Sunsets
- Feeling like you’re “home” when driving back from Anchorage and seeing the view at Baycrest
- Love the “Homer-Halibut Capital of the World” sign
- It’s a grand welcome to Kachemak Bay communities

What, if anything, would you change at the Baycrest Hill Overlook to benefit visitors and Alaska residents?

- Move the outhouse out of the view (off the viewing edge)
- Eliminate all local affiliates signage
- Emphasize native plantings in flower areas
- Add artistic interpretive signage that ID’s major horizon features
- Don’t do too much—the view is what’s so valuable
- More about what to do in Homer (where to visit)
- More wildlife and natural history

- Clear day photographic images of the four volcanoes aligned with the volcanoes in the distance on the handrail
- Include more plant interpretation into the displays
- A few benches would be nice in case some folks would like to spend a little more time enjoying the view
- More interpretation of tides and currents (point out how they enrich the bay but also open it to oil and gas development, thus possible oil spills)
- Good volcano interpretive displays with emphasis on Augustine
- More toilets—modern and heated
- Benches where one could comfortably enjoy this “spectacular place”
- Tables with benches for picnics, photo equipment, or writing
- Eco-friendly toilets
- Provide an area viewing platform so that visitors can see Overlook Park below
- Provide some picnic tables

What effects do you foresee interpretation and improvements having on the overlook?

- Inspiring visitors’ interests, hence sending them to certain local destinations and taking local adventures
- Concern—managing trash; opportunity to educate about importance of recycling
- Welcome home feeling for local residents
- To guide people to more points of interest in Homer
- People will have the opportunity to understand and be inspired by the forces responsible for the beauty before them and be filled with wonder
- It may require more parking
- Cost more in maintenance and upgrades in bathrooms and trash removal
- Care has to be taken to ensure that use does not spill over the rails to the fragile slope below the overlook as they are prone to erosion
- More visitors and possibly longer visits
- Make it the most beautiful welcome to Homer and Kachemak Bay
- Concerned that a site plan (drafted by landscape designer) isn’t being done first

GOALS AND OBJECTIVES

Guided by comments from the initial public scoping meetings, the following goals for interpretive media are general statements about what this plan hopes to accomplish through interpretation at the overlook. The corresponding objectives are specific ways to measure whether the goal has or has not been accomplished. Recommendations outlined later in this plan will correspond with the following goals and objectives.

1. **Welcome and orient** visitors to the Baycrest Hill Overlook and the Kachemak Bay communities in a comfortable setting.
 - After visiting the overlook, visitors will be able to confirm that they received adequate interpretive opportunities and orientation to major points of interest in the Kachemak Bay communities.

- While visiting the site, visitors will be able to easily locate and use amenities such as restrooms, benches, and picnic tables.
 - Visitors will be able to recognize a unified appearance of interpretive displays after visiting the overlook.
 - After viewing interpretive media at the overlook, a majority of travelers will express an interest in visiting one of the major points of interest in the local communities.
2. ***Instill stewardship and inspire*** visitors to learn about the diversity of the bay and the potential experiences awaiting those just arriving in Homer or returning home.
- The majority of visitors will be inspired by the interpretive media to personally relate to the interpreted resource after visiting the overlook.
 - After visiting the site, the majority of visitors will be able to state at least three facts about the surrounding landscape.
 - Immediately after viewing interpretive media, visitors will be able to paraphrase the interpretive theme used in three to five of the displays.
 - After viewing interpretive media, the majority of travelers will have a positive response toward efforts to protect the interpreted resources for future use.
3. ***Enhance*** the Baycrest Hill Overlook without detracting from the view
- After overgrown vegetation is cut back, visitors will have unobstructed views from vantage points along the fence and by the “Halibut Capital of the World” sign.
 - When implementing updates, the Baycrest Hill Overlook Improvement Committee will consider environmentally friendly alternatives to basic amenities such as toilets and recycling containers.
 - When implementing updates, the Baycrest Hill Overlook Improvement Committee will promote and encourage interpretive art such as metal sculptures, wood cutouts, and poetry.



BAYCREST HILL OVERLOOK, PHOTO COURTESY OF NICOLE ACEVEDO

INTERPRETIVE THEMES

The primary interpretive theme guides the focus, intent, and subject matter for interpretation at Baycrest Hill Overlook. Subthemes will support and reinforce the primary theme. Both the primary theme and the subthemes must relate to what can be seen from the overlook and should not repeat any other themes or topics from nearby interpretive sites.

PRIMARY INTERPRETIVE THEME:

Homer, with its famous Spit, reaches into Kachemak Bay, inviting us to explore public lands, waters, and diverse communities beyond the end of the road, while drawing us back to the “Cosmic Hamlet by the Sea.”

SUBTHEMES:

The Spit: The Homer Spit, a striking geologic feature that has been shaped by a receding glacier, impacted by an earthquake, and shored back up, maintains our vital link to the bay’s communities and resources.

Volcanoes: Perched on the Pacific Ring of Fire, this area is witness to our dynamic earth’s simultaneous powers of creation and destruction as evidenced by the active volcanoes seen across Cook Inlet, and the continuously rising Kenai Mountains that dominate the horizon across Kachemak Bay.

Bay and Inlet: Kachemak Bay and Cook Inlet are wild, ecologically diverse, and expansive estuaries shaped by dramatic and dynamic forces, like earth movements, climate patterns, tides, and currents.

Wildlife and Habitat: Visitors may view a diverse range of terrestrial and marine life and their habitats from Baycrest Hill.

Public Lands and Waters: The surrounding public lands you can see from Baycrest Hill have been designated as special places such as parks and refuges that allow a seemingly endless list of recreational opportunities. (See Appendix A for a list of possible public lands to interpret.)

Glaciers and Kenai Mountains: The glaciers of Kachemak Bay and lower Cook Inlet are constantly reshaping the landscape and seasonally mixing freshwater with saltwater, creating a rich estuarine soup.

EXISTING INTERPRETATION AND INFORMATION

Visitors to Baycrest Hill Overlook generally drive into the site from the north. A large welcome sign with multiple affiliation group logos is located at the northern entrance. The sign is somewhat dated, but effectively lets visitors know to pull over while also partially obscuring the view of the restrooms from the road.

A sign near the southern entrance proclaims that Homer, Alaska, is the “Halibut Fishing Capital of the World.” This sign is very popular with visitors who take photos of their friends and family standing beneath the sign with the Kenai Mountains in the background.

The overlook has three landscaped planters and some of the plants are edible and donated by the Homer Garden Club to the local food bank. There are nine benches at the overlook and two trash receptacles (the number changes seasonally) that are not bear-resistant. Visitors can use one of two spotting scopes located near the fence to look more closely at the scenic beauty and vibrant activities taking place in Kachemak Bay.

Currently, there is very little interpretation at Baycrest Hill Overlook. An interpretive panel about the Gold Rush era, titled “The Wheelbarrow Nightmare” is located in one of the planters. The topic seems out of place at an overlook welcoming visitors to Homer as it interprets gold mining on the Kenai Peninsula in general. The word “nightmare” is the largest word on the panel and is, therefore, the first word that visitors see as they walk from their vehicles to the overlook, potentially casting a negative and confusing shadow on an otherwise pleasant experience.



VISITORS READ THE INTERPRETATION AT BAYCREST.
PHOTO COURTESY OF NICOLE ACEVEDO

A panoramic wood carving placed on the top rail of the fence is painted to depict the natural features of the bay. Many of the features are numbered and identified. It is rotting and somewhat outdated, but was recently re-painted by a member of the community. Because the carving interprets a large area on a relatively small scale, visitors from outside the region may find it difficult to relate to the media and accurately identify the features in real life.



WOOD CARVING DEPICTING THE NATURAL FEATURES OF KACHEMAK BAY AND COOK INLET,
PHOTO COURTESY OF JOE MEEHAN

RECOMMENDATIONS

Recommendations for improvements at Baycrest Hill Overlook should be realistic, achievable, and budget friendly, while showcasing the artistic side of Homer. It is important to remember that any new interpretation should not detract from the views from the overlook, but rather, they should enhance the view by providing opportunities for visitors to connect intellectually and emotionally to the resource. A site plan showing existing conditions and recommended projects follows this section of the interpretive plan.

Interpretation and Art

It is recommended that the existing Gold Rush interpretive panel be removed and replaced with six new interpretive panels using the identified themes and a unified design scheme. The new interpretive panels should be placed at the overlook based on the topic and view. For example, when a visitor is reading about volcanoes, they should be able to see the volcanoes on the horizon. If necessary and useful, a QR code on the panels can be used to provide additional information. The committee could consider ordering two sets of interpretive panels if it is a cost effective way to plan for future replacements.

The interpretive theme, “Public Lands and Waters” is a complex theme and will most likely require a larger sized panel, up to 52 inches wide and 30.5 inches high. Due to its complex theme and the committee’s specific recommendations the following describes some of the details that should be included.

- Text should welcome and orient visitors to Homer and the surrounding public lands.
- Include a map of the surrounding area to identify these places
- Include a subset map of Homer with important points of interest.
- Text should identify Homer as an arts and fishing community and could use quotes from locals about how they fell in love with Homer when they saw the view from Baycrest.

The existing wood carving that is on the fence rail at the eastern end of the overlook should be replaced with three to five metal panoramic sculptures. The new sculptures should depict and identify the natural features as seen from their specific vantage points and be able to withstand the elements. The new metal art should be a part of the long fence line, but should not obstruct the view.

Details such as the type of metal and how it is applied to the fence should be left to the artist. The artist needs to consider the strength of these pieces of art because children may climb up on the fence and cause damage if they are not durable enough. It is also strongly recommended that the artwork has a “safe design” without any sharp or jagged edges.

Poetry works well as interpretive art and it could be utilized if possible in new designs such as the metal sculptures and it can enhance some of the recommended site amenities in the following section.

Site Amenities

Many visitors and residents picnic at the overlook even though there are no picnic facilities. Up to four picnic tables should be added to the overlook with bear-resistant trash and recycling

containers within easy access of each picnic area. Two of the locations could be to the east and west of and adjacent to the core area of the overlook where cars currently park. If picnic facilities are placed in this area, a attractive barrier, such as concrete planters, should be placed in a wide buffer around the tables so that cars do not pull up close to picnickers enjoying the view. Concrete planters, or any other barrier that serves this purpose, also provides another opportunity to provide interpretive art. The other two locations for picnic tables could include one by the “Halibut Fishing Capital of the World” sign and one among the planters. (See the site plan following this section.)



"HOMER, ALASKA: HALIBUT FISHING CAPITAL OF THE WORLD"

Photography is a very popular activity at the overlook. Many visitors leave Baycrest with a photo of their friends and family standing below the “Halibut Fishing Capital of the World” sign as a memento of their trip that helps to make their experience at the site more memorable. A small pillar should be placed in the ground at a carefully selected spot in front of the sign so that visitors can take self portraits under the sign. This pillar could be artistically decorated so that visitors know that it is to be used as a camera base and could incorporate the halibut theme in the design. Depending on the size of the pillar, this may provide another opportunity to use interpretive poetry in the design. The area around the sign

also has a tendency to get very muddy due to heavy foot traffic and the area’s climate. It would be beneficial to visitors if the surface area was covered with a durable material such as local beach pebbles and shells, crushed aggregate or another suitable material. Part of this design should include a curb to retain the material and separate it safely from the parking area.

The current restrooms function properly and seem to handle the current visitation; however, toilets that are more efficient exist. When funding is allocated for new toilets, consider using a more eco-friendly, low-maintenance, and weather-resistant type such as the CXT model and consider incorporating interpretive art in the design of new latrine buildings. At the time that new restrooms are installed, it would be possible to slightly relocate them so that the sidewalk could be pushed 10-12 feet, allowing for better views of Overlook Park.

Currently, only one section of the fence is low enough for children and visitors in wheelchairs to enjoy the view. If possible, alter the fence and railing so that there are more areas that allow for unobstructed viewing by visitors in wheelchairs as well those of small stature such as children.

Baycrest fortunately has a large parking area, but it could be better organized with striping, curbs, and planters, while continuing to provide space for large trucks and recreational vehicles.

Partnerships

Currently, maintenance at the overlook is conducted at a community service level including the Rotary Club and the Garden Club in a partnership with the city and Alaska Department of Transportation and Public Facilities (DOT&PF). The city of Homer and DOT&PF should expand their

partnership so that vegetation that is impeding the view from interpretive panels and artwork can be removed or cut back.

The Homer Chamber of Commerce and DOT&PF should open a discussion about relocating the existing welcome sign that has affiliation group logos on it. The sign currently blocks the initial view that visitors could have when they drive to the overlook.

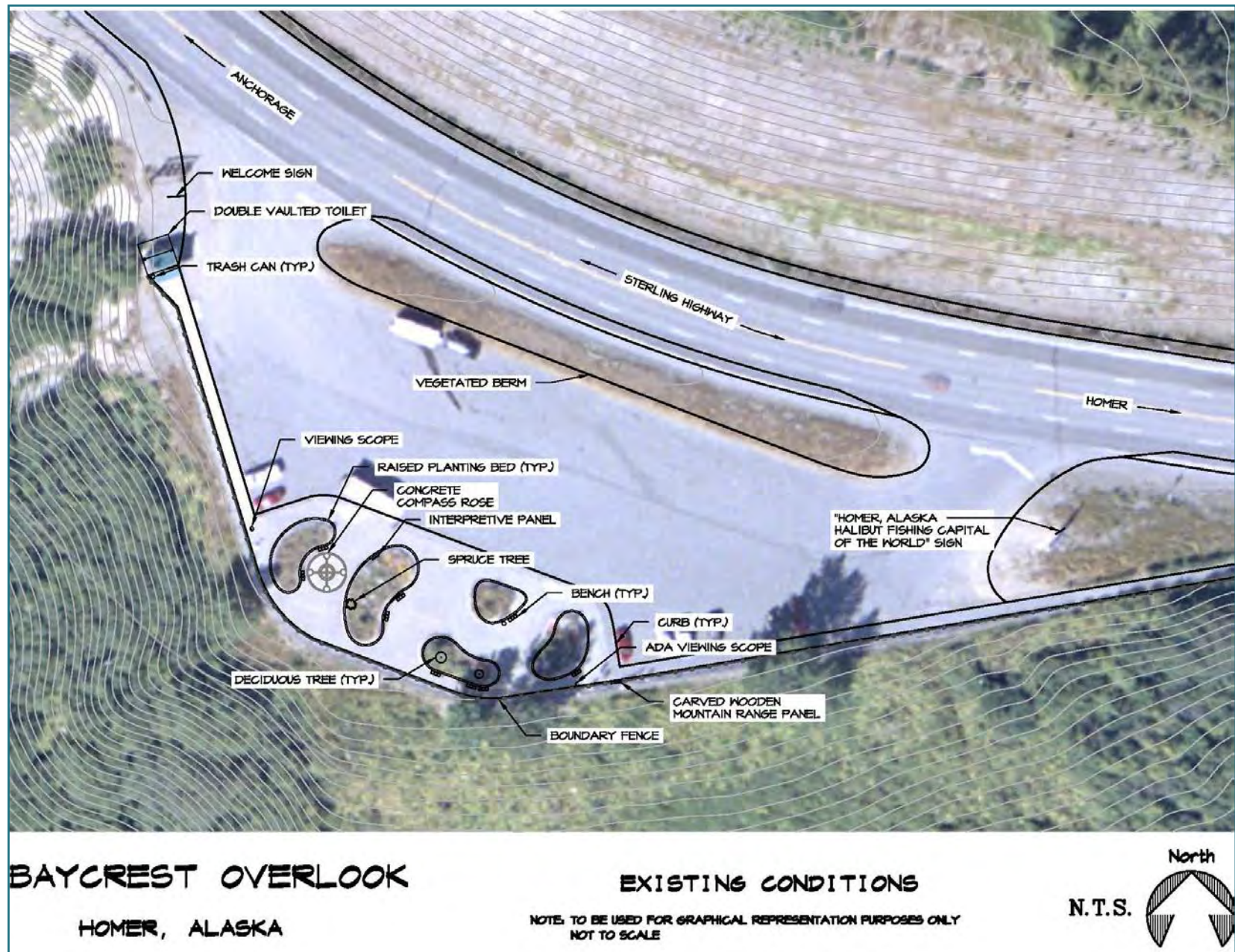
As new interpretation is developed for Baycrest, partnerships and agreements should be developed to determine who is responsible for maintenance.

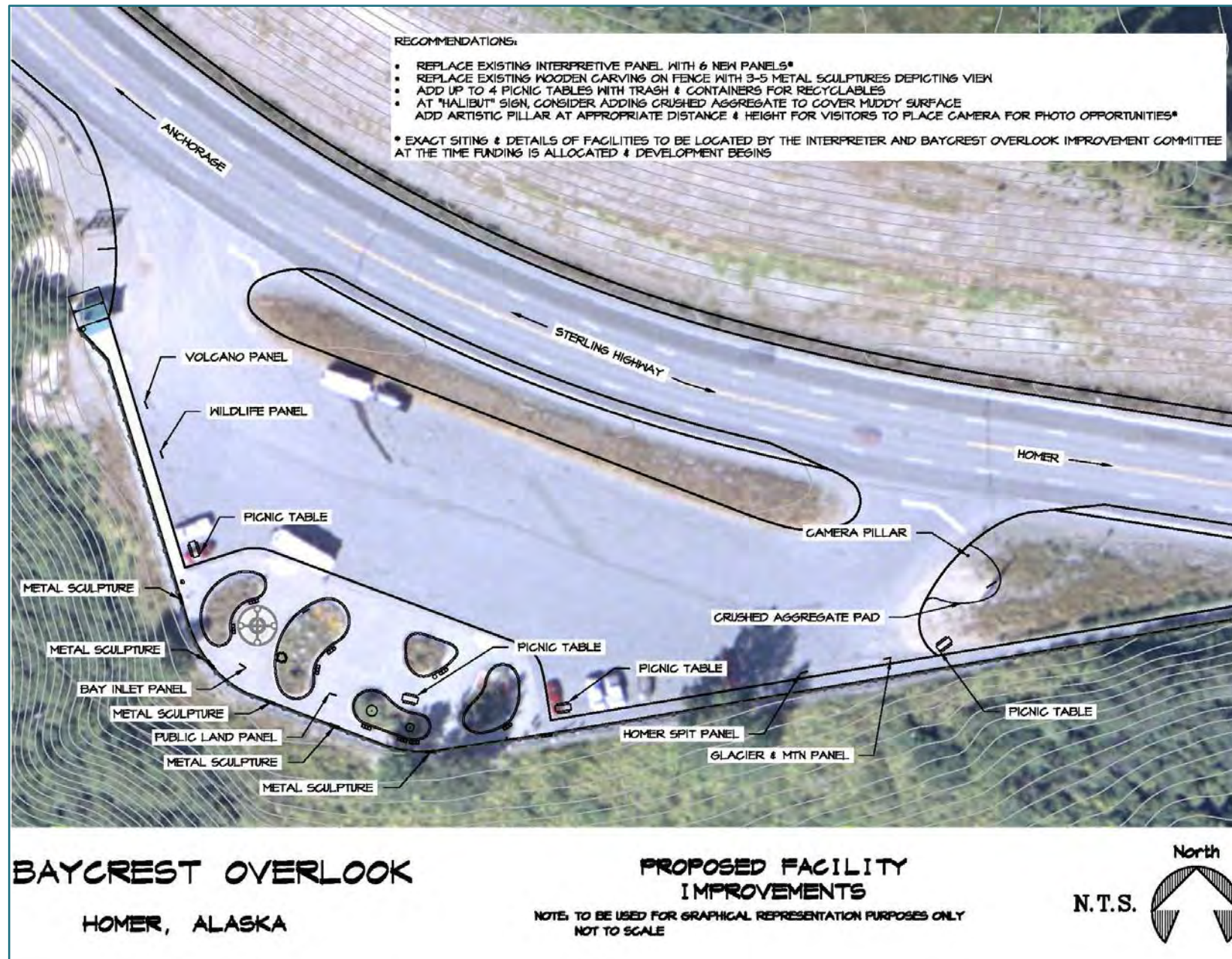
VISITOR FLOW

In most cases, visitors enter the site by personal vehicle from the north as they drive into Homer on the Sterling Highway. Most turn into the overlook from the northern entrance; however, some may miss this turn and use the southern entrance. It is important to note that some visitors may arrive on the ferry and drive out of Homer from the south. Very few visitors arrive on the multi-use path by other means of transportation. It may be assumed that many visitors use the restrooms before reading any interpretation and if it is a very clear day, many visitors also enjoy the views before they read any interpretation. The trash cans are also heavily used at the site.

NUMBER AND SIZE/ORIENTATION OF PANELS

Content and placement of new interpretation should be written and designed so that there is not a specific order in which the visitor must read them. There are numerous options for choosing the type of material used for each panel depending on the type of conditions at a site. In general, high-pressure laminate is used in Alaska for its resistance to extreme weather conditions, ultraviolet rays, and vandalism. A summary of common materials used for interpretive panels can be found in the Appendix C.





DESIGN GUIDELINES

This section provides design guidelines for new interpretation at the Baycrest Hill Overlook. Interpretive sites and materials should use a cohesive design to give the area a distinctive appearance. To best implement the following guidelines, the Baycrest Improvement Committee should work with professional interpreters.

A high quality, professional standard should be used for interpretive panels, parking facilities, structures, kiosks, and restrooms. New interpretive panels should use materials that are both low maintenance and vandal resistant. New facilities should be carefully designed so that they are ADA accessible and use universal design standards.

The following section outlines the basic elements of design for interpretive panels. They are intended to guide the committee as they update and develop new interpretation for the Baycrest Hill Overlook.

PANEL DESIGN

A typical interpretive panel at a wayside will be approximately 36.5 inches wide by 30.5 inches high with 200-250 words. Appendix B shows a standard “Type D” interpretive panel that has these dimensions and is low-profile in design, allowing for relatively unobstructed views. The interpretive panel about public lands and waters could still use the same panel mount as the other panels, but the panel itself could be up to 52 inches wide by 30.5 inches high with 300-350 words. The content of an interpretive panel, including theme and topic, should determine the types of graphics used. Graphics or a font style that works beautifully in one panel may not be appropriate for others; however, it is highly recommended that a cohesive and thematic design is used throughout all the panels at the same wayside.

This plan recommends that a serif font such as Goudy or Garamond be used for titles and headings. A sans-serif font such as Calibri or Segoe should be used for body text. Although these are general rules to follow when developing written interpretation, they are not mandates; the contracted interpretive specialist and the improvement committee will decide what is appropriate for each panel. Typographical techniques can occasionally allow the title and headings to work as graphic elements.

DONOR AND AGENCY RECOGNITION

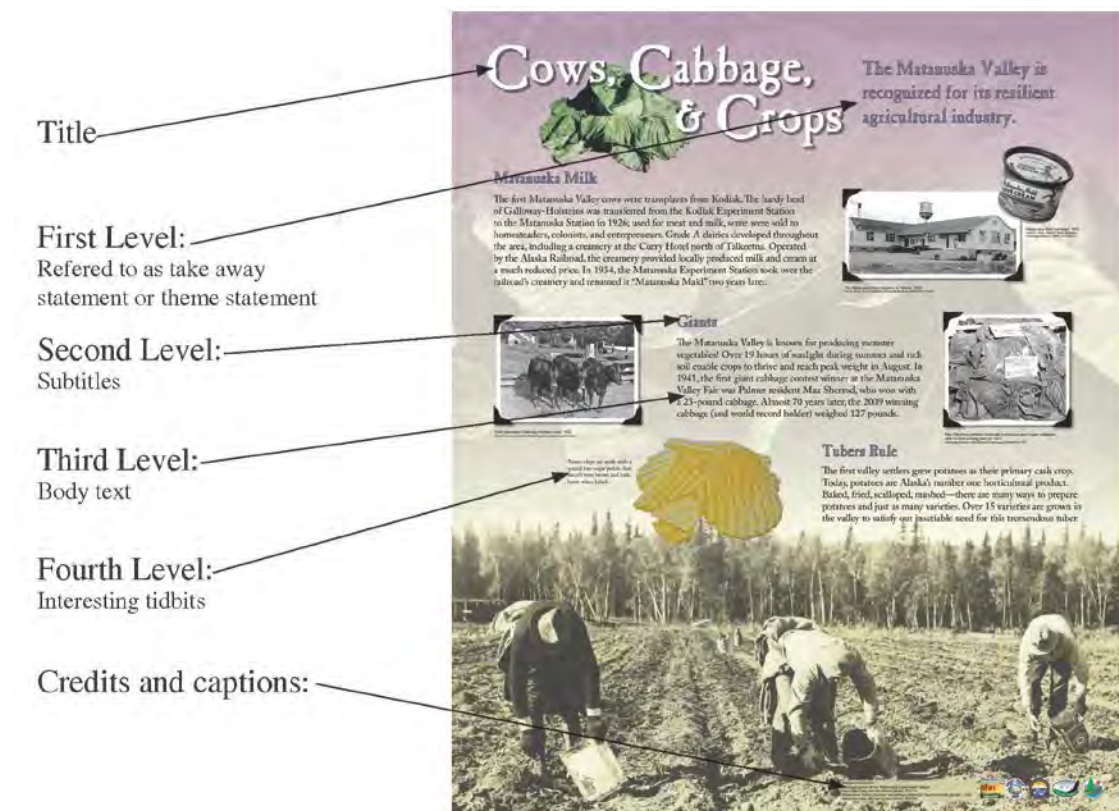
Small logos for funding sources should be included, but having too many logos can clutter a panel and potentially confuse visitors. One option for replacing multiple logo images is to create a funding line on the interpretive panel that is written out. Font size and style should be similar to photo captions. Another option is to develop a separate plaque that recognizes donors and agencies involved in the project.

PANEL LAYOUT

Interpretive panels at the overlook should have a similar layout if possible, but the format may be slightly altered to better represent the panel theme or to accommodate any city, state, or federal agency-adopted standards that are not flexible.

The textual components of a typical panel are as follows:

- **TITLE:** The title tells visitors what the panel is about and should intrigue them continue reading.
- **THEME STATEMENT (1ST LEVEL):** The theme statement presents the overall theme of the panel and provokes the audience to read further. However, if this statement is the only thing the visitor reads, he or she should still grasp the main message of the panel.
- **HEADINGS (2ND LEVEL):** The headings introduce readers to the body text. Typically, the theme statement and headings should have the same font type and size.
- **BODY TEXT (3RD LEVEL):** The main body of the text supports the theme statement and should relate the resource being interpreted to the audience and reveal something meaningful about the resource.
- **ADDITIONAL INFORMATION (4TH LEVEL):** This part of the panel reveals interesting information not included in the body text; it can be a quote or poem, or it can be a statement that further describes a process, person, event, or photograph.
- **PHOTO CAPTIONS:** Captions should describe the photograph and give credit to the photographer.



COLOR PALETTE

Interpretive displays at roadside pullouts should have a consistent color scheme. However, there needs to be some flexibility to ensure that the color palette of individual panels complements the chosen topic and theme as well as the graphics and surrounding landscape.

People tend to rely heavily on visual cues and, so, the visual elements of a display or panel or panel are of great importance in conveying a message and helping people connect to the site. Colors may influence how a visitor interprets the site's story and the type of connections he or she forms. Warm colors—red, yellow, and orange—can convey a sense of movement, energy, and excitement

or a sense of anger or violence. Cool colors can evoke a sense of calm or create emotional distance. Complementary colors such as green and red or purple and yellow create strong contrasts—a bold look. Analogous colors such as green, green-blue, and blue create a calm and relaxed look. Monochromatic color schemes composed of varying shades or tints of the same color create a sense of depth.⁴



EXAMPLE OF A PLACE-BASED COLOR SCHEME

EVALUATING INTERPRETATION

Creating guidelines for evaluating the effectiveness of interpretive sites and materials is an essential part of the planning process. The purpose of evaluations is to help the improvement committee measure whether the plan's goals and objectives are being met. The intent of evaluations is to collect information to make improvements and decisions about future planning. It is important to remember that this plan should also be evaluated to ensure that it stays relevant to the needs of the site visitor.

There are many appropriate methods for evaluating interpretation at the Baycrest Hill Overlook. A combination of methods will produce the best results. Media, especially interpretive panels, should be evaluated at least every ten years for both content and graphics. Using peer reviews, oral interviews, exit questionnaires, observation, and suggestion boxes would all be effective methods for evaluating the Byway's sites and services.

- **PEER REVIEWS:** Professional interpreters developing media should allow for a peer review process that includes members of the Baycrest Improvement Committee. A group of people with varying interests will provide valuable input in the developing stages of interpretation and the product will greatly benefit from this process.
- **ORAL INTERVIEWS:** Visitors could be approached for a short interview about interpretation at the overlook. Interviews can provide the committee with a person's impressions and allows for follow-up questions to learn more about someone's opinions.

⁴ The content of this section has been heavily borrowed from Chapter 4 of *Interpretation by Design: Graphic Design Basics for Heritage Interpreters* by Paul Caputo, Shea Lewis, and Lisa Brochu.

- QUESTIONNAIRES: Visitors could be given a questionnaire with pointed questions to determine whether the interpretative media's objectives were met and the themes communicated. The questionnaire should also solicit ideas for improvement. Volunteers or committee members could hand questionnaires to visitors during peak hours at identified points of contact.
- OBSERVATION: Indirect observation—having someone observe how visitors react to interpretive exhibits—is a good method for evaluating the effectiveness of each display, including its ability to attract and hold a visitor's attention.
- SUGGESTION BOX: Suggestion boxes or guest books could be placed in areas of high visitation to provide travelers a place to share their thoughts, suggestions, and ideas. A system should be established whereby the comments are regularly retrieved. Paper and pencils would need to be supplied and restocked. If the committee decides that a suggestion box or guest book is not appropriate at the overlook, a digital "suggestion box" on the internet could also yield helpful post-trip insights.

"Through interpretation, understanding; through understanding, appreciation; through appreciation, protection." (Quoted in Tilden's *Interpreting Our Heritage*)

APPENDIX A:

Lower Cook Inlet/Kachemak Bay Area Public Lands and Waters



AUGUSTINE VOLCANO, PHOTO COURTESY OF EMILY LOCHART

The following is a comprehensive list of local, state, and national parks, monuments, wilderness areas, wild and scenic rivers, wildlife refuges and game sanctuaries, critical habitat areas, important bird areas, etc.

- Kachemak Bay State Park and State Wilderness Park
Including Overlook Park unit, directly below the west end of the scenic overlook
- Alaska Maritime National Wildlife Refuge – Gulf of Alaska Unit
 - In K-Bay: Gull Island, 60 Foot Rock, Yukon Island;
 - In Cook Inlet: Chisik and Duck Islands / Tuxedni Wilderness;
 - At Kennedy Entrance to Cook Inlet: the Barren Islands
- Kenai National Wildlife Refuge Wilderness
S.E. K-Bay uplands / West Kenai Mountains and glaciers / S.W. Harding Ice Field
- Kachemak Bay Critical Habitat Area
- Fox River Flats Critical Habitat Area (not visible from scenic overlook)
- Homer Airport State Critical Habitat Area (not visible from scenic overlook)
- Kachemak Bay National Estuarine Research Reserve and Kasitsna Bay Lab (both NOAA/State partnerships)
- Mud Bay/Mariner Park Western Hemisphere Shorebird Reserve Network (WHSRN) site (not visible from scenic overlook)
- Lake Clark National Park and Preserve (including Lake Clark Wilderness Area, three Wild and Scenic Rivers [Tlikakila, Chilikadrotna and Mulchatna], and the Redoubt and Iliamna National Natural Landmarks and Kijik National Historical Landmark.)
- Augustine Island - within the Kamishak Special Use area (state) and surrounded by EFH for several marine fishery species (under federal Magnuson-Stevens Act). Active volcano, AVO/UNAVCO instrumentation site, UAF Geophysical Institute research site with two permanent camps.⁵
- McNeil River State Game Refuge and Sanctuary, also a National Natural Landmark under NPS
- Katmai National Park and Preserve (Cape Douglas within the boundary is visible from the scenic overlook)

⁵ Augustine Island: Kamishak Special Use Area – state designation, managed by Kenai Peninsula Borough. The designation recognizes the importance of the area for its remote character and fisheries resources, both habitat and harvest. Essential Fish Habitat (EFH) – federal designation under the Stevens-Magnuson Conservation and Management Act. This applies to the marine waters surrounding Augustine Island. Specifically identified are weathervane scallops, arrowtooth flounder, Pacific cod, Pollock and all five species of Pacific salmon, as well as “other marine species.” Augustine Island is under an Interagency Land Management Assignment to the University of Alaska, Fairbanks for research purposes. The 2001 Kenai Area Plan lists management purposes as scientific research and education.

- Including Katmai Wilderness Area
- Cook Inlet Beluga Whale Critical Habitat Area (particularly the west side of Cook Inlet nearshore habitat and all of K-Bay)
- Northern Sea Otter Critical Habitat area (southwest AK Distinct Population Segment [DPS] only) west side of Cook Inlet nearshore habitat from Shelikof Strait/Cape Douglas to Redoubt Point, including Mt. Augustine. (NOTE: K-Bay not included)
- Important Bird Areas (IBAs) for waterbird and seabird species and colonies:
 - The Barren Islands, Kachemak Bay, Kamishak Bay, lower Cook Inlet

OTHER PUBLIC LAND AND WATER DESIGNATIONS IN THE SURROUNDING AREA:

Cook Inlet Region:

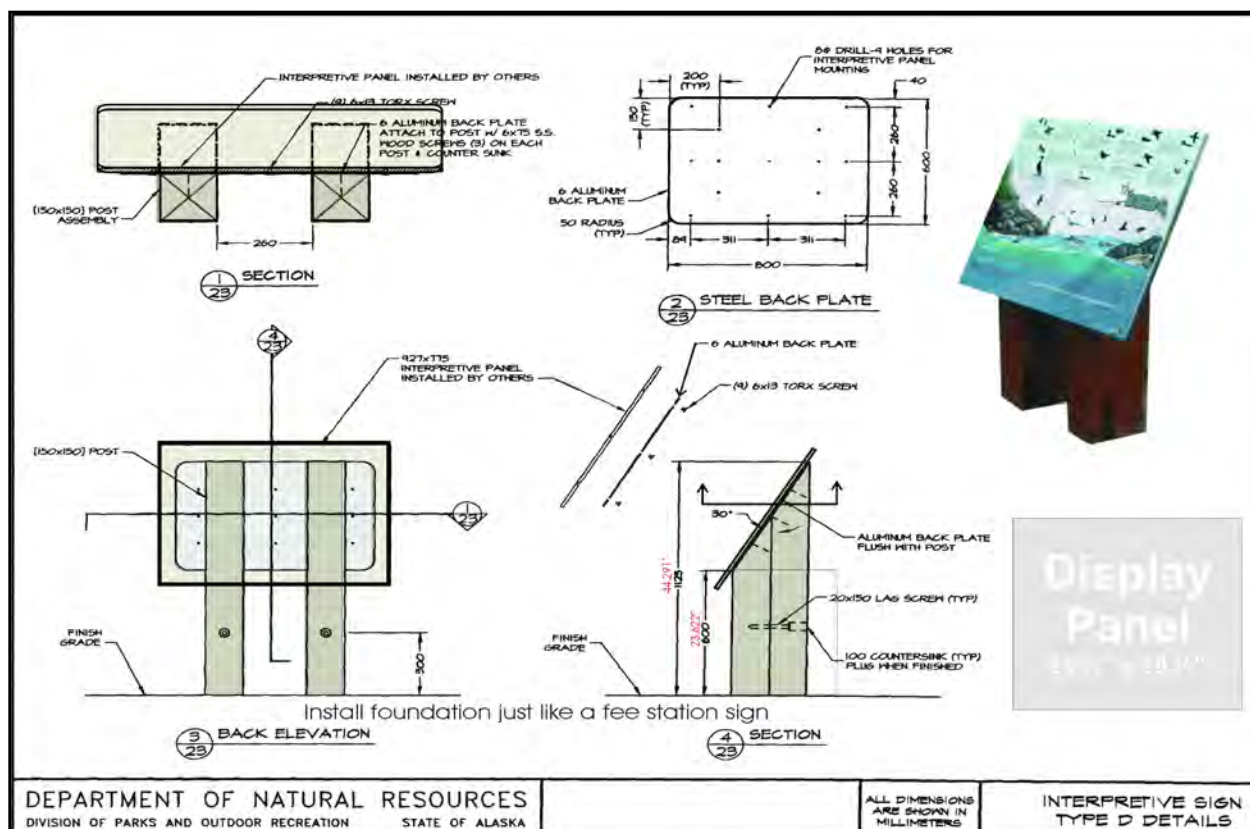
- 1) Lower Cook Inlet (but not visible from scenic overlook)
 - Anchor River/Fritz Creek Critical Habitat Area
 - Anchor River State Recreation Area
 - Stariski Creek State Recreation Site
 - Clam Gulch State Critical Habitat Area
 - Clam Gulch State Recreation Site
 - Deep Creek State Recreation Site
- 2) Central and upper Cook Inlet (not visible from scenic overlook)
 - Kalgin Island State Critical Habitat Area
 - Redoubt Bay Critical Habitat Area
 - Trading Bay State Game Refuge

Upper central Gulf of Alaska Region:

- 1) Kenai Fjords National Park (eastern half of the outer Kenai Peninsula coast and Kenai Mountains, not visible from scenic overlook or from Kachemak Bay)

APPENDIX B:

STANDARD DESIGN FOR ALASKA DIVISION OF PARKS AND OUTDOOR RECREATION TYPE D INTERPRETIVE PANEL



APPENDIX C:

Interpretive Panel and Sign Materials



KACHEMAK BAY AND THE KENAI MOUNTAINS, PHOTO COURTESY OF EMILY LOCHART

1. Sandblasted or Routed Wood

Advantages

- Can often be produced in-house
- Can be quite attractive
- Can be easily cut to custom shapes
- Can be painted

Disadvantages

- Requires significant and ongoing maintenance
- Cost can be extremely variable
- Easily vandalized



2. High Pressure Laminate, Plastic Laminate, or Phenolic Resin Products

Advantages

- Excellent quality image and colors
- Can be self supporting
- Made with some recycled material
- No de-lamination
- Durable
- Fairly inexpensive
- Can be easily cut to custom shapes
- Gunshot holes can often be repaired
- 10-year warranty
- Bear-resistant



Disadvantages

- Not always environmentally friendly due to plastic production

3. Metal

Advantages

- Mid-range cost
- Easy to maintain

Disadvantages

- Easily scratched
- Can get very hot
- Can limit color choices



4. Fused Polycarbonate

Advantages

- Excellent quality image
- No de-lamination
- Made with some recycled material
- Can be used underwater
- Can be self supporting
- Can be backlit
- Image protected under sacrificial coat
- Low cost
- 10-year warranty

Disadvantages

- Easily damaged
- Can be rubbed out
- Can get very hot
- Limits color use



5. Fiberglass Embedded Inkjet

Advantages

- No de-lamination
- Good quality image
- Hard surface
- Vandal resistant
- Relatively inexpensive

Disadvantages

- Must be framed or supported
- Fades, yellows, and breaks down under strong sunshine
- Cracks in extreme temperatures
- Can be damaged by sharp objects
- Shatters when gunshot



6. Porcelain Enamel

Advantages

- Superior image quality
- Vivid color
- Durable in extreme weather conditions
- Resistant to vandalism and scratches

Disadvantages

- High cost
- Heavy blunt force may crack it
- Rusts if porcelain surface is damaged
- Must be framed or supported



7. Engraved or Cast Metal

Advantages

- Tactile
- Elegant
- Durable in sun, moisture, and temperature changes

Disadvantages

- High cost
- Heavy blunt force may crack or break it



8. Laminated Print

Advantages

- Low cost

Disadvantages

- Not resistant to vandalism



9. Routed Plastic

Advantages

- Low cost
- Low maintenance
- Tactile
- May use recycled material

Disadvantages

- Limited color use
- Easily damaged with sharp objects



City of Homer

www.cityofhomer-ak.gov

Office of the City Clerk

491 East Pioneer Avenue
Homer, Alaska 99603

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(p) 907-235-3130

(f) 907-235-3143

Memorandum

TO: PUBLIC ARTS COMMITTEE

FROM: RENEE KRAUSE, CMC, DEPUTY CITY CLERK I

DATE: APRIL 10, 2015

RE: REQUEST FOR EXECUTIVE SESSION PURSUANT TO AS §44.62.310(C)(2&3),
SUBJECTS THAT TEND TO PREJUDICE THE REPUTATION AND CHARACTER OF
ANY PERSON, PROVIDED THE PERSON MAY REQUEST A PUBLIC DISCUSSION
AND MATTERS, WHICH BY LAW, MUNICIPAL CHARTER, OR ORDINANCES ARE
REQUIRED TO BE CONFIDENTIAL. (REVIEW AND EVALUATION OF SUBMITTED
PROPOSALS)

Pursuant to the City of Homer Procurement Policy and Procedures Manual and City of Homer Code Title 3.16 Procurements Section 3.16.110 Competitive Sealed Proposals – Negotiated Procurement, Paragraph D. Proposals, tabulations and evaluations thereof shall be open to public inspection only after the contract award.

Recommendation

MAKE A MOTION TO ADJOURN TO EXECUTIVE SESSION FOR REVIEW AND EVALUATION OF SUBMITTED PROPOSALS.

The Chair is required to request a motion, second if one is not forthcoming, once the motion has been made and voted on in the affirmative, the Chair will note the time into the record that the Committee is adjourning to executive session and the Clerk will request all public to leave the room (if any are present).

Proposal Evaluation Form Consultant/Contractor to Create a Municipal Art Baseline Inventory

Criteria for the Selection of Artwork

Name of Reviewer: _____

Date Review Submitted: _____

PLEASE REVIEW THE SUBMITTED PROPOSALS AND EVALUATE THEM USING THE FOLLOWING
GUIDELINES AND THE APPLICABLE GRADE EVALUATIONS. THE CLERK WILL CONVERT THE LETTER
EVALUATIONS INTO POINTS

Proposals Received

Please review each proposal and consider the proposal submitted against the listed criteria. Please rate the criteria from 0 up to the maximum percentage for each criteria. Staff has completed the first section which are not weighted but should be considered in the final determination.

Was the required Number of Copies Submitted?

Was the Proposal received on/by the date and time as specified?

Was a Letter of Transmittal Included?

Did the Proposal contain a Narrative with a maximum limit of 6 pages

Overall Approach and Understanding = 35%

Qualifications and Team Experience = 25%

Work plan, Schedule, Public Approach and Strategy = 25%

Project Cost = 15%

TOTAL OVERALL %

0

0

0

0

0

COMMENTS



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Memorandum

TO: PUBLIC ARTS COMMITTEE

FROM: RENEE KRAUSE, CMC, DEPUTY CITY CLERK I

DATE: APRIL 10, 2015

RE: RECOMMENDATION TO CITY COUNCIL TO AWARD CONTRACT TO CREATE A MUNICIPAL ART
BASELINE INVENTORY

As a reminder:

Pursuant to the City of Homer Procurement Policy and Procedures Manual and City of Homer Code Title 3.16 Procurements Section 3.16.110 Competitive Sealed Proposals – Negotiated Procurement, Paragraph D. Proposals, tabulations and evaluations thereof shall be open to public inspection only after the contract award.

The Chair will request a motion from a member of the Committee to recommend forwarding the committee recommendation to City Council, without mentioning the name of the chosen proposer.

During the deliberations if no one proposer stands out and interviews are required or the committee requires clarification on items within the proposals then the committee can request staff to obtain the necessary information or arrange the interviews to be scheduled for the next regular meeting date.

I have provided motions for the committee for expediency:

Recommendations:

MOVE TO REQUEST STAFF SUBMIT THE RECOMMENDATION FOR COUNCIL TO AWARD A CONTRACT TO
CREATE A MUNICIPAL ART BASELINE INVENTORY.

Or Make this alternate motion:

MOVE TO HAVE STAFF (OBTAIN THE NECESSARY INFORMATION FOR CLARIFICATION or INVITE THE
SPECIFIC PROPOSERS TO ATTEND AN INTERVIEW PROCESS) AND PUT THIS ON THE MAY 14, 2015
AGENDA.

Public Art Committee Annual Calendar 2015

Meeting Date	Agenda Items	Items to Add to Proposed Agenda
February 12th	Draft RFP	
April 20th	RFP Selections Grant Opportunities Spit Trail Interpretive Signage Project Status	
May 14 th	Review PARC Assessment Grant Project Harbormaster 1% Project Status	
August 13th	Budget request for 2016 Grant Application draft Presentation of draft public art catalog	
September		
November 12 th	Review and Approve Strategic Plan 2016 Discussion on Budget Prognosis Election of Chair & Vice Chair Approve Annual Meeting Schedule for 2016 Status of Any Grant Applications	
December		

April 2015 ASCA News



Students at Noatak K-12 School watch an installation team raise "Hall of Elders," a public artwork by Alaska artist Kevin Smith. Smith met and photographed elders to create a strong sense of place specifically for this rural Alaska community.

In This Issue

A Note from Shannon

Public Art Spotlight

Bravo!

ASCA Notices

Calls for Art and Requests for Proposals

Grants and Funding

Education and Youth

Professional Development

Residencies

Employment

Contact Us

[Join Our Mailing List!](#)

Quick Links

[ASCA Website](#)

ASCA Grants on [CGO \(Culture Grants Online\)](#)

[CaFE \(callforentry.org\)](#)

Like us on facebook!

www.facebook.com/artsalaska

[Looking for Work in the Arts?](#)

A Note from Shannon

Did you know that Alaska's Percent for Art Statute was first adopted by the Alaska State Legislature in 1975? After only 16 years of statehood, Alaska was the third state in the country(!) to enact this type of legislation. Alaska was truly a pioneer in the movement to integrate artwork into public buildings, and continues to be a national model.

As many of you know, House Bill 160 was introduced recently in the State Legislature, and it would impose a moratorium and sunset on the Percent for Art Program and the Art in Public Places Fund (AIPP), which supports the Alaska Contemporary Art Bank. A hearing on the measure was held with the House State Affairs Committee on Tuesday, March 31st. I was able to provide testimony along with Kes Woodward, chair of the Alaska Arts and Culture Foundation, and many other Alaskans who believe that the arts--and the Percent for Art program in particular--provide meaningful economic and cultural benefits to our state.

We appreciate all of the artists and other citizens who submitted comments about the impact this bill would have on their communities and those whose artistic careers would have been negatively affected. We are pleased that it appears that HB 160

Look no further--these sites include listings of available positions and calls for artists in all areas - museums, performing arts and galleries.

<https://www.artjob.org/>

<http://jobbank.artsusa.org/>

<http://www.offstagejobs.com/>

<http://www.backstage.com/>

<http://www.tcg.org/artsearch/index.cfm>

<http://artdeadlineslist.com/>

Do you have a notice for the Communicue?

If you have an article, short notice, call for art or request for proposal that you would like us to consider including in our next newsletter, contact Keren Lowell at keren.lowell@alaska.gov.

will not be heard again or move from the House State Affairs Committee during this legislative session.

The State of Alaska's Percent for Art program is an excellent example of government working leanly and efficiently. It helps to develop our creative economy by contracting with artists and other skilled workers to integrate artworks into public buildings that enhance visitor experiences and improve the quality of life for all Alaskans. Thank you to all the Alaskans who expressed their support regarding the value of arts and culture in Alaska!

Public Art Spotlight

The William Jack Hernandez Sport Fish Hatchery is gearing up for summer visitors at 941 N. Reeve Blvd. Anchorage. April is the beginning of the sport fish stocking season. May through early October, tanker trucks are loaded with fish and hatchery staff members take turns driving them to release sites across the region.



This stocking truck and the aluminum fish on the building are Percent for Art Projects by Ketchikan artist Ray Troll. Troll completed this job with materials, labor, services and equipment all found and purchased in Alaska. Photo by Bob Hallinen.

Free and open to the public, you are welcome to stop by from 8 am to 4 pm and take a walk through the visitor corridor. Public artwork by Alaska artists Ray Troll, Cammie Walker, Pat Shelton, Keith Appel and Michael Anderson is located around and inside the hatchery building and visitor corridor.



World Class Public Art: "Tackle" by Anchorage artist Pat Shelton teamed Alaskan vendors and artists with highly trained European craftspeople for this lobby artwork that took three years to complete. Photo by Hal Gage.

You can learn more about the hatchery [here](#).

Bravo!

Congratulations to Sherry Simpson, recipient of the 2015 John Burroughs Medal for nature writing. Simpson's *Dominion of Bears: Living with Wildlife in Alaska* has drawn this award from the John Burroughs Association. Every April, on the first Monday, the Association gathers at the American Museum of Natural History in New York City to make their literary awards. "Sherry Simpson, considered one of Alaska's foremost essayists, is the author of two previous books, *The Way Winter Comes: Alaska Stories*, winner of the 1997 Chinook Literary Prize, and *The Accidental Explorer: Wayfinding in Alaska*. She is an associate professor in the Creative Writing and Literary Arts Department of the University of Alaska Anchorage." [Click here](#) to learn more about this award, and congratulate Sherry Simpson!

Congratulations to the Alaskan students who have been recognized as National Medalists through the Scholastic Art & Writing Awards. **Maria Frantz** is awarded a Gold Medal for Comic Art; **Anna Lance** is awarded a Gold Medal and an American Voices Medal for Poetry; **Tanner Rhines** is awarded a Silver Medal and American Voices Medal in Drawing and Illustration, a Silver Medal in Painting, and a Gold Medal for Art Portfolio. The Gold Medal for Art Portfolio includes a \$10,000 scholarship for the only 16 students recipients, each year. Frantz and Rhines are students of West Valley High School in Fairbanks, and Lance attends West Anchorage High School. Congratulations to these excellent student artists, and best wishes in their future endeavors. Connect with Young Emerging Artists, Alaska [on Facebook](#) to learn more about the Scholastic Art & Writing Awards Program in Alaska.

ASCA Notices

Cultural Collaborations Arts Excursion and Access Grants are available for arts education projects in the 2013-14 school year, on a rolling deadline. Contact [Laura Forbes](#) for more information.

Harper Arts Presenting and Touring Fund Grants are **closed** for FY15. The new cycle will begin July 1, 2015.

Artists in Schools FY16 Round I Applications | Deadline April 15, 2015 | For information and application [click here](#).

FY16 Annual and Biennial Grant Review Panel | Thursday April 16 and Friday April 17

ASCA Annual Council Meeting | June 8-9, 2015, Anchorage

Cultural Heritage for Youth Survey

This survey is being conducted to help the Alaska State Council on the Arts (ASCA), in partnership with the Rasmuson Foundation, develop a new grant program to support cultural heritage for youth. The Rasmuson Foundation established funding for this program with the goal of supporting strategies that connect Alaska's youth with their cultural heritage. The program will ultimately provide funding support for youth-focused cultural heritage programs.

The intended goals of this program are to:

- * Strengthen Alaska youth's cultural knowledge and self-awareness
- * Engage citizens around cultural heritage

- * Bridge culture and communities
- * Create greater cross-cultural understanding and empathy

With this survey we are looking to learn what is being done across the state, and what gaps in programs or services currently exist. Your response will help us design a program that offers high-impact cultural heritage programs in Alaska.

Please take the survey at http://bit.ly/ASCA_culturalheritage_survey. Also, if you are interested in keeping up-to-date on the program's development, please visit and like the Facebook page: <https://www.facebook.com/AKyouthculture>.

Calls for Artists and Requests for Proposals

Call for Performers, Vendors and Sponsors

Alaska Music and Entertainment Expo | May 2, 2015

Deadline: April 18, 2015

This event at the Anchorage Northway Mall will showcase local musicians from all genres of music, spotlight music and entertainment related businesses, give away raffle prizes, and be fun for the whole family (there will be a children's activity station). The goal of this medium sized event is to unify ALL GENRES of the Anchorage music community and advertise the amazing businesses we have with the hopes that this event will grow to the levels of Music Expos held in many other states. The Expo will have a professional sound and lights company overseeing entertainment as well as full event crew.

- [Performer information](#)
- [Scholarship information](#)
- [Vendor/sponsor information](#)

For questions or more information, contact Casey Duer or Jasmin Smith at 907-230-4968

Call for Artists

Momentum Dance Collective | IMPACT

IMPACT is a traveling dance performance to be performed in six different neighborhoods/ locations in Anchorage. As part of this project and in celebration of the power that the arts have on our souls and our social landscapes, each show will start @7:30 with community performances by speakers, poets, singers, and/or musicians for the first half hour before we transition into Momentum's performance. The Collective's goal is to have artists represent each area of town and will curate a sampling of the powerful artists and talents that exist in Anchorage. If you are interested in being a part of this powerful project, contact Becky Kendall, Artistic Director.

Date / Community / Location

April 16 Spenard - Church of Love (private performance and fundraiser/no community performance)

April 17 Abbott Loop - Pacific Northern Academy

April 18 Scenic Foothills - Bartlett High School

April 23 Mt. View - Mt.View Community Center

April 24 Sand Lake - Kincaid Bunker

April 25 North Star - Salvation Army Family Center

Momentum is partnering with three main organizations and 1/3 of each ticket sold will be made available to them (with the choice of donation given to each ticket holder) The organizations are the Covenant House, AWAIC, and Green Dot Alaska. Your involvement will benefit these organizations as well! More about IMPACT on our [website](#).

Call for Art | Rochester Contemporary Art Center 6 x 6

Artwork Entries Due: April 19 (Postmarked April 18)

Each artwork must be 6x6 square inches (15cm) or mounted to a 6x6 board, signed only on the back, and exhibited anonymously. All entries will be accepted and exhibited in the gallery and online. All artworks will also be offered for sale to the public for \$20 each to benefit RoCo. Artist names will be revealed to the buyer upon purchase and all artworks will remain on display through July 12, 2015. Sold Out artists' names will be revealed next to their work online on July 3. Artists may enter up to 4 artworks of any medium (2D or 3D) and there is no fee to enter. Thank you for your participation!

Mail or deliver your artwork before April 18, 2015 to:
Rochester Contemporary Art Center, 137 East Avenue, Rochester, NY 14604 USA

Call for Artists | Crafts Weekend at the Anchorage Museum at Rasmuson Center

Deadline: April 24

The Anchorage Museum invites artists and artisans to apply for the annual popular juried craft event, Thanksgiving Weekend, Nov. 27-29. Artists may submit digital images via the [online application](#) process beginning Monday, March 2. Deadline for entries is Friday, April 24. Selections will be made by May 8.

Call for Entries | 14th Annual Northwest Eye Regional Fine Art Photography Competition and Exhibition

Deadline: Tuesday, April 28th 5 p.m.

The Northwest Eye is an exhibition open to all photographers residing in the Pacific Northwest: Northern California (from Monterey Bay north), Oregon, Washington, British Columbia, Yukon Territory, and Alaska. The Exhibition is sponsored by the Pierson Building Center. Exhibition dates are May 2-31, 2015. For additional entry information please call the Humboldt Arts Council at 707-442-0278 or visit our website at www.humboldtarts.org or contact: Jemima Harr. jemima@humboldtarts.org (707) 442-0278 ext. 205

Call for Art | Alaska Robotics Gallery

Deadline: April 30, 2015

The Alaska Robotics Gallery is accepting proposals for exhibits to be displayed between September 2015 and May 2016. Alaska Robotics Gallery is an exhibition space and a bookstore located in downtown Juneau, Alaska. Even though the gallery concentrates on highlighting Alaskan illustrators, comic artists, and designers, we exhibit a wide range of visual artists. In order to submit a proposal, email us (crew@alaskarobotics.com) your completed application (available at www.alaskarobotics.com), 5 samples of your work, and your resume by April 30. The applicants are notified of our decision by May 31. For more information and to apply, click [here](#).

AIGA: "Cased" Annual Design Competition

Deadline: April 30, 2015

[AIGA's annual design competition](#) is now named "Cased," and celebrates the best in contemporary design through case studies. Show others why your design matters, whether your project was for a global company, a national nonprofit, a local small business, or self-promotion. Honorees will be affiliated with the prestigious AIGA Design Archives as well as showcased on AIGA.org and AIGA's social media platforms.

Call for entries | The Printmaker's Hand III

Deadline: May 5, 2015

Exhibition Dates: September 4-27, 2015

The Printmaker's Hand III is a juried show of fine prints sponsored by Corvidae Press and will be held at Northwind Arts Center located at 701 Water St., Port Townsend, WA.

Only hand-pulled prints will be accepted. Works may combine traditional printmaking techniques with digital or other media. Entries must be original, entirely the work of the entrant, executed within the last 3 years without the supervision of an instructor. Entries must not be copies, derivatives or based on other copyrighted or published prints. No giclee prints will be accepted. Prints must not exceed 36" wide including frame, must be sturdily framed, wired and ready to hand. Artist must be a resident of WA, OR, ID, MT, AK or CA. A nonrefundable entry fee of \$45 is required for a maximum of three entries.

Awards: Best of Show \$400, 2nd Place \$250, 3rd Place \$200, Honorable Mention (2) \$100 Each Juror's Award \$100. For the entire prospectus, click [here](#). Contact The Printmaker's Hand III committee members Ann Treacy ptaddress@gmail.com or Debra Brochin dbrochin@msn.com with questions.

Call for Proposals | Percent for Art - Petersburg School District

Stedman Elementary Exterior Renovation

Exterior Artwork for the Stedman Elementary and Front Office/Reception Area

Deadline: June 1, 2015

Total Budget for the Project is \$11,900.00

For complete prospectus, click [here](#). Contact Erica Kludt-Painter, Superintendent, 907-772-4271; supt@pcsd.us for more information.

Dave Bown Projects - 10th Semiannual Competition

Deadline: June 6, 2015

Dave Bown Projects will be buying works of art from artists as submissions are received. Jurors are Claire C. Carter, Curator of Contemporary Art, Scottsdale Museum of Contemporary Art; Carmen Hermo, Assistant Curator for Collections, Guggenheim Museum, New York; Anna Stothart, Curator of Modern and Contemporary Art, San Antonio Museum of Art.

Prizes: \$10,000 USD (1 artist will receive \$5,000 USD and 5 artists will each receive \$1,000 USD).

Prospectus: davebownprojects.com

For more information, call 1-917-365-5265 or email info@davebownprojects.com

Grants and Funding

2015 Native Arts and Cultures Foundation (NACF) Artist Fellowship

Deadline: April 6, 2015, 5 pm PST

The coveted NACF national award includes support ranging up to \$20,000 per artist. Awards will be made in six artistic disciplines, including: performing arts, filmmaking, literature, music, traditional arts and visual arts. To apply, artists who are members of federally and state-recognized U.S. tribes, Alaska Native and Native Hawaiian communities can review criteria and complete an application at <http://your.culturegrants.org>. The foundation will announce award recipients in August 2015. For questions and technical support, contact Program Officer Andre Bouchardat andre@nativeartsandcultures.org or (360) 314-2421.

USArtists International

Third Round Deadline: April 17, 2015

USArtists International provides support for American dance, music, and theater ensembles and solo artists from across the country who have been invited to perform at significant international

festivals and, new this year, performing arts markets anywhere in the world outside the United States and its territories.

The application submission deadline for the final of three grant rounds of the 2015 program is for projects taking place between July 1, 2015 and June 30, 2016.

To access the program guidelines and online application, click [here](#). Questions about USArtists International should be directed to Robyn Busch at robyn@midatlanticarts.org.

The Max and Victoria Dreyfus Foundation

Deadline for Autumn: May 10, 2015

The Foundation does not make grants to individuals. Grants are considered for IRS-qualified non-profit organizations located within the United States, and typically range from \$1,000 to \$20,000.

The Foundation will consider requests to support museums, cultural, and performing arts programs; schools, hospitals, educational and skills training programs, programs for youth, seniors, and the handicapped; environmental and wildlife protection activities; and other community-based organizations and their programs. [Click here](#) for complete information.

Ethel Montgomery Scholarship Application Available for Museum Studies

Deadline: August 31, 2015

JUNEAU - The Friends of the Alaska State Library, Archives & Museum have announced the availability of the Ethel Montgomery Scholarship application. Applicants for the \$2,000 scholarship must be enrolled in an Alaskan federally-recognized tribe and pursuing an undergraduate or graduate degree in museum studies.

The Ethel Montgomery Scholarship Fund was established in the 1990s to assist university-level Alaska Native students majoring in museum studies. Ethel Montgomery was one of the first docents at the Alaska State Museum. She was adopted into the Kaagwaantan Wolf Clan and became a very active member of the Alaska Native Sisterhood. One of her dreams was to help young Alaska Natives become curators and directors of museums that celebrate their cultures. The combination of her love for museums and for the Native people, contributed to her establishment of this scholarship.

Applications may be obtained by emailing Jackie Schoppert, Chair, Ethel Montgomery Scholarship Committee at kaageesaak@aol.com (907-321-5652) or Marjorie Menzi, marjoriemenzi@msn.com (907-723-9156). Applications must be completed and mailed by August 31, 2015.

Education and Youth

Alaska Arts Education Consortium Summer Arts Institutes

Registration now open

The AAEC will hold three institutes this summer, including a Basic Art Institute in Juneau, a Cultural Arts Institute in Bethel and a Northwest Coast Cultural Arts Institute in Sitka. 500 level credit is available for each of these institutes for teachers.

For complete information and registration visit the AAEC website at <http://akartsed.org/2015-arts-institutes-registration/>.

2015 College Board Award for Excellence and Innovation in the Arts

Deadline: April 13, 2015

This annual award recognizes and celebrates the achievements of arts initiatives for students in grades 6-12 that promote learning and creativity in exemplary and innovative ways.

Awards are given in three categories:

- **Arts Integration:** Awarding an initiative that uses an innovative approach to cross-curricular study, drawing connections between arts-based learning and the themes, content, and ideas of other subjects.
- **Equity Through Arts:** Awarding a program that uses the arts as a tool for increasing academic engagement among underserved students.
- **Civic Engagement/Professional Partnerships:** Recognizing a program that uses art experiences as vehicles for engagement with local arts professionals and/or nonprofit organizations.

An award of \$5,000 will be given to a winning school in each category. Among the three winning schools, one will be named the national winner and will be awarded an additional \$2,500.

Visit the website at <https://artsaward.collegeboard.org/award.php> for further details and full application instructions, including eligibility criteria. Email acharleroy@collegeboard.org with any questions during the application process.

The Adobe Foundation's Youth Media Arts Awards

Deadline: April 20, 2015

The Adobe Youth Voices Awards is a global competition that honors youth who make original, outstanding digital media to creatively express their vision for positive change. We invite you to submit media that inspires, informs, and generates solutions.

All winners will receive hardware, Adobe Creative Cloud, and cash grants to nonprofits that will support their vision for change. Venture prize winners will also receive mentorship from Ashoka Youth Ventures. In addition, both prize winners and finalists will become eligible to apply for an Adobe Youth Voices Scholarship. The Adobe Youth Voices Scholarships Program supports the next generation of creatives with scholarships towards post-secondary education.

Complete information available at <http://youthvoices.adobe.com/awards>.

Sivuqag Inn Announcing Free Workshop for artists in Gambell, AK

Saturday, April 25, 2015 11am-5pm

Kawerak's Beringia Center and Lydia Apatiki have been working to document how to make a St. Lawrence Island style bird skin parka, to help keep this knowledge alive in the region. With funding from the Alaska State Council on the Arts and the CIRI Foundation, we have rescheduled our [free workshop](#) for April 25th. If you have any questions, please contact Amy Russell at 443-4340. Class size limited to 15 students, aged 14 yrs and older.

Beringia Center of Culture and Science, P.O. Box 948, Nome, AK 99762
www.kawerak.org

Nominations are open for the 2016 Alaska and National Teacher of the Year

Deadline: May 1, 2015

The goal of the Teacher of the Year program is to honor a teacher who provides exceptional service to the students of today, the leaders of tomorrow. Nominate a teacher in your district who exemplifies excellence in the classroom; a teacher who demonstrates the characteristics and professionalism representative of all teachers in Alaska. Submit his/her name for consideration as Alaska's Teacher of the Year.

The Alaska Teacher of the Year is often called upon to speak at education conferences, testify before the Alaska Legislature, and to participate in education working groups throughout the state

and the nation. The Alaska Teacher of the Year is the state's nominee for National Teacher of the Year. Contact Atiya.barlow@alaska.gov for application forms, or download the form at <http://education.alaska.gov/RecognitionPrograms/TOY/pdf/AKTOYNominationForm.pdf>.

2015 Alaska Assessment Passage Writing Workshops

Application deadline: May 15, 2015

June 15-19, 2015, 1-5 pm, University of Alaska Anchorage

July 13-17, 2015, 1-5 pm, University of Alaska Fairbanks

The [Achievement and Assessment Institute](#) (AAI) will be holding two writing workshops in Alaska this summer, one in Anchorage in June and the other in Fairbanks in July. AAI develops material for the Alaska Measures of Progress as well as other reading assessments, and participation from Alaskan writers and educators helps ensure quality passages that relate to Alaskan students. Click [here](#) for more information about the workshops.

Educators and writers who are interested can apply to either workshop by filling out a brief [survey](#). AAI will select a mix of educators and established writers as well as creative writing students in these workshops, and will be selecting applicants based on the strength of their writing samples and background.

For more information, contact Brianna Lichtenauer, Acquisitions Editor, Center for Educational Testing and Evaluation, 1122 West Campus Road, Room 240, Lawrence, KS 66045
1-785-864-1594

Students Invited to Submit Entries for Antarctic Art Contest

Deadline: July 31, 2015

The Antarctic Art Contest is seeking entries that explore and interpret Antarctic research and science. The free contest will accept entries from April 1 to July 31 through its website www.waisartcontest.org. Winning artwork will travel from Alaska to Antarctica. The University of Alaska Fairbanks, the National Science Foundation, and research sites in Antarctica will display the artwork. An online gallery will show winning and honorable mention artwork.

The contest explores how art and science rely on observation and interpretation of the world. The contest's subject is an ice core that engineers and scientists drilled from the center of the West Antarctic Ice Sheet. Scientists are examining the ice core to make new observations and generate new ideas about the last 100,000 years of climate history.

Individuals or groups can take part in the contest. They may enter in one of three divisions - elementary school students, secondary school students or community. Artwork can be in a variety of formats, including visual, written and multimedia. The website contains a lesson plan that teachers can use with their students.

Professional Development

2015 Americans for the Arts Annual Convention

Early Bird Savings Deadline: Friday April 3rd

AFTA's Annual Convention will be held June 12-14, 2015 in Chicago, Illinois. The conference will take place at the Chicago Sheraton, with more than 40 breakouts, three keynotes, three preconferences, two Workshop Intensives, a dozen ARTventure Tours, and an opening reception at the Museum of Contemporary Art! Save big by taking advantage of our special Early-Bird registration rate, which ends Friday, April 3, 2015. [Click here](#) for more information and registration.

2015 Alliance of Artists Communities' Emerging Program Institute | Omaha, NE

April 21-23, 2015

Join the [Alliance of Artists Communities](#) on April 21-23 for the [2015 Emerging Program Institute](#)!

This two-day training is for anyone considering, planning, just starting, or re-developing an artist residency program! Covering everything from growing a funding base to matching artist selection with mission, the Institute offers best practices, models for success, a community of peers, and access to residency leaders, funders, and artists from around the country.

This year's Institute is hosted at the [Bemis Center for Contemporary Arts](#) in Omaha, Nebraska. All are welcome! Space is limited. Click [here](#) for more information.

National Arts Strategies: Call for Creative Community Fellows

Application deadline for the second cohort: April 26

Around the world there are artists, activists, community organizers, administrators and entrepreneurs working as change-makers in their communities - using arts and culture as vehicles to drive physical and social transformations. During the nine-month fellowship, fellows are given tools, training and access to a community of support in order to fuel their visions for community change, spark new ideas and help propel them into action. Click [here](#) for more information.

Kachemak Bay Writers' Conference 2015

June 12-16, 2015

Land's End Resort, Homer AK

Sponsored by Kachemak Bay Campus - Kenai Peninsula College UAA

This nationally-recognized writing conference features workshops, readings and panel presentations in fiction, poetry, nonfiction, and the business of writing. Registration is open now. For registration information, click [here](#). For complete information about conference activities, schedule and speakers, click [here](#).

Residencies

Institute of American Indian Arts (IAIA) Artists-in-Residence Program Seeks Artists

Application Deadlines:

July 10th, 2015 for September - November 2015 residencies

The IAIA Artist-in-Residence Program seeks artists for 1-month residencies taking place on the [Institute of American Indian Arts](#) campus in Santa Fe, New Mexico between Sept. 2015-May 2016.

This residency program has the following geographic restrictions: the artist must be a Native American or First Nations artist from one of the following regions:

- Pacific Northwest (Oregon, Washington, British Columbia, or Alaska)
- Upper Midwest (Minnesota, Wisconsin, North Dakota, South Dakota),
- Southwest (Arizona, New Mexico, Southern California)

For this three-year cycle of residencies, IAIA will host a total of 28 artists. Six artists will be selected for the first cycle (Fall of 2015) including two residencies for artists who will be able to use the foundry and sculpture facilities.

Residencies benefits: \$3000 stipend, housing, meal plan for one person, car rental (if needed) and \$200 budget for gas during residency, studio space on campus, \$500 materials budget, and airfare to and from IAIA.

Activities for the Artist-in-Residence include: opening and closing receptions, one public workshop/demonstration, two classroom workshop/demonstrations, one student critique session,

and participation in residency program assessment.

[Link to Online Application](#)

Need help with the online application? Contact Lara M. Evans at 505.424.2389 or levans@iaia.edu

Employment

Job Opportunities at the Homer Council on the Arts

HCOA's Board of Directors is recruiting applicants for two positions: Operations and Programs Coordinator and Executive Director. Applications will be reviewed by a Search Committee who will select candidates for interviews.

The coordinator begins training in April, with the first regular day of work on May 4, 2015. The executive director begins training in May with full-time work starting in June 2015.

To apply, please submit (1) your resume; (2) a letter explaining why you are the best person for the job, your understanding of HCOA's programs and mission, your experience with the non-profit sector; and (3) three references and their contact information; at least two references should be former employers.

Application materials must be submitted by e-mail to borgwoman@hotmail.com . Positions are open until filled. Position descriptions are available online [here](#).

Wrangell Mountain Center is hiring for the following internship or work-trade opportunities

General Internship - Help out with all aspects of operations. Intern will be responsible for cooking for large groups of people; helping to maintain organic garden; assisting with manual labor including cleaning, composting, and water pumping; ensuring a warm and well-organized environment for staff and program participants; providing administrative support including program marketing; orienting participants, guests, and students to the systems and customs of the WMC.

Garden Internship - The Garden Intern is responsible for managing the food production and harvest from the WMC gardens and greenhouse. He/she will be coordinate planting, growing, harvesting, and preparing food (when applicable). He/she will work under the guidance of local expert gardeners. In exchange the Garden Intern will travel approximately bi-monthly to the mentor's property to assist them.

Our season runs from approximately May 10 - September 10. Interns are expected to work approximately 30 hours a week in exchange for room and board. The [Wrangell Mountains Center](#) is an equal opportunity employer.

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PARKS, ARTS, RECREATION AND CULTURE (RECREATION AND CULTURE) NEEDS ASSESSMENT

Prepared for the City of Homer, Alaska
by Agnew::Beck Consulting
Spring 2015



:: CONTENTS

Acknowledgements.....	1
Executive Summary.....	2
Homer Recreation and Culture Needs Assessment	2
Summary of Identified Priority Needs.....	3
Opportunities to Use Existing Facilities	6
Next Steps and Implementation Resources.....	6
Introduction.....	8
Methodology.....	9
Recreation and Culture in Greater Homer.....	11
The Greater Homer Community	11
The Value of Recreation and Culture	14
Existing Recreation and Culture.....	20
Summary of Existing Recreation and Culture Resources	20
Gap Analysis of Recreation and Culture Needs.....	28
Summary of Identified Priority Needs.....	28
Opportunities to Use Existing Facilities	36
Implementation Resources	40
Community Support.....	40
Financing Local Recreation and Culture	42
Appendix A. Existing Resources Inventory.....	50
Appendix B: Identified Needs	55
Priority Identified Needs	55
Non-Priority Identified Needs.....	61
The Potential of a Multi-Purpose Community Center.....	63
Appendix C: Community Outreach.....	65
Community Outreach Process.....	65
Appendix D: Sources	71



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:: FIGURES

Figure 1: Greater Homer Area Population, 2013.....	11
Figure 2: Age of Population in Greater Homer, 2000 and 2010	12
Figure 3: Projected senior population 2012-2042	12
Figure 4: Population Change in the Greater Homer Area, Age 19 and Under, 2000-2010.....	13
Figure 5: Kenai Peninsula Borough population projections 2012-2042.....	13
Figure 6: How important are recreation activities to you and your immediate family and friends?.....	14
Figure 7: How important are arts activities to you and your immediate family and friends?	14
Figure 8: Importance of Recreation and Culture Activities.....	14
Figure 9: How often do you participate in activities?	15
Figure 10: Why do you participate in recreation and culture activities?	16
Figure 11: Number of Workers with Experience in PARC Industries, 2009–2013	17
Figure 12: What prevents you from participating in recreation and culture activities more often?	18
Figure 13: Participation in Outdoor Activities	21
Figure 14: Participation in Indoor Activities.....	22
Figure 15: How would you characterize your organization's capacity?.....	23
Figure 16: How would you characterize trends in participation or use?	24
Figure 17: Recreation and Culture Services in Alaska's 25 Largest Cities	25
Figure 18: On average, how often do you volunteer at recreation and culture programs and activities?.....	27
Figure 19: Provider Space Needs.....	28
Figure 20: Priority Identified Needs.....	32
Figure 21: Opportunities to Use Existing Resources to Meet Priority Recreation and Culture Needs.....	36
Figure 22: Support for New Funding Strategies.....	40
Figure 23: Support for City Funding New Multi-purpose Community Center.....	41
Figure 24: Support for City Funding Kevin Bell Ice Hockey Arena.....	42
Figure 25: How are existing programs and facilities funded?.....	42
Figure 26: How would you characterize your current funding/support resources?	43
Figure 27: Support for Specific Funding Sources	43
Figure 28: Support for Recreation and Culture Service Area.....	44
Figure 29: Current HART Fund Allocation.....	45
Figure 30: Hypothetical HART Fund Reallocation to Include Recreation.....	46
Figure 31: Identified needs that could be met by a multi-purpose community center.....	63
Figure 32: Where do you live?.....	66
Figure 33: How old are you?	66
Figure 34: Where do Homer High students participate in recreation and culture activities?	67

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- Karen Marks, Art Shop Gallery, Homer Voice for Business, volunteer
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Special thanks to advisory committee members for their efforts in initiating, guiding and engaging neighbors and colleagues in this planning process. Thank you also to all those community members who participated in surveys, interviews, focus groups, and the community workshop. Because of all these efforts, this document contains many ideas that synthesize the inspiration, realism and creativity of the greater community and exciting possibilities for the future.

Comment [HS1]: These were just going to confirm info is correct with client

EXECUTIVE SUMMARY

HOMER RECREATION AND CULTURE NEEDS ASSESSMENT

The PARC Needs Assessment is intended to determine the resources and prioritize the needs for the community concerning parks, arts, recreation and culture (PARC) facilities and programs. To accomplish this, the project involved:

- Assessing community values, wants and needs related to PARC resources, based on feedback from a broad range of organizations, individuals, and businesses;
- Identifying gaps between identified needs and existing facilities and programs; and
- Investigating strategies for meeting priority needs, recognizing the realities of finite resources and the size of the greater Homer community. Strategies include better use of existing facilities, while investigating options for new resources to support future PARC improvements.

The results reflect the reality that many residents, businesses, organizations of and visitors to the greater Homer area deeply value PARC resources for their social, health and quality of life benefits, for the economic opportunities they provide, and because they make greater Homer the community and the place in which they choose to live. The greater Homer area has attracted a community of people with great vision and capacity to make things happen: community members dedicate a remarkable number of volunteer hours, have started and maintained numerous nonprofits, hosted community events, and donated materials and funding toward various community resources.

AMBITIOUS, REALISTIC AND STRATEGIC

With all this community effort, greater Homer already has a wealth of PARC resources. The needs assessment reveals a desire for even more: a broad and ambitious list of ways to further expand and fill PARC gaps. At the same time, it is clear that there are limits in the community's ability to meet all expressed wishes, and that there is a desire to be realistic about how much the community is able to take on and sustain over time. To satisfy these goals, this summary of identified needs is presented within the context of an overall set of strategies:

- Maximize the use of existing public resources.
- Look for and take advantage of opportunities for the private sector to fill gaps.
- Explore new ways to improve the efficiency and coordination of providing PARC resources and related information sharing.
- Maintain existing facilities while developing funding strategies for highest priority future expansion or renewal projects.

SUMMARY OF IDENTIFIED PRIORITY NEEDS

A full list of identified needs is included in the attached Identified Needs Inventory. This list was generated from a review of previous relevant plans and studies, an online community survey, an online provider questionnaire, community workshop and focus group discussions, and key informant interviews. From this inventory, a set of priorities was determined by filtering the identified needs based on whether they had:

- Broad support from multiple user groups and the general public and therefore would directly serve the largest portion of the community, *or*
- High level of support from one or more organized user group(s) and therefore already has a project champion, although it may directly serve a smaller subset of the community.

The identified needs were also filtered through a set of specific criteria developed by the community as the basis for prioritization; these criteria determined that priorities should:

- Contribute to the economic vitality of the community.
- Bring together multiple organizations and user groups (such as seniors and youth).
- Support the capacity and mission of existing organizations.
- Be affordable to users.
- Be able to be staffed and maintained.
- Have a user group.
- Be physically accessible to community members, in a central location, and complement adjacent land uses (if applicable).
- Include both passive and active recreation together.

The priorities that emerged through this filtering process focus on the need for indoor facilities/activities and improvements to PARC resource coordination, and also included a number of more modest outdoor facilities and programming needs.

INDOOR FACILITIES

Of the priorities that filtered to the top, the most significant was space for indoor activities. The most pressing needs are for a general-purpose gymnasium and a multi-purpose space for dance, martial arts, performing arts (rehearsals, performances), and community events. It will be difficult for the community to meet these types of programming needs until adequate space is created. Specific identified needs include:

- Active recreation space: large multi-purpose gymnasium, indoor walking track, affordable weight room, martial arts gym, indoor (and outdoor) racket sports-

- Space for the arts: centralized location for music activities (including practice studio, recording studio and/or programming), more spaces for making art, 200-300 seat performance space, and
- Spaces for youth: toddler and family spaces,¹ teen space while school is not in session.
- Space that can support varied community events and gatherings.

Depending on specific designs, many or even all of these needs might be met in a single facility. A multi-purpose community center was the most frequently identified need across providers, user groups, existing plans and the general public. Although frequently mentioned, a new multipurpose facility would be costly. Considering the other identified needs, this project might best be deferred to a medium or long-term status, giving time to raise the necessary funding as well as time for the area's population, industry and tax base to grow. The next step for the community will be to determine how best to meet priority indoor space needs through existing facilities, new discrete facilities or grouped within a single multi-use project. Investigating options will include consideration of: the availability of existing spaces and their ability to adequately meet the identified needs; potential project providers (who will own and operate the space, who will run the activities), their responsibilities, level of commitment and ability to sustain use/participation; potential funding mechanisms and willingness to pay; and which uses will be compatible or incompatible in a multi-use facility. While these decisions are being made, the City should investigate ways to keep the HERC open (e.g., for another 10 years) to help meet indoor space needs.

Another priority that came up repeatedly during the needs assessment is the need to stabilize the financial future of the Kevin Bell Ice Arena. Though the City is not responsible for this facility, thousands of people use the facility (up to 800 in a week). The facility supports local users and also attracts teams from outside the community who spend time (and money) in Homer. Aside from the debt of the building and land, the rink's revenue has supported its yearly operations since it opened in 2005. Current debt totals \$2.74 million, and it will require \$60,000 per year to repay. The rink has become an institution in Homer, providing healthy lifestyle choices and also important winter revenue with the annual tournaments and games, bringing visitors from other cities. The Needs Assessment is not the forum in which to work out the specific near term strategies on this time-sensitive issue. The community can continue to seek opportunities to meet existing user needs at the hockey arena (e.g., indoor walking, climbing) as well as investigate longer term revenue sources that could help sustain the facility. The idea was raised to consider dedicating some amount of City funds to cover a portion of the \$60,000 annual debt payment.

¹ Some of these space needs may be fulfilled by better communication about existing toddler-friendly spaces and activities; many programs are already offered and new activities starting.

OUTDOOR FACILITIES

Priority outdoor facilities include: upgrading the softball fields, car-free ice skating at Beluga Lake, a warming hut on the spit, an outdoor amphitheater, and multi-use trail connections. These outdoor improvements, while important, present a much lower threshold of cost and complexity than the possible need for some form of new, multipurpose indoor facility(ies).

ACTIVITIES, EVENTS, PROGRAMING

A number of programming needs were identified, listed below. Exploring options to meet these identified needs is important, but must be considered in the context of the management and/or addition of indoor facilities, which is closely tied to many of these identified needs.

- Indoor, winter event space and programing, activities (e.g. laser tag, bumper cars, go cart track, child play area), and longer hours for programs or facilities (e.g. late night and/or early morning).
- Multi-generational activities, for parents and toddlers, for mentally and physical disabled older people, for seniors in general.
- Activities at McNeil Canyon School and in Anchor Point, specifically.
- Short courses/workshops (one day or less), with smaller time and financial commitment.
- Specific activities/classes: folk school, healthy cooking, lifelong learning programs, Zumba, wildfoods safety, marine safety, adult indoor soccer.

MANAGEMENT AND COMMUNICATION

Outreach results make clear that participants recognize the need for new strategies to meet these priorities and identified the following solutions:

- Make better use of what already is available:
 - Centralized community calendar and information sharing (e.g., via mobile phone app).
 - Transportation improvements to get people to activities/events (e.g., affordable cross-bay transportation, rides for youth and seniors who do not drive).
 - Continued coordination and access to school district resources, particularly the high school.
- Improve the delivery of PARC resources:
 - Centralized meeting room list/scheduler.
 - Consolidated community PARC leadership to reduce the number of volunteer boards and enable better coordination among providers (e.g., calendaring, networking, partnerships on projects, joint fundraising or grant applications, reciprocal membership agreements).

- Consider a centralized City Parks and Recreation Department with additional City of Homer recreation staff (existing staff are currently at capacity, and the City could potentially leverage increased community involvement toward providing services and completing park improvement projects with additional staff.).
- Consider ways to maintain the PARC Committee and continued City involvement in PARC resource management.
- Investigate new funding options (e.g., service area); consistent capital funding is needed, whether for the HERC, ballfields, or park improvements.

OPPORTUNITIES TO USE EXISTING FACILITIES


The community felt strongly that Homer's many existing resources should be used to meet existing needs before any new facilities were built or programs started. The Needs Assessment included an analysis of the extent to which priority needs could be met with existing resources, based on the needs and existing resources inventories generated through the needs assessment process. Many identified needs could potentially be met through existing or new resources, depending on the will of the community.

NEXT STEPS AND IMPLEMENTATION RESOURCES

Recreation and culture are important enough to area residents that a majority support some degree of increased public funding for recreation and culture facilities and services through various means. In the near term, recreation and culture leaders could continue to focus on the operational and organizational priority needs to better coordinate and consolidate existing resources in terms of space, funding and fundraising efforts, information sharing, and planning for longer-term priorities, such as a new multi-purpose facility or addressing the future ownership of the Kevin Bell Ice Arena.

The statistically valid survey indicates a level of support and willingness to dedicate City funds toward these two large capital projects. Just over half of the statistically-valid telephone survey respondents (56.8 percent) said that a new multi-purpose community center should be a City priority within the next 10 years and indicated a willingness to contribute some amount of property taxes to its development. Similarly, just over half of the statistically-valid telephone survey respondents (53.6 percent) indicated that the City should provide approximately \$10,000-\$15,000 per year in new funding to help cover a portion of the loan payment on the hockey arena, and look to the Homer Hockey Association to find the remaining funding for the Kevin Bell Ice Arena. Another 20.1 percent of survey respondents indicated a willingness to dedicate city funding to pay the entire \$60,000 annual mortgage payment on the ice arena.

The statistically valid survey also indicates a level of support for different potential funding mechanisms. The most frequently indicated choice of municipal funding mechanism for new recreation and culture services was to reallocate existing funding from other municipal sources (25



percent). Support for taxes (property, sales, other) as the preferred funding mechanism ranged from approximately 12-18 percent, while survey results also indicate that over 55 percent of area residents would to some degree favor the creation of a service area in the Homer area to fund new recreation and culture services. The most likely and robust strategy for funding existing and new recreation and culture facilities and services is to leverage funding from a variety of sources, including city tax funding, user fees, grants and continued volunteer support.

INTRODUCTION

For a long time, the Homer area has had a rich offering of recreation and culture amenities. Community parks and beaches, indoor and outdoor sports, visual and performing arts, cultural events and festivals are all part of the local quality of life for residents of all ages. This is part of what makes the area what it is, part of what brings new friends and family to live in the area, and part of what keeps residents healthy and engaged in community life.

While the Greater Homer community is abundant in recreation and culture resources, the City and a number of community organizations face tight budgets, overcommitted or inadequate physical facilities, and other limitations to their ability to sustain programming and facilities. The Recreation and Culture Needs Assessment is intended to help the greater community to get creatively organized about how make the most of what the greater Homer area has already, to build on that foundation to provide new amenities, or to move existing programs and facilities in new directions. The needs assessment also provides greater clarity about the value of recreation and culture activities to the greater Homer community and identifies potential resources and strategies to sustain and grow the amenities that make the greater Homer area the place where residents want to live. The needs assessment does all of this by:

- Assessing community values, wants and needs related to PARC resources, based on feedback from a broad range of organizations, individuals, and businesses;
- Identifying gaps between identified needs and existing facilities and programs; and
- Investigating strategies for meeting priority needs, recognizing the realities of finite resources and the size of the greater Homer community. Strategies include better use of existing facilities, while investigating options for new resources to support future recreation and culture improvements.

The results of the needs assessment reflect the reality that many residents, businesses, organizations of and visitors to the greater Homer area deeply value recreation and culture resources for their social, health and quality of life benefits, for the economic opportunities they provide, and because they make greater Homer the community and the place in which they choose to live. The greater Homer area has attracted a community of people with great vision and capacity to make things happen: community members dedicate a remarkable number of volunteer hours, have started and maintained numerous nonprofits, hosted community events, and donated materials and funding toward various community resources.

With all this community effort, greater Homer already has a wealth of recreation and culture resources. The needs assessment reveals a desire for even more: a broad and ambitious list of ways to further expand and fill recreation and culture gaps. At the same time, it is clear that there are limits in the community's ability to meet all expressed wishes, and that there is a desire to be realistic

about how much the community is able to take on and sustain over time. To satisfy these goals, identified needs are presented within the context of an overall set of strategies:

- Maximize the use of existing public resources.
- Look for and take advantage of opportunities for the private sector to fill gaps.
- Explore new ways to improve the efficiency and coordination of providing recreation and culture resources and related information sharing.
- Maintain existing facilities while developing funding strategies for highest priority future expansion or renewal projects.

METHODOLOGY


A full list of identified needs was generated from a review of previous relevant plans and studies, an online community survey (989 responses, representing approximately 1,700 people), an online provider questionnaire (21 responses), community workshop (~40 participants) and focus group discussions (~55 participants), and key informant interviews. From this inventory, a set of priorities was determined by filtering the identified needs based on whether they had:

- Broad support from multiple user groups and the general public and therefore would directly serve the largest portion of the community, or
- High level of support from one or more organized user group(s) and therefore already has a project champion, although it would directly serve a smaller subset of the community.

The identified needs were also filtered through a set of specific criteria developed by the community as the basis for prioritization; these criteria determined that priorities should:

- Contribute to the economic vitality of the community.
- Bring together multiple organizations and user groups (such as seniors and youth).
- Support the capacity and mission of existing organizations.
- Be affordable to users.
- Be able to be staffed and maintained.
- Have a user group.
- Be physically accessible to community members, in a central location, and complement adjacent land uses (if applicable).
- Include both passive and active recreation together.

A gap analysis of recreation and culture needs was performed with the priorities that emerged through this filtering process. The City of Homer oversaw the process, with guidance from the Recreation and Culture Advisory Committee, which represented perspectives from the Homer



Council on the Arts (HCOA), Parks and Recreation Commission, Homer Hockey, MAPP of the Southern Kenai Peninsula, Kenai Peninsula Borough Assembly, ReCreate Rec, Bunnell Arts Center, City of Homer Community Recreation, Homer Voice for Business, and motorized sports groups (e.g., Snomads).

A statistically valid telephone survey was conducted by Ivan Moore Research, primarily to assess the community's willingness to pay for identified recreation and culture needs. Survey results indicated that recreation and culture are important to the majority of area residents and that there is some support for increasing public funding for recreation and culture facilities and services through various means.

RECREATION AND CULTURE IN GREATER HOMER

THE GREATER HOMER COMMUNITY

Residents, businesses, organizations of and visitors to the greater Homer area deeply value recreation and culture resources for their social, health and quality of life benefits, for the economic opportunities they provide, and because they make greater Homer the community and the place in which they choose to live. The greater Homer area has attracted a community of people with great vision and capacity to make things happen: community members dedicate a remarkable number of volunteer hours, have started and maintained numerous nonprofits, hosted community events, and donated materials and funding toward various community resources.

Figure 1: Greater Homer Area Population, 2013



Comment [MH2]: Update at the end

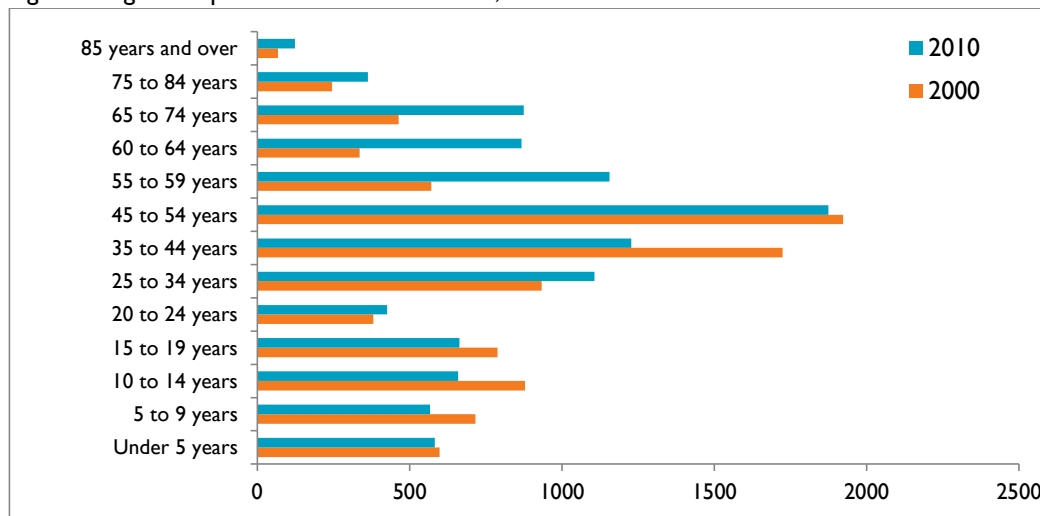
Sources: Alaska Department of Labor and Workforce Development, Research and Analysis Section; and U.S. Census Bureau

POPULATION TRENDS

The Homer Recreation and Culture Needs Assessment focuses on the City of Homer and four neighboring census tracts: Anchor Point, Fritz Creek, Diamond Ridge and Kachemak City. The population of this area totaled 10,842 in 2013.² Changing age distribution in this area between 2000 and 2010 suggests that it will see greater recreation and culture participation by seniors and stable or decreased participation by other age groups. The population of people age 55 to 74 nearly doubled during that time, while the population age 35-44 decreased by almost 500.

² Sources: Alaska Department of Labor and Workforce Development, Research and Analysis Section; and U.S. Census Bureau

Figure 2: Age of Population in Greater Homer, 2000 and 2010



Sources: 2000 Census, 2008-2012 American Community Survey 5-year estimate; Greater Homer area includes Homer city, Kachemak city, Diamond Ridge, Fritz Creek, and Anchor Point.

The population over 65 is projected to almost double in the next forty years. This trend suggests that the greater Homer area is likely to see more recreation and culture participation by seniors; this increase could include more potential volunteers among active seniors.

Figure 3: Projected senior population 2012-2042

	2012	2017	2022	2032	2042	annual increase	total increase
Homer Population	10,783	11,217	11,628	12,183	12,434	1%	15%
Homer Population 65+	1,733	2,150	2,789	3,325	3,094	3%	78%
65+ percent of total population	16%	19%	24%	27%	25%		

This projection method assumes the Homer population will remain the same size relative to the Kenai Peninsula Borough (19 percent of total population) and applies the 65 and older population annual increase in the Kenai Peninsula Borough (KPB) to the Homer population.

Source: 2010, Census, 2008-2012 American Community Survey 5-year estimate; Alaska Population Estimates by Borough, Census Area, City, and Census Designated Place (CDP), 2010-2013; State of Alaska Population Projections 2012-42

Youth population trends are less clear, suggesting that recreation and culture resources should remain flexible to accommodate changing youth populations. While the number of the young people under age 19 living in greater Homer decreased dramatically between 2000 and 2010, the population under five years old has decreased by a significantly smaller amount than the older youth population, indicating that the decrease in youth population may be slowing. Anecdotal evidence suggests that the number of young people is (or will soon be) increasing because of the number of infants that have been born within the last two to three years. The Kenai Peninsula Borough is projected to have an overall increase in young people.

Figure 4: Population Change in the Greater Homer Area, Age 19 and Under, 2000-2010

Age	2000	2010	Change
Under 5 years	598	583	-3%
5 to 9 years	716	567	-21%
10 to 14 years	879	659	-25%
15 to 19 years	789	664	-16%
All age 19 and under	2,982	2,473	-17%

Source: 2010, Census, 2008-2012 American Community Survey 5-year estimate; Alaska Population Estimates by Borough, Census Area, City, and Census Designated Place (CDP), 2010-2013

Figure 5: Kenai Peninsula Borough population projections 2012-2042

	2012	2022	2032	2042	% increase
Kenai Peninsula Borough	56,718	61,391	64,321	65,647	16%
19 and under	14,423	15,483	16,865	17,403	21%

Source: State of Alaska Population Projections 2012-42

THE VALUE OF RECREATION AND CULTURE

Results from both an online (non-statistically valid) survey and a telephone (statistically-valid) survey indicate that recreation and culture activities are important to Homer community members. More than 75 percent of online community survey respondents (self-selected) said recreation activities were important or very important to them and their immediate family, while arts activities were important or very important to 65 percent of respondents. Just over 59 percent of statistically-valid telephone survey respondents indicated that recreation and culture activities are important or very important to them and their immediate family and friends.

Figure 6: How important are recreation activities to you and your immediate family and friends?

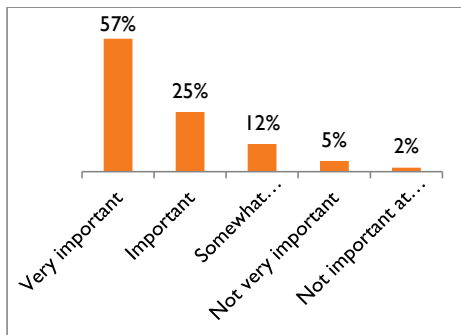
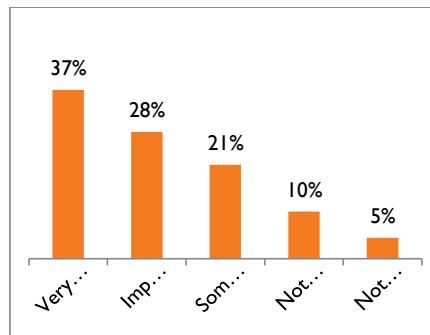


Figure 7: How important are arts activities to you and your immediate family and friends?



Source: 2014 Recreation and Culture Needs Assessment Online Community Survey

Figure 8: Importance of Recreation and Culture Activities

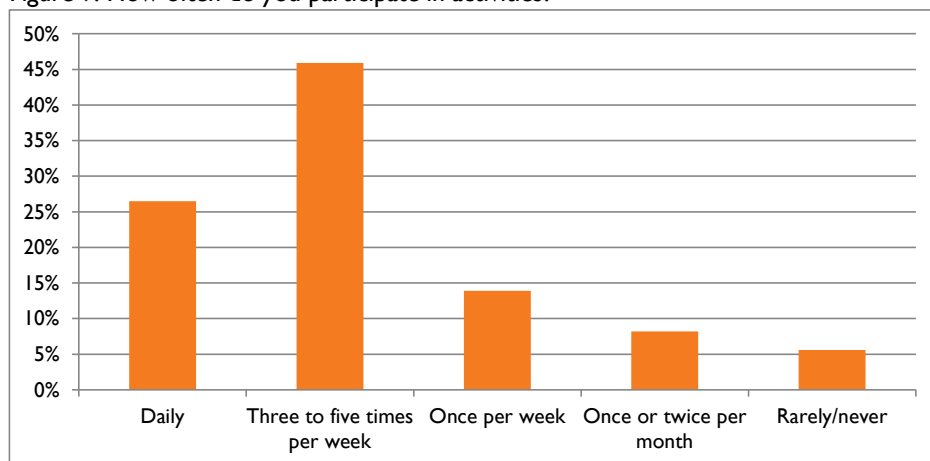
How important are the availability of recreation and culture activities to you and your immediate family and friends?

Response	Percent	Number
Very important	43.6%	113
Important	15.7%	41
Somewhat important	24.3%	63
Not very important	7.1%	18
Not at all important	8.7%	23
Not sure.	0.6%	2

Source: 2014 Recreation and Culture Needs Assessment Public Opinion Survey, Ivan Moore Research. Raw survey results are weighted according to the following: 1) Responses apportioned by zip code according to the adult population in each; 2) Marital status balanced by gender in both zip codes (i.e., the percentage of married men equals that of married women and the percentage of single men equals that of single women); 3) The age distribution is weighted to match the census distribution of head of household; 4) Cellphone-only responses were appropriately weighted against landline responses.

Survey results also suggest that recreation and culture are an important part of residents' daily life. Around 75 percent of online community survey respondents participate in a recreation and culture activity three or more times per week.

Figure 9: How often do you participate in activities?



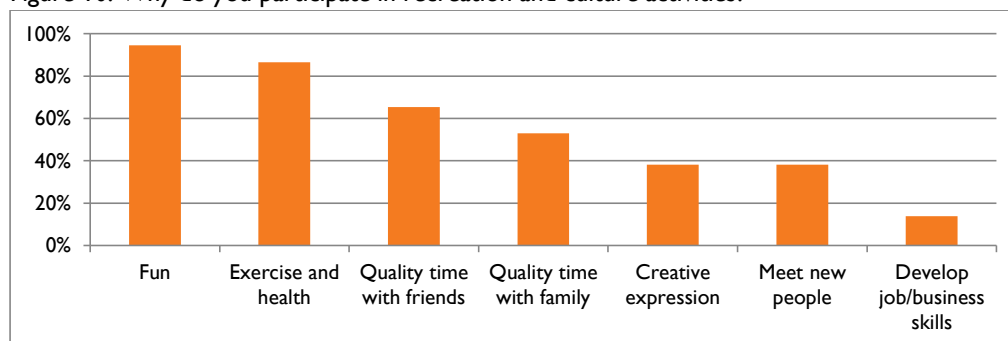
Source: 2014 Recreation and Culture Needs Assessment Online Community Survey

COMMUNITY BENEFITS

Fun is the number one reason Homer residents participate in recreation and culture activities. Ninety percent of the nearly 1,000 survey respondents said fun was one reason they participated in recreation and culture activities. Recreation and culture activities provide utilitarian benefits as well: nearly 85 percent of respondents said they participated for exercise and health benefits. Respondents said that recreation and culture activities help with stress management, spiritual health and quality of life during the winter months.

Recreation is a quality of life priority for my family and I value youth activity opportunities above almost all else.

Figure 10: Why do you participate in recreation and culture activities?



Source: 2014 Recreation and Culture Needs Assessment Online Community Survey

Community workshop participants identified these intangible benefits of recreation and culture to the Homer community:

- **Health benefits** | Community safety; mental and physical health.
- **Family and social wellbeing** | Networking, role modeling, having places for people to interact, as an extended family, especially when many people have family far away.
- **Education** | Opportunities for young people to spend free time and/or to develop their vocations; contributes to a great school system.
- **Natural resource conservation** | Opportunities to learn about and experience the natural environment, fosters conservation.
- **Economic wellbeing** | Generates business opportunities and is a visitor destination.

ECONOMIC BENEFITS

Recreation and culture amenities also provide direct and indirect economic benefits. Respondents to the Recreation and Culture Needs Assessment Provider Survey reported that recreation and culture resources provide about 175 full-time, part-time, or contracted jobs in the Homer community. The Alaska Department of Labor and Workforce Development estimates that around 300 people have experience in this job category.

Figure 11: Number of Workers with Experience in PARC Industries, 2009–2013

Place	Arts, entertainment, recreation employment experience by place of residence
Homer city	181
Anchor Point	28
Diamond Ridge	27
Fritz Creek	50
Kachemak city	15
All	301

Source: Number of Workers with Experience in Industry 2009–2013, Alaska Department of Labor and Workforce Development, Research and Analysis Section. Last updated on August 26, 2014.

Indirect economic benefits come mainly through the visitor industry. The average visitor to Homer spends \$257 per trip, including \$87 on tours, activities and entertainment; 16 percent of Homer workers are employed in leisure and hospitality.³ The Provider Survey also indicated that recreation and culture resources do attract visitors who support the Homer economy, drawing anywhere from 500-600 attendees to recreation and culture events, with the average event drawing about 115 people in addition to the people producing, performing or competing in the event. Other providers indicate that:

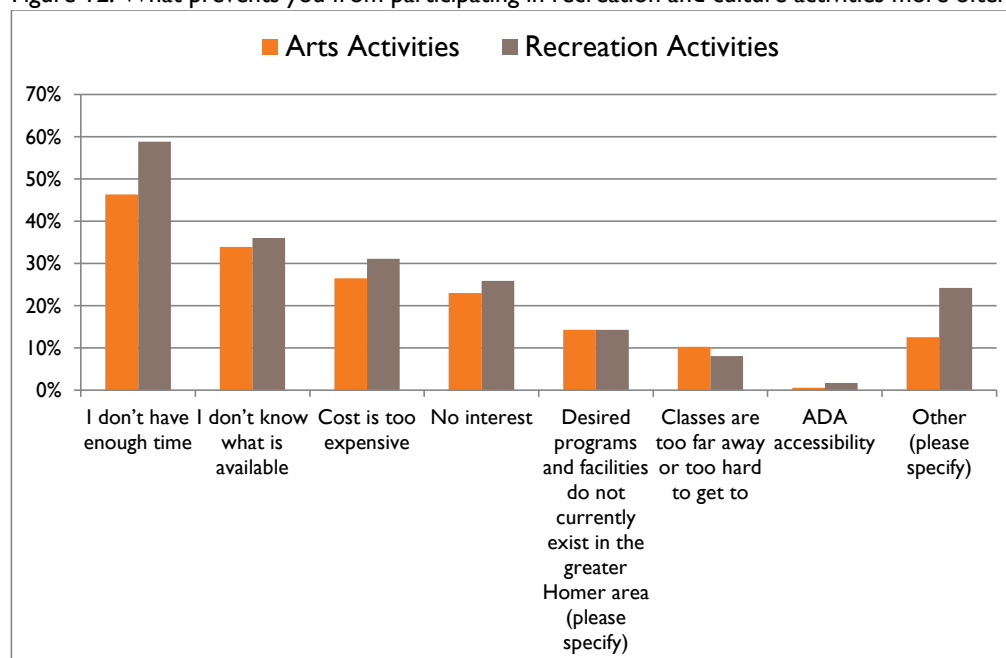
- Nearly 90 percent of campground users come from outside of Homer (City of Homer Parks Maintenance).
- About 10 percent of the Kachemak Wooden Boat Society festival attendees come from out of town.
- Every Saturday visiting Little League teams from the Kenai Peninsula or Anchorage visit Homer to play ball, eat lunch and dinner. Many spend the night and plan a fishing trip (Homer Little League).

³ Source: Alaska Economic Trends, June 2013, AKDOLWD; Alaska Visitor Statistics Program VI: Summer 2011, McDowell Group.

BARRIERS TO PARTICIPATION

Through the online community survey (self-selected), the needs assessment identified a number of barriers to participation in recreation and culture activities, as well as common themes for overcoming these barriers. A number of survey respondents also indicated that they are fully satisfied with recreation and culture offerings in the Homer area and believed that no changes are needed.

Figure 12: What prevents you from participating in recreation and culture activities more often?



Source: 2014 Recreation and Culture Needs Assessment Online Community Survey

The assessment identified several common themes for overcoming these barriers to participation:

- **Time** | Lack of time or scheduling conflicts prevent people from participating in what is available. Sometimes there are too many things happening at the same time.
- **Space** | Some spaces (e.g., open gym, publicly-accessible workshop) are unavailable when people want to use them; some are not available at all.
- **Communication** | People don't always know what is available to them, and/or don't know where to find out about events, classes, and other resources that might interest them.
- **Location/Transportation** | Some people indicated that they live too far away, or have no transportation to get to the programs and facilities they want to use. Several

also mentioned a lack of safe pedestrian and bicyclist routes in town, where most of Homer's recreation and culture opportunities exist.

- **Money** | Some don't have the money needed to participate in all the activities they are interested in. For some, rising land values and a lack of the right job opportunities have made it difficult to afford to even live in Homer, particularly for young families.
- **Youth and Childcare** | Some people said they need more childcare options or supervised activities for children; some young people said they need more places to go outside of school hours.
- **Volunteers** | Some said more volunteers are needed, there too many opportunities and people are getting burned out, others said they need to volunteer less in order to have more time available for PARC activities.

Youth and seniors echoed many of these common themes. Among youth, the most common barriers to participating in more recreation and culture activities include transportation, money and weather. Seniors mentioned the need for more ways for new arrivals to Homer to connect with recreation and culture activities and groups. Caregivers for less active seniors pointed out that because it takes extra time and energy to help these less independent elders out of the house, planned activities and events are better for outings, while short unstructured activities are easier at home or in places like the Senior Center.

*We visit Homer at least twice a year so more festivals
would be nice so we can plan a little getaway from
Anchorage. As for arts, they are pretty expensive, because
it is worth it.*

EXISTING RECREATION AND CULTURE

The Homer has many existing recreation and culture resources. The Recreation and Culture Needs Assessment indicated a few common overarching themes:

- A number of space constraints were identified for indoor activities.
- Outdoor facilities are well used.
- A large number and wide variety of activities, events and programming are available; there appears to be more participation in outdoor than indoor activities.
- There is a desire for more consolidation and leveraging resources to more effectively manage and advertise recreation and culture facilities, activities, events and programming.

An inventory of recreation and culture resources is included in Appendix A.

SUMMARY OF EXISTING RECREATION AND CULTURE RESOURCES

INDOOR FACILITIES

The Needs Assessment confirms that Homer currently has a number of different indoor recreation and culture spaces, yet there are also space constraints, scheduling conflicts and a lack of certain types of indoor facilities. These space constraints exist in part because some existing facilities, such as the HERC and the High School, are already used to their current capacity. The gap analysis provides more information about the capacity of different spaces to meet identified needs.

Existing large indoor multi-purpose spaces include the Homer High School gym, the HERC building and middle and elementary school multipurpose rooms. The Mariner Theater hosts large performances; Pier 1 puts on productions in the summer; and smaller winter season shows use spaces like the Bunnell Street Arts Center, the Homer Council on the Arts (HCOA) Gallery, the Homer Theater and bars/restaurants. Smaller indoor recreation spaces for dance and yoga include the Bay Club, the High School, private yoga studios, and the HERC building. There are spaces for specific activities, like pottery or woodworking, throughout Homer, but the most accessible studio spaces are at the High School and have experienced a number of scheduling conflicts. Homer also has a number of flexible spaces, which offer the potential to be temporarily or permanently reconceived to meet the demand for additional specialized spaces that are currently unavailable. For example, Kachemak Bay Campus and Homer Council on the Arts already host multiple types of events. See Appendix A, Indoor Flexible Spaces, for an additional list of spaces that can meet the needs of a variety of events and uses.

Comment [MH3]: confirm

OUTDOOR FACILITIES

The Needs Assessment confirmed that the area's existing parks, trails and other outdoor spaces are well-used and that a number of projects have benefitted from the coordination of various public and outdoor interest groups to plan and raise funding for improvements.

The City provides 17 dedicated parks and seven park areas for recreational purposes. The Kenai Peninsula School District maintains outdoor fields and tennis courts at the High School. The Homer area also has a number of year-round multi-use trails. Outdoor facilities also include:

- Homer Ski Club rope tow
- Kachemak Bay Equestrian Association Cottonwood Horse Park
- Outdoor basketball courts at the HERC and High School
- Softball, baseball, football, and soccer fields
- Multiuse trails (for mountain biking, cross country skiing, hiking, and other activities)
- Disc golf course
- Street art
- Outdoor space at the (old) Pratt Museum (10 acres)
- Outdoor amphitheaters at the library, Pratt Museum, and Islands and Ocean Center.

Figure 13: Participation in Outdoor Activities

Outdoor Activity	Responses (Percent)	Responses (Raw number)
Walking	71%	646
Recreational Fishing	58%	531
Camping	58%	530
Bicycling	56%	510
Recreational Boating	48%	435
Cross Country Skiing	46%	416
Gardening	45%	405
Wildfood Harvesting	41%	377
Festivals	38%	342
Photography	37%	339

Source: 2014 Recreation and Culture Needs Assessment Online Community Survey

ACTIVITIES, EVENTS, PROGRAMMING

The Needs Assessment confirmed that the greater Homer community offers a relatively large number and variety of recreation and culture activities, events and programming. Residents and visitors are very involved in recreation and culture activities, as participants or users, as providers and as volunteers. The activities and events that draw the most frequent and steady participation tend to change over time as new activities are introduced and others fade in popularity. Some

Figure 14: Participation in Indoor Activities

Indoor Activity	Responses (Percent)	Responses (Raw number)
Swimming	43%	365
Performance Art	40%	344
Gym	38%	321
Lifelong Learning	33%	280
Hockey/Ice Sports	28%	242
Yoga/tai chi/meditation	28%	237
Cooking	25%	216
Visual Arts	23%	193
Basketball	20%	168
Card and board games	18%	155

Source: 2014 Recreation and Culture Needs Assessment Online Community Survey

outdoor activities and use outdoor spaces. Outdoor activities could be more popular in general. They may also be more accessible: often there is no membership or user fee involved for outdoor activities, and there may be fewer scheduling constraints because people can usually participate in outdoor activities at any time of day. Greater participation in outdoor activities may also be an indication of the shortage of indoor facilities reported by the community.

MANAGEMENT AND COMMUNICATION

A desire for consolidation and simplification was the overall theme that emerged from the Needs Assessment about the state of provider management of and communication about recreation and culture resources in the Homer area. Although Homer has a robust volunteer base and a community culture that supports volunteerism, some providers have been challenged to find volunteer staff and

board members, and expressed a desire for consolidation. The community also recognizes that pooling efforts and resources may allow providers to leverage even more resources. For instance, some providers suggested the benefits of working together to pursue funding for joint projects.

activities/events have seen a decline in participation, but many providers reported steady or growing participation. For example, Concert on the Lawn will be discontinued in 2015 because of decreased attendance, while Colors of Homer is thriving as a shared community arts event that includes music.

Providers and users emphasize that these activities and events bring new people to visit or even live in the Homer area. Some providers indicated the desire to expand their programming, but have encountered space constraints.

Community survey results⁴ suggest that more people participate in

⁴ 2014 Recreation and Culture Needs Assessment Online Community Survey.

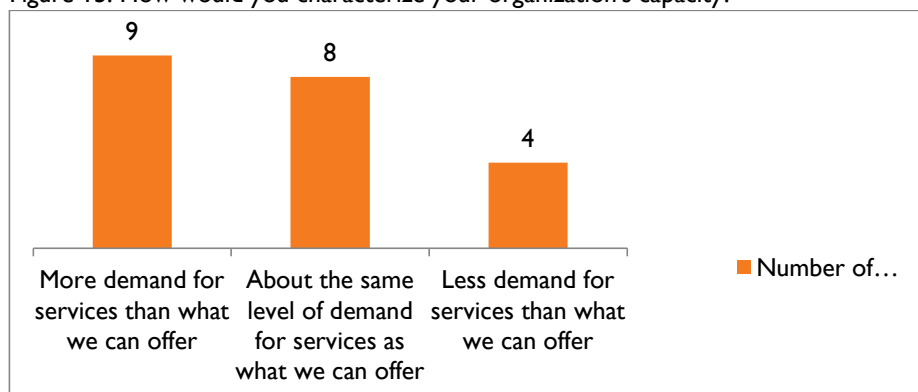
Existing City staff managing parks and City recreation programs are at or above capacity to meet local demand for these programs, and could benefit from partnerships with providers.

While participation in specific events and activities naturally ebbs and flows, most of Homer's recreation and culture providers indicated that interest in their programs has been strong. Yet Homer has so much recreation and culture that residents and visitors are not always aware of what is available to them. Some of the most frequently identified needs are not for new programs and facilities, but for more centralized and internet-based communication about what is happening and available.

Providers | In addition to the Homer area's stunning natural landscape, provider organizations are the engine of arts and recreation opportunities. For the purposes of this needs assessment, the Recreation and Culture Committee defined recreation and culture providers as a business or organization that provides classes or puts on performances or events. Activity user groups (e.g., Snomads) were also considered recreation and culture providers. Churches and civic groups are also recognized as providing valuable recreation and culture opportunities for adults and young people alike. Additionally, sole proprietor artists, co-ops, and galleries add to making Homer the rich recreation and culture community that it is.

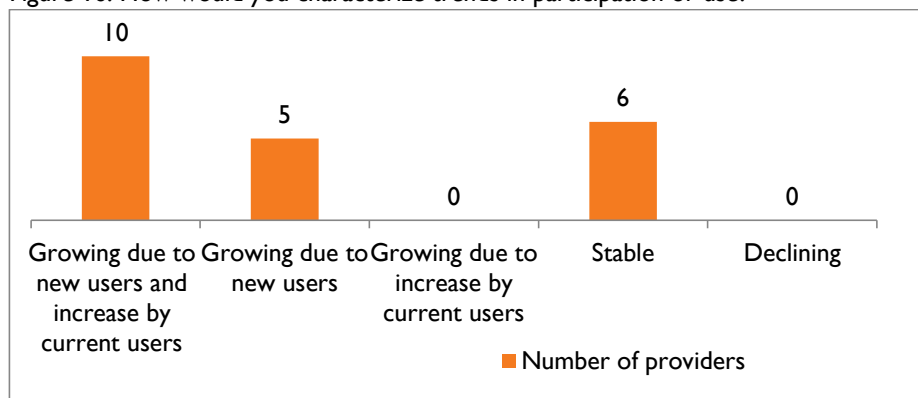
Twenty one providers responded to the provider questionnaire. Most providers are stable or growing. Figure 14 shows that less than half of the providers surveyed were operating at a capacity that fit their organization. Nine said they had more demand for services than they could provide and four said they had less demand than they could provide. Providers highlighted the importance of their volunteers, the difficulty of finding heated indoor space, and the difficulty of finding funding.

Figure 15: How would you characterize your organization's capacity?



Source: 2014 Recreation and Culture Needs Assessment Provider Survey

Figure 16: How would you characterize trends in participation or use?



Source: 2014 Recreation and Culture Needs Assessment Provider Survey

The City of Homer and Community Recreation | Recreation services are supported by two departments and three divisions of the City of Homer. The Community Recreation program, under the direction of the Department of Administration, provides programing and facility access in two main non-municipal locations and one city-owned property, the HERC building. The Division of Parks in the Public Works Department maintains recreation facilities, primarily parks, trails and campgrounds. Some stakeholders advocated consolidating these functions under a single Parks and Recreation Department to provide better services. Figure 16 shows that of the 25 largest cities in Alaska in 2010, approximately 76 percent had local parks and recreation departments and 76 percent had a community or recreation center in 2010. Only three of communities (Homer, Dillingham and Houston) had neither a Parks and Recreation Department nor a Borough to provide coordinated park and recreation services. Homer is one of three of Alaska's 25 largest cities that uses local schools as a recreation center.

Figure 17: Recreation and Culture Services in Alaska's 25 Largest Cities

City	Population	Parks and Recreation Department	Borough provides?	Community/ Recreation Center
Anchorage	291,826	Yes	No	Yes
Fairbanks	31,535	No	Yes	Yes
Juneau	31,275	Yes	Combined city/borough	Yes
Sitka	8,881	Yes	Combined city/borough	No
Ketchikan	8,050	No	No	Yes
Wasilla	7,831	Yes	Yes	Yes
Kenai	7,100	Yes	No	No
Kodiak	6,130	Yes	Combined city/borough	No (schools)
Bethel	6,080	Yes	No	Yes
Palmer	5,937	Yes	Yes	Yes
Homer	5,003	No	No	No (schools)
Unalaska	4,376	Yes	No	Yes
Barrow	4,212	Yes	No	Yes
Soldotna	4,163	Yes	No	Yes
Valdez	3,976	Yes	No	Yes
Nome	3,598	Yes	No	Yes
Kotzebue	3,201	Yes	No	Yes
Petersburg	2,948	Yes	Combined city/borough	Yes
Seward	2,693	Yes	No	Yes
Wrangell	2,369	Yes	Combined city/borough	Yes
Dillingham	2,329	No	No	No
Cordova	2,239	Yes	No	Yes
North Pole	2,117	No	Yes	No
Houston	1,912	No	No	No (schools)
Craig	1,201	Yes	No	Yes

Source: City of Homer Community Recreation, 2010 Census.

Other Recreation and Culture Coordinators | In addition to the City, several organizations coordinate and facilitate multiple types of recreation and culture opportunities and bring user groups and spectators together across activities. These coordinators include:

- MAPP of Homer
- Homer Arts and Culture Alliance
- Homer Council on the Arts, including Artist Registry
- Kenai Peninsula School District
- Homer Chamber of Commerce

Information and Advertising | Getting the word out about recreation and culture facilities and programs is just as important as having the resources to begin with. Participation might be low for some programming because people are unaware of what is available, especially for visitors and new residents who are just learning about the community and what it has to offer. Providers, users and the general public repeatedly mentioned the need for a centralized community calendar. MAPP of Homer is currently working on an integrated web based calendar that providers can use, so meeting the need for more coordinated information sharing might be close. Existing community calendars and information sources include:

- Homer News
- City of Homer
- Individual arts, recreation, civic organizations
- Homer Council on the Arts website, arts calendar and e-news and artist registry
- Homer Public Radio AM 890
- Pop411.org
- KBBi calendar

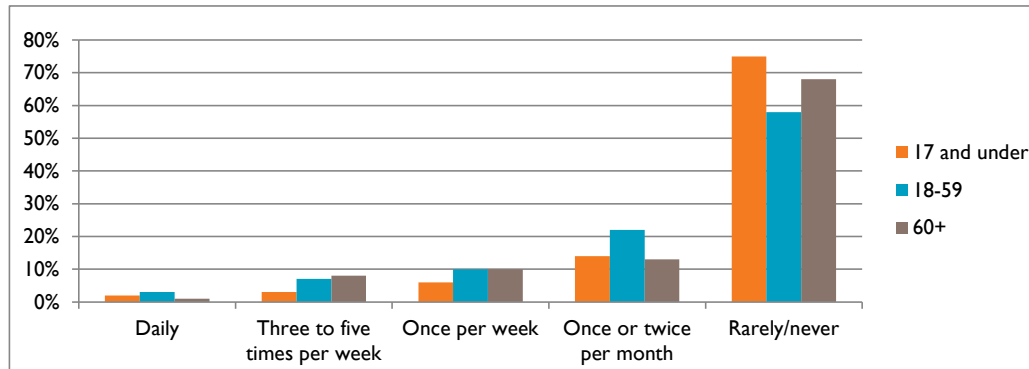
Comment [HS4]: Confirm with client

Volunteers | Providers and community members highlighted the importance of volunteers in sustaining recreation and culture activities and amenities in Homer. Recreation and culture provider survey respondents totaled:

- 52,742 volunteers hours per year, or 144 hours per day (not including the organization that approximated “literally thousands” of volunteer hours annually).
- At least 85 board member positions.
- At least 133 formal volunteer positions.
- Recreation and culture providers rely on at least 796 informal or event specific volunteer positions.

Community respondents also reported volunteering. Fifteen percent volunteer once per week or more, and 65 percent rarely or never volunteer. Working age survey respondents reported volunteering more frequently than youth or seniors.

Figure 18: On average, how often do you volunteer at recreation and culture programs and activities?



Source: 2014 Recreation and Culture Needs Assessment Online Community Survey

GAP ANALYSIS OF RECREATION AND CULTURE NEEDS

To be realistic about how much the greater Homer community is able to take on and sustain over time, identified needs are presented within the context of an overall set of strategies:

- Maximize the use of existing public resources.
- Look for and take advantage of opportunities for the private sector to fill gaps.
- Explore new ways to improve the efficiency and coordination of providing recreation and culture resources and related information sharing.
- Maintain existing facilities while developing funding strategies for highest priority future expansion or renewal projects.

SUMMARY OF IDENTIFIED PRIORITY NEEDS

Identified priority needs focus on the need for indoor facilities/activities and improvements to recreation and culture resource coordination, and also included a number of more modest of outdoor facilities and programming needs.

Figure 19: Provider Space Needs

Facility need	Providers	Percent
We need more heated indoor space	11	52%
We need more outdoor space	9	53%
We need specialized space	12	57%
We currently do not have any space needs.	2	10%
Other [1]	9	53%

[1] Includes: Access at high priority times (e.g., right after school); ADA accessible space; Access to calendar and coordinating for space that is available; Headquarters/space that different user groups can overlap and interact in; Childcare space.

Source: 2014 Recreation and Culture Needs Assessment Provider Survey

INDOOR FACILITIES

Of the priorities that filtered to the top, the most significant was space for indoor activities. The most pressing needs are for a general-purpose gymnasium and a multi-purpose space for dance, martial arts, and performing arts rehearsals. The City will be unable to expand these types of programming until adequate space is created. Specific identified needs include:

- Active recreation space: large multi-purpose gymnasium, indoor walking track, affordable weight room, martial arts gym, indoor (and outdoor) racket sports.
- Space for the arts: centralized location for music activities (including practice studio, recording studio and/or programming), more spaces for making art, 200-300 seat performance space, and
- Spaces for youth: toddler and family spaces,⁵ teen space while school is not in session.

Depending on specific designs, many or even all of these needs might be met in a single facility. A multi-purpose community center was the most frequently identified need across providers, user groups, existing plans and the general public. Although frequently mentioned, a new multipurpose facility would be costly. Considering the other identified needs, this project should be

Looking forward to retirement and would really like to see a community facility with many activities available under one roof and a park facility for multipurpose outdoor activities

deferred to a medium or long-term status, giving the area population, industry and tax base time to grow. In the near term, the next step for the community will be to determine whether to meet priority indoor space needs through existing facilities, new discrete facilities or grouped within a single multi-use project. This discussion will involve consideration of: the availability of existing spaces and their ability to adequately meet the identified needs; potential project providers (who will own and operate the space, who will run the activities), their responsibilities, level of commitment and ability to sustain use/participation; potential funding mechanisms and willingness to pay; and which uses will be compatible or incompatible in a multi-use facility. While these decisions are being made, the City should investigate ways to keep the HERC open (e.g., for another 10 years) to help meet indoor space needs.

Another priority that came up repeatedly during the needs assessment is the need to stabilize the financial future of the Kevin Bell Ice Arena. Though the City is not responsible for this facility, thousands of people use the facility (up to 800 in a week). The facility supports local users and also attracts teams from outside the community who spend time (and money) in Homer. Aside from the debt of the building and land, the rink's revenue has supported its yearly operations since it opened in 2005. Current debt totals \$2.74 million, and it will require \$60,000 per year to repay. The rink has become an institution in Homer, providing healthy lifestyle choices and also important winter revenue with the annual tournaments and games, bringing visitors from other cities. The Needs Assessment is not the forum in which to work out the specific near term strategies on this time-sensitive issue. The community can continue to seek opportunities to match existing user needs to the arena (e.g., indoor walking, climbing) as well as investigate longer term revenue sources that

⁵ Some of these space needs may be fulfilled by better communication about existing toddler-friendly spaces and activities; many programs are already offered and new activities starting.

could help sustain the facility. Consider expanding City funding to cover a portion of the \$60,000 annual debt payment.

OUTDOOR FACILITIES

Priority outdoor facilities include: upgrading the softball fields, car-free ice skating at Beluga Lake, a warming hut on the spit, an outdoor amphitheater, and multi-use trail connections. These outdoor improvements, while important, present a much lower threshold of cost and complexity than the possible need for some form of new, multipurpose indoor facility(ies).

ACTIVITIES, EVENTS, PROGRAMING

A number of programming needs were identified, listed below. Exploring options to meet these identified needs is important, but must be considered in the context of the management and/or addition of indoor facilities, which is closely tied to many of these identified needs.

- Indoor, winter event space and programing, activities (e.g. laser tag, bumper cars, go cart track, child play area), and longer hours for programs or facilities (e.g. late night and/or early morning).
- Multi-generational activities, for parents and toddlers, for mentally and physical disabled older people, for seniors in general.
- Activities at McNeil Canyon School and in Anchor Point, specifically.
- Short courses/workshops (one day or less), with smaller time and financial commitment.
- Specific activities/classes: folk school, healthy cooking, lifelong learning programs, Zumba, wildfoods safety, marine safety, adult indoor soccer.

I think it would be great to offer a space that could accommodate children's activities and parent activities that run in conjunction. So kids have an opportunity to socialize and play while parents get time to exercise or take a class in their area of interest. For those of us who do not have extended family around, our friends are our family. We live here for the unmatched quality of life and sometimes need a little extra community support to pursue our own health and learning goals. — Survey Respondent

MANAGEMENT AND COMMUNICATION

Outreach results make clear that participants recognize the need for new strategies to meet these priorities and identified the following solutions:

- Make better use of what already is available:
 - Centralized community calendar and information sharing (e.g., via mobile phone app).

- Transportation improvements to get people to activities/events (e.g., affordable cross-bay transportation, rides for youth and seniors who do not drive).
- Continued coordination and access to school district resources, particularly the high school.
- Improve the delivery of recreation and culture resources:
 - Centralized meeting room list/scheduler.
 - Consolidated community recreation and culture leadership to reduce the number of volunteer boards and enable better coordination among providers (e.g., calendaring, networking, partnerships on projects, joint fundraising or grant applications, reciprocal membership agreements).
 - Consider a centralized City Parks and Recreation Department with additional City of Homer recreation staff (existing staff are currently at capacity, and the City could potentially leverage increased community involvement toward providing services and completing park improvement projects with additional staff.).
 - Consider ways to maintain the Recreation and Culture Committee and continued City involvement in recreation and culture resource management.
- Investigate new funding options (e.g., service area); consistent capital funding is needed, whether for the HERC, ballfields, or park improvements.

If we had another gym, we could fill that with more school activities, let alone more community rec activities. There are a lot of groups that would like to be in there, just don't have time or space for them. - Douglas Waclawski, Principal, Homer High School

Figure 20: Priority Identified Needs

Project				Outreach Source			
Priority	Project	Category	Potential Community Center Element	Fall 2014 Outreach	Community Survey	Provider Survey	Previous Planning
•	Community recreation facility	Multi-purpose Indoor		■	■	■	
•	Multi-purpose gym	Multi-purpose Indoor	○	■	■	■	■
•	Convention center	Multi-purpose Indoor	○	■			
•	Multi-purpose community art space and more art classroom space (e.g., wood shop, kiln, press, darkroom)	Multi-purpose Indoor		■	■	■	■
•			○	■	■	■	■
•	200-250 person theater	Specialized Indoor					
•	Children's art space; toddler/family/pre-school space, indoor play structure	Specialized Indoor		■	■	■	
•	Indoor walking facility/track	Specialized Indoor		■	■		■
•	Kevin Bell Arena financial support	Specialized Indoor		■	■	■	■
♦	Affordable weight room	Specialized Indoor		■	■		■
♦	Indoor and outdoor racket sports, including tennis	Specialized Indoor		■	■		
♦	Martial arts gym	Specialized Indoor	○		■		
♦	Music/recording studio	Specialized Indoor	○	■	■	■	
♦	Private music and art studios	Specialized Indoor	○	■			
•	Space and programming for children and teens when school is not in session (e.g. Boys and Girls Club)	Central space/ headquarters (Indoor)	○	■	■	■	■

Project				Outreach Source			
Priority	Project	Category	Potential Community Center Element	Fall 2014 Outreach	Community Survey	Provider Survey	Previous Planning
•	Space and/or programs for music (e.g. open jam, mentoring/volunteer taught lessons, community band, practice spaces)	Central space/ headquarters (Indoor)	○	■	■	■	
●	Maintained, car free ice skating at Beluga Lake	Outdoor			■		
•	Outdoor stage/amphitheater	Outdoor	○	■		■	■
•	Warming hut on spit for water sports	Outdoor		■	■		
•	Adequate parking at some facilities (e.g., Karen Hornaday Park, Jack Gist Park).	Outdoor		■		■	■
•	Upgrade softball fields	Outdoor		■	■	■	■
●	Construct more non-motorized trails; bike and walking trails throughout the city and on main roads and neighborhoods; enhanced trail connections	Trails		■	■	■	■
●	Provide more ski trails in Anchor Point	Trails		■	■		■
•	Improved maintenance for trails	Trails		■	■		
•	Move toward multi-use trails in future	Trails		■	■	■	
●	Multi-generational activities	Programing		■			
●	Longer hours for programs or facilities (e.g. late night and/or early morning)	Programing		■	■		
●	More indoor activities (e.g. laser tag, bumper cars, go cart track, child play area)	Programing		■		■	■
●	More for mentally and physical disabled older people, and for seniors in general	Programing	○	■			■
●	Marine safety programing	Programing		■	■		
●	More activities at McNeil Canyon School	Programing			■		

Project				Outreach Source			
Priority	Project	Category	Potential Community Center Element	Fall 2014 Outreach	Community Survey	Provider Survey	Previous Planning
•	More activities in Anchor Point	Programing		■	■		
•	Parent-toddler classes	Programing			■		
♦	Folk school classes	Programing			■		
♦	Healthy cooking classes	Programing		■	■		
♦	Indoor soccer (adults only)	Programing			■		
♦	More short courses/workshops (1 day or less) with smaller time and financial commitment (e.g. at the University)	Programing		■	■		
♦	Vocational-technical classes and apprenticeship programs	Programing		■		■	■
♦	Wildfoods safety class	Programing			■		
♦	Zumba	Programing			■		
•	Improved, central community calendar (flyers, website, email updates, social media)	Coordination + Information		■	■		■
•	Continue to work with school district to enable off hours and off season use to the extent possible; Elementary, Middle and/or High School open to public for community schools or evening programs, as possible	Coordination + Information		■	■	■	■
•	Centralized Parks and Recreation Department	Coordination + Information		■		■	■
•	Expand capacity to maintain facilities and offer programs	Coordination + Information		■		■	■
•	Consolidate recreation and culture leadership. Reduce the number of volunteer boards; more coordination among providers (e.g., calendaring, networking, partnerships on projects, joint fundraising or grant applications, reciprocal membership agreements)	Coordination + Information		■	■	■	■
♦	More recreation and culture employees to provide project coordination and fundraising support, particularly grantwriting; could be shared by various providers.	Coordination + Information		■		■	■
♦	Meeting room List	Coordination + Information		■		■	
•	Park endowment fund	Funding		■			■

Project				Outreach Source			
Priority	Project	Category	Potential Community Center Element	Fall 2014 Outreach	Community Survey	Provider Survey	Previous Planning
•	Park, Arts, Recreation and Culture, and Trails Foundation	Funding		■			
•	Sliding payment scale for participation in sporting activities and equipment, lower gym fees, including teen discount	Funding		■	■	■	■
♦	Recreation Service District	Funding		■			
♦	Reevaluate senior property tax exemption	Funding		■			
♦	Charge people who live outside of the city more to use city facilities and programs	Funding			■		
•	Transportation improvements, especially for those who don't drive (e.g. carpooling/ridesharing, improvements to trails and sidewalks, bike lanes, road crossings, better signage, connecting trails and paths through town, make places for people to park and walk)	Supporting		■	■	■	■
♦	Affordable transport across the bay	Programing		■	■		■
♦	Town center/square/plaza	Supporting	○	■			■

OPPORTUNITIES TO USE EXISTING FACILITIES

The community felt strongly that Homer's many existing resources should be used to meet existing needs before any new facilities were built or programs started. Agnew::Beck analyzed the extent to which priority needs could be met with existing resources, based on the needs and existing resources inventories generated through the needs assessment process. The results are summarized in the table below. Many identified needs could potentially be met through existing or new resources, depending on the will of the community.

Figure 21: Opportunities to Use Existing Resources to Meet Priority Recreation and Culture Needs

Identified Need	Improve Coordination, Calendaring and Communication	Space Dependent	New Facility	Existing Resource(s)
Community Center				
Multi-purpose facility with gymnasium	Yes	Yes	Yes	HERC, High School, Middle School
Centrally located convention center	No	Yes	Yes (for larger events that require a central location)	Land's End, Bidarka Hotel, Islands and Ocean, Kevin Bell Ice Arena (with flooring)
200-300 seat performance venue ⁶	No	Yes	Yes	Mariner Theater, Pier One, Homer Theater, Homer Council on the Arts
Martial arts gymnasium/mat room ⁷	Yes	Yes	Yes	High School, private businesses
Toddler-family spaces	Yes	Yes	Maybe (depends on specific activities)	Senior Center, Library, Islands and Ocean, Homer Council on the Arts, Pratt Museum, Kevin Bell Arena, Pool, Schools, private businesses.
Teen space	Yes	Yes	Yes	High School, others (e.g., rec room)

⁶ 200-300 seat performance venue could be integrated with a main multi-purpose space, with green room (backstage warm-up/dressing room/rehearsal space for performers) as auxiliary space or additional black box (flexible space that is less constrained for other uses than the typical raised stage, permanent seating of a traditional theater).

⁷ A martial arts gymnasium/mat room could be designed to also serve as the green room noted above.

Identified Need	Improve Coordination, Calendaring and Communication	Space Dependent	New Facility	Existing Resource(s)
Music hub	Yes	Yes	Yes	High School, private businesses (e.g., Lindianne's Music Garden)
Art studios and art classroom space	Yes	Yes	Yes	Schools, Kachemak Bay Campus, Homer Council on the Arts?
Affordable weight room	Yes	Yes	Maybe	High School
Indoor walking track	Yes	Yes	Yes	High School, Kevin Bell, Elementary Schools
Outdoor amphitheater	Yes	Yes	Maybe	Pratt Museum, Library, Islands and Ocean
Other Projects				
Community calendar MAPP Calendar	Yes	No	No	Homer News, City of Homer, Individual arts, recreation, civic organizations, Homer Council on the Arts, Homer Public Radio AM 890, Pop411.org, KBBI calendar
Address scheduling conflicts with Kenai Peninsula Borough District Resources. ⁸	Yes	Yes	Maybe	High School (has scheduling application), other schools, Community Recreation, others
Consolidated community recreation and culture leadership	Yes	No	No	Recreation and Culture Committee
Centralized City Park and Recreation Department ⁹	Yes	No	No	City of Homer Park Maintenance, Community Recreation

⁸ Schools may already be used to capacity. The high school is used for school, Kachemak Bay Campus, Community Recreation activities and other community events. All space availability is dependent on scheduling and budgets for the associated operations and maintenance costs.

⁹ A centralized City Park and Recreation Department would be a new City department; it would require additional staff members, who could potentially leverage additional community involvement/coordination.

Identified Need	Improve Coordination, Calendaring and Communication	Space Dependent	New Facility	Existing Resource(s)
Programming				
Indoor soccer (adults only)	Yes	Yes	Yes	Community Recreation
More indoor activities (e.g. laser tag, bumper cars, go cart track, child play area)	Yes	Yes	Yes (at a large scale)	At a limited scale, opportunity for future offerings by new or existing providers. Community Recreation
Winter event space and programing	Yes	Yes	Maybe (depends on specific activities)	Community Recreation, Schools, Kachemak Bay Campus, Bunnell St. Art, Homer Council on the Art Center, Islands and Ocean
More for mentally and physical disabled older people, and for seniors in general	Yes	Yes	Maybe (depends on specific activities)	Community Recreation, Independent Living Center TRAILS Program
More activities in Anchor Point ¹⁰	Yes	Yes	Maybe (depends on specific activities)	Anchor Point library, senior center
Longer hours for programs or facilities (e.g. late night and/or early morning)	Yes	Yes	Maybe	Private businesses and various providers
Multi-generational activities	Yes	No	Maybe (depends on specific activities)	Community Recreation, Senior center, non-profits, library
Marine safety programing ¹¹	Yes	No	No	High School (pool), Kachemak Bay Campus, boat harbor (working boats and boat yard businesses)

10 Specifically: general and summer-specific activities, swimming at the Anchor Point pond, bike route to Anchor Point, trails in Anchor Point.

11 The high school and college are already working to increase marine-industry related curricula and secure appropriate space(s).

Identified Need	Improve Coordination, Calendaring and Communication	Space Dependent	New Facility	Existing Resource(s)
More activities at McNeil Canyon School	Yes	Yes	No	McNeil Canyon School
Parent-toddler classes	Yes	No	Maybe (depends on specific activities)	Community Recreation, SPROUT, Pratt Museum, Harbor School of Music and Dance, Homer Soccer Assoc., other providers
Folk school classes	Yes	No	Maybe (depends on specific activities)	North Pacific Folk School, Kachemak Bay Campus, High School classrooms
Healthy cooking classes	Yes	No	No	SVT Health and Wellness, South Peninsula Hospital, local churches
Short courses/ workshops (1 day or less) with smaller time and financial commitment	Yes	Maybe	No	Kachemak Bay Campus, various providers
Vocational-technical classes and apprenticeship programs	Yes	Maybe	Maybe ¹²	Kachemak Bay Campus, High School
Wildfoods safety class	Yes	No	No	
Zumba	Yes	No	No	Community Recreation, Bay Club, Senior Center

¹² The college and High School work together to fulfill their space needs.

IMPLEMENTATION RESOURCES

Fulfilling priority identified needs will involve some smaller, more easily-implemented improvements (low-hanging fruit) and larger projects that require significant planning, coordination and financial investment. The Needs Assessment was also used as an opportunity to learn more about how the greater Homer community could and would be willing to support these larger recreation and culture projects in the future. The bulk of this chapter focuses on financing for larger, mostly capital projects, or ongoing coordinated service and facility provision (e.g., an area-wide Parks and Recreation department).

COMMUNITY SUPPORT

The Homer area has seen a growing interest in community parks, indoor and outdoor sports, visual and performing arts, cultural events and festivals, which are all part of the local quality of life for residents of all ages. Community organizations and municipalities face financial and space limitations to sustain programming and facilities. Maintaining and improving these resources requires funding and other forms of support.

Results from both an online (self-selected) survey and a telephone (statistically-valid) survey revealed that recreation and culture are important to the majority of area residents, and that there is community support for exploring options to fund new recreation and culture services and facilities.

Figure 22: Support for New Funding Strategies

Maintaining and/or improving recreation and culture opportunities requires funding and other forms of support. Do you support exploring new strategies to maintain and/or expand recreation and culture opportunities in the greater Homer area?

Response	Percent	Number
Yes, it is important to explore new resources and strategies	69%	604
Maybe, depends on what the options are.	21%	187
No, I think what is spent today is adequate or more than adequate.	4%	34
Not sure, need to learn more about current resources, and future options.	6%	51

Source: 2014 Recreation and Culture Needs Assessment Online Community Survey

SUPPORT FOR SPECIFIC PROJECTS

The statistically-valid telephone survey was used to better understand the level of community support for funding two projects in particular: the creation of a new multi-purpose community center that could fulfill a number of the space needs identified during the Needs Assessment, and the willingness to dedicate public funding to assist with mortgage payments on the Kevin Bell Ice Hockey Arena.

Multi-purpose community center | One proposal is to build a multi-purpose community center in Homer to provide a year-round facility for indoor activities like recreation, performing arts, community gatherings, education and specialty activities. Such a facility will cost at least 18 million dollars to build. Funding for construction would come from several sources but would certainly require area residents to contribute, on average, several hundred dollars a year per household through both user fees and increased taxes.

Figure 23: Support for City Funding New Multi-purpose Community Center

Response	Percent	Number
This is a desirable facility; it should be a priority within the next 5 years ; and I would be willing to contribute to support its development.	30.1%	78
This is a desirable facility; it should be a priority 5-10 years from now , providing time for the community to grow and increase the tax base.	26.7%	69
This facility should not be a priority , and I would not be willing to contribute any amount of additional taxes to support its development.	39.2%	101
Not sure.	3.9%	10

Source: 2014 Recreation and Culture Needs Assessment Public Opinion Survey, Ivan Moore Research. Raw survey results have been weighted according to the following: 1) Responses apportioned by zip code according to the adult population in each; 2) Marital status balanced by gender in both zip codes (i.e., the percentage of married men equals that of married women and the percentage of single men equals that of single women); 3) The age distribution is weighted to match the census distribution of head of household; 4) Cellphone-only responses were appropriately weighted against landline responses.

Kevin Bell Ice Hockey Arena | The Kevin Bell Ice Hockey Arena is well used, with programs serving 800 people each week. The loan to pay for the building is now due, requiring mortgage payments of approximately \$60,000 per year for the next 20 years. User fees can cover operations costs, but won't cover the building loan payments.

Figure 24: Support for City Funding Kevin Bell Ice Hockey Arena

Response	Percent	Number
The City of Homer should not put any funding into the building , even if this means the facility will close.	20.4%	52
The City should provide approximately \$10,000-\$15,000 per year in new funding to help cover a portion of the loan payment, and look to the Homer Hockey Association to find the remaining funding.	53.6%	136
The City should pay the full \$60,000 per year loan payment, and fund this expenditure with tax revenues.	20.1%	51
Not sure.	5.9%	15

Source: 2014 Recreation and Culture Needs Assessment Public Opinion Survey, Ivan Moore Research. Raw survey results have been weighted according to the following: 1) Responses apportioned by zip code according to the adult population in each; 2) Marital status balanced by gender in both zip codes (i.e., the percentage of married men equals that of married women and the percentage of single men equals that of single women); 3) The age distribution is weighted to match the census distribution of head of household; 4) Cellphone-only responses were appropriately weighted against landline responses.

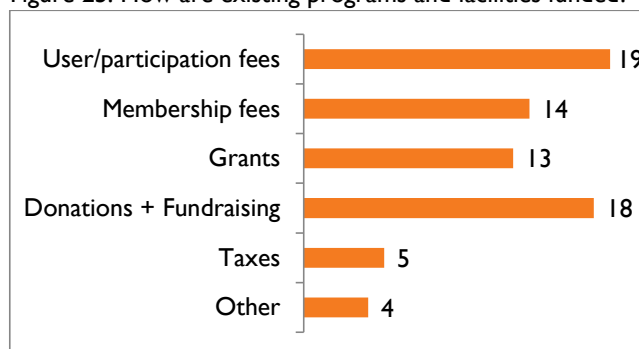
FINANCING LOCAL RECREATION AND CULTURE

A variety of financing tools could be used for large capital projects, to help support ongoing operations, and for helping to subsidize activities for those who would not otherwise have the financial means to participate. A few examples of ideas brought up during the Needs Assessment are explained in this chapter. Residents and local business owners also emphasized the importance of growing the area population and economy through new industry and job opportunities in order to build a solid base of participation and tax base for recreation and culture facilities and programs.

Existing Financial Support |

The provider survey indicated that Homer's existing recreation and culture programming and facilities are supported by a number of sources. In general, that support is stable or growing more often than it is in decline. These findings suggest that providers are effectively managing their day-to-day operations.

Figure 25: How are existing programs and facilities funded?

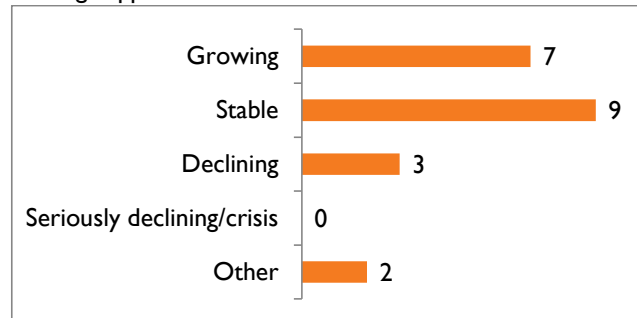


Source: 2014 Recreation and Culture Needs Assessment Provider Survey

Support for Future Funding Mechanisms

Telephone (statistically-valid) survey results indicate that area residents would prefer to see a variety of taxes used to fund new recreation and culture services funded. Only 18 percent of survey respondents indicated that they would prefer that the City not fund new recreation and culture services at all.

Figure 26: How would you characterize your current funding/support resources?



Source: 2014 Recreation and Culture Needs Assessment Provider Survey

Figure 27: Support for Specific Funding Sources

Which funding source would you most prefer to see used to fund new recreation and culture services in the Homer area?

Response	Percent	Number
Property taxes	12.2%	31
Sales tax	17.2%	44
Other taxes	18.3%	47
Reallocate existing funding from other municipal sources	25.0%	64
Don't fund new recreation and culture services at all	18.0%	46
Not sure	9.3%	24

Source: 2014 Recreation and Culture Needs Assessment Public Opinion Survey, Ivan Moore Research. Raw survey results weighted according to: 1) Responses apportioned by zip code according to the adult population in each; 2) Marital status balanced by gender in both zip codes; 3) The age distribution is weighted to match the census distribution of head of household; 4) Cellphone-only responses weighted against landline responses.

DEDICATED SERVICE AREA

One funding option used in the Kenai Peninsula Borough to pay for a desired service is the creation of a service area. Nikiski and Seldovia, for example, both have recreational service areas that pay for services provided in their communities. Residents within the service area would vote to approve property taxes to pay for recreation and culture services (i.e., facilities, programs, staff) to be provided in that area. These taxes would be collected and spent from their own separate fund. They would only be used to pay for allowable recreation and culture services or facilities provided within the service area. For instance, property taxes could be used to pay for a community center that would serve the entire service area.

Property taxes are collected in the form of a mill levy (or tax rate). The property tax amount due each year is based on adding together the mill levy for each service area in which the property lies. To calculate the property tax, the taxing authority multiplies the assessed value of the property by the mill rate and then divides by 1,000. For example, a property with an assessed value of \$50,000 located in a municipality with a mill rate of 20 mills would have a property tax bill of \$1,000 per year. If the City had a dedicated recreation and culture service area, a mill levy would be set for the service area, and would be added to any other mill levies collected by the City, then multiplied by the property's assessed value and divided by 1,000 to arrive at the overall property tax.

Current taxes | “The property tax rate in Homer totals 11.3 mills (4.5 City of Homer, 4.5 Kenai Peninsula Borough, and 2.3 South Peninsula Hospital). This translates to a tax levy of \$1,130 for every \$100,000 in assessed valuation. However, the first \$20,000 in valuation is tax exempt for most residents who request the exemption. In addition, senior citizens (age 65 and older) benefit from an exemption on the first \$150,000 in valuation for the City of Homer portion and on the first \$300,000 in valuation for the Kenai Peninsula Borough portion. The KPB exemption applies to service area tax assessments as well; for example, the one which supports South Peninsula Hospital.” (2014 City of Homer Budget, p25)

Who pays | A dedicated service area would allow the City to collect taxes for recreation and culture services directly from property owners.

Statistically-valid telephone survey results indicate that over 55 percent of area residents would to some degree favor the creation of a service area in the Homer area to fund new recreation and culture services.

Figure 28: Support for Recreation and Culture Service Area

Response	Percent	Number
Strongly favor	27.5%	71
Mildly favor	27.8%	72
Neutral	3.7%	9
Mildly oppose	17.7%	45
Strongly oppose	18.9%	49
Not sure	4.4%	11

Source: 2014 Recreation and Culture Needs Assessment Public Opinion Survey, Ivan Moore Research. Raw survey results weighted according to: 1) Responses apportioned by zip code according to the adult population in each; 2) Marital status balanced by gender in both zip codes; 3) Age distribution matches head of household census distribution; 4) Cellphone-only responses against landline responses.

REALLOCATE EXISTING FUNDING

The City of Homer receives funding from taxes and other funding mechanisms. These revenues are allocated to the City's the General Fund and to special funds dedicated for specific services or capital improvements (facilities). With voter approval, some of these existing funds could be appropriately reallocated specifically to fund new recreation and culture services. Statistically-valid telephone survey results indicate that 25 percent of area residents would most prefer to see new recreation and culture services in the Homer area funded through reallocation of existing funding from other municipal sources.

One example of a dedicated fund that might be reallocated (with voter approval) is known as the HART Fund. Voters within the City of Homer approved to dedicate three-quarters of one percent (or 0.0075 percent) of all sales tax for the Homer Accelerated Roads and Trails (HART) Program. The HART Program calls for 90 percent of the revenue to be allocated towards road improvements and 10 percent of the annual revenue to be spent on trails and sidewalk projects. The HART Program only pays for capital projects (facilities); the funding does not pay for ongoing operating costs, such as utilities or salaries for trail planning and maintenance staff (City residents would have to vote to allow the HART Fund pay for operating costs for any facilities).

The City uses these funds to leverage grants, to cost share with land owners on road projects, and has considered using the funds to match state road funding for local roads through legislative appropriations on City of Homer roads. [The funds may be used to make bond payments \(check this about the bond payments\).](#)

Comment [HS5]: Check with client

Figure 29: Current HART Fund Allocation

	<u>Roads</u> (.0075*.9 = .00675)	<u>Trails</u> (.0075*.1 = .00075)	<u>Total</u> (.0075%)
2012:	\$1,059,830	\$102,007	\$1,161,837
2013:	\$1,222,088	\$123,172	\$1,345,260
2014:	(projected) \$1,113,701	(projected) \$125,193	(projected) \$1,238,894
Current balance:	\$6,902,873	\$439,787	\$7,342,660

The existing HART fund could be re-allocated so that a portion of it was also dedicated to Recreation capital (facility) improvements. For example, if 66 percent (two-thirds) of the .075 percent HART Fund was allocated to Roads and Trails (90 percent of which was still allocated to roads, and 10 percent of which was still allocated to trails), and 33 percent (one-third) of the HART Fund was re-allocated to Recreation, the funding distribution would look like this:

Figure 30: Hypothetical HART Fund Reallocation to Include Recreation

	<u>Roads</u> (.0075*.66*.9 = .0045%)	<u>Trails</u> (.0075*.66*.1 = .0005%)	<u>Recreation</u> (.0075*.33 = .0025%)	<u>Total</u> (.0075%)
2012:	\$690,131	\$76,681	\$383,406	\$1,161,837
2013:	\$812,537	\$88,787	\$443,936	\$1,345,260
2014:	\$735,903	\$81,767	\$408,835	\$1,238,894
Balance:	\$4,361,540	\$484,615	\$2,423,078	\$7,342,660

These funds could be used for capital improvements only, but much of the deferred maintenance to Homer's public parks could be quickly addressed if the City dedicated \$100,000 each year in capital funds for recreation facilities, particularly if the City followed an endowment model and awarded matching grants to community organizations to complete projects in city parks. Re-allocating the funding in this way would also require a bond measure (a majority of voters would have to vote in favor of the change). (check this with JE)

Comment [HS6]: Check with client

DEDICATED SALES TAX

The City could also establish a dedicated sales tax specifically for recreation and culture services. This tax would be collected at the point of sale on retail goods and services by the retailer and passed on to the municipality. It would be charged as a percentage of the cost of goods and services sold, e.g., 1% recreation and culture tax. This would be in addition to any other sales tax the City collects. Statistically-valid telephone survey results indicate that 17.2 percent of area residents would most prefer to see new recreation and culture services in the Homer area funded through a sales tax.

Current taxes | "The sales tax in Homer is 7.5% (4.5% City of Homer and 3% Kenai Peninsula Borough). Non-prepared foods are exempt from sales tax from September through May." (2014 City of Homer Budget, p25)

Who pays | A dedicated sales tax would allow the City to collect revenue for recreation and culture services from Homer residents and non-residents who patronize businesses in the City of Homer. The sales tax is one of the few financing mechanisms described here that would draw funding from visitors to Homer. Though visitation numbers fluctuate from year to year, visitors to Alaska are expected to increase in 2015 because of improvements in the national economy and lower fuel prices. In the near term, Homer may see a rise in sales tax receipts from increased visitor traffic, which could be invested into recreation and culture resources that would continue to draw visitors to the area.

USER FEES

Providers of recreation and culture programs and facilities may charge fees to users, such as facility rental fees, class tuition and fees, membership fees (e.g., gym membership fees), or ticket sales to events. For facility-based events (e.g., sport stadium, theater) the organization operating the facility might also sell concessions (food, drink, other merchandise, gift shop) as a way of increasing revenue for facility operations. State and national parks may also charge fees for licensing activities like guiding, fishing and hunting; these license fees also help to manage the number of people doing a particular activity within the park during a given time period.

As one recreation and culture provider, the City of Homer could consider adjusting or instituting new user fees for recreation and culture facilities and services (e.g., higher community recreation fees for non-city residents). Other recreation and culture providers could also consider changes to their user fees to support their facilities and programs.

Current fees | There are too many recreation and culture providers in Homer to list all of the fees, but as an example, The City of Homer charges fees to individuals who sign up for community recreation programs. The fees are set for each individual class or program, and include monthly fees, punch-cards, and per-class fees.

Who pays | Users of the facility or program would pay. Fees could be tiered based on resident/non-resident status, age, income or other characteristic. The Needs Assessment revealed a desire for free or low cost programs, events, and facility access, particularly for those with low income, families (e.g., discounted family rate), and youth. Community members also suggested offering annual membership fees for facilities such as the hockey arena and the pool.

GRANTS AND LOCAL PHILANTHROPY

The Homer Foundation currently supports a number of community members, non-profits and initiatives through scholarships and small grants toward things like education, healthcare, the library, food security, animal welfare, recreation and the arts. The foundation responds to the applications that come in, so the distribution of awards changes from year to year. According to last year's annual report, approximately 42 percent of the Homer Foundation's awards went toward recreation and culture (14 percent to sports and recreation, eight percent to arts and culture, 20 percent to youth). These funds help pay for youth to participate in programs and contribute to local non-profits.

- The Homer Foundation also raised \$50,000 locally in order to leverage larger funding commitments from donors like the Rasmuson Foundation for the Homer library project. Because Homer has a relatively small base of potential funders and tax base, this model is unlikely to be duplicated anytime soon.
- The Homer Foundation could be a fiscal agent, or pass-through for grant funding toward recreation and culture programs and facilities.

The Homer Foundation is not set up to take on managing facilities or programs. However these other community foundation examples provide some inspiration for how different entities within the Homer area could work together in new ways to provide programs and facilities.

- Juneau built a field house through a community foundation, then created an oversight administrative organization to manage the facility. Homer could adopt a similar arrangement to build a new facility, with the City or a quasi-nonprofit entity to manage the facility once built.
- The Anchorage Park Foundation goes beyond funding through grants and scholarships to leverage support for parks, trails and recreation opportunities through several programs, including Challenge Grants (in which community members apply for grants from the APF to match their own fundraising efforts for park and trail improvement projects), Youth Employment in Parks (in which teens are hired to complete park improvement projects, including trail building, forestry, waterway restoration, and urban park improvements) and neighborhood park fix-its (in which the APF selects park improvement projects based on community input and coordinates community volunteers to carry them out). Other organizations in Homer could consider similar programs to sustain and maintain facilities.


Through the Needs Assessment outreach process, community members identified other related ideas, such as collaboration among providers to apply for grants, helping people find volunteer opportunities, and monthly fundraisers to benefit folks who want to participate, but can't necessarily afford it. The senior focus group referenced a program a real estate agent ran, which gave new property owners a free one-year membership to a community organization in Homer. The program was paid for through the property sale commission. Reviving this program could be a way to invite new residents into the community and establish a pattern of supporting recreation and arts organizations through private giving.

PUBLIC PRIVATE PARTNERSHIPS

Homer could also engage in public-private partnerships to provide desired recreation and culture facilities and programs. For example, a community recreation center could be planned to be linked to a hotel that could subsidize the recreation center costs and attract more non-resident users able and willing to pay a user fee for the facility. In Anchorage, the Dimond Center followed a similar model, building a hotel into a shopping mall plan. In Togiak, a Family Resource Center included a few rooms of lodging that provide an operating subsidy that, along with other sources of building revenue (e.g., rents from non-profit service providers), more than covers the building's operating costs (which include staffing).

NEW PATHWAYS

Rasmuson Foundation, EmcArts, the Foraker Group, and the Alaska State Council on the Arts offer a program for and with Alaska's arts and cultural organizations, called New Pathways Alaska. The



program is designed to help participant organizations better sustain themselves organizationally and financially through workshops and participant forums, coaching, project facilitation, capital grants and online learning tools.

APPENDIX A. EXISTING RESOURCES INVENTORY

INDOOR FACILITIES

Large Indoor Multi-Purpose

HERC Building
Homer High School Gym
Paul Banks Elementary School Gym
Homer Middle School Gym
West Homer Elementary School Gym
Anchor Point Gym
Fritz Creek Multi-Purpose Room

Performance/Presentation

Islands and Oceans (60-person capacity?)
Mariner Theater at Homer High (400-person capacity)
Pier One Theater (100-person capacity)
Homer Theater (250-person capacity?)
Homer Council on the Arts (70-person capacity)
Bars and Coffeehouses (Alice's, Kbay, Alibi)
Pratt Museum Amphitheater
Islands and Oceans Amphitheater
Karen Hornaday Park
Farmer's Market

Small Indoor Recreation

Many Rivers
Art Barn
HERC Building
Bay Club
Private dance studio(s)

Flexible Spaces (meeting, classroom, event, office)

Homer Council on the Arts gallery and back room
Bunnell Gallery
Library
Yurt Village
Kachemak Ski Club Lodge
Kachemak Bay Equestrian Association cabins (20)
The Commons (Kachemak Bay Campus)
Bayview and Pioneer Halls (Kachemak Bay Campus, 100-person capacity, each)
Additional classrooms at Kachemak Bay Campus
Elementary, Middle, High School classrooms
HERC Building classrooms
City Council
Pratt Museum
Churches

Specialized Spaces

Weight room (Homer High School, Bay Club)
Wrestling room (Homer High School)
Gymnastics room (Homer High School)
Kevin Bell Hockey Arena

Comment [MH7]: PARC committee to review capacity

Racquetball (Bay Club)
 Pools (Homer High School, Bay Club)
 Auto shop (Homer High School)
 Welding shop (Homer High School)
 Wood working shop (Homer High School)
 Pottery room (Homer High School)
 Art classrooms (Homer High School, Paul Banks Elementary School, West Homer Elementary School, Homer Middle School)
 Art studio (Kachemak Bay Campus)
 Individual art or music studios? (Homer High Elementary School)
 Practice Rooms (Homer High Elementary School)
 Kitchen (HERC building)
 Computer Room (HERC, Kachemak Bay Campus)

Youth Oriented Indoor Spaces

Schools
 Rec room

Senior Oriented Indoor Spaces

Homer Senior Center

OUTDOOR FACILITIES

KPB School District

Artificial Turf at Homer High School
 Four tennis courts at Homer High School

City of Homer

Campgrounds (4)
 Trails (5.41 mi on 6 trails)
 Other area trails (3)
 17 dedicated parks and 7 park areas for recreational purposes:

Baycrest	Jeffrey
Bayview	Karen Hornaday
Ben Walters	Louie's Lagoon
Bishops Beach	Mariner Park
Coal Point	Skatepark
Diamond Creek Recreation Area	Triangle
End of the Road	W.R. Bell
Fishing Lagoon	WKFL
Jack Gist	Woodside

Other

Homer Ski Club Rope Tow
 Kachemak Bay Equestrian Association Cottonwood Horse Park
 Outdoor Basketball Court (HERC, schools)
 Softball, baseball, football, soccer fields
 Trails: mountain bike, cross country, multiuse
 Disc Golf Course
 Street Art
 Pratt Museum 10 acres outdoor space

ACTIVITIES, EVENTS, PROGRAMING

Event/Festival

Homer Yacht Club races
Burning basket
Kachemak Bay Wooden Boat Festival
Homer Highland Games
Kachemak Bay shorebird festival
Homer Gardener's weekend
Homer Epic 100
Homer Jackpot halibut derby
Homer farmer's market
Seldovia summer solstice music festival
Kenai Pen. Orchestra summer music festival

Wrestling Tournament
Safe Kids Fair/Bike Rodeo
Spit Run
Ski Swap
Hunter Safety
Telluride Film Fest
Nutcracker
Farmer's Market
Writer Conference
Winter Bike Fest

Formal programs (youth, adult, mixed age)

Artquest
TheatreShakes
Musical Theatre
Blues in the Schools
ArtShops
Jubilee
Summer Music Camps
Summer Circus Arts Camp
Creative Communities and Art
Adult Performing Arts Show
ArtShops
Classes
Youth and Teen
PlayGroup
Popeye Wrestling
Youth Wrestling
Bruin Youth Basketball
Girls' Basketball
Youth Basketball
Youth BB Camp
Youth Karate
Tumbling
Equipment
Youth Soccer
Zumba
Gymnastics
Gymn. Equipment
Youth Kayaking
Mixed Ages

Fencing
Weight Room
Adult Karate
Pick Up Basketball
Volleyball
Ping Pong
Tango Dance
Soccer
Pickleball
Pickleball
Ping Pong
Basketball
Soccer
Volleyball
Ball Room Dance
Bellydance
Climbing
Fencing
Dodgeball
BB Sponsorship
BB League
Tai Chi
Pilates
Lost Wax Casting
Silversmith
Hunter Ed
Refurbish Class
Spanish
Online classes

Users groups/activities

Open gym	Gardening
Dog training	Museum
Community dancing and drumming	Watch wildlife
Racquetball	Geocaching
Disc sports	Backcountry skiing
Alaska training room	Kayaking
Writing	Surfing
Indoor soccer	Bird monitoring
Water aerobics	Motorcycle riding
Wood carving	Snowshoeing
Ham Radio Club	Skateboarding
Fish feeding	Dog mushing
Exhibits and art shows	Tree climbing
Hockey	Downhill skiing
Figure Skating	Go carts
Martial arts	Camping
Swimming	Slacklining
Indoor climbing	Wake boarding
Cooking	Hiking
Boat building	Bonfires on the beach
Lifelong learning	Beach walking
Card and board games	Parkour
Video games	Shooting
Indoor walking	Playground
Fiber arts	Subsistence fishing
Visual arts	Recreational fishing
Literary arts	Recreational boating
Functional arts	Cross country skiing
Native arts and crafts	Wildfood harvesting
Contra dancing	Festival attendance
Video streaming	Photography
Community fundraising	Running
Bowling	Picknicking
Boy Scouts	Outdoor education
Weaving	Sledding
Youth group worship	Recreational hunting
Music Production	Outdoor ice skating, hockey
PE Class	Four wheeling
Legos	Birding
Movies	Public Art
Attend performing arts	Baseball
Strong Homer Women	Softball
Welding	Snowboarding
Pony Club	Frisbee disc golf
Sit around	Football
Lacrosse	
Remote control cars/airplanes	

MANAGEMENT AND COMMUNICATION

Coordinators

MAPP of Homer
City of Homer Community Recreation
Homer Arts and Culture Alliance
Homer Council on the Arts, Artist Registry
Kenai Peninsula School District
Chamber of Commerce

Community Calendars

Homer News
City of Homer
Individual arts, recreation, civic organizations
Homer Council on the Arts website, arts calendar and e-news and artist registry
Homer Public Radio AM 890
Pop411.org
KBBI calendar

Nonprofit Providers

Bruins Basketball	Kachemak Bay Wooden Boat Society
Bunnell Street Arts Center	Kachemak Nordic Ski Club
City of Homer Parks Maintenance	Kachemak Swim Club
Community Recreation (City of Homer)	Kenai Peninsula Orchestra, Inc.
Homer Council on the Arts	Kenai Peninsula School District
Homer Cycling Club	North Pacific Folk School
Homer Hockey Association	Patrons of the Pratt Museum, Pratt Museum
Homer Little League	Popeye Wrestling
Homer Softball Association	Snomads Inc.
Homer Yacht Club	Soccer Association of Homer
Kachemak Bay Campus	Homer Yacht Club
Kachemak Bay Equestrian Association	Kachemak Ski Club
Kachemak Bay Running Club	Homer Tennis Association

Businesses

Halibut Cove Live/Quiet Place Lodge
Numerous restaurants offering live entertainment
Norman Lowell Art Studio
Art shop gallery
Bunnell street arts center
halibut cove experience fine art gallery
Jars of clay pottery
Latitude 59 LLP digital photo artists
Lindianne's music garden
Hands of Alaska
Picture Alaska Gallery and Boutique
Ptarmigan arts cooperative gallery
Rare Bird Pottery - Ahna Iredale
Sea Lion Fine Arts Gallery
The Cove Gallery

APPENDIX B: IDENTIFIED NEEDS

PRIORITY IDENTIFIED NEEDS

INDOOR FACILITIES

Multi-purpose community center | A multi-purpose community center facility was the most frequently identified need across providers, user groups, existing plans and the general public. The current demand for multi-purpose space for activities like soccer, basketball, pickleball and wrestling make community access to a large gym a very high priority. The uncertain future of the HERC building leaves users worried that if it closes, many activities will be left without a space. Providers and the business community expressed the desire to generate new economic development opportunities through a community center that could also serve as a convention center or attract visitors to attend sports and other events. The City commissioned a convention center feasibility study in 2005, which concluded that (at the time) Homer possessed a number of facilities that could host various events, but that a number of issues constrained their ability to effectively accommodate traditional meetings and conferences, and that a more traditional convention center would likely be utilized comparable to similar facilities in Sitka, Ketchikan and Valdez. The facility could possibly contain these auxiliary spaces: performance or theater space, including a backstage rehearsal space, weight room, studio space for art, music, woodworking, etc., and incubator or headquarter space for various recreation and culture program providers. A multi-purpose community center in a central downtown location could also respond to community desire to create a town center.

Indoor walking track | Walking is one of the most outdoor activities, and most desired indoor and outdoor activities. Indoor walking serves all ages, and in particular, seniors who desire an ice free location for exercise in the winter. Schools offer uninterrupted, flat surfaces for walking. However, access to schools is limited during school hours. The Kevin Bell Arena might have a large enough space for a seasonal walking loop. A calendar that identifies locations and times for walking indoors could help leverage existing resources to meet this need.

Kevin Bell Hockey Arena | There is an acute need to address the financial future of the Kevin Bell Hockey Arena. While the City is not responsible for this project directly, thousands of people use the facility, and it provides a public recreational benefit. The location makes it less appealing as a location for uses that would drive economic development in a more central location, such as a convention center. But there may be opportunities for the arena to host some identified needs, such as an indoor walking area.

Toddler and family spaces | There is anecdotal evidence of growth in the number of young families in Homer. The Needs Assessment findings reveal significant demand for play spaces and programs for young families. Ideally, a children's play space is easily accessible and integrated with

parent routines. Existing providers, such as the Senior Center, Kachemak Bay Campus, Library, Islands and Oceans, Homer Council on the Arts, Pratt Museum, Schools, may have spaces that could be creatively reinterpreted as a mixed-age learning and play experience.¹³

Teen space while school is out of session | Teenagers often do not have their own transportation and are limited to accessing recreation and culture resources outside of school. Creating an interesting, safe place for teens to linger between town outings is beneficial for teens, parents, and community members. There may be opportunities for flexible and underused spaces to be adapted for this use.

Centralized music studio | The Needs Assessment revealed a desire for co-location of music instruction, practice studio space, recording studio and related programming. Many people, especially teens, identified a recording studio as one component of a needed community music space. This space could meet at least some of the need for teen space outside of school and provide the mentors and mixed-age interaction that the community desires. The provider questionnaire indicated that a local business may expand to meet some or all of this identified need.

Art workshop or studio space | Providers and users expressed interest for more art classrooms and studios for individuals and to offer classes for youth and children. Art classrooms currently exist in the schools and at Kachemak Bay College, although scheduling constraints may prevent them from meeting this identified need. The Kachemak Wholesale Building was also identified as a potential space for art classrooms.

Performance space with capacity for 200-300 people | This need could be met in a number of ways, such as a simple “black box” theater for 250 people with wings, theater lighting, a backstage rehearsal area, and bathrooms. Spaces exist in Homer that could somewhat meet this identified need, but they lack some of the specific amenities or access needs that potential users desire. For example, the Mariner Theater is too large for most events, Pier One is used seasonally in summer only, the Homer Theater has film programming during evening hours, private restaurants or bars may not be family-friendly, and although the Homer Council on the Arts has a portable stage, it has none of the audience and backstage amenities. There may be existing spaces in the area that could be improved or retrofitted to accommodate the desired performance space, or it could be designed as part of a new facility.

Affordable weight room | Ready access to a low-cost weight room was a frequently identified need. The Homer Community Recreation program offers limited access to weightlifting facilities at the Homer High School for a relatively low fee, but the hours are limited by the school’s scheduling constraints. The Bay Club currently offers weightlifting facilities for a monthly membership fee,

13 The Imaginarium at Anchorage Museum is one model for mixed-age learning and play experience.

which may be higher than some community members are able or willing to pay. Private business owners have opened lower-cost fitness facilities in the past, and may be able to do so in the future.

Martial arts gymnasium/practice space | Martial arts are enjoyed by multiple ages and have sustained steady participation as after-school programming, so would fulfill some of the identified broad programming needs. A martial arts practice space could also be used by Popeye Wrestling to host out of town teams. This identified need may also be met through private business: a martial arts program for youth has been privately operated out of the Kachemak Wholesale building.

Courts for racket sport | Racket sports, including tennis, pickleball and other sports, are popular activities for many area residents. The HERC building and Bay Club currently offer the only indoor facilities for racket sports, and Homer also has a number of outdoor tennis courts at the high school. Additional indoor and/or outdoor facilities could be included in plans for new recreational facilities. There may also be plans to complete construction of additional courts from the past.

OUTDOOR FACILITIES

Upgrade softball fields | This identified need reflects a desire to complete improvements to existing facilities. The costs to improve and maintain the softball fields would be somewhat balanced by the benefits of additional games and events that would bring out-of-town visitors to Homer.

Car free ice skating at Beluga Lake | Outdoor ice skating is a low-cost, health-promoting community activity that was identified in the survey several times. Limiting car access to Beluga Lake would be primarily a policy change that would require some enforcement but few capital costs.

Outdoor amphitheater | This identified need could reflect a lack of communication about existing resources. Outdoor amphitheaters currently exist at the (old) Pratt Museum, the Homer Library, and Islands and Ocean Center; similar facilities exist at the Homer Farmer's Market and Karen Hornaday park.

Multi-use trails | Trails were frequently identified as recreation needs, and reflected the popularity of outdoor trail-based activities as well as the desire for more pedestrian and non-motorized transportation routes in order to attend recreation and culture events and programs. The community online survey results indicated that walking, bicycling and cross country skiing were among the most popular outdoor activities in Homer: 71 percent of survey respondents indicated that they walk for recreational purposes, 56 percent ride a bicycle and 46 percent cross country ski. Biking, walking and cross country skiing were also among the most-frequently identified activities that survey respondents wanted to do more often. Related identified needs include: the desire for shared multi-use trailheads, streamlined trail easements and acquisition, and single track trails on Diamond Ridge (which could also serve as an economic driver given the growth of bike-packing and snow biking in recent years). Because trails are addressed specifically in the Homer Non-Motorized Transportation

Plan, the Recreation and Culture Needs Assessment focuses on other types of recreation and culture facilities.

ACTIVITIES, EVENTS, PROGRAMING

The specific programs offered in Homer will fluctuate with need and popularity. Decisions about which programs to offer will balance a number of different factors: the desire for new programs, to expand already popular activities, possibly discontinue programs that are challenged to bring in enough participants to sustain themselves, availability of appropriate space, and availability of appropriate staff (teachers, coaches, administrators, etc.), among others. The identified needs included a variety of desired programing, some of which is already provided in Homer. Existing providers could better meet some of these needs by improving their coordination and information sharing efforts, discussed in the following section.

MANAGEMENT AND COMMUNICATION

Improved community calendar and information sharing | The Needs Assessment revealed that community members do not always know which activities and events are available to them, or that there is too much going on and overlapping events lower participation from what it would otherwise be. A centralized community calendar would help users, providers and visitors better coordinate existing recreation and culture programing. Potential visitors could also use a centralized calendar to plan visits to Homer around recreation and culture activities. MAPP is already working on a centralized calendar that could be used for this purpose, and the Homer Tribune maintains a community calendar. Community members also suggested a weekly subscription-based email that would advertise local programming.

A mobile phone application could also solve the need for “one stop” access to information about recreation and culture resources. An app could provide different levels of access for providers and users, including a calendar to promote better scheduling and learn about existing activities. There could be a social media component to facilitate space sharing. The app could also be integrated with a visitor website and be used to help orient visitors to resources in and around Homer. The app could be financed through advertising or user/subscription fees.¹⁴

Transportation improvements | Additional options for non-motorized, public or shared transportation would increase access to existing facilities and resources, particularly for those who do not drive. This identified need could be met through a local bus system, expanding the taxi voucher program, an improved in-town ride share.

¹⁴ A number of other cities in the U.S. and Canada have created similar apps:
<http://www.activenetwork.com/blog/city-and-recreation-mobile-apps/>


Continued coordination and access to school district resources | Area schools can provide a popular and relatively low-cost location for community programs and activities, particularly the Homer High School. The high school is a well-loved community resource that was built and bonded with the intention of serving as a community school. It is possible that the High School has reached its use capacity, especially for spaces such as the gymnasium, weight room, art studios and performing arts rehearsal spaces. All facilities must be closed for maintenance periodically, and the more often the facilities are used, the more maintenance they require, which drives up the facility operating costs. The Needs Assessment identified continued interest in the Homer High School, Anchor Point and McNeil Canyon schools as venues for community programming. To the extent that scheduling conflicts, cost or liability concerns prevent these schools from being used for community events, alternatives will have to be considered.

Centralized system for booking facilities | Spaces for different events and programs are offered by a variety of public and private providers in the Homer area. A centralized booking system could connect recreation and culture providers with rentable spaces, helping to reduce the number of under-used spaces and relieve pressure on popular facilities.

Consolidated PARC leadership | Providers and community members expressed a desire to reduce the number of volunteer boards, consolidate and coordinate among existing providers to offer more programming with less administration (e.g., calendaring, networking, partnerships on projects, joint fundraising or grant applications, reciprocal membership agreements). Some form of consolidated or more coordinated leadership would allow providers to avoid duplication among organizations, share administrative staff, and better leverage existing resources. Community members stressed the importance of having a coalition effort for any large new facility project. Meeting this identified need could take several different forms, such as:

- The Recreation and Culture Committee that formed to guide this Needs Assessment could be formalized and continue to work closely with the City to manage recreation and culture resources.
- A more centralized City Parks and Recreation Department could work with other provider organizations to support coordination efforts.
- MAPP's existing efforts to coordinate among various community service organizations could be expanded to act as a hub for recreation and culture organizations.
- An umbrella organization could be designated or created to stabilize some of the smaller non-profit initiatives, acting as a fiscal agent and charging an indirect rate in exchange for a package of support mechanisms, including space and administrative support.

Centralized City Parks and Recreation Department | Recreation management at the City of Homer is dispersed across two departments in three physical locations. A centralized department could facilitate partnerships with other providers for obtaining funding, constructing new facilities or upgrading existing facilities, and providing services.



More PARC employees | Existing City of Homer recreation staff are currently at capacity. With additional staff, the City could potentially leverage increased community involvement toward providing services and completing park improvement projects. Provider organizations also identified a desire to share the costs of employing grantwriters to help them access new sources of funding.

NON-PRIORITY IDENTIFIED NEEDS

Multi-purpose Indoor

Basketball court
Dance hall with wooden floor
Provide gym in Anchor Point

Specialized Indoor

Arcade
Community bike shop
Community kitchen
Community wood working shop
Curling
Futsal court (indoor soccer)
Indoor climbing facility
Indoor skate park
Maker space
Robotics/auto shop
Water park

Central space/ headquarters (Indoor)

Circumpolar educational center with sailing classes
Folk School headquarters
HQ for recreation and culture provider organizations
Incubator space for new businesses
Wooden Boat Society headquarters (library and meeting space, shop, boat and equipment storage)

Outdoor

Paintball/airsoft course
Another disc golf course at Hornaday Park or Bishop's Beach
Buy land for parks (e.g. at the bottom of West Hill)
Community garden (greenhouse, high tunnels, rented to people for growing their own food)
Covered Park and Ride for bikes
Covered, unheated shelter near athletic fields
Flag football
More sports fields
Motocross track
Playground on the spit
Public outdoor swimming (e.g. an Anchor Point pond, Lampert Lake)
RC flying field/track
Shooting range
Sledding hill
ATV programs or facilities
Helicopter access to backcountry (e.g., for heli-skiing)
Improve the boat ramp ("speed divots" between every concrete log)
Jet skiing programs or facilities
Expand outdoor activities/facilities across the bay
Warming hut on spit *(There is a plan and seed money in place for this project as of 2015. No action required from City.)*

Trails

Develop a non-motorized path/trail adjacent to Kachemak Drive connecting the Homer Spit Trail to the EER pathway.

Light ski trails at McNeil

Mountain bike single track trails (Diamond Ridge)

More multi-use access at Ohlson Mt Road

Programing

3-D Printer

Classes for adults

Affordable art classes

Basket weaving

Boxing

Circus arts

Dodgeball

Field Hockey

Film school

Food preservation

Game library

Golf lessons

Indoor shooting

Industrial art classes

Jewelry class

Lacrosse

Mini golf

Rentals on the spit (kayaks, boats)

Sailing

Childcare while adult recreation activities are happening

Community stitching/knitting

Tennis lessons

Tournaments (e.g. pickle ball, tennis, ping pong, martial arts)

Video gaming club

Weaving

Wildflower identification

Ski loan program

Coordination + Information

Consolidated advertising

Cultivate recreation and culture leadership

More volunteer and service organization coordination (e.g., adopt a park)

Bathrooms at the base of the spit

THE POTENTIAL OF A MULTI-PURPOSE COMMUNITY CENTER

Many of the recreation and cultural needs identified as part of this process could be met through existing resources or in a single multi-purpose center. Figure 26 indicates identified needs that could most likely benefit from co-location in a multi-purpose center, though not all of these uses are expected to be accommodated by a single new facility.

Figure 31: Identified needs that could be met by a multi-purpose community center

Priority Level	Identified Need	Notes
Possible primary uses in new multi-purpose facility		
●	Multi-purpose gym	
●	Convention center	
●	200-250 person theater	Integrated with main multi-purpose space, with auxiliary multi-purpose space for use as backstage/green room or additional black box
	Town center/square plaza	
	Multi-generational activities	
	Winter event space and programming	
	More indoor activities (e.g. laser tag, bumper cars, go cart track, child play area)	
	Longer hours for programs or facilities (e.g. late night and/or early morning)	
	More for mentally and physical disabled older people, and for seniors in general	
	Parent-toddler classes	
	Indoor soccer (adults only)	
Possible secondary uses in new multi-purpose facility		
♦	Martial arts gym/wrestling/mat room	Auxiliary space (could also be used as “green room” or backstage area)
●	Children’s art space; toddler/family/pre-school space, indoor play structure	
●	Space and programming for children and teens when school is not in session (e.g. Boys and Girls Club)	
♦	Music/recording studio	
♦	Private music and art studios	
♦	Space and/or programs for music (e.g. open jam, mentoring/volunteer taught lessons, community band, practice spaces)	
	Dance hall with wooden floor	
Possible tertiary uses in new multi-purpose facility		
●	Multi-purpose community art space and more art classroom space (e.g., wood shop, kiln, press, darkroom)	
♦	Affordable weight room	
●	Indoor walking facility/track	
♦	Outdoor amphitheater	If part of a town plaza
	Community kitchen	

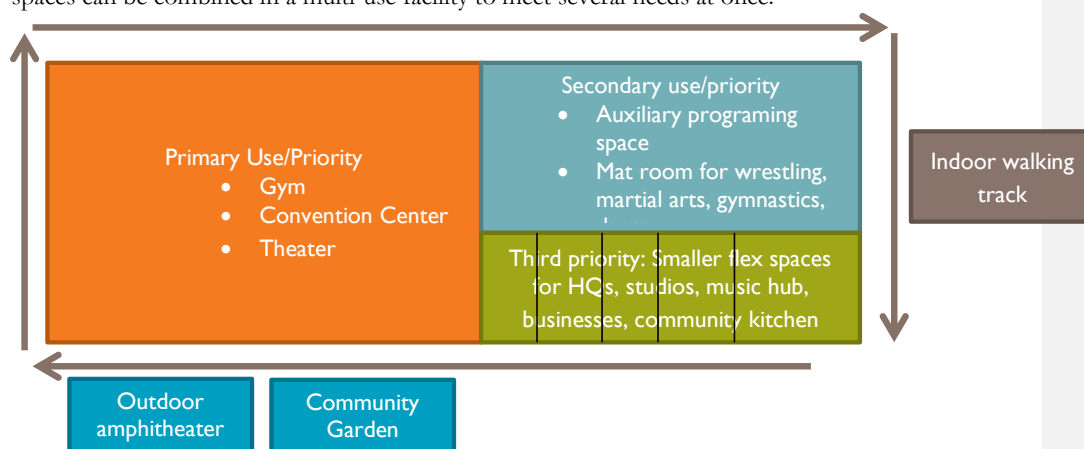
Priority Level	Identified Need	Notes
	Indoor climbing facility	
	Maker space	
	Incubator space for recreation and culture providers and/or small businesses	
	Community garden	
	Healthy cooking classes	
	Short courses/workshops	

The center could be designed to fulfill the need for additional gymnasium space, a performance venue, and smaller flexible spaces that could meet the needs for a variety of specific programming needs like music recording, art studios and/or PARC headquarters and businesses. A smaller auxiliary space could serve as a mat room for wrestling, martial arts, and yoga, with a removable floor and a “back stage” to the main space for performances.



These images illustrate examples of multi-purpose gymnasium and performance spaces. The image on the far left seats 300 people; the image on the far right seats 100 people.

An indoor walking track could be included in the design of the main gymnasium space or around the entire building envelope. Outdoor projects, such as an outdoor amphitheater and additional community gardens could also be integrated into the design. The following diagram illustrates how spaces can be combined in a multi-use facility to meet several needs at once.



APPENDIX C: COMMUNITY OUTREACH

COMMUNITY OUTREACH PROCESS

The Homer Recreation and Culture Needs Assessment is a thoughtful look forward over the next 10 to 15 years to understand the big picture of our existing recreation and culture activities and resources, what is missing, and which changes the community would like to see. For this endeavor

to be meaningful, it was important that the variety of activities and viewpoints of the greater community were included. Outreach to providers, users, the general public and other stakeholders informed much of the study, and with key informant interviews, focus groups, a community workshop, several planning documents, and almost 1,000 survey responses, there was no shortage of information. The City of Homer oversaw the process, with guidance from the Recreation and Culture Advisory Committee. The involved three target populations: recreation and culture providers, recreation and culture users, and the general public. The Needs Assessment included a special focus to reach out to young people and seniors in the study area. The outreach activities described below were used to understand the particular needs and potential resources of these target populations.

RECREATION AND CULTURE ADVISORY COMMITTEE

The Recreation and Culture Advisory Committee included: Gail Edgerly (Homer Council on the Arts, HCOA), Matt Steffy (Parks and Recreation Commission), Jan Rumble (Homer Hockey), Megan Murphy (MAPP of the Southern Kenai Peninsula), Kate Crowley (ReCreate Rec), Asia Freeman (Bunnell Arts Center), Mike Illg (City of Homer Community Recreation Coordinator), Corbin Arno (Homer Voice for Business, Motorized Sports), Karen Marks (Art Shop Gallery, Homer Voice for Business, volunteer), and Kelly Cooper (Kenai Peninsula Borough Assembly, Homer Voice for Business, volunteer).

Comment [HS8]: Check info/spelling with client

The Recreation and Culture Advisory Committee provided context for overarching issues to be addressed through the Needs Assessment process, as well as guidance for how the Needs Assessment can be a useful tool to meet the goals of the City, Homer community and recreation and culture providers. The group also guided the statistically valid survey, informed the gap analysis of identified needs, and helped to identify initial funding and implementation strategies for meeting priority needs.

ONLINE COMMUNITY SURVEY

For this Needs Assessment, an online community survey gathered the input of 989 respondents, representing approximately 1,700 people.¹⁵ The City publicized the survey in newspapers and community events. The Recreation and

Culture Committee also facilitated the online community survey at Homer Middle School and Homer High School during Physical Education classes to better understand the youth perspective on Homer's recreation and culture needs.

PROVIDER QUESTIONNAIRE

Twenty one recreation and culture providers filled out an online questionnaire to inform how they use volunteers and paid staff, what they anticipated their needs to be and identify potential resources they could contribute toward meeting community recreation and culture needs. The survey also helped to understand the potential secondary economic impacts of recreation and culture in Homer. Providers included: City of Homer Community Recreation, Bruins Basketball, Homer Council on the Arts, Homer Softball Association, Kachemak Bay Wooden Boat Society, Lindianne's Music Garden, Homer Little

League, Kachemak Ski Club, Soccer Association of Homer, Kachemak Bay Campus, Kachemak Swim Club, North Pacific Folk School, Popeye Wrestling, Homer Cycling Club, Homer Hockey Association, Many Rivers Yoga (with Healing Transformations, The Floating Leaf Sangha, Homer Center for Spiritual Living, and The Artful Eddy), Kachemak Bay Equestrian Association, Bunnell Street Arts Center, Pratt Museum, Snomads Inc., and City of Homer Parks Maintenance.

Figure 32: Where do you live?

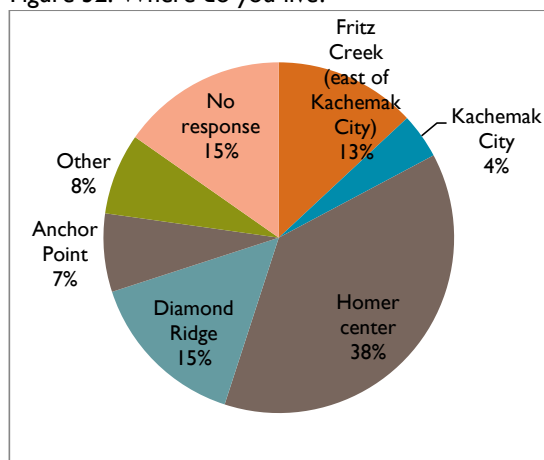
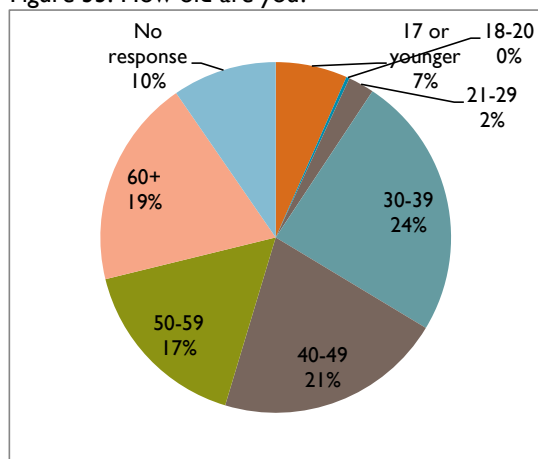


Figure 33: How old are you?



Source: 2014 Recreation and Culture Needs Assessment Online Community Survey

¹⁵ Respondents were able to respond for themselves or household, and then indicate their household size.

NOVEMBER 12-14, 2014 SITE VISIT

Ski Swap Outreach | 6-8 p.m., Wednesday, November 12, 2014. This activity allowed the project team to connect with recreation and culture users who might not otherwise come to a public meeting or fill out survey. A poster display shared the results of the Needs Assessment to date, including a list of identified needs categorized by facility, program or management strategy. Participants were invited to indicate whether identified needs were best met using existing resources or whether a new facility was truly needed. Participants commonly noted the need for a new affordable gym space, more opportunities for toddlers and parents to recreate together, and transportation improvements. Participants also indicated the desire to improve the coordination of existing organizational structures, such as calendars, funding opportunities and nonprofit boards to improve access and availability of recreation and culture resources.

Business Community Focus Group | 12-1 p.m. Thursday, November 13, 2014. The Business Focus Group discussed a number of strategies for recreation and culture resources:

- Improve information sharing: include education; consolidate advertising and promotion; use web-based communication tools.
- For both organizations and businesses: cultivate leadership; coordinate among silos; identify who has responsibility for implementing projects (building new or improving existing facilities, starting new or changing existing programs, etc.).
- For facilities: make better use of existing facilities if possible; for proposed new facilities, assess the financial feasibility of projects and ensure there is the means to cover costs.

The group emphasized that these strategies all work toward the goal of strengthening the local economy and growing the population, particularly younger people and families.

High School Focus Groups | 1-4pm Thursday, November 14. The Planning Team conducted two focus groups. The first group was with the Homer High Symphonic Band. About 40 students worked together to create a list of their top recreation and culture activities

Figure 34: Where do Homer High students participate in recreation and culture activities?



(playing music, drawing and sketching, playing video

games, creative writing and poetry, skiing, hiking, walking the dog) and map where they do them. Then the students worked together to answer three questions: What do we need or want more of? What are barriers to meeting those needs? What are possible solutions to overcome the barriers? After presenting and discussing their work, the students asked the facilitators to

describe how arts and recreation are currently funded. Recreation and Culture Committee members Mike Illg and Asia Freeman reviewed the funding mechanisms for the organizations they represented. The second focus group helped to review the previous group's list of identified needs and synthesize the findings into three highest-priority needs, which included:

- 1) A multi-use, mixed-age space including the following amenities:
 - Publicly-accessible music recording studio
 - Practice rooms
 - Games/game library
 - Pottery
 - 3-D printer
 - Maker space
- 2) A performance space, for activities like Color of Homer
- 3) Maintaining the trails

Teens listed transportation, time, money and weather as barriers to participation. They indicated that a multi-use space would provide a place to be if they did not want to go in and out of town. The taxi voucher program was offered as a model for solving the transportation barrier.

Community Workshop | 5:30-8:15.p.m, Thursday, November 14. Around 40 people, five Parks and Recreation Commissioners and five Recreation and Culture Committee members attended the workshop. The workshop began with an open house where people could review research and work to date. The planning team presented the results of the demographic and survey analyses with small group breakout to discuss guiding questions. Discussion focused on identifying high priority projects and the characteristics that they would need to move forward. Participants also expressed a desire to focus recreation and culture resources around a walkable downtown and to pursue sport and tourism events. The idea of a town center or plaza anchored by multi-purpose recreation and culture space or convention center emerged as a popular desire. Participants also discussed

implementation strategies such as public-private partnerships and coordinating with a private foundation to help leverage funding and volunteer efforts to develop a new multi-purpose facility. Other identified needs highlighted in workshop discussions included:

- A Medium-sized theater for 250 people with wings, black box, lighting, bathrooms, heat, beer and alcohol permits, accessible, maintained
- In and outdoor racket sports
- Maker space; communal art studio space for 15- 20 studios
- A dance hall with a wooden floor
- A community kitchen
- A meeting room list
- A centralized calendar
- Area for walking indoors
- A couple more recreation and culture employees (city)
- Non-motorized routes for walking and skiing through town, sidewalks to public buildings; trail network that isn't tied to the road system
- Bathrooms at the base of the spit

Community Workshop



Senior Focus Group | 10-11 a.m. Friday, November 15. Seniors are a diverse group, including people who have raised families and now are aging in Homer, retirees from other parts of the state, and less able individuals and their caregivers who use services like the Friendship Center adult day program and assisted living. The focus group attendees all agreed that the growing population of this diverse group will have an impact on the Homer community in the coming years.

The focus group highlighted the importance of a centralized calendar to share activities with new retirees to town. The multitude of events each weekend is a draw for retirees. One person said she could easily come up with 12 people who were visitors in town for pickleball alone. The group referenced a program a real estate agent ran that gave new property owners a free one-year membership to a community organization in Homer (paid for through the property sale commission). Reviving this program could be a way to invite new residents into the community and establish a pattern of supporting recreation and arts organizations through private giving. There was also discussion of the senior tax exemption. Both seniors and non-seniors expressed discomfort that because of the exemption, some seniors are not contributing as much as they would like to city and borough services.

The senior focus group also liked the idea of an intergenerational space with mixed programing, and remarked on the popularity of the paved multi-use trails for walking. They noted that people become tired of “fighting the snow” in winter, though the City has been good about keeping the trails clear. An indoor space for walking would be used frequently by active seniors and provide a

place for assisted living, adult day providers and caregivers to bring less mobile seniors out in the winter, either for a safe walk, or to be around other people in an unstructured environment. However, they also maintained that scheduled activities work well for less independent individuals, as caretakers must plan extra time to get less mobile residents to an activity.

Community Workshop



Recreation and Culture Committee

Work Session | 12 noon – 2 p.m. Friday, November 15. The Recreation and Culture Committee decided to invite more representatives from the business community to bring their expertise in economic development and private-sector project financing to discussions about the direction of the Needs Assessment and any large-scale priority projects that might come out of it. The Committee discussed previous successful projects in which the City was a partner, and how lessons learned from those projects (e.g., the animal shelter, library, Old Town) could be applied to the Needs Assessment project. Past successful efforts had a lead organization with goals, plans, volunteers and seed money; the City was better able to contribute as a partner with an outside lead organization (for instance, the City provided land for the library).

INTERVIEWS

The planning team conducted key informant interviews with all members of the Recreation and Culture Committee as well as a few key providers including, Carol Swartz (Kachemak Bay Campus), Douglas Waclawski (Homer High School Principal), Joy Steward (Homer Foundations), and Rick Malley (Independent Living Center).

STATISTICALLY VALID SURVEY

A statistically valid telephone survey was conducted by Ivan Moore Research, primarily to assess the community's willingness to pay for identified recreation and culture needs. Survey results indicated that recreation and culture are important to the majority of area residents and that there is some support for increasing public funding for recreation and culture facilities and services through various means.

APPENDIX D: SOURCES

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IVAN MOORE
RESEARCH

HOMER PUBLIC OPINION SURVEY
MARCH 2015

Hi, my name is _____ and I'm calling for Ivan Moore Research, an Alaska public opinion research firm. We are conducting a public opinion survey today in the Homer area about some issues that are important to the community. The survey should take no more than five minutes.

S1. What is the zip code where you live?

ZIPCODE:		
Count	%	
99556	53	20.8%
99603	201	79.2%

IF OTHER ZIP OR UNSURE, THEN SAY "Do you live in the Homer/Anchor Point area?" IF NO, TERMINATE.

IF CELLPHONE RESPONDENT... We'd like to get your input to the survey as a cellphone respondent. We've deliberately called you (on the weekend/after 7pm)* so that we're not using up your minutes, and we'd like to ask if you can safely respond to the survey where you are right now.
IF YES, CONTINUE...

IF LANDLINE RESPONDENT... Is this a residential telephone?
IF YES, CONTINUE...

If they are available, I'd like to speak with the youngest male aged 18 or older in your household.

IF AVAILABLE, SWITCH AND REPEAT INTRO.

IF NOT AVAILABLE... How about the youngest female aged 18 or older?

IF AVAILABLE, SWITCH AND REPEAT INTRO.

IF NOT AVAILABLE, CONTINUE WITH RESPONDENT.

All phone numbers used for this survey were randomly generated. We don't know your name, but your opinions are important to us, and we'd appreciate your participation if that's OK with you. Of course, your responses will be completely confidential.

1. First of all, how long have you lived in the Homer area?

		YEARS OF HOMER RESIDENCY:		Mean = 21.1 years
		Count	%	
Less than 15 years		99	39.2%	
15-25 years		71	28.3%	
More than 25 years		82	32.5%	

The Homer area has seen a growing interest in community parks, indoor and outdoor sports, visual and performing arts, cultural events and festivals, which are all part of the local quality of life for residents of all ages.

While we have parks, recreation and cultural resources, community organizations and municipalities face financial and space limitations to sustain programming and facilities.

2. First of all, how important are the availability of recreation and culture activities to you and your immediate family and friends, very important, important, somewhat important, not very important or not at all important?

		IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:	
		Count	%
Very important		113	43.6%
Important		41	15.7%
Somewhat important		63	24.3%
Not very important		18	7.1%
Not at all important		23	8.7%
Not sure		2	.6%

We'd now like to know what you think about certain proposals that currently exist to develop, sustain and/or improve certain recreation and culture facilities in Homer.

3. One proposal is to build a multi-purpose community center in Homer to provide a year-round facility for indoor activities like recreation, performing arts, community gatherings, education and specialty activities. Such a facility will cost at least 18 million dollars to build. Funding for construction would come from several sources but would certainly require area residents to contribute, on average, several hundred dollars a year per household through both user fees and increased taxes. Which of the following statements best matches your views?

A: This is a desirable facility, it should be a priority within the next 5 years, and I would be willing to contribute to support its development.

B: This is a desirable facility, but it should be a priority 5-10 years from now, providing time for the community to grow and increase the tax base.

C: This facility should not be a priority, and I would not be willing to contribute any amount of additional taxes to support its development.

	OPINION OF COMMUNITY CENTER:	
	Count	%
Priority in next 5 years	78	30.1%
Priority later	69	26.7%
Not a priority	101	39.2%
Not sure	10	3.9%

4. The Kevin Bell Ice Hockey Arena is well used, with programs serving 800 people each week. The loan to pay for the building is now due, requiring mortgage payments of approximately \$60,000 per year for the next 20 years. User fees can cover operations costs, but won't cover the building loan payments. Which of the following statements below best matches your views?

A: The City of Homer should not put any funding into the building, even if this means the facility will close.

B: The City should provide approximately \$10,000-\$15,000 per year in new funding to help cover a portion of the loan payment, and look to the Homer Hockey Association to find the remaining funding.

C: The City should pay the full \$60,000 per year loan payment, and fund this expenditure with tax revenues.

	OPINION OF FUNDING OF ICE ARENA:	
	Count	%
No funding	52	20.4%
Pay \$10-15k partial	136	53.6%
Pay full \$60k	51	20.1%
Not sure	15	5.9%

5A. Which funding source would you most prefer to see used to fund new recreation and culture services in the Homer area? Would you like to see them funded with new property taxes, funded with new sales taxes, funded other kinds of taxes, funded with existing money reappropriated from other municipal sources, or not funded at all?

	PREFERRED FUNDING SOURCE:	
	Count	%
Property taxes	31	12.2%
Sales tax	44	17.2%
Other taxes	47	18.3%
Reappropriate	64	25.0%
Don't fund	46	18.0%
Not sure	24	9.3%

5B. One funding option used in the Kenai Peninsula Borough to pay for a desired service is the creation of a service area. Nikiski and Seldovia, for example, both have recreational service areas that pay for services provided in their communities. These service areas use property taxes to pay for local services like, for example, a community center. Generally speaking, do you strongly favor, mildly favor, mildly oppose or strongly oppose the creation of a service area in the Homer area to fund potential recreation and culture services?

	FAVOR OR OPPOSE SERVICE AREA?	
	Count	%
Strongly favor	71	27.5%
Mildly favor	72	27.8%
Neutral	9	3.7%
Mildly oppose	45	17.7%
Strongly oppose	49	18.9%
Not sure	11	4.4%

The following questions are for statistical purposes only.

6A. (IF LANDLINE, THEN ASK...) Do you use a cellphone?

6B. (IF CELLPHONE, THEN ASK...) Do you have a landline telephone in your home?

6C. (IF YES TO EITHER 6A OR 6B, THEN ASK...) On which line do you conduct most of your day-to-day telephone communication, your landline or your cellphone?

	LANDLINE/CELL STATUS:	
	Count	%
Land only	11	4.4%
Both - land dominant	25	9.6%
Both - cell dominant	88	34.0%
Cell only	134	52.0%

7. What is your registered party affiliation? Are you a Democrat, a Republican, are you registered with another party, or are you no party?

	PARTY AFFILIATION:	
	Count	%
Democrat	30	11.9%
Republican	55	22.0%
Other party	20	8.2%
No party	144	58.0%

8. In what year were you born?

AGE OF RESPONDENT:		
Count	%	
18-24	9	3.6%
25-34	31	12.4%
35-44	36	14.7%
45-54	56	22.6%
55-64	67	27.4%
65+	47	19.3%
Mean = 51.8 years		

9. Of the people currently living in your household, how many are children or adolescents aged 18 or under?

CHILDREN IN HOUSEHOLD:		
Count	%	
None	163	65.0%
One or more	87	35.0%

Mean = 0.71

10. Are you married or single?

MARITAL STATUS:		
	Count	%
Married	152	61.1%
Single	97	38.9%

11. In which of the following broad categories does your household income fall?

HOUSEHOLD INCOME:		
Count	%	
\$0-40,000	71	31.6%
\$40,000-80,000	63	28.3%
\$80,000-120,000	57	25.4%
\$120,000+	23	10.3%
Not sure	10	4.4%
Median = \$62,900		

12. Do you own or rent the home you live in?

OWN OR RENT HOME?	
Count	%
Own	214 86.3%
Rent	34 13.7%

13. GENDER...

GENDER OF RESPONDENT:		
	Count	%
Male	132	51.0%
Female	127	49.0%

That completes the survey. I have a telephone number for Ivan Moore Research that you can call with any comments, compliments or complaints. Would you like the number?

Thank you very much for your help. Goodbye.

THE FOLLOWING VARIABLE WAS CALCULATED USING MEASURED DATA:

MARITAL STATUS BY GENDER:		
	Count	%
Married males	78	31.3%
Married females	74	29.7%
Single males	49	19.7%
Single females	48	19.3%

CROSSTABULATION TABLES

Zip Code

Column Percents

	ZIPCODE:		Total
	99556	99603	Col %
	Col %	Col %	
YEARS OF HOMER RESIDENCY:			
Less than 15 years	60.6%	34.4%	39.7%
15-25 years	9.3%	32.2%	27.5%
More than 25 years	30.0%	33.4%	32.7%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:			
Very important	19.6%	50.2%	43.8%
Important	22.1%	14.0%	15.7%
Somewhat important	25.6%	23.3%	23.8%
Not very important	13.3%	5.6%	7.2%
Not at all important	17.6%	6.6%	8.9%
Not sure	1.8%	.3%	.6%
OPINION OF COMMUNITY CENTER:			
Priority in next 5 years	10.1%	35.1%	29.9%
Priority later	38.6%	23.1%	26.3%
Not a priority	48.2%	37.7%	39.8%
Not sure	3.1%	4.2%	4.0%
OPINION OF FUNDING OF ICE ARENA:			
No funding	10.5%	23.2%	20.5%
Pay \$10-15k partial	47.7%	54.8%	53.3%
Pay full \$60k	25.3%	18.9%	20.2%
Not sure	16.5%	3.2%	6.0%
PREFERRED FUNDING SOURCE:			
Property taxes	8.4%	13.2%	12.2%
Sales tax	10.1%	19.2%	17.3%
Other taxes	17.8%	18.5%	18.3%
Reappropriate	31.2%	22.7%	24.5%
Don't fund	21.9%	17.3%	18.2%
Not sure	10.6%	9.1%	9.5%
FAVOR OR OPPOSE SERVICE AREA?			
Strongly favor	23.9%	29.1%	28.0%
Mildly favor	20.5%	28.9%	27.1%
Neutral	.7%	4.5%	3.7%
Mildly oppose	24.5%	15.6%	17.4%
Strongly oppose	22.5%	18.3%	19.2%
Not sure	8.0%	3.6%	4.5%
Total	20.9%	79.1%	100.0%

	ZIPCODE:		Total
	99556	99603	Col %
	Col %	Col %	
LANDLINE/CELL STATUS:			
Land only	3.0%	4.9%	4.5%
Both - land dominant	6.5%	10.6%	9.7%
Both - cell dominant	29.4%	34.9%	33.8%
Cell only	61.1%	49.6%	52.0%
PARTY AFFILIATION:			
Democrat	5.3%	14.0%	12.1%
Republican	28.6%	20.7%	22.4%
Other party	13.4%	6.8%	8.2%
No party	52.6%	58.5%	57.2%
AGE OF RESPONDENT:			
18-34	15.4%	16.6%	16.3%
35-44	26.0%	11.9%	14.9%
45-54	24.4%	22.6%	23.0%
55+	34.2%	48.9%	45.8%
CHILDREN IN HOUSEHOLD:			
None	48.7%	68.5%	64.3%
One or more	51.3%	31.5%	35.7%
MARITAL STATUS:			
Married	76.6%	56.4%	60.7%
Single	23.4%	43.6%	39.3%
HOUSEHOLD INCOME:			
\$0-40,000	30.5%	32.7%	32.3%
\$40,000-80,000	24.9%	29.1%	28.2%
\$80,000-120,000	31.1%	23.2%	24.8%
\$120,000+	7.8%	11.2%	10.5%
Not sure	5.8%	3.8%	4.2%
OWN OR RENT HOME?			
Own	96.3%	83.3%	86.1%
Rent	3.7%	16.7%	13.9%
GENDER OF RESPONDENT:			
Male	48.9%	50.4%	50.1%
Female	51.1%	49.6%	49.9%
MARITAL STATUS BY GENDER:			
Married males	38.3%	28.2%	30.4%
Married females	38.3%	28.2%	30.3%
Single males	11.7%	21.8%	19.7%
Single females	11.7%	21.8%	19.7%
Total	21.2%	78.8%	100.0%

CROSSTABULATION TABLES

Years of Homer Residency

Column Percents

	YEARS OF HOMER RESIDENCY:			Total
	Less than 15 years	15-25 years	More than 25 years	Col %
	Col %	Col %	Col %	
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:				
Very important	41.7%	42.4%	45.3%	43.1%
Important	14.8%	23.1%	10.6%	15.8%
Somewhat important	19.9%	26.7%	28.7%	24.7%
Not very important	10.1%	6.1%	5.1%	7.3%
Not at all important	13.3%	1.8%	9.9%	8.9%
Not sure	.3%		.4%	.2%
OPINION OF COMMUNITY CENTER:				
Priority in next 5 years	36.3%	32.3%	20.9%	30.2%
Priority later	21.9%	28.2%	31.4%	26.8%
Not a priority	41.1%	35.4%	43.5%	40.2%
Not sure	.8%	4.2%	4.2%	2.8%
OPINION OF FUNDING OF ICE ARENA:				
No funding	16.5%	22.7%	24.7%	21.0%
Pay \$10-15k partial	48.4%	53.2%	57.7%	52.8%
Pay full \$60k	24.1%	21.8%	15.1%	20.5%
Not sure	11.0%	2.3%	2.4%	5.7%
PREFERRED FUNDING SOURCE:				
Property taxes	11.8%	17.7%	8.7%	12.5%
Sales tax	13.0%	18.2%	21.2%	17.1%
Other taxes	18.5%	20.8%	14.1%	17.7%
Reappropriate	26.4%	28.4%	22.2%	25.6%
Don't fund	20.6%	6.4%	25.6%	18.2%
Not sure	9.8%	8.4%	8.2%	8.9%
FAVOR OR OPPOSE SERVICE AREA?				
Strongly favor	29.9%	28.5%	22.0%	27.0%
Mildly favor	28.2%	29.7%	26.8%	28.2%
Neutral	.8%	6.8%	4.6%	3.7%
Mildly oppose	16.1%	15.1%	21.1%	17.4%
Strongly oppose	19.2%	18.2%	20.8%	19.4%
Not sure	5.7%	1.7%	4.8%	4.3%
Total	39.1%	28.4%	32.5%	100.0%

	YEARS OF HOMER RESIDENCY:			Total
	Less than 15 years	15-25 years	More than 25 years	Col %
	Col %	Col %	Col %	
LANDLINE/CELL STATUS:				
Land only	1.6%	4.8%	7.1%	4.3%
Both - land dominant	4.0%	11.5%	14.9%	9.7%
Both - cell dominant	27.2%	28.3%	43.2%	32.7%
Cell only	67.2%	55.4%	34.7%	53.3%
PARTY AFFILIATION:				
Democrat	6.2%	17.6%	14.8%	12.1%
Republican	19.9%	24.9%	21.4%	21.8%
Other party	11.0%	5.9%	4.2%	7.4%
No party	62.9%	51.6%	59.6%	58.7%
AGE OF RESPONDENT:				
18-34	10.6%	28.2%	12.8%	16.4%
35-44	25.4%	12.3%	4.7%	15.0%
45-54	31.4%	19.5%	14.0%	22.4%
55+	32.6%	40.0%	68.4%	46.3%
CHILDREN IN HOUSEHOLD:				
None	55.2%	60.3%	80.3%	64.9%
One or more	44.8%	39.7%	19.7%	35.1%
MARITAL STATUS:				
Married	56.7%	48.0%	77.2%	60.9%
Single	43.3%	52.0%	22.8%	39.1%
HOUSEHOLD INCOME:				
\$0-40,000	28.7%	45.1%	23.4%	31.6%
\$40,000-80,000	32.7%	21.2%	29.1%	28.4%
\$80,000-120,000	23.3%	25.1%	28.9%	25.6%
\$120,000+	7.2%	8.6%	15.6%	10.3%
Not sure	8.1%		3.0%	4.2%
OWN OR RENT HOME?				
Own	77.5%	82.9%	98.5%	86.0%
Rent	22.5%	17.1%	1.5%	14.0%
GENDER OF RESPONDENT:				
Male	58.1%	52.9%	40.6%	51.0%
Female	41.9%	47.1%	59.4%	49.0%
MARITAL STATUS BY GENDER:				
Married males	31.5%	29.7%	31.2%	30.9%
Married females	25.2%	18.3%	46.0%	30.0%
Single males	25.6%	23.7%	10.3%	20.1%
Single females	17.7%	28.3%	12.5%	19.0%
ZIPCODE:				
99556	31.0%	6.9%	18.7%	20.3%
99603	69.0%	93.1%	81.3%	79.7%
Total	39.7%	27.5%	32.7%	100.0%

CROSSTABULATION TABLES

Party Affiliation

Column Percents

	PARTY AFFILIATION:				Total
	Democrat	Republican	Other party	No party	Col %
	Col %	Col %	Col %	Col %	
YEARS OF HOMER RESIDENCY:					
Less than 15 years	20.2%	36.3%	59.0%	42.6%	39.7%
15-25 years	41.0%	32.4%	22.8%	25.0%	28.4%
More than 25 years	38.8%	31.3%	18.1%	32.4%	31.9%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:					
Very important	69.6%	29.5%	44.9%	43.4%	43.5%
Important	16.1%	7.4%	17.1%	17.3%	14.9%
Somewhat important	11.4%	42.7%	10.6%	23.3%	25.1%
Not very important		5.4%	1.3%	9.5%	6.8%
Not at all important	3.0%	15.0%	21.4%	6.2%	9.0%
Not sure			4.7%	.4%	.6%
OPINION OF COMMUNITY CENTER:					
Priority in next 5 years	46.3%	13.1%	42.9%	31.7%	30.2%
Priority later	28.7%	28.9%	2.9%	28.8%	26.7%
Not a priority	18.7%	58.0%	42.3%	36.6%	39.7%
Not sure	6.4%		11.8%	2.9%	3.4%
OPINION OF FUNDING OF ICE ARENA:					
No funding	17.4%	27.9%	7.1%	19.0%	19.9%
Pay \$10-15k partial	69.4%	55.6%	39.9%	51.9%	53.8%
Pay full \$60k	13.2%	6.7%	49.2%	22.9%	20.2%
Not sure		9.8%	3.8%	6.2%	6.1%
PREFERRED FUNDING SOURCE:					
Property taxes	22.9%	7.7%	11.6%	12.3%	12.5%
Sales tax	15.2%	7.2%	12.7%	22.4%	17.4%
Other taxes	23.0%	21.8%	20.9%	15.4%	18.2%
Reappropriate	27.5%	32.3%	12.3%	23.5%	25.0%
Don't fund	4.1%	29.3%	33.2%	14.5%	18.0%
Not sure	7.4%	1.6%	9.3%	11.9%	8.9%
FAVOR OR OPPOSE SERVICE AREA?					
Strongly favor	44.3%	17.8%	40.3%	26.3%	27.7%
Mildly favor	28.2%	23.8%	7.1%	32.4%	27.9%
Neutral	2.2%	.5%	1.7%	5.5%	3.7%
Mildly oppose	11.8%	29.1%	7.6%	16.2%	17.8%
Strongly oppose	2.6%	25.2%	34.9%	17.2%	18.7%
Not sure	11.0%	3.7%	8.3%	2.5%	4.2%
Total	11.9%	22.0%	8.2%	58.0%	100.0%

	PARTY AFFILIATION:				Total
	Democrat	Republican	Other party	No party	Col %
	Col %	Col %	Col %	Col %	
LANDLINE/CELL STATUS:					
Land only	9.7%	2.8%	6.3%	3.2%	4.2%
Both - land dominant	5.6%	11.4%	16.5%	7.6%	8.9%
Both - cell dominant	32.9%	42.0%	35.0%	29.3%	33.0%
Cell only	51.7%	43.8%	42.3%	60.0%	54.0%
AGE OF RESPONDENT:					
18-34	20.7%	24.2%		14.9%	16.4%
35-44	9.2%	12.5%	27.5%	15.3%	15.0%
45-54	30.6%	24.2%	11.4%	22.8%	23.1%
55+	39.5%	39.1%	61.1%	47.0%	45.6%
CHILDREN IN HOUSEHOLD:					
None	64.1%	51.2%	77.5%	67.2%	64.2%
One or more	35.9%	48.8%	22.5%	32.8%	35.8%
MARITAL STATUS:					
Married	70.2%	60.1%	48.8%	59.8%	60.2%
Single	29.8%	39.9%	51.2%	40.2%	39.8%
HOUSEHOLD INCOME:					
\$0-40,000	41.2%	20.4%	33.1%	33.9%	31.6%
\$40,000-80,000	28.7%	31.6%	1.5%	31.2%	28.6%
\$80,000-120,000	16.3%	31.6%	23.7%	25.1%	25.4%
\$120,000+	13.8%	6.9%	26.6%	7.8%	9.9%
Not sure		9.5%	15.1%	1.9%	4.5%
OWN OR RENT HOME?					
Own	92.5%	93.3%	70.9%	84.0%	86.0%
Rent	7.5%	6.7%	29.1%	16.0%	14.0%
GENDER OF RESPONDENT:					
Male	35.3%	65.2%	73.4%	46.7%	51.6%
Female	64.7%	34.8%	26.6%	53.3%	48.4%
MARITAL STATUS BY GENDER:					
Married males	32.9%	38.2%	41.9%	27.3%	31.6%
Married females	37.2%	21.9%	6.9%	32.4%	28.7%
Single males	2.4%	25.6%	30.5%	20.4%	20.1%
Single females	27.4%	14.3%	20.7%	19.9%	19.6%
ZIPCODE:					
99556	9.4%	27.4%	35.1%	19.8%	21.5%
99603	90.6%	72.6%	64.9%	80.2%	78.5%
Total	12.1%	22.4%	8.2%	57.2%	100.0%

CROSSTABULATION TABLES

Age of Respondent

Column Percents

	AGE OF RESPONDENT:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
YEARS OF HOMER RESIDENCY:					
Less than 15 years	25.3%	66.3%	54.8%	27.6%	39.1%
15-25 years	49.5%	23.6%	25.0%	24.9%	28.8%
More than 25 years	25.2%	10.2%	20.1%	47.5%	32.1%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:					
Very important	57.3%	37.5%	44.5%	41.7%	44.2%
Important	9.7%	18.0%	19.5%	14.2%	15.2%
Somewhat important	32.2%	33.2%	16.3%	23.1%	24.5%
Not very important			11.1%	8.8%	6.6%
Not at all important		11.2%	8.6%	11.1%	8.8%
Not sure	.8%			1.1%	.6%
OPINION OF COMMUNITY CENTER:					
Priority in next 5 years	22.2%	34.1%	38.2%	30.1%	31.3%
Priority later	34.3%	22.1%	26.6%	27.0%	27.4%
Not a priority	38.3%	41.3%	33.8%	40.3%	38.7%
Not sure	5.2%	2.6%	1.4%	2.6%	2.7%
OPINION OF FUNDING OF ICE ARENA:					
No funding	21.7%	22.9%	10.5%	21.5%	19.4%
Pay \$10-15k partial	52.9%	46.0%	63.0%	52.2%	53.7%
Pay full \$60k	21.1%	30.3%	15.8%	20.6%	21.1%
Not sure	4.4%	.8%	10.8%	5.6%	5.8%
PREFERRED FUNDING SOURCE:					
Property taxes	9.6%	6.6%	9.4%	17.5%	12.7%
Sales tax	14.2%	6.2%	25.9%	19.5%	18.1%
Other taxes	30.2%	25.3%	18.3%	11.8%	18.2%
Reappropriate	31.0%	45.7%	18.4%	19.4%	24.9%
Don't fund	2.5%	12.1%	17.8%	23.2%	17.0%
Not sure	12.4%	4.2%	10.2%	8.7%	9.0%
FAVOR OR OPPOSE SERVICE AREA?					
Strongly favor	8.9%	40.5%	40.9%	23.4%	27.6%
Mildly favor	44.1%	14.9%	16.9%	34.4%	29.1%
Neutral	11.6%			3.9%	3.7%
Mildly oppose	18.1%	18.5%	21.0%	14.6%	17.2%
Strongly oppose	6.0%	19.9%	21.2%	20.5%	18.2%
Not sure	11.3%	6.2%		3.2%	4.2%
Total	16.1%	14.7%	22.6%	46.7%	100.0%

	AGE OF RESPONDENT:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
LANDLINE/CELL STATUS:					
Land only				9.4%	4.4%
Both - land dominant	6.6%	4.8%	7.2%	12.2%	9.1%
Both - cell dominant	32.1%	23.0%	32.9%	36.0%	32.8%
Cell only	61.2%	72.2%	59.9%	42.4%	53.8%
PARTY AFFILIATION:					
Democrat	14.8%	7.2%	15.5%	10.1%	11.7%
Republican	31.9%	18.1%	22.6%	18.5%	21.6%
Other party		14.9%	4.0%	10.9%	8.1%
No party	53.3%	59.8%	57.9%	60.5%	58.6%
CHILDREN IN HOUSEHOLD:					
None	40.3%	30.5%	48.8%	92.1%	64.9%
One or more	59.7%	69.5%	51.2%	7.9%	35.1%
MARITAL STATUS:					
Married	47.7%	56.8%	66.5%	63.4%	60.6%
Single	52.3%	43.2%	33.5%	36.6%	39.4%
HOUSEHOLD INCOME:					
\$0-40,000	44.9%	29.2%	20.0%	33.8%	32.1%
\$40,000-80,000	29.8%	30.6%	30.6%	25.8%	28.2%
\$80,000-120,000	23.6%	30.7%	37.7%	19.9%	25.9%
\$120,000+		9.5%	11.7%	14.2%	10.5%
Not sure	1.6%			6.3%	3.2%
OWN OR RENT HOME?					
Own	72.1%	90.9%	81.8%	92.1%	86.3%
Rent	27.9%	9.1%	18.2%	7.9%	13.7%
GENDER OF RESPONDENT:					
Male	52.0%	50.3%	61.0%	45.3%	50.7%
Female	48.0%	49.7%	39.0%	54.7%	49.3%
MARITAL STATUS BY GENDER:					
Married males	26.5%	29.9%	41.3%	29.1%	31.5%
Married females	21.2%	26.9%	25.3%	34.3%	29.1%
Single males	25.5%	21.5%	20.8%	16.7%	19.8%
Single females	26.8%	21.7%	12.6%	19.9%	19.6%
ZIPCODE:					
99556	20.1%	37.4%	22.7%	16.0%	21.4%
99603	79.9%	62.6%	77.3%	84.0%	78.6%
Total	16.3%	14.9%	23.0%	45.8%	100.0%

CROSSTABULATION TABLES

Children in Household

Column Percents

	CHILDREN IN HOUSEHOLD:		Total
	None	One or more	Col %
	Col %	Col %	
YEARS OF HOMER RESIDENCY:			
Less than 15 years	33.0%	49.5%	38.8%
15-25 years	26.5%	32.2%	28.5%
More than 25 years	40.5%	18.3%	32.7%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:			
Very important	39.7%	53.5%	44.6%
Important	14.7%	15.1%	14.8%
Somewhat important	29.2%	15.1%	24.2%
Not very important	4.8%	10.4%	6.8%
Not at all important	10.8%	5.6%	9.0%
Not sure	.8%	.4%	.6%
OPINION OF COMMUNITY CENTER:			
Priority in next 5 years	27.8%	35.9%	30.6%
Priority later	25.3%	30.3%	27.0%
Not a priority	42.2%	32.8%	38.9%
Not sure	4.8%	1.1%	3.5%
OPINION OF FUNDING OF ICE ARENA:			
No funding	16.7%	26.5%	20.2%
Pay \$10-15k partial	53.2%	53.9%	53.5%
Pay full \$60k	24.4%	12.8%	20.3%
Not sure	5.6%	6.8%	6.0%
PREFERRED FUNDING SOURCE:			
Property taxes	15.9%	5.3%	12.1%
Sales tax	18.0%	17.4%	17.8%
Other taxes	14.0%	26.8%	18.5%
Reappropriate	24.0%	25.4%	24.5%
Don't fund	20.2%	14.7%	18.3%
Not sure	7.9%	10.4%	8.8%
FAVOR OR OPPOSE SERVICE AREA?			
Strongly favor	24.8%	30.9%	27.0%
Mildly favor	30.3%	25.4%	28.6%
Neutral	4.3%	2.8%	3.8%
Mildly oppose	16.4%	18.6%	17.2%
Strongly oppose	21.2%	15.1%	19.0%
Not sure	2.9%	7.2%	4.4%
Total	65.0%	35.0%	100.0%

	CHILDREN IN HOUSEHOLD:		Total
	None	One or more	Col %
	Col %	Col %	
LANDLINE/CELL STATUS:			
Land only	6.3%	.7%	4.3%
Both - land dominant	9.1%	10.2%	9.5%
Both - cell dominant	32.7%	34.8%	33.4%
Cell only	51.9%	54.3%	52.8%
PARTY AFFILIATION:			
Democrat	12.1%	12.1%	12.1%
Republican	17.2%	29.3%	21.5%
Other party	9.7%	5.1%	8.1%
No party	61.0%	53.4%	58.3%
AGE OF RESPONDENT:			
18-34	10.0%	27.5%	16.2%
35-44	6.9%	29.3%	14.8%
45-54	16.8%	32.7%	22.4%
55+	66.2%	10.5%	46.7%
MARITAL STATUS:			
Married	56.1%	71.3%	61.4%
Single	43.9%	28.7%	38.6%
HOUSEHOLD INCOME:			
\$0-40,000	31.6%	30.9%	31.4%
\$40,000-80,000	26.9%	32.7%	28.8%
\$80,000-120,000	24.3%	28.8%	25.8%
\$120,000+	12.3%	6.7%	10.4%
Not sure	4.8%	.9%	3.5%
OWN OR RENT HOME?			
Own	85.0%	89.4%	86.5%
Rent	15.0%	10.6%	13.5%
GENDER OF RESPONDENT:			
Male	50.1%	51.6%	50.6%
Female	49.9%	48.4%	49.4%
MARITAL STATUS BY GENDER:			
Married males	26.4%	41.0%	31.5%
Married females	29.7%	30.3%	29.9%
Single males	24.0%	11.1%	19.4%
Single females	19.9%	17.6%	19.1%
ZIPCODE:			
99556	16.2%	30.6%	21.3%
99603	83.8%	69.4%	78.7%
Total	64.3%	35.7%	100.0%

CROSSTABULATION TABLES

Marital Status

Column Percents

	MARITAL STATUS:		Total
	Married	Single	Col %
	Col %	Col %	
YEARS OF HOMER RESIDENCY:			
Less than 15 years	36.3%	43.1%	38.9%
15-25 years	22.4%	37.9%	28.5%
More than 25 years	41.3%	19.0%	32.6%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:			
Very important	44.1%	44.5%	44.3%
Important	10.5%	23.0%	15.4%
Somewhat important	26.2%	20.2%	23.9%
Not very important	9.3%	2.9%	6.8%
Not at all important	9.5%	8.4%	9.1%
Not sure	.4%	1.0%	.6%
OPINION OF COMMUNITY CENTER:			
Priority in next 5 years	28.4%	33.8%	30.5%
Priority later	30.1%	22.8%	27.3%
Not a priority	39.1%	38.9%	39.0%
Not sure	2.4%	4.5%	3.2%
OPINION OF FUNDING OF ICE ARENA:			
No funding	20.3%	20.2%	20.3%
Pay \$10-15k partial	53.6%	54.1%	53.8%
Pay full \$60k	20.0%	20.6%	20.2%
Not sure	6.2%	5.1%	5.8%
PREFERRED FUNDING SOURCE:			
Property taxes	8.0%	18.1%	11.9%
Sales tax	19.4%	15.5%	17.9%
Other taxes	18.2%	20.0%	18.9%
Reappropriate	23.1%	27.1%	24.6%
Don't fund	22.3%	10.4%	17.7%
Not sure	9.0%	8.8%	9.0%
FAVOR OR OPPOSE SERVICE AREA?			
Strongly favor	27.2%	28.6%	27.7%
Mildly favor	27.8%	28.8%	28.2%
Neutral	1.8%	6.9%	3.8%
Mildly oppose	17.4%	16.4%	17.0%
Strongly oppose	20.7%	16.5%	19.0%
Not sure	5.0%	2.8%	4.2%
Total	61.1%	38.9%	100.0%

	MARITAL STATUS:		Total
	Married	Single	Col %
	Col %	Col %	
LANDLINE/CELL STATUS:			
Land only	4.4%	4.9%	4.6%
Both - land dominant	10.2%	8.1%	9.4%
Both - cell dominant	38.3%	24.3%	32.9%
Cell only	47.1%	62.6%	53.1%
PARTY AFFILIATION:			
Democrat	14.2%	9.1%	12.2%
Republican	21.6%	21.7%	21.7%
Other party	6.5%	10.4%	8.1%
No party	57.7%	58.8%	58.1%
AGE OF RESPONDENT:			
18-34	12.8%	21.6%	16.3%
35-44	13.6%	15.9%	14.5%
45-54	24.7%	19.1%	22.5%
55+	48.9%	43.4%	46.7%
CHILDREN IN HOUSEHOLD:			
None	59.2%	73.9%	64.9%
One or more	40.8%	26.1%	35.1%
HOUSEHOLD INCOME:			
\$0-40,000	21.8%	46.9%	31.8%
\$40,000-80,000	28.5%	28.9%	28.6%
\$80,000-120,000	32.9%	15.4%	25.9%
\$120,000+	12.7%	6.3%	10.1%
Not sure	4.2%	2.6%	3.5%
OWN OR RENT HOME?			
Own	97.4%	68.4%	86.1%
Rent	2.6%	31.6%	13.9%
GENDER OF RESPONDENT:			
Male	51.3%	50.5%	51.0%
Female	48.7%	49.5%	49.0%
MARITAL STATUS BY GENDER:			
Married males	51.3%		31.3%
Married females	48.7%		29.7%
Single males		50.5%	19.7%
Single females		49.5%	19.3%
ZIPCODE:			
99556	26.7%	12.6%	21.2%
99603	73.3%	87.4%	78.8%
Total	60.7%	39.3%	100.0%

CROSSTABULATION TABLES

Household Income

Column Percents

	HOUSEHOLD INCOME:					Total
	\$0-40,000	\$40,000-80,000	\$80,000-120,000	\$120,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	Col %	
YEARS OF HOMER RESIDENCY:						
Less than 15 years	36.5%	46.2%	36.5%	28.1%	77.4%	40.1%
15-25 years	39.8%	20.9%	27.3%	23.2%		27.9%
More than 25 years	23.7%	32.9%	36.2%	48.7%	22.6%	32.0%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:						
Very important	50.4%	45.4%	42.5%	61.6%	16.9%	46.6%
Important	20.8%	12.4%	15.9%	4.1%	2.9%	14.7%
Somewhat important	10.0%	36.0%	32.8%	13.0%	21.6%	24.0%
Not very important	8.8%	6.2%		1.5%		4.7%
Not at all important	8.2%		8.7%	19.8%	55.2%	9.3%
Not sure	1.7%				3.4%	.7%
OPINION OF COMMUNITY CENTER:						
Priority in next 5 years	33.8%	25.7%	32.4%	51.6%	14.4%	32.1%
Priority later	19.8%	42.0%	34.8%	9.8%	2.5%	28.1%
Not a priority	41.2%	27.0%	32.8%	38.6%	83.1%	36.6%
Not sure	5.2%	5.3%				3.1%
OPINION OF FUNDING OF ICE ARENA:						
No funding	15.1%	34.9%	11.3%	12.4%	10.7%	19.4%
Pay \$10-15k partial	52.4%	50.6%	68.5%	38.7%	44.8%	54.1%
Pay full \$60k	31.7%	10.6%	15.4%	39.8%	27.0%	22.3%
Not sure	.9%	3.8%	4.8%	9.1%	17.4%	4.3%
PREFERRED FUNDING SOURCE:						
Property taxes	11.6%	14.3%	12.4%	26.6%	3.0%	13.8%
Sales tax	25.6%	18.2%	13.6%	10.1%		17.9%
Other taxes	17.1%	19.9%	26.8%	9.6%	25.1%	19.9%
Reappropriate	31.2%	21.1%	31.2%	19.9%	26.2%	27.0%
Don't fund	9.5%	14.5%	13.4%	29.8%	45.7%	15.3%
Not sure	5.0%	12.0%	2.5%	4.1%		6.1%
FAVOR OR OPPOSE SERVICE AREA?						
Strongly favor	19.0%	29.6%	38.6%	38.5%	5.4%	28.4%
Mildly favor	30.8%	42.9%	19.8%	20.0%	24.2%	30.0%
Neutral	8.8%	.4%	1.0%	3.2%		3.5%
Mildly oppose	20.1%	13.8%	16.9%	2.5%	29.3%	16.1%
Strongly oppose	15.6%	9.8%	19.4%	31.7%	41.1%	17.7%
Not sure	5.8%	3.5%	4.4%	4.1%		4.4%
Total	31.6%	28.3%	25.4%	10.3%	4.4%	100.0%

	HOUSEHOLD INCOME:					Total
	\$0-40,000	\$40,000-80,000	\$80,000-120,000	\$120,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	Col %	
LANDLINE/CELL STATUS:						
Land only	10.5%	2.4%	1.0%	5.9%		4.8%
Both - land dominant	9.9%	3.8%	13.5%	10.2%	8.8%	9.0%
Both - cell dominant	20.9%	38.8%	35.2%	50.1%	25.2%	32.8%
Cell only	58.8%	55.1%	50.4%	33.8%	66.0%	53.3%
PARTY AFFILIATION:						
Democrat	16.6%	12.8%	8.2%	17.7%		12.7%
Republican	15.4%	26.3%	29.5%	16.6%	49.8%	23.8%
Other party	8.5%	.4%	7.5%	21.7%	27.0%	8.1%
No party	59.5%	60.5%	54.7%	43.9%	23.2%	55.4%
AGE OF RESPONDENT:						
18-34	24.2%	18.3%	15.8%		8.9%	17.3%
35-44	13.4%	15.9%	17.4%	13.3%		14.7%
45-54	13.2%	23.0%	30.9%	23.6%		21.3%
55+	49.2%	42.7%	35.8%	63.1%	91.1%	46.7%
CHILDREN IN HOUSEHOLD:						
None	67.6%	62.6%	63.2%	78.8%	92.0%	67.1%
One or more	32.4%	37.4%	36.8%	21.2%	8.0%	32.9%
MARITAL STATUS:						
Married	41.2%	59.8%	76.4%	75.2%	70.9%	60.1%
Single	58.8%	40.2%	23.6%	24.8%	29.1%	39.9%
OWN OR RENT HOME?						
Own	66.5%	96.0%	89.4%	100.0%	95.9%	85.2%
Rent	33.5%	4.0%	10.6%		4.1%	14.8%
GENDER OF RESPONDENT:						
Male	49.9%	39.3%	58.8%	71.4%	69.4%	52.2%
Female	50.1%	60.7%	41.2%	28.6%	30.6%	47.8%
MARITAL STATUS BY GENDER:						
Married males	20.9%	20.8%	40.6%	58.6%	57.2%	31.1%
Married females	20.3%	39.0%	35.7%	16.6%	13.7%	29.0%
Single males	29.7%	19.0%	18.2%	15.3%	3.7%	21.3%
Single females	29.1%	21.3%	5.5%	9.5%	25.4%	18.6%
ZIPCODE:						
99556	19.9%	18.6%	26.4%	15.7%	29.2%	21.1%
99603	80.1%	81.4%	73.6%	84.3%	70.8%	78.9%
Total	32.3%	28.2%	24.8%	10.5%	4.2%	100.0%

CROSSTABULATION TABLES

Own or Rent Home?

Column Percents

	OWN OR RENT HOME?		Total
	Own	Rent	Col %
	Col %	Col %	
YEARS OF HOMER RESIDENCY:			
Less than 15 years	34.4%	61.1%	38.1%
15-25 years	28.1%	35.4%	29.1%
More than 25 years	37.6%	3.4%	32.8%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:			
Very important	40.6%	67.9%	44.4%
Important	15.2%	18.8%	15.7%
Somewhat important	27.8%	3.4%	24.4%
Not very important	7.9%		6.8%
Not at all important	7.9%	9.1%	8.1%
Not sure	.6%	.8%	.6%
OPINION OF COMMUNITY CENTER:			
Priority in next 5 years	28.6%	42.9%	30.6%
Priority later	30.1%	11.6%	27.6%
Not a priority	38.2%	39.4%	38.4%
Not sure	3.1%	6.0%	3.5%
OPINION OF FUNDING OF ICE ARENA:			
No funding	20.8%	15.3%	20.1%
Pay \$10-15k partial	53.3%	57.7%	53.8%
Pay full \$60k	20.1%	27.1%	20.9%
Not sure	5.8%		5.1%
PREFERRED FUNDING SOURCE:			
Property taxes	10.2%	27.4%	12.5%
Sales tax	18.0%	11.8%	17.1%
Other taxes	18.7%	19.6%	18.8%
Reappropriate	24.9%	22.9%	24.6%
Don't fund	18.6%	11.9%	17.7%
Not sure	9.6%	6.3%	9.2%
FAVOR OR OPPOSE SERVICE AREA?			
Strongly favor	26.6%	33.2%	27.5%
Mildly favor	29.7%	18.3%	28.2%
Neutral	2.2%	13.5%	3.8%
Mildly oppose	17.6%	15.7%	17.3%
Strongly oppose	18.9%	19.3%	18.9%
Not sure	5.0%		4.3%
Total	86.3%	13.7%	100.0%

	OWN OR RENT HOME?		Total
	Own	Rent	Col %
	Col %	Col %	
LANDLINE/CELL STATUS:			
Land only	5.0%	1.9%	4.6%
Both - land dominant	10.5%	4.4%	9.7%
Both - cell dominant	36.4%	17.5%	33.9%
Cell only	48.0%	76.2%	51.9%
PARTY AFFILIATION:			
Democrat	13.2%	6.5%	12.2%
Republican	22.8%	10.0%	21.0%
Other party	6.7%	16.8%	8.1%
No party	57.3%	66.7%	58.6%
AGE OF RESPONDENT:			
18-34	13.6%	33.2%	16.3%
35-44	14.9%	9.4%	14.2%
45-54	21.7%	30.5%	22.9%
55+	49.7%	26.9%	46.6%
CHILDREN IN HOUSEHOLD:			
None	64.1%	72.6%	65.3%
One or more	35.9%	27.4%	34.7%
MARITAL STATUS:			
Married	69.1%	11.4%	61.1%
Single	30.9%	88.6%	38.9%
HOUSEHOLD INCOME:			
\$0-40,000	25.1%	72.8%	32.1%
\$40,000-80,000	32.5%	7.9%	28.8%
\$80,000-120,000	27.1%	18.6%	25.8%
\$120,000+	12.3%		10.4%
Not sure	3.1%	.8%	2.8%
GENDER OF RESPONDENT:			
Male	48.1%	64.8%	50.4%
Female	51.9%	35.2%	49.6%
MARITAL STATUS BY GENDER:			
Married males	35.8%	2.7%	31.2%
Married females	33.4%	8.7%	30.0%
Single males	13.2%	62.1%	20.0%
Single females	17.7%	26.4%	18.9%
ZIPCODE:			
99556	23.9%	5.7%	21.4%
99603	76.1%	94.3%	78.6%
Total	86.1%	13.9%	100.0%

CROSSTABULATION TABLES

Gender of Respondent

Column Percents

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
YEARS OF HOMER RESIDENCY:			
Less than 15 years	44.7%	33.5%	39.2%
15-25 years	29.4%	27.2%	28.3%
More than 25 years	25.9%	39.3%	32.5%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:			
Very important	40.1%	47.1%	43.6%
Important	17.0%	14.3%	15.7%
Somewhat important	21.1%	27.7%	24.3%
Not very important	10.2%	3.9%	7.1%
Not at all important	11.1%	6.2%	8.7%
Not sure	.5%	.8%	.6%
OPINION OF COMMUNITY CENTER:			
Priority in next 5 years	32.4%	27.8%	30.1%
Priority later	22.8%	30.8%	26.7%
Not a priority	41.1%	37.3%	39.2%
Not sure	3.8%	4.0%	3.9%
OPINION OF FUNDING OF ICE ARENA:			
No funding	22.1%	18.8%	20.4%
Pay \$10-15k partial	47.9%	59.3%	53.6%
Pay full \$60k	22.1%	18.1%	20.1%
Not sure	7.8%	3.9%	5.9%
PREFERRED FUNDING SOURCE:			
Property taxes	12.8%	11.7%	12.2%
Sales tax	15.9%	18.6%	17.2%
Other taxes	20.4%	16.1%	18.3%
Reappropriate	23.9%	26.1%	25.0%
Don't fund	20.5%	15.4%	18.0%
Not sure	6.6%	12.1%	9.3%
FAVOR OR OPPOSE SERVICE AREA?			
Strongly favor	30.8%	24.1%	27.5%
Mildly favor	15.9%	40.1%	27.8%
Neutral	4.1%	3.2%	3.7%
Mildly oppose	17.6%	17.7%	17.7%
Strongly oppose	28.6%	8.9%	18.9%
Not sure	2.9%	6.1%	4.4%
Total	50.8%	49.2%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
LANDLINE/CELL STATUS:			
Land only	3.1%	5.8%	4.4%
Both - land dominant	7.8%	11.5%	9.6%
Both - cell dominant	29.1%	39.0%	34.0%
Cell only	60.0%	43.6%	52.0%
PARTY AFFILIATION:			
Democrat	8.1%	15.9%	11.9%
Republican	27.8%	15.8%	22.0%
Other party	11.6%	4.5%	8.2%
No party	52.4%	63.8%	58.0%
AGE OF RESPONDENT:			
18-34	16.5%	15.6%	16.1%
35-44	14.6%	14.8%	14.7%
45-54	27.2%	17.9%	22.6%
55+	41.7%	51.7%	46.7%
CHILDREN IN HOUSEHOLD:			
None	64.3%	65.7%	65.0%
One or more	35.7%	34.3%	35.0%
MARITAL STATUS:			
Married	61.5%	60.7%	61.1%
Single	38.5%	39.3%	38.9%
HOUSEHOLD INCOME:			
\$0-40,000	30.2%	33.1%	31.6%
\$40,000-80,000	21.3%	36.0%	28.3%
\$80,000-120,000	28.6%	21.9%	25.4%
\$120,000+	14.0%	6.2%	10.3%
Not sure	5.9%	2.8%	4.4%
OWN OR RENT HOME?			
Own	82.4%	90.3%	86.3%
Rent	17.6%	9.7%	13.7%
MARITAL STATUS BY GENDER:			
Married males	61.5%		31.3%
Married females		60.7%	29.7%
Single males	38.5%		19.7%
Single females		39.3%	19.3%
ZIPCODE:			
99556	20.3%	21.3%	20.8%
99603	79.7%	78.7%	79.2%
Total	50.1%	49.9%	100.0%

2014/2015 HOMER CITY COUNCIL MEETINGS
PUBLIC ARTS COMMITTEE MEMBER ATTENDANCE

It is the goal of the Committee to have a member speak regularly to the City Council at council meetings. There is a special place on the council's agenda specifically for this. This is later in the agenda so if you cannot be there for the start of the meeting that would be okay. It usually takes approximately 30 minutes to get through the consent, visitors, reports, public hearings, etc. That is when you would stand and be recognized by the Mayor to approach and give a brief report on what the Commission is currently addressing, projects, events, etc. **A committee member is scheduled to speak and has a choice at which council meeting they will attend. It is only required to attend one meeting during the month that you are assigned.** However, if your schedule permits please feel free to attend both meetings. Remember you cannot be heard if you do not speak. Council meetings dates represent the meetings after a Committee meeting has been conducted.

The following Meeting Dates for City Council for the remainder of 2014 and 2015 is as follows:

November 24, 2014	_____Hollowell_____
December 8, 2014	_____Miller_____
February 23rd 2015	_____Petersen_____
March 9, 23 2015	_____NA_____
April 14, 28 2015	_____
May 26 (Tues) 2015	_____
June 8, 22 2015	_____
July 27 2015	_____
August 24 2015	_____
September 14, 28 2015	_____
October 12, 26 2015	_____
November 23, 2015	_____
December 7, 2015	_____

