

**NOTICE OF MEETING
MEETING AGENDA**

- 1. CALL TO ORDER**
- 2. APPROVAL OF THE AGENDA** **Page 1**
- 3. PUBLIC COMMENT REGARDING ITEMS ON THE AGENDA**
- 4. RECONSIDERATION**
- 5. APPROVAL OF MINUTES**
 - A. September 10, 2013 Regular Meeting Minutes **Page 3**
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- 7. STAFF & COUNCIL REPORT/COMMITTEE REPORTS/ BOROUGH REPORT**
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- 10. NEW BUSINESS**
 - A. Election of Chair and Vice Chair **Page 27**
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 - C. Hosting Chamber a Mixer with Homer Advisory Planning Commission
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 - i. Example: Market Homer to High Tech Entrepreneurs
 - ii. Leveraging Google eCity designation
- 11. INFORMATIONAL ITEMS**
 - A. Reminder: Sewer Treatment Plant Tour Tuesday November 26 at 9:30am
 - B. RV Parking at College
- 12. COMMENTS OF THE AUDIENCE**
- 13. COMMENTS OF THE CITY STAFF**
- 14. COMMENTS OF THE COUNCILMEMBER**
- 15. COMMENTS OF THE CHAIR**
- 16. COMMENTS OF THE COMMISSION**
- 17. ADJOURNMENT/NEXT REGULAR MEETING IS SCHEDULED FOR TUESDAY, December 10, 2013** at 6:00 p.m. in the City Hall Cowles Council Chambers located at 491 E. Pioneer Ave, Homer, Alaska.

Session 13-08 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Sarno at 6:12 p.m. on September 10, 2013 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

PRESENT: COMMISSIONER BARTH, ROSS, SARNO, WAGNER

ABSENT: KRISINTU

STAFF: COMMUNITY & ECONOMIC DEVELOPMENT COORDINATOR KOESTER
DEPUTY CITY CLERK JACOBSEN

AGENDA APPROVAL

The agenda was approved by consensus.

PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA

None

RECONSIDERATION

There was no reconsideration scheduled.

APPROVAL OF MINUTES

A. July 9, 2013 Regular Meeting Minutes

BARTH/WAGNER MOVED TO APPROVE THE MINUTES.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

VISITORS

A. Jim Lavrakas, Homer Chamber of Commerce, Update on RV Parking

Mr. Lavrakas said that it went smoothly and there were no problems. There was regular use of the parking at the Chamber in the designated area and it allowed people to comfortably walk through Old Town. He recommended they continue to offer the day use parking for the RV's. The Chamber intends to promote it in their Visitor Guide and on their website, to help get the word out there. He estimated about a half a dozen RV's parked there each week. He didn't have any information about the use at the HERC building parking lot.

Commissioner Wagner suggested an informational sign at the Baycrest pull out area that will let people know it is available when they come into town.

There was brief discussion about revisiting the high school parking lot as a location for next summer. Mr. Lavrakas said he will be contacting business owners to see if they are interested in offering their parking areas in the future.

B. Todd Cook, City of Homer Water/Wastewater Superintendent- Report on Sewer and Water Treatment Facilities for the City of Homer

Mr. Cook gave the Commission an overview of the activities at the wastewater treatment plant this summer, explaining why the odor coming from the plant was more noticeable than in years past. He explained the issues, starting with the efficiency efforts made last year that caused some unintended results with the oxygenating process, a form of odor control, of the wastewater ponds. That, along with the warm summer, brought together several things that worked against the wastewater treatment staff. They worked together to try to find the best way to resolve the issue properly so as not to create more problems, and have an effective solution. There are aerators in place now that can be turned on if there is an odor issue again in the spring. They have a plan in place to work on getting the oxygen layer built up under the ice, before it melts which will also promote quicker algae growth.

There was brief discussion about public education about what people do and don't dump down their toilets and drains. Mr. Cook said that is always beneficial. The wastewater treatment process is very sensitive to chemicals and petroleum products; those kinds of things can wreak havoc on the system.

STAFF AND COUNCIL REPORT/COMMITTEE REPORTS/BOROUGH REPORTS

Community and Economic Development Coordinator Koester talked to the group about the City's meeting with the Coast Guard Commandant. The group briefly discussed the need for Coast Guard Housing. Mrs. Koester referenced a study that outlined the inadequacy of housing in the Homer area, per Coast Guard standards. Housing is a huge issue and the local Coast Guard housing office said that they don't necessarily want to live in a complex together; they prefer to be in homes and apartments as part of the community. There is a huge need there and part of it may be connecting the right people.

PUBLIC HEARING

PENDING BUSINESS

A. EDC Bylaw Review and Amendment to Include the Chamber Director as a Non -Voting Member

WAGNER/ROSS MOVED TO FORWARD THE BYLAW AMENDMENT TO COUNCIL FOR APPROVAL.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

NEW BUSINESS

- A. City Council Sign Up for September 23 and October 14

Commissioner Barth agreed to attend on September 23rd to address the bylaw amendment that will be on Council's agenda.

INFORMATIONAL ITEMS

- A. Memo to City Manager on Assigning the Community and Economic Development Coordinator to the Homer Chamber of Commerce Board of Directors
- B. Homer Google eCity Designation

The Commission discussed the Google eCity designation, different aspects of web usage for businesses, and entrepreneurial networking. Mr. Lavrakas commented that he included it on the Chambers web page and explained that the award is based on how businesses in our community use AdWords for marketing. The Commission would like to have it on a future agenda to consider ways to leverage it for the city. They felt it would be interesting to understand how this comes about, and how Homer can continue to earn the designation.

COMMENTS OF THE AUDIENCE

Bumppo Bremmicker, city resident, commented about an article in the paper a few weeks back about the economy of Homer. He found it interesting that the wages in Homer were about 20% lower than the State average and cost of living was about 20% higher. He started looking around Homer and thought if that was the case, we would be in the dumps here, but there are a lot of things going on. There is building happening, jobs, lots of activity, and the town looks pretty darned good to him. He realized that in the article they didn't include wages earned outside of Homer in their analysis, but there is a lot of that with fishermen who live in here and work throughout the State, non-profits bringing in money from other places, construction jobs, slope jobs, and so on. There is a lot of money that comes into Homer that isn't generated here. It made him think about why are people working jobs all over and live here. It's because Homer is such a nice place to live. It's beautiful, has good fishing, decent climate, and there is lots to do summer and winter. People love to live in Homer. It is important for the City of Homer and the EDC to really understand that this is an important part of our economy. These things that all the different groups do are critical to the economic health of Homer. He encouraged them not to necessarily spend money on non-profits and different things like this because we have to be careful with the taxpayers money, but do what they can to encourage these things and entrepreneurs, and do what is necessary to help and benefit these groups, because this is important to the economy of Homer.

COMMENTS OF CITY STAFF

COMMENTS OF THE COUNCILMEMBER

COMMENTS OF THE CHAIR

Chair Sarno recalled the recent murder of the nice man at the Poopdeck Trail, and noted that the police mentioned that is a troubled area of town because there wasn't enough presence in the area. She wondered if they might want to talk about mixed use zones as a deterrent to crime, especially since we are looking at the city center possibly being a mixed use zone, with residential and commercial. Another controversial subject is the topic of profit business and non-profit business, and comparing how they work together, and if there's some kind of competition or something that dovetails. That is another subject they could be studying.

COMMENTS OF THE COMMISSION

Commissioner Ross said he is interested in attending a tour of the water and waste water facilities. He had the opportunity to visit the facilities in Anchorage when he worked up there and it is interesting and informational.

Commissioner Barth suggested an idea to explore something they can do to encourage new business or formation of something like a best business contest. It would be interesting to talk about some ideas for that.

Commissioner Wagner said he is proud of the Google e-award, it's a cool thing. He started his online business in 1992. He started a business this last year making pizza's at the Farmer's Market and it is interesting being in the local commerce, going through the permitting, and the amount of fees to get established is amazing as a mobile vendor.

ADJOURN

There being no further business to come before the Commission the meeting adjourned at 7:32 p.m. The next regular meeting is scheduled for Tuesday, October 9, 2013 at 6:00 p.m. at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

MELISSA JACOBSEN, CMC, DEPUTY CITY CLERK

Approved:_____



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Memorandum

TO: Homer Advisory Economic Development Commission
FROM: Katie Koester, Community and Economic Development Coordinator
DATE: November 6, 2013
SUBJECT: Staff Report: Nonprofit sector impact on the economy

At the September 9 Economic Development Commission meeting Chair Sarno asked for information on how the nonprofit sector impacts the economy. I have collected some information for the Commission's review relevant to the nonprofit sector nationally, statewide, and locally.

1. Halzack, Sarah. "Can Nonprofit Organizations Boost a Regional Economy" *The Washington Post* 10 Feb. 2013. The Washington Post Online. Wen. 6 Nov. 2013.
2. MAPP of SKP. "Economic Impact of Nonprofit Arts Audiences in Homer Alaska" *Community Health Assessment* 2009.
3. Goldsmith, Scott and Schwoerer, Tobias. "The Foraker Group Report on The Alaska Nonprofit Economy: 2010 Update" *Institute of Social and Economic Research University of Alaska Anchorage*. 10 Nov. 2010. ISER Publications. Web. 23 Sept. 2013.

Below is a summary of The Foraker Group Report on The Alaska Nonprofit Economy: 2010 Update by the Institute of Social and Economic Research University of Alaska Anchorage. The full publication can be found at http://www.iser.uaa.alaska.edu/Publications/2010_11-NonprofitReport.pdf.

The report details the economic status of nonprofit organizations in Alaska. This is an estimate because religious organizations and non-profits with revenue of less than \$25,000 are not required to register with the IRS. ISER estimates that there are approximately 7,000 nonprofit organizations operating in Alaska (p.4). It includes 26 different types of tax exempt non-profits (by IRS code) and divides them into two categories, public-serving and member serving. Public serving non-profits comprise 70% of the non-profits in Alaska with the remaining member-serving organization. Healthcare non-profits account for about 2/3 the expenditures of public charities and utility cooperatives are the largest spenders for member serving organizations. In 2007 2,121 nonprofits reported to the IRS with a annual revenue of \$4.9 million, annual expenditure of \$4.5 million and staff of 35,997 (p.7). Only half of the organizations have staff.

Consolidated from the Appendix of
 Foraker Group Nonprofit Report Update on the Alaska Nonprofit Economy: 2010 Update
 Institute of Social and Economic Research, University of Alaska Anchorage
 Scott Goldsmith and Tobias Schwoerer Nov. 2010
 Source for data: National Center for Charitable Statistics

	Revenues	Expenditures	Staff
Public Charities			
North Gulf Oceanic Society	\$276,500	\$269,138	
Resources for the Blind International Inc	\$274,964	\$252,402	4
Homer Animal Friends	\$279,005	\$53,641	
Kachemak Heritage Land Trust	\$1,477,720	\$259,937	5
Cook Inletkeeper	\$492,124	\$450,243	7
Community Rivers Planning Coalition	\$38,490	\$41,478	
Homer Senior Citizens Inc	\$2,340,935	\$2,333,295	25
Independent Living Center- Homer	\$1,032,932	\$968,935	13
South Peninsula Haven House	\$894,108	\$807,494	9
Homer Children's Service	\$323,174	\$257,590	3
Kachemak Bay Equestrian Association	\$118,028	\$5,837	
Kachemak Swim Club	\$49,570	\$54,123	
Lv Arc	\$213,925	\$201,488	4
Homer Community Food Pantry	\$34,723	\$35,713	
South Peninsula Behavioral Health Services	\$5,686,667	\$5,418,114	79
Homer Psychological Services	\$85,300	\$65,194	
Kachemak Bay Family Planning Clinic	\$408,887	\$373,725	5
Kachemak Kids Early Learning Center	\$57,119	\$46,075	
Otter Beach Inc	\$83,331	\$85,430	2
Homer Society of Natural History	\$602,350	\$747,769	11
Kachemak Bay Broadcasting Inc	\$594,061	\$578,198	10
Museums Alaska Incorporated	\$261,920	\$246,915	1
Pier One Theater Inc	\$219,542	\$209,170	
Pickle Hill Public Broadcasting Inc	\$210,191	\$214,791	1
Homer Council on the Arts	\$181,649	\$175,375	1

Civic Leagues

Rotary Club of Homer Kachemak Bay	\$110,087	\$76,633	
Snowmads Snow Machine Club	-\$7,364	\$10,681	

Other Member Serving Non-profits

Kachemak Shellfish Mariculture Association Inc	\$411,300	\$24,481	
Benevolent & Protective Order of the Elks USA	\$73,073	\$157,121	
Homer Electric Association Inc	\$64,802,231	\$62,068,103	10
Alaska Electric and Energy Cooperative Inc	\$47,741,082	\$46,714,439	
Voznesenka Community Council	\$60,534	\$35,550	
American Legion Auxiliary	\$54,085	\$2,426	

Foundations and Other Financial Intermediaries

Kachemak Moose Habitat Inc	\$13,576	\$1,852	
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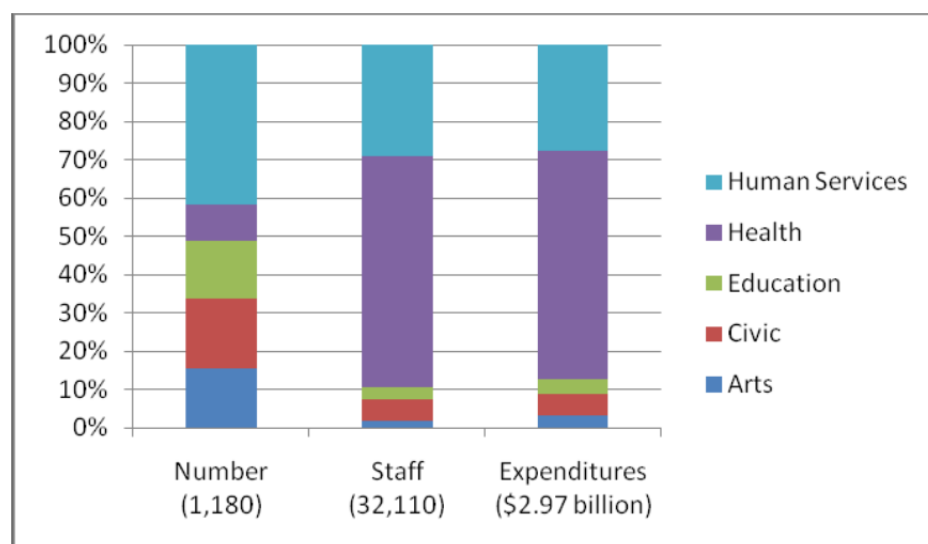
Homer Foundation	\$336,468	\$176,335	1
Friends of the Homer Public Library	\$94,062	\$53,545	
South Peninsula Hospital Foundation Inc	\$38,015	\$4,746	
Share the Spirit	\$31,864	\$34,303	
Homer Incentive Trust Inc	\$8		

Summary of **The Foraker Group Report on The Alaska Nonprofit Economy: 2010 Update**

A report on the economic importance of Alaska's nonprofit sector conducted by the Institute of Social and Economic Research University of Alaska Anchorage by Scott Goldsmith and Tobias Schwoerer.

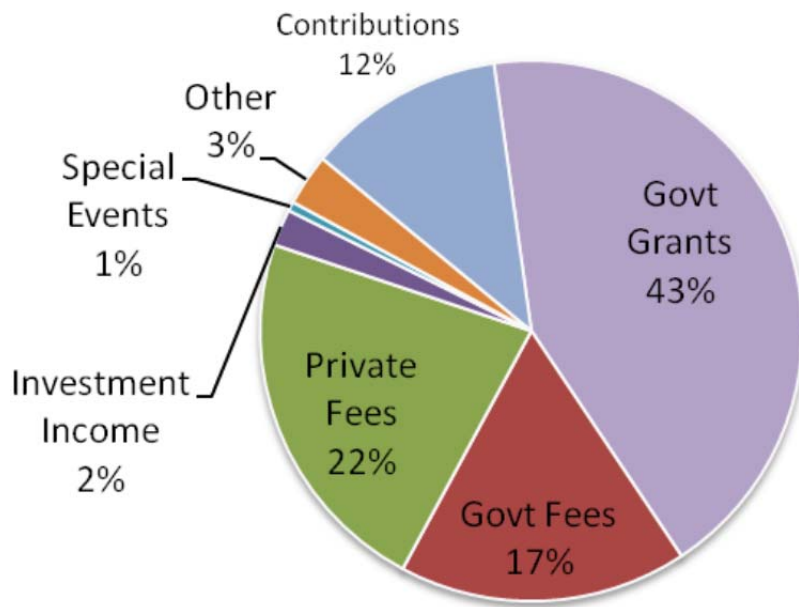
The report details the economic status of nonprofit organizations in Alaska. This is an estimate because religious organizations and non-profits with revenue of less than \$25,000 are not required to register with the IRS. ISER estimates that there are approximately 7,000 nonprofit organizations operating in Alaska (p.4). It includes 26 different types of tax exempt non-profits (by IRS code) and divides them into two categories, public-serving and member serving. Public serving non-profits comprise 70% of the non-profits in Alaska with the remaining member-serving organization. Healthcare non-profits account for about 2/3 the expenditures of public charities and utility cooperatives are the largest spenders for member serving organizations. 2,121 nonprofits that reported to the IRS with a 2007 annual revenue of \$4.9 million annual expenditure of \$4.5 million and staff of 35,997 (p.7). Only half of the organizations have staff.

Alaska Public Charities (501c3) in 2007. P. 9



Sixty percent of total revenues of total revenue of public charities comes from government (primarily federal). Alaska public charities are more dependent on federal funding that the rest of the nation 43% versus 29% (p.15).

Revenue Sources: Alaska Public Charities in 2007. p.15



Economic Impact of Nonprofit Arts Audiences in Homer, AK

The nonprofit arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. Attendance at arts events generates related commerce for local businesses such as hotels, restaurants, and retail stores. For example, when patrons attend a performing arts event, they may park their car in a toll garage, purchase dinner at a restaurant, eat dessert after the show, and return home and pay the babysitter.

To measure the impact of nonprofit arts audiences in Homer, data were collected from 129 event attendees during 2001. Researchers used an audience-intercept methodology, a standard technique in which the interviewer asks a patron to complete a written survey about their event-related spending while attending the arts event. To ensure reliability of the data, surveys were collected at a diverse sample of events in each community—ranging from museum exhibitions and arts festivals to opera performances and children’s theater productions.

The 4 nonprofit arts organizations that participated in the study reported that their total attendance to nonprofit arts events during 2000 was 86,257. These 86,257 attendees spent a total of \$1.6 million—an average of \$18.15 per person, per event, *not including the cost of admission*. The following is the economic impact of this spending:

Figure 13: Economic Impact of Spending by Nonprofit Arts Audiences in Homer, AK

(Not Including the Cost of Event Admission)

	Homer, AK	Average of Similarly Populated Communities (Less than 50,000)	Average of All 75 Communities
Total Expenditures	\$1,567,214	\$4,508,109	\$41,404,149
Full-Time Equivalent Jobs	53	153	1,380
Resident Household Income	\$747,000	\$2,264,231	\$24,849,040
Local Government Revenue	\$73,000	\$234,615	\$1,761,571
State Government Revenue	\$114,000	\$236,846	\$3,006,649

Out-of-Towners Spend More

In addition to spending data, survey respondents were asked to provide their home zip codes, enabling researchers to determine which attendees were local (i.e., reside within the county in which the event occurred) and which were non-local (reside outside the county). In Homer, 98.4% percent of the 86,257 nonprofit arts attendees were local; 1.6% percent were non-local.

Figure 14: Event-Related Spending by Arts Audiences Totaled \$1.6 million in Homer, AK

(Not Including the Cost of Event Admission)

	Resident Arts Attendees	Non-Resident Arts Attendees	All Arts Attendees
Attendance to Nonprofit Arts Events	84,877	1,380	86,257
Percentage of Resident/Non-Resident Attendees	98.4%	1.6%	100.0%
Average Dollars Spent Per Attendee	\$17.94	\$32.26	\$18.15
Total Event-Related Spending	\$1,522,691	\$44,522	\$1,567,214

Non-local arts attendees spent an average of 80% percent more than local attendees (\$32.26 vs. \$17.94). As would be expected from a traveler, higher spending was found in the categories of lodging, meals, retail, and transportation. These data demonstrate that when a community attracts cultural tourists, it stands to harness significant economic rewards.

Figure 15: Nonprofit Arts Event Attendees Spend an Average of \$18.15 Per Person in Homer, AK

(Not Including the Cost of Event Admission)

	Resident Arts Attendees	Non-Resident Arts Attendees	All Arts Attendees
Refreshments/Snacks During the Event	\$3.95	\$7.25	\$4.00
Meals Before/After the Event	\$4.31	\$7.29	\$4.35
Gifts/Souvenirs Purchased at the Event	\$4.66	\$5.42	\$4.67
Clothing/Accessories for the Event	\$0.40	\$1.88	\$0.43
Ground Transportation	\$1.76	\$4.17	\$1.80
Event-Related Child Care	\$1.05	\$0.00	\$1.03
Overnight Lodging (one night only)	\$0.79	\$6.25	\$0.87
Miscellaneous	\$1.02	\$0.00	\$1.00
Total Per Person Event-Related Spending	\$17.94	\$32.26	\$18.15

Source: *Arts & Economic Prosperity* was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts in America. Update, 2004.

Website: www.artsusa.org

http://articles.washingtonpost.com/2013-02-10/business/37026240_1_nonprofit-employees-nonprofit-sector-private-sector

Washington Post – Capital Business

Can nonprofit organizations boost a regional economy?

By Sarah Halzack, February 10, 2013

The impact of a nonprofit is frequently gauged by the reach and effectiveness of its services. But beyond their power to help and support a community, can these organizations provide fuel to rev a regional economy?

In Montgomery County, at least, a new report concludes that nonprofit groups have indeed played an important role in boosting the labor market and the broader economy, a finding that the study's sponsors hope will inform policymaking and corporate strategizing in the community.

“In an environment where you see the federal government potentially shrinking contract dollars, it's going to be very important we look to all sectors for possible expansion,” said Steven Silverman, director of the Montgomery County Department of Economic Development.

While Montgomery County sees value in supporting the growth of its nonprofit industry, there is some evidence that the sector has limited power to lift an economy.

Daniel J. Mitchell, an economist at the libertarian Cato Institute, said the strength of nonprofits depends on conditions in the business community.

“Nonprofits require a healthy private sector to exist,” Mitchell said.

Because nonprofits tend to provide services rather than produce goods, their contribution to the economy can be less certain.

The report shows that nonprofit workers in Montgomery comprise 10 percent of the county's labor force and earned a collective \$2.2 billion in wages in 2011. Many of those dollars, researchers say, are spent at local businesses.

And while such enterprises are focused more on executing their mission than on raking in big money, they still consume goods and services just as a private sector company would. They also hold events and conferences, which can create spending and bring visitors to the county. For example, the Jewish Council for the Aging of Greater Washington said it paid \$100,000 to the Bethesda North Marriott Hotel & Conference Center and about \$45,000 to other county businesses for expenses related to its annual awards dinner.

‘No different’

The study, produced by Nonprofit Montgomery, with sponsorship from the Montgomery County Department of Economic Development and the Department of Health and Human Services, found that the county’s nonprofits have \$4 billion in purchasing power.

In this respect, “they’re no different than any other business in the county, and we should be supporting their growth,” Silverman said.

Silverman said his agency has previously tailored its assistance measures for cybersecurity, life sciences and green technology businesses, so it could plan to do the same for nonprofits.

“What we’re trying to do is understand whether there’s any unique needs they may have, the same way we’d look at any other industry,” Silverman said.

The nonprofit sector showed resilience in Montgomery County during the recession and the tepid recovery, consistently adding jobs even as many private sector and government employers shed them. There were 43,371 nonprofit employees in the county in 2011, up from 39,769 in 2007. That increase comes as the total number of employees in the county dipped to 447,755 in 2011 from 459,313 in 2007.

In addition to providing jobs and generating spending, the report found that the county’s nonprofits can support economic expansion in indirect ways.

The Montgomery Coalition for Adult English Literacy, which serves 20,000 learners in the county each year, is one such organization. Kathy Stevens, the Rockville-based nonprofit’s executive director, said its services have enabled students to qualify for a job, fill out an application or even simply navigate the bus system, all of which can boost one’s chances of earning wages.

“English really proves to be one of the key starting points for people to be able to manage their lives and get off a safety net,” Stevens said. “It’s a key skill for jobs, it’s a key skill for daily living.”

It’s not just job preparedness organizations that can have ripple effects on the economy. Arts and culture nonprofits have the ability to drive consumer spending. In addition to what a patron might spend on admission to an arts event, they frequently rack up related charges such as meals, souvenirs, transportation and lodging. These event-related expenses totaled \$74.3 million in Montgomery in 2010.

Montgomery County is an especially hospitable climate for nonprofits to thrive, thanks to its relatively low unemployment rate and its affluence. But Mitchell said a focus on growing the nonprofit sector might not make as much sense in a different municipality where there’s not as much wealth or where the labor market isn’t as solid.



City of Homer

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Office of the City Clerk

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Memorandum

TO: ECONOMIC DEVELOPMENT ADVISORY COMMISSION

FROM: MELISSA JACOBSEN, CMC, DEPUTY CITY CLERK

DATE: NOVEMBER 7, 2013

SUBJECT: DRAFT RESOLUTION TO CITY COUNCIL TO AMEND EDC BYLAWS

Pursuant to Economic Development Advisory Commission Bylaws section I., A bylaw amendment shall be presented in the form of a Resolution by the City Council and shall be forwarded to the City Council through the City Clerk. The draft resolution is attached for your consideration.

Action: Make a motion to forward the draft resolution amending the EDC bylaws to include the Director of the Homer Chamber of Commerce as a non-voting, ex-officio member of the Commission, to the City Council for adoption.

**CITY OF HOMER
HOMER, ALASKA**

City Clerk/
Economic Development
Advisory Commission

RESOLUTION 13-xxx

A RESOLUTION OF THE CITY COUNCIL OF HOMER, ALASKA, AMENDING
THE ECONOMIC DEVELOPMENT ADVISORY COMMISSION BYLAWS TO
INCLUDE THAT THE DIRECTOR OF THE HOMER CHAMBER OF
COMMERCE MAY SERVE A A NON-VOTING, EX-OFFICIO MEMBER OF THE
COMMISSION.

WHEREAS, The Community Economic Development Strategy (CEDS) was adopted via
Resolution 11-007(S)(A); and

WHEREAS, The implementation table in the CEDS identifies the Homer Chamber of Commerce
as one of the groups responsible for carrying out the implementation strategies; and

WHEREAS, The Economic Development Advisory Commission and Director of the Homer
Chamber of Commerce have acknowledged the importance of communication between the City and
Chamber as key to being successful in carrying out these strategies, as well as other in areas the
entities can work together to promote economic development for the community; and

WHEREAS, The Commission introduced the amendment at their July 9, 2013 regular meeting
and approved their amendment at a second meeting on November 12, 2013 in accordance with their
bylaws.

NOW THEREFORE BE IT RESOLVED that the Homer City Council hereby amends the Economic
Development Advisory Commission bylaws to include that the Director of the Homer Chamber of
Commerce may serve as a non-voting, ex-officio member of the Commission.

PASSED AND ADOPTED by the Homer City Council this 25th day of November, 2013

CITY OF HOMER

MARY E. WYTHER, MAYOR

ATTEST:

JO JOHNSON, MMC, CITY CLERK

Fiscal Note: N/A

CITY OF HOMER ECONOMIC DEVELOPMENT ADVISORY COMMISSION

BYLAWS

Section 1. History/Membership/Record Keeping

The City of Homer Economic Development Advisory Commission was established in 1993 with those powers and duties as set forth in Title 1, Chapter 78, of the Homer City Code. (Ordinance 93-15(S)(A). The Commission was inactivated January 24, 2000 at EDC request on January 11, 2000. Council reactivated the Commission on February 27, 2006 via Resolution 06-20. The Commission is established to act in an advisory capacity to the City Manager and the City Council in areas of economic development within the City.

The Homer Economic Development Advisory Commission consists of seven voting members; no more than two (2) members may be residents from outside the city limits. Members shall be nominated by the Mayor and confirmed by the City Council to serve 3-year staggered terms. In addition to the seven members who make up the voting body, one Homer area high school student and one City Council member may also be appointed as non-voting members. The Mayor, City Manager, ~~and/or City Planner,~~ **and/or the Director of the Homer Chamber of Commerce** may serve as non-voting ex-officio members of the Commission.

Permanent records or minutes shall be kept of the proceedings of the regular monthly meetings. The minutes will record the vote of each member upon every question. Every decision shall be filed in the office of the City Clerk and shall be public record open to inspection.

Section 2. The duties and responsibilities of the Commission are:

- A. Act in an advisory capacity to the City Manager and the City Council on the overall economic development planning for the City of Homer.
- B. Provide ongoing review and evaluation of the City of Homer Comprehensive Economic Development Strategy (formerly known as the Overall Economic Development Plan) and formulate recommendations for revision. Revisions, amendments and extensions of the Comprehensive Economic Development Strategy (CEDS) may be adopted by the City Council after consideration and report by the Commission.
- C. Collect and analyze data relevant to economic development to evaluate existing community resources.
- D. Formulate and develop the overall long range economic development goals of the residents of the City of Homer through public hearing process.
- E. Identify specific alternatives or projects to accomplish the City's objectives and recommend priorities.
- F. Review recommendations of the Homer Advisory Planning Commission to encourage a business-friendly environment in Homer.
- G. Promote public interest in overall economic development.

H. Make inquiries regarding matters related to economic development.

I. Collaborate with other City of Homer advisory bodies, the Homer Chamber of Commerce, Kenai Peninsula Economic Development District, and Kenai Peninsula Tourism Marketing Council in activities of mutual interest.

Section 3. The Economic Development Commission will abide by the following rules and guidelines:

A. Existing Alaska State Law, Borough Code, and Homer City Code, where applicable.

B. Robert's Rules of Order, current version, in so far as this treatise is consistent with Homer City Code.

C. Decision Making

1. Quorum: Four commission members shall constitute a quorum. At least four affirmative votes are required for the passage of any action of the Commission and shall constitute the meaning of "majority vote." The final vote on a motion may be expressed through roll call or by unanimous consent ("no objection").

2. Voting: All Commission members present shall vote unless the Commission, for special reasons, permits a member to abstain.

3. Abstentions: All Commission members present shall vote unless the Commission, for special reasons, permits a member to abstain. A motion to excuse a member from voting shall be made prior to the call for the question to be voted upon. A member of the Commission requesting to be excused from voting may make a brief, oral statement of the reasons for the request and the question of granting permission to abstain shall be taken without further debate. A member may not be permitted to abstain except upon the unanimous consensus of members present. A member may not explain a vote, may not discuss the question while the roll call vote is being taken and may not change his/her vote thereafter.

4. Consensus: The Commission may, from time to time, express its opinion or preference concerning a subject brought before it for consideration. Said statement, representing the will of the body and meeting of the minds of the members, may be given by the presiding officer as the consensus of the body as to that subject without taking a motion and roll call vote.

5. Notice to Reconsider: A member of the Commission who voted on the prevailing side on any issue may provide notice of reconsideration within 48 hours from the time the original action was taken. The Chair or Vice-Chair shall notify staff of the reconsideration.

6. Conflict of Interest: A member of the Commission shall disqualify himself/herself from participating in any official action in which he/she has a substantial financial interest per HCC 1.12. The member shall disclose any financial interest in the topic before debating or voting. The member cannot participate in the debate or vote on the matter, unless the Commission determines the financial interest is not substantial. Following the Chair's announcement of the agenda item, the Commissioner should state that he/she has a conflict of interest. Once stated, the member should distance himself/herself from all

motions. The Commission must move and vote on whether or not there is a conflict of interest. At this time a motion shall be made by another Commissioner restating the disclosed conflict. Once the motion is on the floor, the Commissioner can disclose his/her financial interest in the matter and the Commission may discuss the conflict of interest. A vote will then be taken. An affirmative vote excuses the Commissioner and he/she takes a seat in the audience or remains nearby. Upon completion of the agenda item, the Commissioner will be called back to join the meeting.

D. Communication with Mayor & Council and City Manager

1. Any recommendation the Commission may have regarding economic development is to be directed to the City Council through the City Manager. Recommendations of the Commission concerning policy issues may be sent directly to the Council upon request of the Commission.

2. Any report or recommendation made in response to a specific request from the City Council shall be made directly to the Council, unless otherwise directed by the Council.

E. Meetings/Agendas:

1. Regular meetings will take place on the second Tuesday of each month at 6:00 p.m.

2. Items may be added to the Regular Meeting agenda at the request of staff, the Commission as a whole, or individual commissioners. Agenda deadline is the Wednesday of the week preceding the meeting date at 5:00 p.m. Packets should be available by end of day on the Thursday following the agenda deadline.

3. After the agenda deadline, the commission may, through majority vote, add or remove agenda items at the beginning of a meeting during "Approval of the Agenda." Added items shall be for discussion purposes only; no action may be taken.

4. Special Meetings, Worksessions, and Public Forums may be called by the Chair or a majority of the Commission. Worksessions and Public Forums do not require a quorum. However, no action may be taken at a worksession or forum; items on the agenda are for discussion only.

F. The general order of business during a Regular Meeting shall be as follows:
(Information in parentheses need not appear on the agenda. Time limits do not include optional question/answer period. The Chair, with concurrence of the body, may adjust the time limit.)

1. Call to Order

2. Approval of Agenda

3. Public Comments Regarding Items on the Agenda. (3 minute time limit per person)

4. Reconsideration (Vote on reconsideration with item placed under pending business for reconsideration of action by the Commission.)

5. Approval of Minutes

6. Visitors (Scheduled visitors who have been invited to give a presentation will be allotted no more than 20 minutes per presentation. For unscheduled visitors, the Chair will set a time limit of no more than 5 minutes per person. Topics should be relevant to the role of the Commission as an advisory body.)

7. Staff & Council Report/Committee Reports/Borough Reports (Written reports are to be provided by packet deadline. Time limit for oral reports not to exceed 5 minutes.)

8. Public Hearing (3 minute time limit per person.)

9. Pending Business (Items that have been carried over from previous meeting, postponed, reconsidered, tabled, etc.)

10. New Business

11. Informational Materials (No action may be taken on these matters; they may be discussed only.)

12. Comments of the Audience (3 minute time limit per person.)

13. Comments of the City Staff

14. Comments of the Council member

15. Comments of the Chair

16. Comments of the Commission.

17. Adjournment/Next Regular Meeting (Also state any additional meetings to be scheduled. All Regular Meetings will be held in the Homer City Hall, Cowles Council Chambers.)

G. Duties and Powers of the Officers:

A Chair and Vice-Chair will be selected annually (November meeting) by the voting members. The Chair will preside at all meetings of the Commission, call special meetings in accordance with the by-laws, sign documents of the Commission, see that all actions and notices are properly taken, and summarize the findings of the Commission for the official record. The Vice-Chair will perform all duties and be subject to all responsibilities of the Chair in his/her absence, disability or disqualification of office. The Vice-Chair will succeed the Chair if he/she vacates the office before the term is completed, to complete the unexpired term. A new Vice-Chair will be elected at the next regular meeting. It is the responsibility of the Chair to advise the City Clerk regarding any and all non-regular meetings within a timely manner to meet Code requirements for advertisement/publication.

H. Vacancies:

A Commission appointment is vacated under the following conditions and upon the declaration of vacancy by the Commission. The Commission shall declare a vacancy when the person appointed:

1. fails to qualify to take office within 30 days after his/her appointment;
2. resigns and the resignation is accepted;
3. is physically or mentally unable to perform the duties of his/her office;
4. misses three consecutive regular meetings unless excused; or
5. is convicted of a felony or of an offense involving a violation of his/her oath of office.

I. Amendment of Bylaws:

The by-laws may be amended at any meeting of the Commission with five affirmative votes, provided that notice of said proposed amendment is given to each member in writing. The proposed amendment shall be introduced at one meeting and action shall be taken at the next Commission meeting. The amendment shall be presented in the form of a Resolution by the City Council and shall be forwarded to the City Council through the City Clerk at the earliest possible date.

(These Bylaws were approved by the Homer City Council on August 25, 2008 via Resolution 08-89.)



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: ECONOMIC DEVELOPMENT ADVISORY COMMISSION

FROM: MELISSA JACOBSEN, CMC, DEPUTY CITY CLERK

DATE: NOVEMBER 7, 2013

SUBJECT: ELECTION OF CHAIR AND VICE CHAIR

Pursuant to Economic Development Advisory Commission Bylaws section G. a Chair and Vice-Chair will be selected annually at the November meeting. Duties of the Chair and Vice-Chair are outlined as follows:

The Chair will preside at all meetings of the Commission, call special meetings in accordance with the by-laws, sign documents of the Commission, see that all actions and notices are properly taken, and summarize the findings of the Commission for the official record.

The Vice-Chair will perform all duties and be subject to all responsibilities of the Chair in his/her absence, disability or disqualification of office. The Vice-Chair will succeed the Chair if he/she vacates the office before the term is completed, to complete the unexpired term.

Action: Chair Sarno opens the floor to nominations for Chair. Once a Chair is selected, they will assume the gavel and open the floor for nominations of Vice-Chair. Voting for seats may be done by secret ballot if necessary.



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MEMORANDUM

TO: COUNCIL'S ADVISORY BODIES

FROM: JO JOHNSON, CITY CLERK

DATE: OCTOBER 30, 2013

SUBJECT: 2014 MEETING SCHEDULE

Please review the 2014 meeting schedule for your Advisory Body and approve with or without amendments. The draft resolution includes the entire 2014 meeting schedule. The resolution will be presented to Council on December 9, 2013 for adoption.

A memo or excerpt from the meeting minutes noting the action by your advisory body is requested. Please return this to the City Clerk by December 3, 2013.

Thank you!

**CITY OF HOMER
HOMER, ALASKA**

City Clerk

RESOLUTION 13-xx

A RESOLUTION OF THE CITY COUNCIL OF HOMER, ALASKA, ESTABLISHING THE 2014 REGULAR MEETING SCHEDULE FOR THE CITY COUNCIL, ECONOMIC DEVELOPMENT ADVISORY COMMISSION, LIBRARY ADVISORY BOARD, PARKS AND RECREATION ADVISORY COMMISSION, ADVISORY PLANNING COMMISSION, PORT AND HARBOR ADVISORY COMMISSION, LEASE COMMITTEE, PERMANENT FUND COMMITTEE, PUBLIC ARTS COMMITTEE AND TRANSPORTATION ADVISORY COMMITTEE.

WHEREAS, Pursuant to Homer City Code Section 1.14.020, the City Council annually sets the schedule for regular and some special meetings, noting the dates, times and places of the City Council, Advisory Commissions, and the Library Advisory Board meetings; and

WHEREAS, The public is informed of such meetings through the kiosks located at Captain's Coffee, Harbormaster's Office, Redden Marine Services of Homer, and the City Clerk's Office, Clerk's Calendar on KBBI, the City Clerk's Home Page on the Internet, and postings at the Clerk's Office at City Hall, and the Public Library; and

WHEREAS, HCC 1.14.020 - 040 states that meetings may be advertised in a local paper of general circulation at least three days before the date of the meeting and that special meetings should be advertised in the same manner or may be broadcast by local radio at least twice a day for three consecutive days or two consecutive days before the day of the meeting plus the day of the meeting; and

WHEREAS, HCC 1.14.010 notes that the notice of meetings applies to the City Council and all commissions, boards, committees, subcommittees, task forces and any sub-unit of the foregoing public bodies of the City, whether meeting in a formal or informal meeting; that the failure to give the notice provided for under this chapter does not invalidate or otherwise affect any action or decision of a public body of the City; however, this sentence does not change the consequences of failing to give the minimum notice required under State Statute; that notice will ordinarily be given by the City Clerk; and that the presiding officer or the person or persons calling a meeting are responsible for notifying the City Clerk of meetings in sufficient time for the Clerk to publish notice in a newspaper of general circulation in the City; and

WHEREAS, This Resolution does not preclude additional meetings such as emergency meetings, special meetings, worksessions, and the like; and

WHEREAS, Council adopted Resolution 06-144 on October 9, 2006 establishing the Regular Meeting site for all bodies to be the City Hall Cowles Council Chambers.

NOW, THEREFORE, BE IT RESOLVED by the Homer City Council, that the 2014 meeting schedule is established for the City Council, Economic Development Advisory Commission, Library Advisory Board, Parks and Recreation Advisory Commission, Advisory Planning Commission, Port and Harbor Advisory Commission, Lease Committee, Permanent Fund Committee, Public Arts Committee and Transportation Advisory Committee of the City of Homer, Alaska, as follows:

Holidays - City Offices closed:

January 1*, New Year's Day, Wednesday	February 17*, Presidents' Day, the third Monday	March 31*, Seward's Day, last Monday	May 26*, Memorial Day, last Monday	July 4*, Independence Day, Friday	September 1*, Labor Day, first Monday
October 17*, Alaska Day, Friday	November 11*, Veterans Day, Tuesday	November 27*, Thanksgiving Day, Thursday	November 28*, Friday, the day after Thanksgiving	December 25*, Christmas, Thursday	

*Indicates holidays - City offices closed.

**If on a Sunday, the following Monday is observed as the legal holiday; if on a Saturday, the preceding Friday is observed as the legal holiday pursuant to the City of Homer Personnel Rules and Regulations.

CITY COUNCIL (CC)

January 13, 27	February 10, 24	March 10, 24*	April 14, 28	May 12, 27*	June 9, 23
July 14***, 28	August 11, 25	September 8, 22	October 7 Election	October 13, 27, for Oath of Office 20	Canvass Board October 10 or 13
November 4 Run- Off Election	November 10**, 24	December 8****	December 15**** if needed		

City Council's Regular Committee of the Whole Meetings at 5:00 p.m. to no later than 5:50 p.m. prior to every Regular Meeting which are held the second and fourth Monday of each

month at 6:00 p.m. ***The City Council traditionally reschedules regular meetings that fall on holidays or High School Graduation days, for the following Tuesday. Council will not conduct a First Regular Meeting in July.

AML Annual Conference Week is tentatively scheduled for November 17 – 21, 2014.

*Tuesday meeting due to Seward's Day/Memorial Day/Veterans Day.

**There will be no First Regular Meeting in July or November.

**** The City Council traditionally cancels the last regular meeting in December and holds the first regular meeting and one to two Special Meetings as needed. Generally the second Special Meeting the third week of December, will not be held.

ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDC)

January 14	February 11	March 11	April 8	May 13	June 10
July 10	August 12	September 9	October 14	November 11	December 9

Economic Development Advisory Commission Regular Meetings are held on the second Tuesday of each Month at 6:00 p.m.

LIBRARY ADVISORY BOARD (LAB)

January 7	February 4	March 4	April 1	May 6	June 3
July 1	August 5	September 2	October 7	November 4	December 2

Library Advisory Board Regular Meetings are held on the first Tuesday of each month at 5:00 p.m.

PARKS AND RECREATION ADVISORY COMMISSION (P/R)

January 16	February 20	March 20	April 17
May 15	June 19	July 17	August 21
September 18	October 16	November 20	

Parks and Recreation Advisory Commission Regular Meetings are held on the third Thursday of each month, with the exception of December, at 5:30 p.m.

PLANNING COMMISSION (P/C)

January 2*, 15	February 5, 19	March 5, 19	April 2, 16	May 7, 21	June 4, 18
July 16**	August 6, 20	September 3, 17	October 1, 15	November 5**	December 3**

Advisory Planning Commission Regular Meetings are held on the first and third Wednesday of each month at 6:30 p.m. *Thursday meeting due to New Year's Day. **There will be no First Regular Meeting in July or Second Regular Meetings in November and December.

PORT AND HARBOR ADVISORY COMMISSION (P/H)

January 22	February 26	March 26	April 23	May 28	June 25
July 23	August 27	September 24	October 22	November 19	December 17

Port and Harbor Advisory Commission Regular Meetings are held on the fourth Wednesday of each month at 5:00 p.m., with the exception of May, June, July and August meetings that are held at 6:00 p.m. The Regular Meetings in the months of November and December are traditionally scheduled for the third Wednesday of the month.

LEASE COMMITTEE (LC)

January 9	April 10	July 10	October 9
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Lease Committee Regular Meetings are held quarterly on the second Thursday of each month at 3:00 p.m.

PERMANENT FUND COMMITTEE (PFC)

February 13	May 8	August 14	November 13
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Permanent Fund Committee Regular Meetings are held quarterly on the second Thursday of the months of February, May, August, and November at 5:15 p.m.

PUBLIC ARTS COMMITTEE (PAC)

February 20	May 15	August 21	November 20
-------------	--------	-----------	-------------

Public Arts Committee Regular Meetings are held quarterly on the third Thursday of the months of February, May, August, and November at 5:00 p.m.

TRANSPORTATION ADVISORY COMMITTEE (TAC)

February 18	May 20	August 19	November 18
-------------	--------	-----------	-------------

Transportation Advisory Committee Regular Meetings are held quarterly on the third Tuesday of the months of February, May, August, and November at 5:30 p.m.

PASSED AND ADOPTED by the Homer City Council this 9th day of December, 2013.

CITY OF HOMER

MARY E. WYTHE, MAYOR

ATTEST:

JO JOHNSON, MMC, CITY CLERK

Fiscal Impact: Adverting of meetings in regular weekly meeting ad and advertising of any additional meetings.



City of Homer

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Administration

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Memorandum

TO: Homer Advisory Economic Development Commission
FROM: Katie Koester, Community and Economic Development Coordinator
DATE: November 6, 2013
SUBJECT: Staff Report: Recommendations to Council: Resolution 12-041

I would like to propose that the Commission take a closer and more systematic look at the directives from Council outlined in Resolution 12-041. These Include:

- Affordable Housing
- Voc-Tec or Marine Tech Training and Education
- Market Homer for High Tech Businesses
- Downtown Vitalization
- Expand Water and Sewer Distribution System and the Number of Customers
- Expand Shoulder Season Sports
- Promote Homer as an Agricultural Center

Resolution 12-041 asks the EDC to **“provide implementation strategies including timetables, responsible parties, and funding”** regarding each one of the topics. I would like to see a strategy developed to tackle each issue to the best of the ability of the Commission. Sometimes that may mean deciding as a Commission that there is nothing the City can (or should) do to promote the sector of the economy. It would be ideal to produce a written report for each topic that Commissioners can present at Council meetings. I would like to ask for your recommendations on structuring how the Commission goes about systematically tackling each topic. Some suggestions I have include:

- Analyze what the Commission has done thus far to explore the topic and potential holes.
- Develop an assessment of the existing resource. That may include inviting visitors to speak, outside research, or in some instances proposing hiring an outside firm.
- Develop a clear vision of the need and how it relates to Economic development in Homer.
- Brainstorm potential action items the City could take to help the need.
- Prioritize and choose a goal(s) worth the public resource that is doable. This may also be where the Commission decides action on this item is not a responsibility of the City or is too complex and large a project for existing resources.
- Develop implementation strategies including resources required, timelines, and responsible parties.

Today I am asking the Commission help develop a strategy for tackling these tasks and if the EDC is committed to working methodically on them. My role as staff to the Commission is to pull your work and thought together in writing and facilitate the exploration of these topics. I invite each one of you to work with me and share your ideas, suggestions, and vision.

1 **CITY OF HOMER**
2 **HOMER, ALASKA**

Wythe

3
4 **RESOLUTION 12-041**

5
6 A RESOLUTION OF THE CITY COUNCIL OF HOMER,
7 ALASKA, DESIGNATING COMMUNITY ECONOMIC
8 DEVELOPMENT STRATEGY (CEDS) PRIORITIES AND
9 REQUESTING THAT THE CITY ECONOMIC
10 DEVELOPMENT ADVISORY COMMISSION REVIEW THESE
11 PRIORITIES AND PROVIDE RECOMMENDATIONS
12 REGARDING IMPLEMENTATION STRATEGIES
13 INCLUDING TIMETABLES, RESPONSIBLE PARTIES, AND
14 FUNDING.

15
16 WHEREAS, The Homer City Council recently adopted a Community Economic
17 Development Strategy (CEDS); and

18
19 WHEREAS, Economic development and job creation is a Council priority and it would
20 like to move forward with implementation of goals and objectives that are feasible and prudent at
21 this time; and

22
23 WHEREAS, The Economic Development Advisory Commission's (EDC) work plan for
24 this year includes reviewing the CEDS and making recommendations to the Council regarding
25 implementation; and

26
27 WHEREAS, The City Council determined that it would be beneficial to review the
28 document again itself and provide the EDC with a list of priorities that it would like the
29 Commission to focus on; and

30
31 WHEREAS, Council members reviewed the CEDS and offered suggestions regarding
32 priorities at a workshop on April 27, 2012.

33
34 NOW, THEREFORE, BE IT RESOLVED that the Homer City Council hereby
35 designates the following as CEDS priorities:

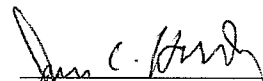
- 36
37 • Affordable Housing
38 • Voc-Tec or Marine Tech training and education
39 • Market Homer for High Tech Businesses
40 • Downtown Vitalization

- Expand Water and Sewer Distribution Systems and the Number of Customers
- Expand Shoulder Season Sports
- Promote Homer as an Agricultural Center

BE IT FURTHER RESOLVED that the Council requests that the EDC review these priorities and provide recommendation regarding implementation strategies including timetables, responsible parties, and funding sources.

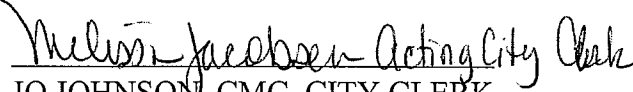
PASSED AND ADOPTED by the Homer City Council this 14th day of May, 2012.

CITY OF HOMER



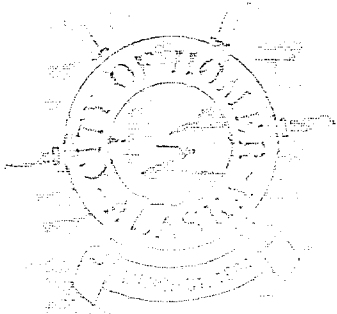
JAMES C. HORNADAY, MAYOR

ATTEST:



JO JOHNSON, CMC, CITY CLERK

Fiscal Note: N/A





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eCities Methodology

STAGE 1 – eCities Shortlist

To develop the eCities shortlist, Ipsos assembled a list of all US cities, broken down by population size. Google then added the AdWords data for each city to calculate the top five cities in each of the 50 states with the highest AdWords penetration relative to population size.

1. A list of all valid zip code areas and city names was created for each state with population data for each zip code area and city. Ipsos aggregated these zip codes to a city level to include both large and small populations within each city and also to prevent neighborhoods within the same city from dominating the list in each state.
2. Google created an AdWords penetration figure for each city, by dividing the total population of each city by the number of AdWords customers in that city.
3. If a city appeared in duplicate states the population and AdWords was aggregated and the city assigned to the state where its population was the largest.
4. Ipsos was then asked to conduct desk research in each of the top five AdWords penetration cities in each of the 50 states.

STAGE 2 – Business Scoring

5. Ipsos identified a random sample of 51 small and medium businesses (employing between 1 and 50 people) in each of the top 5 AdWords penetration cities from each state.
6. The 51 businesses were divided according to company size
 - Self-employed (1 employee) (n=17)
 - 2 to 10 employees (n=17)
 - 11 to 50 employees (n=17)
7. The profile of small businesses in each city was quota'd according to employee band to ensure an even distribution of each.
8. Each of the randomly selected businesses were then marked according to the following criteria:
 - Was it listed in an online directory (such as Yellowpages.com, manta.com and findthecompany.com)? (YES / NO)
 - Did it have its own website? (YES / NO)
 - Did it have a social network presence? (YES / NO)
 - Did its website allow eCommerce? (YES / NO)
 - [Directly within the site, there must be a section to purchase product / service offered]
 - Did it have a blog? [This can be a page within the company's website OR a page on a blogging site e.g. Tumblr / blogspot]



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business were aggregated to provide the city with a total score. The city with the highest score in each region was then awarded eCity status.

11. Scores were calculated as below:

Was it listed in an online directory? (YES / NO) [If Yes=1, if No=0]

Did it have its own website? (YES / NO) [If Yes=10, if No=0]

Did it have a social network presence? (YES / NO) [If Yes=5, if No=0]

Does its website allow eCommerce? (YES / NO) [If Yes=7, if No=0]

Did it have a blog? (YES / NO) [If Yes=3, if No=0]

How did the website (if it has one) score on www.howtogomo.com – Overall score and speed.

i Score = the score

ii Speed – If >0 and <=5 =3, if 0 or >5 = 0.

The total score was calculated by the sum of all yes/no scores +the average of the two howtogomo scores



GOOGLE DESIGNATES HOMER AS ALASKA'S 2013 eCITY

FOR IMMEDIATE RELEASE
August 20, 2013

CONTACT: Samantha Smith
press@google.com

Mountain View, CA: Innovative tech giant Google has named Homer as the 2013 eCity for the State of Alaska. The eCity Awards recognize the strongest online business community in each state - the new digital capitals of America. The businesses in these communities are embracing the web to find new customers, connect with existing clients and fuel their local economies. Homer joins the ranks of America's leading cities in the digital economy.

"Homer's growth and innovation in e-commerce is an example that other cities across the state can strive to replicate," said Scott Levitan, Director of Small Business Engagement at Google. "Google is proud to recognize this growing entrepreneurial spirit and the role it plays in creating jobs and sustaining local economies."

"The City of Homer is proud to be recognized as the strongest online business community in Alaska," said Mayor Mary E. Beth Wythe. "The hardworking small business owners in Homer have found the internet to be an innovative way to grow and flourish while still enjoying the wonderful quality of life living in Homer provides. Technologically savvy entrepreneurs looking for a great place to live, work and play are encouraged to consider Homer."

BACKGROUND:

Google and independent research firm, *Ipsos*, analyzed the online strength of local small businesses across all fifty states. They weighed a variety of factors to determine the leading cities and towns across the US, including the likelihood of small businesses to have a website, use a blog, promote themselves on a social network, sell goods directly from their webpages and whether they had a mobile-friendly website. The winning cities exhibited strong engagement and potential for growth within the digital economy. For more information visit www.google.com/ecities.

MEDIA CONTACTS:

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Chris Maloney
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