



# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

Office of the City Clerk

491 East Pioneer Avenue

Homer, Alaska 99603

[clerk@cityofhomer-ak.gov](mailto:clerk@cityofhomer-ak.gov)

(p) 907-235-3130

(f) 907-235-3143

## Supplemental Packet

**Item Type:** Informational Item  
**Prepared For:** Economic Development Advisory Commission  
**Meeting Date:** 01 Nov 2022  
**Staff Contact:** Rachel Tussey, Deputy City Clerk  
**Department:** Clerks

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**6. VISITORS/PRESENTATIONS** (10 minute time limit)

6.A. Homer Chamber of Commerce Annual Presentation - Brad Anderson,  
Chamber Director

**Page 3**

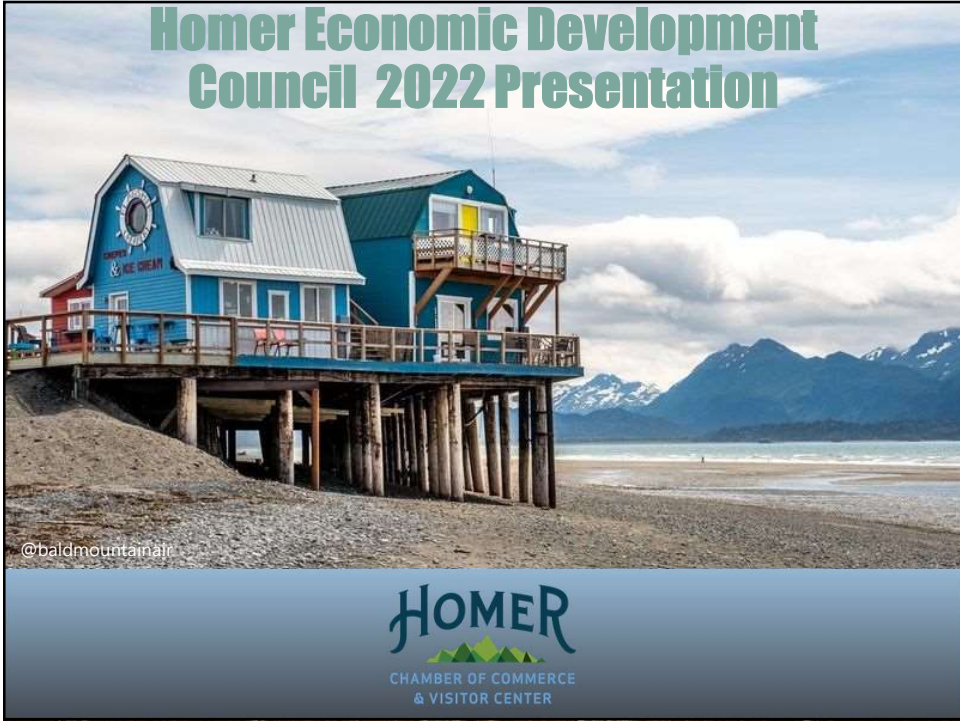
**11. INFORMATIONAL MATERIALS**

11.C. Written Testimony

Email to City Council, City Manager, & Mayor Re: HERC Improvements  
from Kathy Hill dated 10/30/22

**Page 17**





**STRATEGIC PLAN & PRIORITIES 2022-2027**

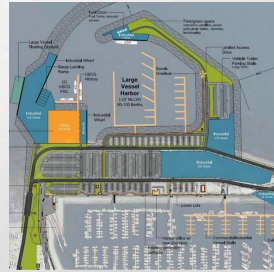
- **CORE PURPOSE -** SUPPORT MEMBERS THROUGH COOPERATIVE ECONOMIC DEVELOPMENT AND SERVICE TO THE COMMUNITY
- **CORE VALUES -** COMPREHENSIVE COMMUNITY ENGAGEMENT ◊ PARTNERSHIPS  
NON-PARTISAN ◊ PRESERVING “HOMER CULTURE ◊ ADVOCACY  
QUALITY OF LIFE
- **CORE PROGRAMS** MEMBER SERVICES ◊ VISITOR CENTERS ◊ COMMUNITY  
ENGAGEMENT ◊ BUSINESS ADVOCACY



# LONG-TERM ENVISIONED FUTURE

## Thriving, Multi-Dimensional Homer Economy

THROUGH STRONG PARTNERSHIPS, THE HOMER CHAMBER OF COMMERCE AND VISITOR CENTER (HCOC AND VISITOR CENTER) ENVISIONS A THRIVING, MULTI-DIMENSIONAL ECONOMY, HIGHLIGHTED BY COMPLETION AND OPERATION OF A DEEP WATER PORT, WITH MULTIPLE OUTCOMES FOR HOMER – RESOLVING HOUSING AND WORKFORCE ISSUES, ATTRACTING MORE VISITORS, ASSOCIATED GROWTH OF THE COAST GUARD’S PRESENCE, AND INSPIRING MORE YEAR-ROUND COMMERCE.



# MID-TERM ENVISIONED FUTURE

## Sustainable Homer Economy

GROWING A BALANCED, SUSTAINABLE HOMER ECONOMY BY FOCUSING EQUALLY ON SUSTAINABLE YEAR-ROUND SMALL BUSINESS AND AN ESSENTIAL VISITOR INDUSTRY. ACHIEVING THIS ENVISIONED FUTURE WILL RESULT FROM FOCUS ON SIX STRATEGIC OPERATING PRIORITIES BETWEEN NOW AND 2027






# STRATEGIC OPERATING PRIORITIES

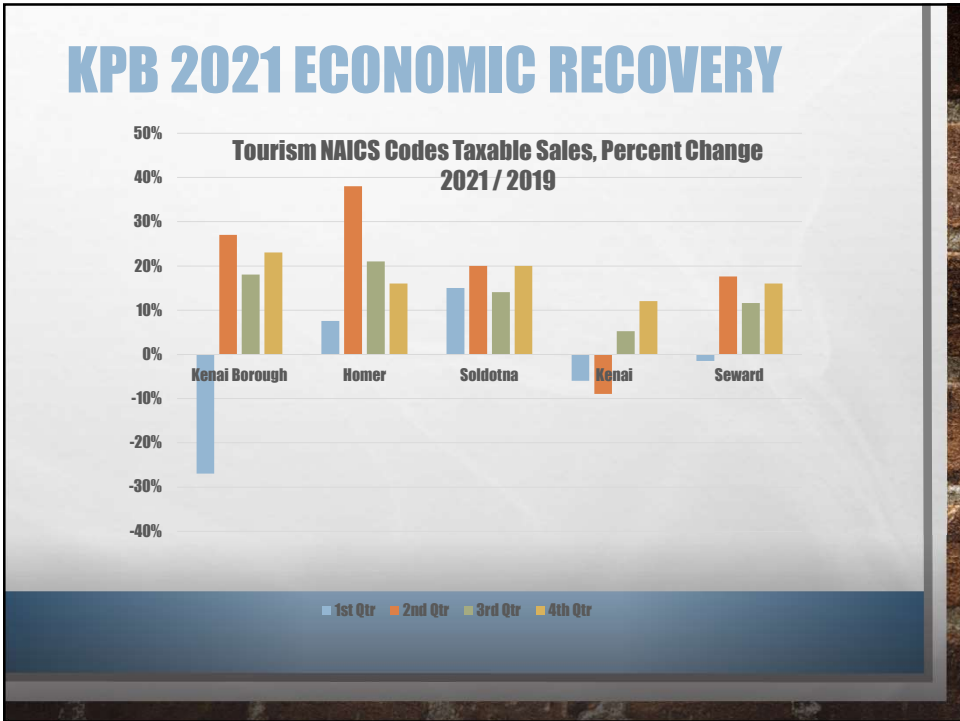
- BUILDING A DIVERSIFIED HOMER ECONOMY
- GROWING ORGANIZATIONAL STABILITY AND RESILIENCE
- BETTER ENGAGING THE HOMER COMMUNITY
- SOLID REPUTATION WITH ENGAGED MEMBERS
- MAXIMIZING EFFECTIVE, MUTUALLY BENEFICIAL PARTNERSHIPS
- IMPROVING BUSINESS ADVOCACY IMPACT



## 2022 ECONOMIC DEVELOPMENT SUPPORT

- ADVOCATED FOR THE LARGE VESSEL PORT EXPANSION PLAN
- HELPED GET A WORKFORCE HOUSING PROJECT TO DEAL WITH STAFFING SHORTAGES
- CHAMBER LUNCHEONS WERE PRIMARILY FOCUSED ON ECONOMIC DEVELOPMENT ISSUES
- FOCUSED ON BUILDING A STRONGER PARTNERSHIP WITH THE HOMER MARINE TRADES ASSOCIATION
- KEY ASPECT OF CHAMBER EVENTS IS TO DRIVE ECONOMIC ACTIVITY TO THE ENTIRE COMMUNITY





**HOMER 3rd Annual Peony Celebration**  
 July 8 to 30, 2022 - Homer, Alaska  
 Known as the "City of Peonies," Homer has 25 Peony farms growing these lush, fragrant flowers. Homer's long summer days along with cool soils and glacier breezes, provide the ideal growing conditions to produce larger and more colorful flowers. Come see the blooms at their most glorious state, in a beautiful seaside setting, along with art exhibitions, great food, & celebration of Summer.  
 Homer Chamber of Commerce  
 907.335.7740 - HomerAlaska.org

**4TH OF JULY PARADE**  
 THE FIRST 50 YEARS  
 CELEBRATING HOMER HIGH SCHOOL GRADUATES FROM 1940-1990  
 Pioneer Avenue 6 o'clock  
 HOMER CHAMBER OF COMMERCE & VISITOR CENTER  
 homeralaska.org

**Come light the HOLIDAY TREE!**  
 Thursday, December 2, 5 to 7 pm  
 Festive Tree Lighting! Meet Santa Claus! Hot Chocolate & Snacks! HS Choir Christmas Carols!  
 Homer Chamber of Commerce & Visitor Center  
**HOMER ALASKA**  
 301 Sterling Hwy homeralaska.org 907.335.7740

**2nd Annual Homer Food Truck Festival**  
 May 11-12, 2023 11am - 1pm  
 HOMER BAYCREST KOA CAMPGROUND  
 Updated Information: HomerAlaska.org  
 Homer Food Festival

**HOMER PIONEER AVE TRICK OR TREAT**  
 MONDAY, OCTOBER 31 4-6 PM  
 PIONEER AVE TRICK OR TREAT IS HAPPENING AND YOU ARE INVITED TO THE FUN. PUT ON YOUR BEST COSTUME AND TRICK OR TREAT THE NIGHT AWAY ON PIONEER AVE.  
 HAPPY SCOOTING!  
 To enter the Monthly Draw of participating businesses, scan the QR Code.

**LET'S ENJOY THIS SEASON! Fall Festival 2022 at the Chamber**  
 Enjoy the season of fall, with a fun filled event for the community.  
 October 26, 2022 12 PM to 6 PM  
 Chamber Parking Lot  
 Sponsored by: Homer PT, Kachemak Bay Rowing Club, Homer Chamber of Commerce, Homer Shores, Homer Animal Hospital, Snow Bird Lodge, Homer Seafood, Purdy, Bessie's Print Co-Op, Husted's Appliance.

**SHOW LOVE. SHOP LOCAL COUPON BOOK**  
 SMALL BUSINESS SATURDAY NOVEMBER 26  
 HOMER CHAMBER OF COMMERCE & VISITOR CENTER

**2022 HCOC COMMUNITY EVENTS**

**WINTER KING SALMON TOURNAMENT**  
 THE LARGEST FISHING TOURNAMENT ON THE WEST COAST

<ul style="list-style-type: none"> <li>2022</li> <li>1,366 ANGLERS</li> <li>408 BOATS</li> <li>\$218,189 TOTAL PRIZE MONEY</li> <li>\$84,619 GRAND PRIZE FOR TOP FISH</li> </ul>	<ul style="list-style-type: none"> <li>2021</li> <li>1,562 ANGLERS</li> <li>455 BOATS</li> <li>\$238,306 TOTAL PRIZE MONEY</li> <li>\$87,027 GRAND PRIZE FOR TOP FISH</li> </ul>
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## HCOC SUPPORTED EVENTS

Ready your taste buds for:

## THE TASTE OF HOMER

MAY 13-20, 2023

*A Weeklong Celebration of Homer's Vibrant Culinary Arts*

# NEW EVENTS FOR 2023

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# COMMUNITY OUTREACH & EDUCATION

## Candidate Forums



**HOMER**  
CHAMBER OF COMMERCE & VISITOR CENTER

**CANDIDATE FORUMS 2022**

ALASKA GOVERNOR  
ALASKA SENATE DISTRICT C  
ALASKA HOUSE DISTRICT 6  
HOMER CITY COUNCIL

## Monthly Luncheons

HOMER CHAMBER OF COMMERCE LUNCHEON



**Economic Development Update**  
**Short-Term Rental Housing**  
**Alaska Farm Bureau Update**  
**Understanding The New Election Process**  
**Workforce Development/Housing**  
**Large Vessel Port Expansion & Homer Marine Trades**

**HOMER** 907.235.7740  
CHAMBER OF COMMERCE & VISITOR CENTER Membership@homer.alaska.org  
www.homer.alaska.org

# PARTNERING WITH MEMBERS AND HMTA TO PROMOTE HOMER AT TRADE SHOWS



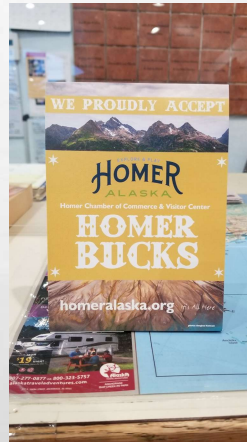
**Great Alaska Outdoor Show**

**Anchorage Boat Show**



# HOMER BUCKS

Over **\$500,000**  
of Homer Bucks Were  
Circulated in the Homer  
Economy Since 2018.



**HOMER**  
*Alaska*

**HOMER**  
*It's all here.*

fishing · bear viewing · whale watching · wildlife tours · flight seeing · hiking · camping  
kayaking · surfing · paddleboarding · diving · spearfishing · arts & culture · dining · weddings & events

HomerAlaska.org  
@visithomer

**HOMER**  
*It's all here.*

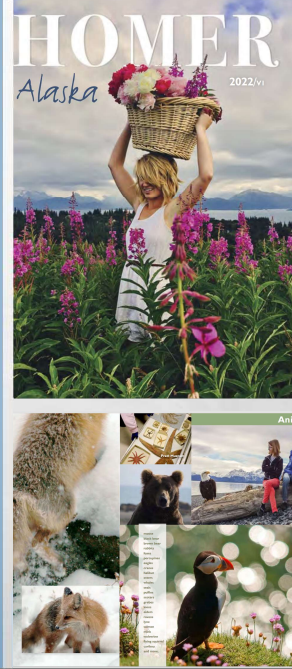
HomerAlaska.org  
@visithomer

**MARKETING HOMER**

Amy Wood

## HOMER VISITOR GUIDE & MAGAZINE

- UPGRADED COVER AND INSIDE PAPER STOCK
- REDESIGNED GUIDE USING MORE IMAGES AND LESS COPY.
- GOAL IS TO SHOW THE DIVERSITY OF ACTIVITIES FOUND IN HOMER
- WILL FEATURE THE HOMER NEIGHBORHOODS
- DIGITAL VERSION WILL BE ADDED TO THE WEBSITE WITH BUSINESS HYPERLINKS
- 100,000 COPIES PRINTED & DISTRIBUTED THROUGHOUT ALASKA



## HOMER TOURISM VIDEO





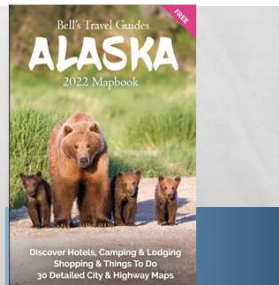
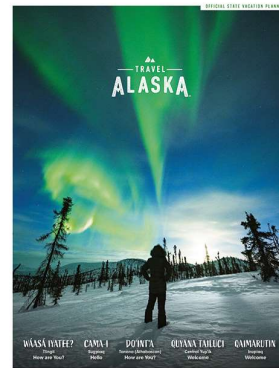
# MANAGE HOMER'S 4 VISITOR CENTERS

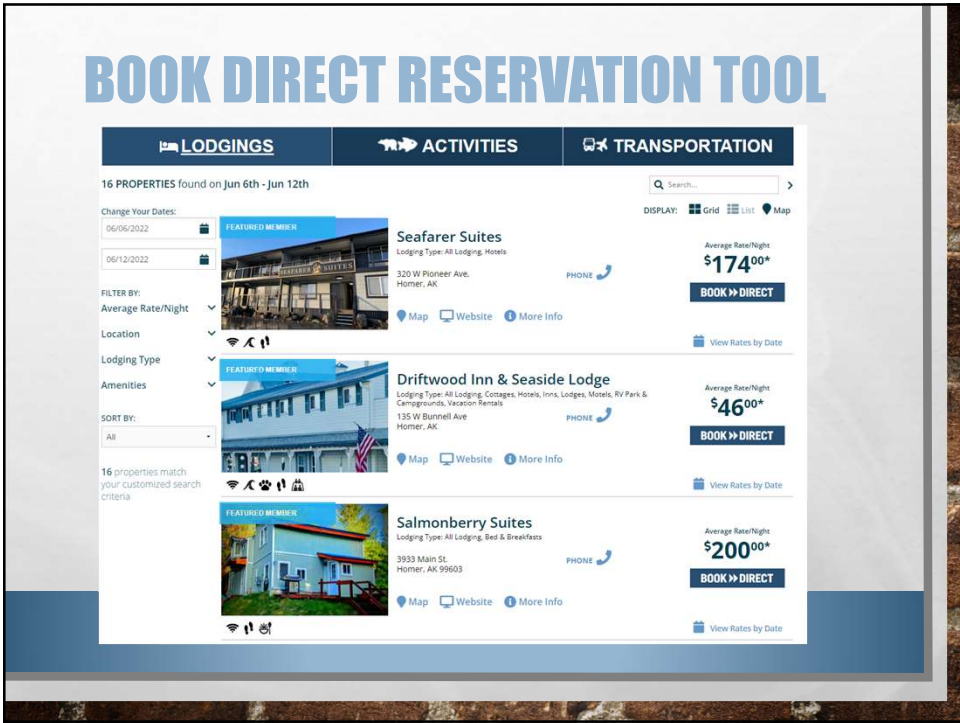
- MAIN VISITOR CENTER AT CHAMBER OFFICE
- HOMER AIRPORT
- BAYCREST KIOSK
- HOMER SPIT VISITOR CENTER



# MARKETING PARTNERS

- ALASKA TRAVEL INDUSTRY ASSOCIATION
- TRAVELALASKA.COM
- ALASKA.ORG/ALASKA CHANNEL
- BELLS TRAVEL GUIDES & MAPS
- MILEPOST
- ALASKA RV
- PENINSULA'S BEST MAPS





# INTERACTIVE MAP FOR HOMER NEIGHBORHOODS

**Neighborhoods Of Homer, Alaska**  
 It's all here! Adventures of a lifetime, unique merchants, amazing animals and spectacular views await you in Homer's eight distinctive neighborhoods. Use our interactive map to help you plan your next visit. [Our Neighborhoods ->](#)

The interactive map displays eight neighborhoods: Skyline, Old Town, Ocean Drive, East End, Downtown, Baycrest, Around the Bay, and Homer Spit. A detailed view of the Homer Spit is shown, highlighting its location relative to the mainland and Kachemak Bay. The map includes labels for landmarks like Diamond Ridge, Miller's Landing, Coal Bay, and Fritz Creek.

©2022 John Newton Photography

Press enter to post

- Deb Briese**  
Homer, AK is my favorite place on Earth!  
Like Reply 3w
- Ethel Zinnbauer Schnau**  
We truly enjoyed Homer.  
Like Reply 3w
- Sheryl Brooke Wine**  
I like Homer; The Salty Dawg Saloon.  
Like Reply 3w
- Eric Compoli**  
GOOD MORNING ALASKA 🇺🇸 Absolutely gorge  
Like Reply 3w
- Mary Frances Feuer**  
Love the Spit  
Like Reply 3w
- Kerstin Soykan**  
One of my favorite and beautiful places I visited in AK

**SOCIAL MEDIA WILL BE USED MORE TO PROMOTE FUN ADVENTURES**





**RV AND CAMPING ARE A FAMILY FRIENDLY AND SAVE WAY TO VACATION**



**HOMER RELOCATION GUIDE**

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## Rachel Tussey

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**From:** Kathy Hill <kathhill@alaska.net>  
**Sent:** Sunday, October 30, 2022 1:36 PM  
**To:** Rachel Tussey  
**Subject:** Forward

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Rachel - would you please follow through with this request? Many thanks.

Kathy Hill

Sent from my iPad

Begin forwarded message:

**From:** Kathy Hill <[kathhill@alaska.net](mailto:kathhill@alaska.net)>  
**Date:** October 30, 2022 at 12:39:25 PM AKDT  
**To:** [RKrause@ci.homer.ak.us](mailto:RKrause@ci.homer.ak.us)  
**Subject:** Forward

Renee - would you be so kind as to forward my communication to the City Council members, City Manager, Mayor? Many thanks.

Dear City Council -

I have just read the packet for the Economic Development Commission's forthcoming meeting. I see that Julie has put the future Community Center on the back burner due to demolition of buildings, future financing. I am surprised that she made this decision and not you. There was some momentum going for this new facility with your strong backing. I am disappointed. It is what it is.

Julie indicates that it could be a few years before ground is broken. With this in mind, I would like you to consider giving HERC I a coat of paint. It is a shabby, derelict-looking building and deserves some TLC if it is going to remain in use for at least a few more years. It is a public building used by the City and the community. Please make it user friendly.

Perhaps one of the schools or an artist in the community might be interested in doing a mural.

If there still is money in the HERC account, I would suggest using it for this purpose.

Thank you for your attention to this e-mail.

Kathy Hill  
City resident

PS...I am betting money on Public Works getting a new facility before ground is even broken for a Community Center.