



City of Homer

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Office of the City Clerk

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Memorandum

Agenda Changes/Supplemental Packet

TO: ECONOMIC DEVELOPMENT ADVISORY COMMISSION
FROM: ZACH PETTIT, DEPUTY CITY CLERK I
DATE: NOVEMBER 12, 2024
SUBJECT: SUPPLEMENTAL

CONSENT AGENDA

5. A. October 8, 2024 Unapproved Regular Meeting Minutes

Edited October 8, 2024 Unapproved Regular Meeting Minutes

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VISITORS/PRESENTATIONS

6. A. Chamber of Commerce Annual Presentation

Slideshow Presentation from Chamber Director Anderson

Page 9

NEW BUSINESS

10. A. Budget Requests (AKSBDC, Anything Else) \$25K

Memorandum EDC-24-018 from Community Development Director as backup

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CALL TO ORDER

Session 24-09 a Regular Meeting of the Economic Development Advisory Commission was called to order by Vice Chair Deborah Brown at 6:01 p.m. on October 8, 2024 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska and via Zoom Webinar, and opened with the Pledge of Allegiance.

PRESENT: COMMISSIONERS AREVALO, BROWN, YOUNG, STEPHENS & ZUBEK

ABSENT: COMMISSIONERS DICKINSON & MARKS (BOTH EXCUSED)

STAFF: COMMUNITY DEVELOPMENT DIRECTOR ENGBRETSSEN & DEPUTY CITY CLERK PETTIT

AGENDA APPROVAL

Vice Chair Brown requested a motion and second to approve the agenda as presented.

YOUNG/ZUBEK MOVED TO APPROVE THE AGENDA AS PRESENTED.

There was no discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA

Gloria Wahl, city resident, cited a study from a professor of economics at Erasmus University in the Netherlands, noting that while each cruise ship landing in the Netherlands generates about €60,000, nitrogen emissions cost roughly €550,000 per landing. She referenced a separate study from a psychology professor at the University of Bergen in Norway that indicated that campers and backpackers spend more per person than cruise ship passengers. Recalling from her own personal experience cruising the Inside Passage, Ms. Wahl suggested that cruise lines do what they can to encourage on board spending from their patrons. She emphasized that she never wants Homer to become like Sitka.

Scott Adams, city resident, questioned why Homer would want to receive two or more large cruise ships per week. He referenced Sitka's recent struggles with the cruise ship industry, and suggested the City take a step back and see how Sitka remedies their own problem with the amount of cruise ships they're seeing. Switching his focus to the land allocation plan, he stated that it's his belief that leases should be up for competitive bid. He reasoned that it's harder for someone with a brick-and-mortar shop to stay competitive with someone who has virtually no overhead.

RECONSIDERATION

CONSENT AGENDA

A. EDC Unapproved Minutes of September 10, 2024

YOUNG/STEPHENS MOVED TO APPROVE THE REGULAR MEETING MINUTES OF SEPTEMBER 10, 2024.

There was no discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VISITORS/PRESENTATIONS

STAFF & COUNCIL REPORT/COMMITTEE REPORTS

A. EDC Staff Report

Community Development Director Engebretsen delivered a verbal report, noting the following:

- Flyer included in the packet for the Comprehensive Plan Community Worksession
- Update regarding staffing in the Community Development Department
- Copy of the business survey results included in the packet

There was brief discussion regarding grants to additional properties that the City is aiming to purchase in the Bridge Creek Watershed Protection District.

B. Chamber Director Report

Community Development Director Engebretsen shared that the Chamber is hosting a luncheon on Wednesday, October 16th at Kenai Peninsula College that will be focused on providing an overview of the 2024 tourism season. She added that the City will follow with a “State of the City” presentation in November.

C. Homer Marine Trades Association Report

D. Kenai Peninsula Economic Development District Report

E. HERC Update

Community Development Director Engebretsen stated that the City has been in contact with the Department of Environmental Conservation regarding the City’s funding through the State. She added that the project is chugging along slowly.

F. Housing Update

G. Planning Update

Commissioner Arevalo provided an update regarding the Comprehensive Plan Steering Committee.

PUBLIC HEARING

PENDING BUSINESS

- #### **A. Business Licenses**
- Memorandum EDC-24-015 from Community Development Director as backup

Vice Chair Brown introduced the item by reading of the title and deferred to Community Development Director Engebretsen, who directed the Commission to her staff report and the draft memorandum included in the packet.

The Commission and Ms. Engebretsen reviewed the document, with the Commissioners posing questions and suggesting minor edits throughout the memorandum.

AREVALO/ZUBEK MOVED TO FORWARD THE DOCUMENT TO CITY COUNCIL AS AMENDED.

There was no discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

- B. Cruise Ships
Memorandum EDC-24-016 from Community Development Director as backup
Email re: Cruise Ship Documentary from Ms. Gloria Wahl

Vice Chair Brown introduced the item by reading of the title, noted the email from Ms. Gloria Wahl, and deferred to Community Development Director Engebretsen, who provided a verbal explanation on her memorandum in the packet.

The Commission and Ms. Engebretsen reviewed the memorandum. Edits to the memo were offered by the Commission, and there was brief discussion regarding a tourism management plan and pollution.

ZUBEK/YOUNG MOVED TO FORWARD MEMORANDUM EDC-24-016 TO CITY COUNCIL AS AMENDED.

There was no discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

NEW BUSINESS

- A. Land Allocation Plan
Memorandum EDC-24-017 from Community Development Director as backup

Vice Chair Brown introduced the item by reading of the title and deferred to Community Development Director Engebretsen, who reviewed her memorandum in the packet. She noted a recent proposal seen by the Port & Harbor Advisory Commission that is proposing to lease City-owned property on the Spit for the purpose of adding another fuel dock.

AREVALO/YOUNG MOVED THAT THE EDC RECOMMEND THE CITY KEEPS THE OPTIONS OPEN ON THE LAND ALLOCATION PLAN AND ALLOW FOR FURTHER INVESTIGATION.

Commissioner Young reasoned that someone wanting to invest and develop something that could be used appropriately would increase quality and lower cost. He added that he views having two fuel docks in the area as beneficial.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

Ms. Engebretsen noted that about 5 years ago, the Port and Harbor Commission identified several areas along the harbor where development would make sense. She added that Michael Yourkowski's property is one of the leases included in these areas and will be expiring in 18 months, which is when the renewal process will start. She and the Commission reviewed the options that the City and the property owner have when the time comes for lease renewal. Comments from the Commission included the following:

- The location is good and doesn't obstruct the view of the harbor
- It seems reasonable for Mr. Yourkowski's property to be on the table to lease the overslope, and the overslope should go to bid with the adjacent lot as this could bring more cost-effective development

INFORMATIONAL MATERIALS

- A. City Manager's Report
CM's Report for September 23rd, 2024
- B. Datafy Destination Summary
- C. Homer Comprehensive Plan Rewrite – Community Worksession Flyer
- D. EDC Annual Calendar

Vice Chair Brown noted the informational materials. Commissioner Young volunteered to deliver the October 14th report to City Council.

COMMENTS OF THE AUDIENCE

Scott Adams, city resident, emphasized the strain that larger cruise ships cause for the facilities down at the harbor. He shared that he felt that 6 cruise ships a year would be a good number to start with. He advocated for the quality of life for citizens in Homer, stating that they don't want to be bombarded by tourists every day. Speaking to the land allocation plan, Mr. Adams noted that the lots on the harbor are one continuous lot, but argued that the lots should be treated as individual lots.

Gloria Wahl, city resident, commented that commonality of language would be helpful in regulating the cruise ship industry in Homer. In terms of the tourism season, Ms. Wahl stated that Homer needs to recognize that people travel year-round. She added that the cruise ship itineraries are set long in advance, often years ahead of schedule. She thanked the Commission for their time and effort spent addressing cruise ships.

COMMENTS OF THE CITY STAFF

Community Development Director Engebretsen noted that it was good to have two things to send off to Council.

COMMENTS OF THE MAYOR/COUNCIL MEMBER (If Present)

COMMENTS OF THE COMMISSION

Commissioner Stephens shared that she is getting a better idea of what it means to be a Commissioner.

Commissioner Zubek stated that this was the first meeting that she felt confident in what was going on.

Commissioner Young shared that he enjoyed the meeting. He noted the local election results, and added that he's hopeful to meet Mayor Lord.

Vice Chair Brown noted that it was a quick meeting. She added that she got married a week ago, stating that this might change things in terms of her position on the Commission. She shared her astonishment for the position that some public officials in Homer took regarding the expansion of the hospital during the recent October election. She stressed the importance of listening to desires of the public while setting aside personal biases.

ADJOURNMENT

There being no further business to come before the Commission, Vice Chair Brown adjourned the meeting at 7:36 p.m. The next regular meeting is Tuesday, November 12, 2024 at 6:00 p.m. All meetings are scheduled to be held in the City Hall Cowles Council Chambers and via Zoom Webinar.

ZACH PETTIT, DEPUTY CITY CLERK I

Approved:_____

Homer Chamber of Commerce & Visitor Center Tourism Trends & Season Recap



JAN 1ST 2024 - SEP 30TH 2024

Executive Summary

Powered by **DATAFY**



Executive Summary

Glossary

Cluster - A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

Home Zip Code - The home zip code of the device. It's calculated by observing the historical patterns of the device and is updated monthly, based on the behavior of that device.

Census Demographics - We calculate the home zip code of the device and then link that user's demographics, social, housing, and economic characteristics by using data from the U.S. Census and American Community Survey.

Repeat vs One Time - A measurement that can span multiple years to monitor if a device is observed in a destination one or more times. Once a unique device is observed in the destination a second time, that visitor shifts from a one-time visitor to a repeat visitor.

Household Level Demographics - Reports on income, education levels and age brackets of everyone living in a household. For example, if one person from the household visits a POI, the entire household profile would be reported. In other words, the demographics of a visitor are based off the demographics of their household, as opposed to the individual person in the POI.

POI (Point of Interest) - A physical boundary drawn on a map that is used to capture mobile device activity within that boundary. These are customizable and set by the user.

Trips - The number of distinct trips by a visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

HOMER



Executive Summary

Overview

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,350 mi

Clusters: All Included

POIs: All Included

Dashboard Filters

Main Dates: 1/1/24 - 9/30/24

Compare Dates: 1/1/23 - 9/30/23

Spend Locations: All Included

Overview : 1/1/24 - 9/30/24



Total Trips

231,075 Trips

▼ -14.2%
vs. 1/1/23 - 9/30/23



Visitor Days

480,063 Days

▼ -20.5%
vs. 1/1/23 - 9/30/23



Average Length of Stay

2.1 Days

▼ -0.2 Days
vs. 1/1/23 - 9/30/23

HOMER



Executive Summary

Visitor Days

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,350 mi

Clusters: All Included

POIs: All Included

Dashboard Filters

Main Dates: 1/1/24 - 9/30/24

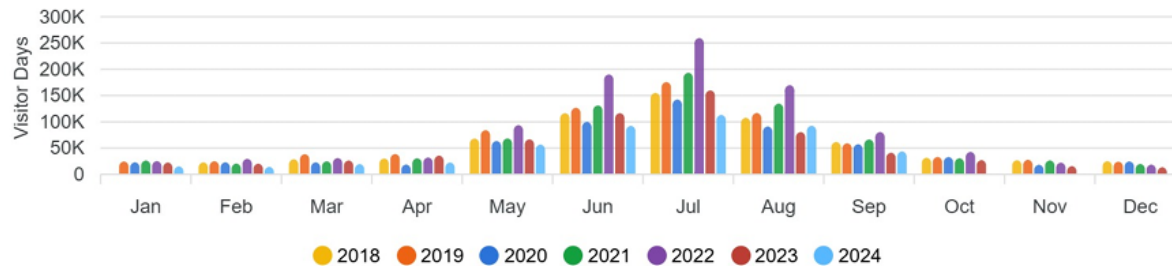
Compare Dates: 1/1/23 - 9/30/23

Spend Locations: All Included

Monthly Volume by Visitor Days

All

Main Dates vs Compare Dates



2018	0	24K	30K	32K	70K	118K	157K	109K	63K	33K	28K	27K
2019	26K	27K	40K	40K	86K	128K	177K	118K	61K	35K	29K	26K
2020	25K	25K	25K	20K	65K	102K	144K	93K	59K	35K	20K	26K
2021	28K	22K	27K	32K	70K	133K	195K	136K	68K	32K	28K	21K
2022	27K	31K	33K	34K	95K	192K	261K	171K	82K	44K	24K	20K
2023	24K	22K	28K	37K	68K	118K	161K	82K	43K	29K	17K	15K
2024	17K	16K	21K	24K	58K	94K	115K	94K	45K	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Visitor Days by Length of Stay



1 Day	29.3%	2 Days	15.2%
3 Days	15.7%	4 Days	9.74%
5 Days	7.94%	6+ Days	22.1%

Avg Length of Stay: 2.5 Days

HOMER



Executive Summary

Visitor Days

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,350 mi

Clusters: All Included

POIs: All Included

Dashboard Filters

Main Dates: 1/1/24 - 9/30/24

Compare Dates: 1/1/23 - 9/30/23

Spend Locations: All Included

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	0	24K	30K	32K	70K	118K	157K	109K	63K	33K	28K	27K
2019	26K	27K	40K	40K	86K	128K	177K	118K	61K	35K	29K	26K
2020	25K	25K	25K	20K	65K	102K	144K	93K	59K	35K	20K	26K
2021	28K	22K	27K	32K	70K	133K	195K	136K	68K	32K	28K	21K
2022	27K	31K	33K	34K	95K	192K	261K	171K	82K	44K	24K	20K
2023	24K	22K	28K	37K	68K	118K	161K	82K	43K	29K	17K	15K
2024	17K	16K	21K	24K	58K	94K	115K	94K	45K	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

June-Sept

Diff to 2024

2018	447k	-28%
2019	484k	-39%
2020	398k	-14%
2021	532k	-53%
2022	706k	-103%
2023	404k	-16%
2024	348k	

HOMER

Executive Summary

Overview

Global Filters In-State Out-of-State Distance: 50 mi - 3,350 mi Clusters: All Included POIs: All Included
Dashboard Filters Main Dates: 1/1/24 - 8/31/24 Compare Dates: 1/1/23 - 8/31/23 Spend Locations: All Included

Overview : 1/1/24 - 8/31/24



Total Trips

209,522 Trips

▼ -16.4%
vs. 1/1/23 - 8/31/23



Visitor Days

434,685 Days

▼ -22.4%
vs. 1/1/23 - 8/31/23



Average Length of Stay

2.1 Days

▼ -0.2 Days
vs. 1/1/23 - 8/31/23

KENAI PENINSULA

Executive Summary

Overview

Global Filters In-State Out-of-State Distance: 50 mi - 4,956 mi Regions: All Included Clusters: All Included
POIs: All Included
Dashboard Filters Main Dates: 1/1/24 - 8/31/24 Compare Dates: 1/1/23 - 8/31/23 Spend Locations: All Included

Overview : 1/1/24 - 8/31/24



Total Trips

2,647,559 Trips

▼ -8.5%
vs. 1/1/23 - 8/31/23



Visitor Days

5,498,567 Days

▼ -16.2%
vs. 1/1/23 - 8/31/23



Average Length of Stay

2.1 Days

▼ -0.2 Days
vs. 1/1/23 - 8/31/23

HOMER

Executive Summary Top Markets

Global Filters In-State Out-of-State Distance: 50 mi - 3,350 mi Clusters: All Included POIs: All Included
Dashboard Filters Main Dates: 1/1/24 - 9/30/24 Compare Dates: 1/1/23 - 9/30/23 Spend Locations: All Included

Top Markets

DMA	Share of Trips 1/1/2024 - 9/30/2024	Change in Share of Trips vs 1/1/2023 - 9/30/2023	% Change in Trips vs 1/1/2023 - 9/30/2023
Anchorage	53.81%	— 11.4	↘ 15.6%
Seattle-Tacoma	3.24%	— 0.4	↘ 9.6%
Minneapolis-St. Paul	3.09%	+ 0.6	↗ 28.8%
Phoenix -Prescott	2.47%	+ 0.4	↗ 20.1%
Portland- OR	2.28%	+ 0.3	↗ 17%
Denver	2.05%	+ 0.5	↗ 31.1%
Salt Lake City	2.03%	+ 0.4	↗ 26.9%
Fairbanks	1.97%	— 0.3	↘ 9.3%

DMA	Share of Trips 1/1/2024 - 9/30/2024	Change in Share of Trips vs 1/1/2023 - 9/30/2023	% Change in Trips vs 1/1/2023 - 9/30/2023
Los Angeles	1.93%	+ 0.2	↗ 11.2%
Dallas-Ft. Worth	1.54%	+ 0.2	↗ 21%
Sacramnto-Stkton-M	1.35%	+ 0.7	↗ 106.3%
Houston	1.3%	+ 0.2	↗ 25.1%
Chicago	1.15%	+ 0.4	↗ 62.8%
San Francisco-Oak-S	1.02%	+ 0.2	↗ 30.6%
Spokane	0.88%	+ 0.2	↗ 29%
Detroit	0.66%	+ 0.4	↗ 135.3%

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Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.

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KENAI PENINSULA



Executive Summary

Visitor Days

Global Filters

In-State

Out-of-State

Distance: 50 mi - 4,956 mi

Regions: All Included

Clusters: All Included

POIs: All Included

Dashboard Filters

Main Dates: 1/1/24 - 8/31/24

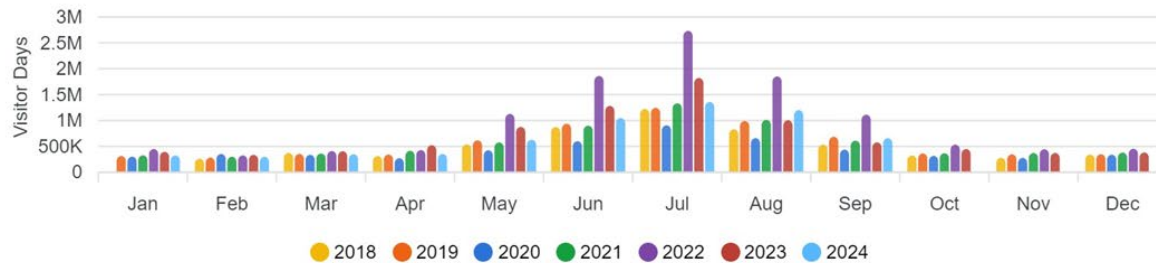
Compare Dates: 1/1/23 - 8/31/23

Spend Locations: All Included

Monthly Volume by Visitor Days

All

Main Dates vs Compare Dates



2018	0	279K	391K	331K	556K	890K	1.2M	847K	551K	342K	296K	358K
2019	331K	301K	372K	360K	634K	954K	1.3M	1M	704K	380K	365K	365K
2020	319K	371K	355K	289K	442K	618K	923K	677K	454K	335K	295K	356K
2021	344K	316K	379K	432K	594K	917K	1.3M	1M	628K	385K	390K	398K
2022	467K	344K	427K	447K	1.1M	1.9M	2.7M	1.9M	1.1M	552K	463K	472K
2023	411K	354K	424K	540K	892K	1.3M	1.8M	1M	595K	466K	391K	400K
2024	341K	316K	367K	371K	645K	1.1M	1.4M	1.2M	674K	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Visitor Days by Length of Stay



1 Day 38.4% 2 Days 12.9%
3 Days 7.72% 4 Days 7.75%
5 Days 6.6% 6+ Days 26.6%

Avg Length of Stay: 2.1 Days

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Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.

DATAFY

KENAI PENINSULA

Executive Summary

Visitor Days

Global Filters (In-State) (Out-of-State) (Distance: 50 mi - 4,956 mi) (Regions: All Included) (Clusters: All Included)

POIs: All Included

Dashboard Filters (Main Dates: 1/1/24 - 8/31/24) (Compare Dates: 1/1/23 - 8/31/23) (Spend Locations: All Included)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	0	279K	391K	331K	556K	890K	1.2M	847K	551K	342K	296K	358K
2019	331K	301K	372K	360K	634K	954K	1.3M	1M	704K	380K	365K	365K
2020	319K	371K	355K	289K	442K	618K	923K	677K	454K	335K	295K	356K
2021	344K	316K	379K	432K	594K	917K	1.3M	1M	628K	385K	390K	398K
2022	467K	344K	427K	447K	1.1M	1.9M	2.7M	1.9M	1.1M	552K	463K	472K
2023	411K	354K	424K	540K	892K	1.3M	1.8M	1M	595K	466K	391K	400K
2024	341K	316K	367K	371K	645K	1.1M	1.4M	1.2M	674K	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

June-Sept

Diff to 2024

2018 3.5M
2019 3.7M
2020 2.7M
2021 3.8M
2022 7.6M
2023 4.7M
2024 4.4M

20%
15%
39%
14%
-73%
-7%

KENAI PENINSULA



Executive Summary

Top Regions

Global Filters

In-State

Out-of-State

Distance: 50 mi - 4,956 mi

Regions: All Included

Clusters: All Included

POIs: All Included

Dashboard Filters

Main Dates: 1/1/24 - 8/31/24

Compare Dates: 1/1/23 - 8/31/23

Spend Locations: All Included

Top Regions

Region	Share of Trips 1/1/2024 - 8/31/2024	Percent Change in Trips vs 1/1/2023 - 8/31/2023
Kenai Peninsula Borough	100%	↗ 9.49%
Soldotna	20.28%	↘ 23.8%
Kenai Chamber	17%	↘ 5.96%
Seward	16.59%	↘ 21.9%
Homer	8.89%	↘ 18%
Seldovia	0.29%	↘ 42.9%

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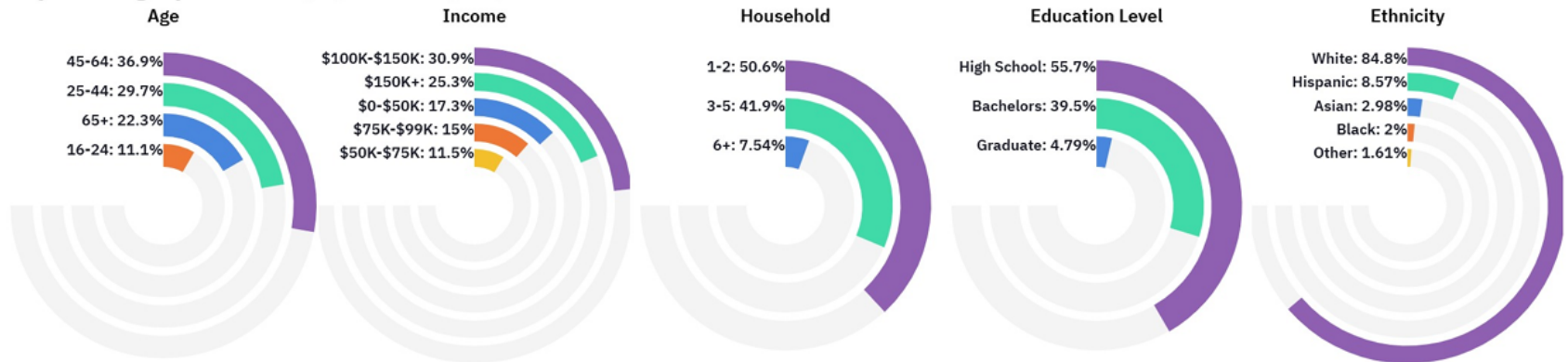
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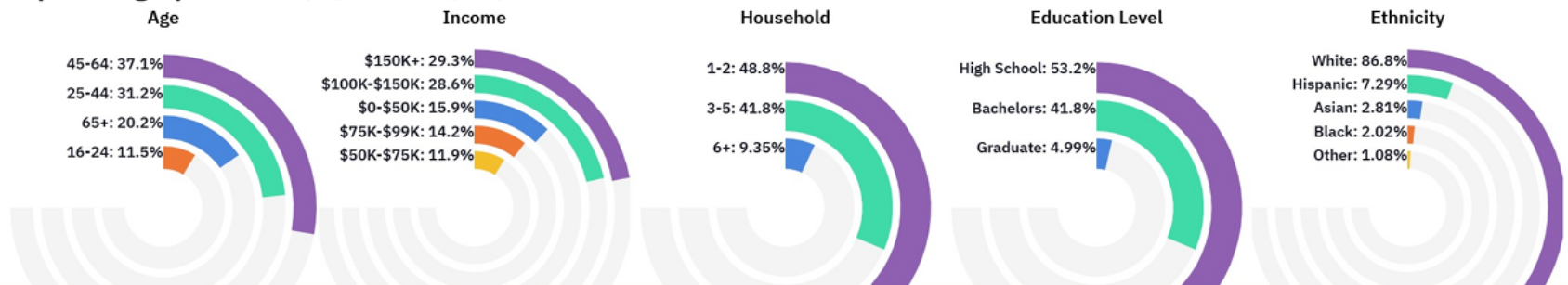
Executive Summary Demographics

Global Filters
Dashboard Filters

Top Demographics for 1/1/2024 - 9/30/2024

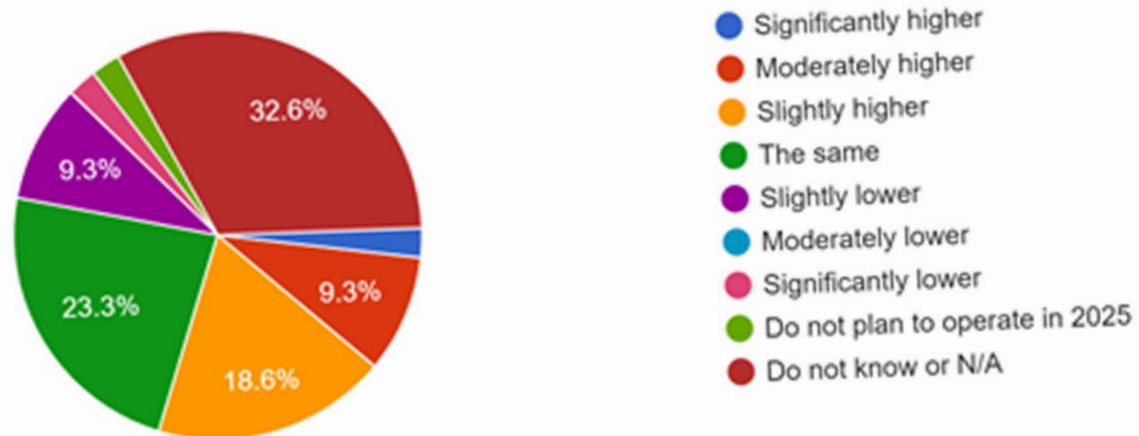


Top Demographics for 1/1/2023 - 9/30/2023



Membership Survey

Based on bookings/estimates for 2025, how do you expect it will compare to 2024?



KEY COMMENTS

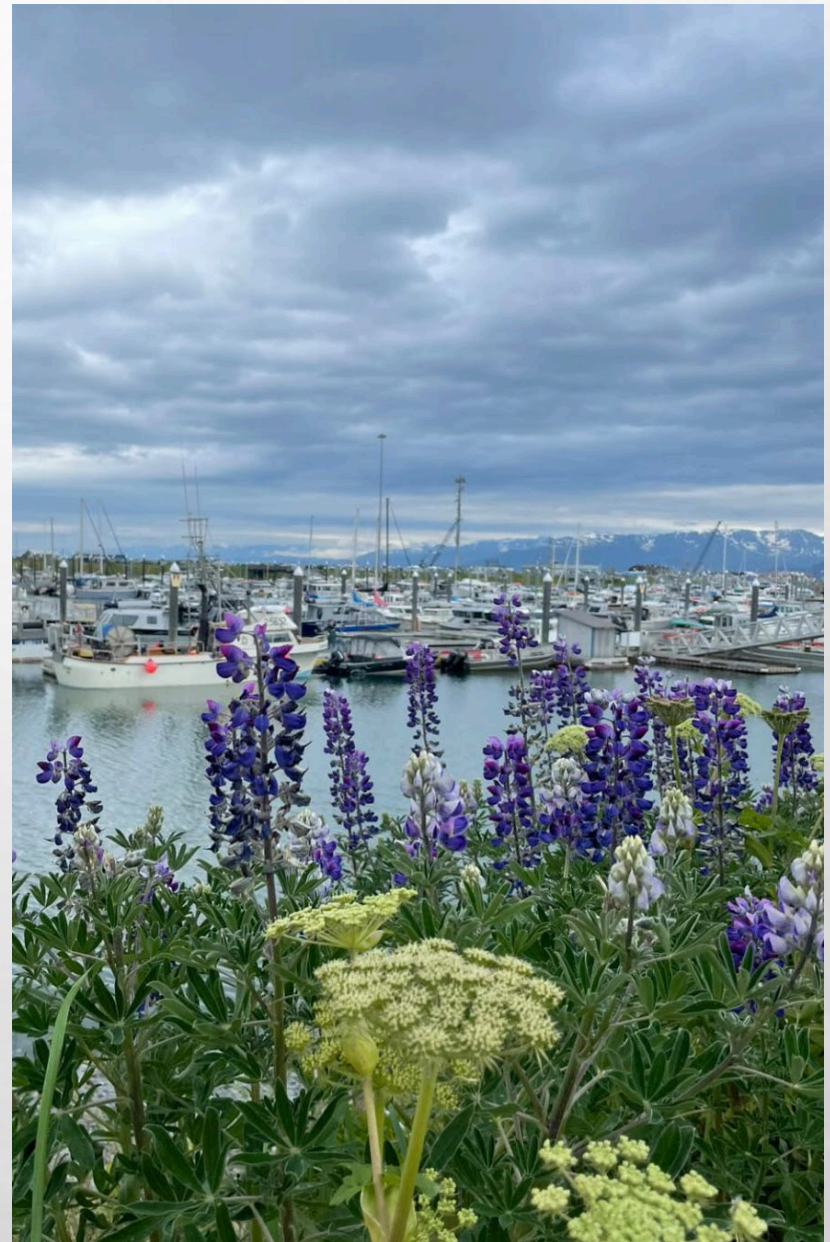
- **MAY, JUNE & SEPTEMBER WERE VERY SLOW**
- **JULY WAS STRONG, AUGUST WAS GOOD**
- **NEW BUSINESSES DID WELL**
- **BUSINESSES FEEL POSITIVELY ABOUT 2025**

KEY TAKEAWAYS

- HOMER HAS SEEN A STEADY DECLINE IN VISITOR TRIPS AND STAYS
- COMING OUT OF COVID AVERAGE LENGTH OF STAYS WAS 3 DAYS AND HAS DECREASED SINCE TO 2.1
- THE KENAI PENINSULA AS A WHOLE IS ALSO SEEING RECENT DECREASING VISITOR TRENDS
- THE KENAI PENINSULA NUMBERS BOUNCED BACK QUICKLY AFTER 2020/2021 LIKELY DUE TO THE RETURN OF CRUISE SHIPS TO SEWARD

FACTORS THAT MAY HAVE CAUSED THIS TREND

- **SUMMER WEATHER OVER THE LAST 3 YEARS HAS BEEN WETTER AND COLDER THAN PREVIOUS YEARS KEEPING PEOPLE AWAY.**
- **WEATHER CANCELATIONS HAVE LED TO SHORTER STAYS**
- **A WEAK ECONOMY IS MAKING TRAVEL TO ALASKA UNAFFORDABLE**
- **CRUISE SHIPS ARE SEEING RECORD PASSENGERS NUMBERS AND ARE A MORE AFFORDABLE WAY TO SEE ALASKA.**



MARKETING STRATEGIES FOR 2025

- **PROMOTE LONGER STAYS**
- **SHOW WHY LAND VACATIONS ARE THE BEST WAY TO SEE ALASKA**
- **IMPACTFUL EVENTS IN SHOULDER MONTHS**
- **REACH OUT TO MORE MEDIA OUTLETS**
- **WORK CLOSER WITH BUS TOUR GROUPS**
- **PROMOTE HOMER'S STRENGTHS – ALL OF ALASKA IN ONE LITTLE PLACE**
- **ENCOURAGE MEMBERS TO PROMOTE THROUGH THEIR MARKETING - LONGER STAYS, COMING DURING SHOULDER MONTHS, AND PLANNING THE MOST IMPORTANT ACTIVITIES ON THE FIRST DAY SO THEY CAN ADJUST TO WEATHER DELAYS. OFFER INCENTIVES FOR SHOULDER MONTH STAYS AND LONGER STAYS.**
- **SHOWCASE WINTER ACTIVITIES**



WORKING WITH DOMESTIC AND INTERNATIONAL MEDIA INFLUENCERS

**IN SEPTEMBER, WE
PARTNERED WITH THE
SEWARD CHAMBER TO HOST 6
MEDIA
INFLUENCERS/BLOGGERS
PRIOR TO THE TBEX
CONFERENCE IN ANCHORAGE.**



2025 EVENT SCHEDULE



2025 HOMER EVENTS CALENDAR

- FEB. 8** 71st Annual Winter Carnival Celebration & Parade
- MAR. 22** 31st Annual Homer Winter King Salmon Tournament
- MAY 7-11** 33rd Annual Kachemak Bay Shorebird Festival
- MAY 31 - JUN. 7** Taste of Homer
- JUNE 7** Homer HarborFest
- JULY 4** Independence Day Parade
- JUL. 1 - AUG. 15** 6th Annual Homer Peony Celebration
- OCT. 25** Homer's Fall Festival
- OCT. 31** Pioneer Ave Trick or Treat
- NOV. 28-30** Shop Local Bingo
- DEC. 4** Holiday Tree Lighting Ceremony

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TASTE OF HOMER & HOMER HARBORFEST MAY 31-JUNE 7

- **RESTAURANT FOOD & DRINK SPECIALS ALL WEEK**
- **PEOPLES CHOICE AWARDS**
- **HOMER HARBORFEST MUSIC FESTIVAL, SAT. JUNE 7**
- **FIRST FRIDAY ART EVENTS, FRI. JUNE 6**
- **MORE TO COME....**



RECENT AWARDS AND INITIATIVES



**NUMBER 7 IN TRENDING DESTINATIONS ON
TRIP ADVISOR**



**NOMINATED FOR TOP 10 SMALL TOWN ART
SCENES IN THE U.S BY USA TODAY**

KENAI PENINSULA BOROUGH REGIONAL TOURISM PARTNERSHIP

- **Borough Mayor Micciche is helping to create a Regional Tourism Partnership with the Borough Chambers and his office.**
- **Considering a Chapter Membership with ATIA or just a local commission.**
- **The goal is to help boost Borough –Wide tourism targeting areas and demos that the Chamber's are not reaching.**

BIG PLANS FOR 2025





THANK YOU





ACTION ITEM REPORT

Budget Request

To: Economic Development Advisory Commission
From: Julie Engebretsen, Community Development Director
Meeting Date: November 12, 2024

Summary Statement: The EDC has the opportunity to make a budget request for inclusion in the FY 26-27 budget cycle.

Requested action: Recommend any budget requests to the City Council

Background: The City is beginning the budget planning process for FY 26-27. Commissions may make budget requests through the end of the year. Staff does not have any requests other than funding for the Alaska Small Business Development Center, as has been requested for the past several years.

For the past two budgets, the Alaska Small Business Development Center (AKSBDC) has requested financial support from the City of Homer to help fund a part time business advisor position in Homer. The local advisor helps new businesses and existing businesses access resources such as business planning, preparation for buying and selling businesses, and education for small business owners. This is an important service and I am increasingly referring people to the AKSBDC, rather than taking the time to explain all the ins and outs of starting a business in Homer or the southern peninsula. (I continue to provide information on local regulations and City specific topics).

The AKSBDC also receives financial support from the Kenai Peninsula Borough. The Borough has increased their funding of this position, so the cost to the City has been reduced from prior years. Funding in the amount of \$25,000 per year for FY 26 and 27 is requested to continue the funding partnership to allow this service to be continued in the community.

Staff Recommendation:

Request funding for the AKSBDC Homer Business Advisor Position in the amount of \$25,000 per year for the FY 26-27 budget cycle.

Attachments:

April 4th letter from AKSBDC