



# MEMORANDUM

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**Resolution 23-096, A Resolution of the Homer City Council Approving an Economic Development and Tourism Marketing Agreement Between the City of Homer and the Homer Chamber of Commerce, Authorizing the City Manager To Negotiate and Execute the Appropriate Documents**

**Item Type:** Backup Memorandum  
**Prepared For:** Mayor Caster and Homer City Council  
**Date:** September 25, 2023  
**From:** Julie Engebretsen, Economic Development Manager  
**Through:** Rob Dumouchel, City Manager

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The City of Homer and the Chamber of Commerce (Chamber) have had a Marketing and Tourism agreement since 2014. The agreements are renewed every three years. In the City's FY 24-25 budget effective July 1, 2023, Chamber funding was increased by Council amendment from the historical annual appropriation of \$51,000 to \$75,000, reflecting inflation, increased cost, and increased visitor center services since 2014. The attached draft marketing agreement includes additional marketing via social media and new community events which support both tourism and local quality of life.

Over the past year, the Economic Development Advisory Commission spent time considering Homer's quality of life. Concurrently, the Chamber of Commerce has modified its marketing plan to develop events and promotions to increase economic activity outside Homer's typical summer peak season, as well as try new activities which make Homer a great place to live and work. Its recognized by both groups that summer tourism cannot increase sustainably without more tourism related services, which is difficult in the current labor market. Seasonal and year round employees for restaurants, retail and services are hard to recruit and retain. Stable housing and childcare are both needs identified by the EDC, Chamber and business community to support current workers and encourage more people to participate in the workforce. To that end, the Chamber Executive Director Brad Anderson has been participating in community efforts to address housing and childcare. While these activities are not covered by the Marketing and Tourism Agreement, these efforts are worth mentioning here in recognition that the Chamber is sensitive to the capacity and needs of the community. The Chamber plans new marketing funds and activities around the shoulder and off seasons, supporting year round jobs and economic activity.

**RECOMMENDATION:**

Adopt Resolution 23-096