



MEMORANDUM

Resolution 23-126, A Resolution of the City Council of Homer, Alaska Agreeing to Participate in a Memorandum of Agreement for the Joint Exercise of a Tourism Promotion between the Kenai Peninsula Borough and the Cities of Kachemak, Kenai, Homer, Seldovia, Seward and Soldotna and Authorizing the City Manager to Negotiate and Execute the Appropriate Documents. City Manager.

Item Type: Backup Memorandum
Prepared For: City Council
Date: 16NOV23
From: Rob Dumouchel, City Manager

The Kenai Peninsula Borough (KPB) has an initiative to conduct regional tourism marketing for the Kenai Peninsula. KPB code § 19.10.030 restricts the Borough's ability to promote tourism outside of the unincorporated areas without some sort of an intergovernmental agreement. To overcome that obstacle, KPB staff provided me with a memorandum of agreement (MOA) that would give KPB authorization to include Homer in their tourism promotion efforts. The MOA does not obligate the City to spend any funds. The MOA does ensure that promotional materials would be shared in advance with City staff. An initial concern I had when approached by KPB was regarding how their campaign would complement tourism marketing efforts made by the Homer Chamber of Commerce. The Chamber's executive director was looped into the conversation and had positive feedback. If it is determined that we do not wish to participate in the MOU at a later date, we are able to withdraw at any time and for any reason.

RECOMMENDATION: Adopt Resolution 23-126