

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

3 City Manager

4 **RESOLUTION 20-004**

5
6 A RESOLUTION OF THE HOMER CITY COUNCIL APPROVING AN
7 ECONOMIC DEVELOPMENT AND TOURISM MARKETING
8 AGREEMENT BETWEEN THE CITY OF HOMER AND THE HOMER
9 CHAMBER OF COMMERCE.

10
11 WHEREAS, The adopted FY 2020-2021 Operating Budget contains an appropriation and
12 transfer of \$51,000 to the Homer Chamber of Commerce; and

13
14 WHEREAS, The appropriated funds are located within the Economic Development
15 Budget because the City views the Chamber as a contractor that is providing marketing and
16 other economic development services; and

17
18 WHEREAS, It is common and appropriate for there to be a contract or formal agreement
19 between the City and a business or organization providing contracted services; and

20
21 WHEREAS, The City and the Chamber of Commerce have collaborated on an Economic
22 Development and Tourism Marketing Agreement which formalizes the relationship between
23 the parties; and

24
25 WHEREAS, The Agreement clearly outlines the Chamber's marketing efforts on behalf
26 of Homer generally as a great place to live and establish a business and the Chamber's
27 economic development efforts on behalf of multiple sectors of the economy; and

28
29 WHEREAS, The Agreement is renewed on an annual basis and remains substantially
30 similar to the 2017-2019 adopted agreement with the exception of an updated Marketing Plan
31 provided by the Chamber; and


32
33 WHEREAS, The Homer City Council reviewed the Economic Development and Tourism
34 Marketing Agreement and the Chamber's Marketing Plan at its regular meeting on January 13,
35 2020.

36
37 NOW, THEREFORE, BE IT RESOLVED that the Homer City Council hereby approves the
38 Economic Development and Tourism Marketing Agreement between the City of Homer and the
39 Homer Chamber of Commerce; a copy of which is attached and incorporated herein.

40
41 PASSED AND ADOPTED by the Homer City Council this 13th day of January 2020.
42

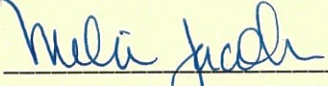
43
44
45
46
47
48
49
50
51
52
53
54
55

CITY OF HOMER



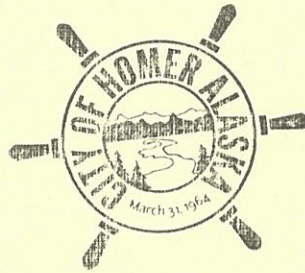
KEN CASTNER, MAYOR

ATTEST:



MELISSA JACOBSEN, MMC, CITY CLERK

Fiscal Note: N/A





Our Mission: To support our membership through cooperative economic development and community service.

Homer Chamber & Visitor Center Economic Development & Tourism Marketing Agreement

This Agreement is made effective January 1, 2020 by the Homer Chamber of Commerce, whose address is 201 Sterling Highway, Homer, AK 99603, herein referred to as the 'Chamber,' a nonprofit 501 (c)(6) corporation, and the City of Homer, whose address is 491 E. Pioneer Avenue, Homer, AK 99603, herein referred to as the "City."

WHEREAS, the City has designated the Chamber as the lead marketing entity of the Homer community and the recipient of public funds which are to be utilized and expended for the promotion of the Homer economic development and tourism marketing, and

WHEREAS, the Chamber can best accomplish this mission most efficiently by focusing its energies on marketing the city and managing the marketing activities, and

WHEREAS, The City has determined that it is most efficient and cost effective to contract with the Chamber for marketing services instead of attempting to perform that function itself; and

WHEREAS, the Chamber is an organization whose mission is to promote and support a diversified economy for a positive business and living environment for its members and the greater Homer area. The Chamber accomplishes that mission by marketing the City of Homer as a destination for conferences, economic development and tourism in general as an economic development strategy for the community at large and its supporting members, specifically, and

WHEREAS, the Chamber has acquired the resources, facilities, and personnel with the specialized skills to conduct tourism and economic development marketing programs to attract and serve new businesses and visitors of all types.

NOW, THEREFORE, the parties, each in consideration of the promise herein agree as follows:

1. The City hereby engages the Chamber to market business and industry development and tourism for Homer. The term of this Agreement shall initially be three (3) years, unless notice of termination of the Agreement is given pursuant to paragraph 7 hereof.
2. The Chamber accepts the engagement and shall diligently promote such businesses by producing marketing, sales promotion, and publicity programs including:
 - A. Sales calls to potential convention, tradeshow, and conference prospects;

- B. Participation in regional advisory committees engaged in business and industry development issues;
 - C. Exhibits at various conference shows and special events as deemed necessary by the Chamber to promote economic development and the visitor industry;
 - D. Conducting Homer familiarization tours and product development tours and activities;
 - E. Oversight of certain special community-wide events currently being held in Homer as noted in annual addendum;
 - F. Hosting prospective meeting planners and other clients in Homer to promote business and industry development and the tourism industry;
 - G. Development, production, and distribution of promotional sales materials;
 - H. Providing community and visitor information and assistance;
3. The Chamber shall conduct economic development and tourism industry promotion to aid the City in achieving their mission to increase customers coming to Homer, and attracting new business and industry to Homer by conducting programs including:
- a) Tourism marketing, sales, and promotion campaigns;
 - b) Generic advertising of the City's assets and tourism attractions;
 - c) Market cooperatively with the Chamber's members to the mutual benefit of its members and the City;
 - d) Produce by itself, or by contract, brochures, visitors guides, maps, and other publications useful to Homer's economic development and it's tourism visitors;
 - e) Promote economic development and tourism via electronic media;
 - f) Operate a Visitor Information Center to serve visitors;
 - g) Work with other community groups and non-profits (such as the Arts) to market the broad quality of life aspects of living in Homer;
 - h) Work with other business sectors not necessarily Chamber members (such as Marine Trades) to promote the unique services that exist in Homer.
4. For the promotion and marketing services rendered by the Chamber to the City for the community-at-large, the City shall pay to the Chamber, subject to appropriation, the amounts as detailed in an annual addendum as referenced in paragraph 5 hereof.
5. The Chamber will annually, by November 15 of each year, provide a marketing work-plan and budget ("Marketing Plan and Budget") outlining anticipated expenditures to conduct the aforementioned services on behalf of the City and the Homer community. The Marketing Plan and Budget is required and, upon completion, shall be incorporated into this Agreement. The Marketing Plan and Budget shall also compare the prior year's plan with actual results.
6. The Chamber shall utilize and dedicate all funds received from the City for the promotion of economic development and tourism in the Marketing Plan.
7. This Agreement may be terminated by either party serving upon the other six months prior written notice of termination of the Agreement. ~~This Agreement is binding upon both parties and shall inure to the benefit of their successors in interest.~~ If the City terminates this agreement, the City agrees to pay for expenses already incurred at the time of notification of termination.

8. The Chamber shall defend, indemnify and hold harmless the City, its officials, employees, agents and contractors from any and all liability (including attorney fees) or claims for damages, including personal injuries, environmental damage, death and property damage arising out of or resulting from the Chamber's use of the City's funds or the Chamber's actions taken pursuant to this Agreement, including the Chamber's employees, assignees, contractors, agents or the public.
9. Prior to disbursement of any funds by the City, the Chamber shall procure and maintain, at the Chamber's sole cost and expense, comprehensive commercial general liability insurance with limits of liability of not less than TWO MILLION DOLLARS (\$2,000,000) for all injuries and/or deaths resulting to any one person and ONE MILLION DOLLARS (\$1,000,000) limit from any one occurrence. The Chamber will add the City to its generally liability insurance as an Additional Insured.
10. In addition to the insurance described in Paragraph 9, the Chamber shall maintain, at the Chamber's sole cost and expense, workers' compensation insurance as required under Alaska law and owned and non-owned automobile liability insurance with limits of liability of not less than ONE HUNDRED THOUSAND DOLLARS (\$100,000) per occurrence combined single limit for bodily injury and property damage, and FIVE HUNDRED THOUSAND (\$500,000) total aggregate.
11. All insurance policies shall provide for thirty (30) days' notice of cancellation and/or material change to be sent to the City. All such policies shall be written by insurance companies legally authorized or licensed to do business in Alaska and acceptable to the City (Best's Rating B+ or better). The City shall be listed as an additional insured. Upon execution of this Agreement, the Chamber shall furnish certificates proving that it has procured the insurance required under this Agreement. The minimum insurance requirements under this Agreement shall not act to limit the Chamber's liability for any occurrence and shall not limit the Chamber's duty to defend and indemnify the City for claims related to this Agreement.

IN WITNESS THEREFORE, the parties hereto executed the Agreement by duly authorized offices respectively.

By: _____
Brad Anderson / Homer Chamber, Executive Director

By: _____
Katie Koester / City of Homer, City Manager

ATTEST:

Melissa Jacobsen, City Clerk

Date



Our Mission: To support our membership through cooperative economic development and community service.

2020 Marketing Plan

The information below describes the Homer Chamber of Commerce's planned use of the \$51,000 from the city for advertising, marketing and economic development.

Core programs that will use these funds in 2020 to increase community participation and generate economic impact:

Major Events

- Winter King Tournament
- Halibut Tournament

Major Festivals

- Shorebird Festival
- Alaska World Arts Festival

Community Service Events

- Tree Lighting Celebration
- Winter Carnival Parade
- July 4th Parade
- Clean Up Day

Marketing Homer

- Homer Visitor and Relocation Guides
- New Neighbor Program
- HomerAlaska.org Website
- Booth at Anchorage Sportsman Show
- Marketing Homer as a Wedding Destination
- Marketing City of Peonies
- Coordinating Familiarization Tours with journalists

2019 Results

- 120,000 Visitor Center Guides were distributed
- 15,890 Visitors who called or came into the VIC, an increase of 1,000 over 2018
- 900 Welcome Packets were mailed out
- 12 major conferences with 25-175 attendees. Welcome packages were given to each attendee
- Hosted 14 Cruise ships, over 5,000 Visitor Guides were handed out to passengers
- Winter King Tournament brought over 1500 people to Homer, 425 boats and \$100,000 in prizes. First female winner.



Mission: To support our membership through cooperative economic development and community service.

Proposed 2020 Budget Addition

The information below describes the Homer Chamber of Commerce's planned use of the \$14,000 additional funding request from the City to refurbish the Spit Visitors Center building.

This building had been used as our "Derby Shack" for many years. Staffing for this building had been funded by the Halibut Derby revenue which has seen significant reductions the last few years. As the decision was made to replace the summer-long Halibut Derby with a Halibut Tournament, we are looking to convert this building into a true Visitors Information Center office to help provide Spit visitors and locals with information about places to visit throughout Homer with the goal of increasing overall tourist spending. The Halibut Tournament will likely not generate the same overall revenue to cover the staffing expenses.

Budget Summary - \$14,000

Staffing of the Spit Visitors Center between May 1 st till September 30 th \$15 per hour, 40 hours per week for 20 weeks	\$12,000
Refurbish the VIC building and replace signage	\$2,000