

Kenai Peninsula Borough
Assembly

MEMORANDUM

TO: Assembly President
Members, Kenai Peninsula Borough Assembly

FROM: Brent Hibbert, Assembly Member *BH.*

DATE: October 10, 2019

RE: Ordinance 2019-19-15, Appropriating Funds to Award a Grant to the Kenai Peninsula Tourism Marketing Council to Support its Planned Projects to Promote the Borough (Hibbert)

The borough has funded the Kenai Peninsula Tourism Marketing Council (KPTMC) since the 1990's to promote the visitor industry in the Kenai Peninsula Borough outside of the cities. Tourism is an important component of the borough's economy, and it is in competition with other communities throughout the state for those dollars.

The assembly appropriated \$100,000 for KPTMC in the FY 2020 budget, which was the same amount it had appropriated the previous year, to provide it an opportunity to continue improving its on-line presence and low-cost digital marketing of the borough. However, the mayor vetoed that appropriation. In fiscal years 2016, 2017 and 2018 the assembly had appropriated more than \$300,000 each year for tourism promotion by KPTMC. To continue supporting tourism promotion this ordinance would appropriate \$150,000 to be granted to the KPTMC pursuant to a contract which outlines their plans and proposed project for the rest of this fiscal year.

Your support of this would be appreciated.

FINANCE DEPARTMENT MATCH ACCOUNT/FUNDS VERIFIED	
Acct. Nos.	<u>100.27910</u>
Amount:	<u>\$150,000.00</u>
By:	<u><i>pp</i></u> Date: <u>10/11/19</u>
	<i>BH</i>