

Introduced by: Mayor
Date: 01/19/21
Action: Adopted
Vote: 9 Yes, 0 No, 0 Absent

**KENAI PENINSULA BOROUGH
RESOLUTION 2021-007**

**A RESOLUTION APPROVING THE TOURISM AND ECONOMIC DEVELOPMENT
PROGRAM OBJECTIVES FOR FISCAL YEAR 2022**

WHEREAS, the assembly is responsible for approving program objectives annually for tourism promotion by grants to nonprofits or contracts pursuant to KPB 19.10.020; and

WHEREAS, the program objectives establish the foundation for tourism promotion and economic development of the borough on a non-area-wide basis; and

WHEREAS, all grant applications shall be submitted in writing to the mayor by February 15 for consideration for inclusion in the FY22 budget;

NOW, THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH:

SECTION 1. That the Kenai Peninsula Borough Assembly approves the following program objectives for the promotion of tourism and marketing for fiscal year 2022 in the areas of the borough outside of the cities:

- A. Promote the unique travel destinations to each of the 30 unincorporated communities.
- B. Promote significant increases in tourism during the shoulder seasons.
- C. Track online impressions and conversions of impressions to sales in the tourism markets.

SECTION 2. That these program objectives shall apply for the fiscal year 2022.

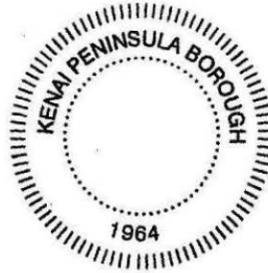
SECTION 3. This resolution shall become effective immediately upon adoption.

ADOPTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH THIS 19TH DAY OF JANUARY, 2021.



Brent Hibbert, Assembly President

ATTEST:


Jonni Blankenship, MMC, Borough Clerk

Yes: Bjorkman, Carpenter, Chesley, Cox, Derkevorkian, Dunne, Elam, Johnson, Hibbert
No: None
Absent: None