

Kenai Peninsula Borough Assembly

MEMORANDUM

TO: Kelly Cooper, Assembly President
Members, Kenai Peninsula Borough Assembly

FROM: Brent Hibbert, Assembly Member *BH*

DATE: December 26, 2019

RE: Resolution 2020-003, Approving the Kenai Peninsula Borough Tourism and Marketing Program Objectives for Fiscal Year 2020 and 2021 (Hibbert)

In ordinance 2019-19-15 the assembly appropriated \$150,000 for a grant to be awarded to the Kenai Peninsula Tourism & Marketing Council for Fiscal Year 2020. This resolution approves the program objectives for tourism promotion to comply with Section 2 of that ordinance and KPB 19.10.020. The objectives are:

1. Develop and implement strategies for attracting online impressions¹ (e.g. a view of an ad) and conversions², and tracking conversions of impressions to sales in the tourism markets; and
2. Promote significant increases in tourism during the shoulder seasons.

This resolution also approves these program objectives for FY 2021 as the FY 2021 grant applications are due February 15, 2020. The code requires the assembly to approve the program objectives before any applications may be approved or expenditures made from tourism marketing grants. Approving these now allows any applicant to tailor their application to meet these objectives.

Your approval would be appreciated.

¹ An impression occurs when an ad or other form of digital media is rendered or viewed on a user's screen.

² A conversion occurs when a website visitor completes a desired goal such as making a purchase.