

Introduced by: Hibbert  
Date: 01/07/20  
Action: Adopted  
Vote: 9 Yes, 0 No, 0 Absent

**KENAI PENINSULA BOROUGH  
RESOLUTION 2020-003**

**A RESOLUTION APPROVING THE KENAI PENINSULA TOURISM AND  
MARKETING PROGRAM OBJECTIVES FOR FISCAL YEAR 2020 AND 2021**

**WHEREAS,** the Kenai Peninsula Tourism and Marketing Council (“KPTMC”) did not receive funding from the borough in the FY2020 budget; and

**WHEREAS,** Ordinance 2019-19-15 was enacted November 5, 2019 and appropriated \$150,000 for the purpose of promoting tourism in the areas outside of the cities in the borough; and

**WHEREAS,** the assembly is required by KPB 19.10.020 to annually approve program objectives for tourism promotion grants; and

**WHEREAS,** Ordinance 2019-19-15 also required KPTMC to submit its program objectives to the assembly for approval prior to the grant award; and

**WHEREAS,** as grant applications for tourism promotion from qualified entities must be submitted by February 15th of each year, this resolution approves the program objectives for both FY2020 and FY2021;

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

**SECTION 1.** That the Kenai Peninsula Borough Assembly approves the following tourism and marketing program objectives for the remainder of FY2020 and for FY2021 in the areas of the borough outside of the cities:


- A. Develop and implement strategies for attracting online impressions and conversions, and tracking conversions of impressions to sales in the tourism markets; and
- B. Promote significant increases in tourism during the shoulder seasons.

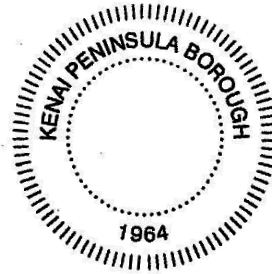
**SECTION 2.** This resolution shall become effective immediately upon adoption.

**ADOPTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH THIS 7TH DAY OF JANUARY, 2020.**

  
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Kelly Cooper, Assembly President

ATTEST:

  
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Johni Blankenship, MMC, Borough Clerk



Yes: Bjorkman, Blakeley, Carpenter, Cox, Dunne, Hibbert, Johnson, Smalley, Cooper  
No: None  
Absent: None