

Kenai Peninsula Borough

Community & Fiscal Projects

MEMORANDUM

TO: Brent Hibbert, Assembly President
Members, Kenai Peninsula Borough Assembly

THRU: Charlie Pierce, Mayor 

FROM: Brenda Ahlberg, Community & Fiscal Projects Manager 

DATE: December 22, 2020

RE: Resolution 2021-DD3, Approving the Public Relations Objectives for Fiscal Year 2021 (Mayor)

Ordinance 2020-19 approved \$50,000 for Contract Services – Public Relations, authorizing the borough to issue “a Request for Proposal for services to market the borough on a non-areawide basis with a focus on public relations, applying objectives to be approved by the Assembly” (Fiscal Year 2020/2021 Kenai Peninsula Borough Budget Document, page 146).

The Assembly President and Vice President met with borough staff to develop the project objectives; these objectives are considered Phase I to be completed by June 30, 2021. The FY21 objectives are specific to promoting the borough municipal services provided to the citizens, an effort that has been identified and necessary to inform the public. The 2020 Kenai Peninsula Borough Communications Strategy and Implementation Plan (“Plan”) is the guidance that was used to develop the Phase I objectives, and the Plan will be used to complete future objectives.

This resolution presents the recommendations for the assembly’s consideration.