

Kenai Peninsula Borough

Office of the Borough Mayor

MEMORANDUM

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

FROM: Peter A. Micciche, Mayor *PMM*

DATE: November 7, 2023

RE: LAYDOWN Resolution 2023-079, Authorizing a Memorandum of Agreement Between the Kenai Peninsula Borough and the Cities of Kachemak, Kenai, Homer, Seldovia, Seward, and Soldotna for the Joint Exercise of Tourism Promotion (Mayor)

This Resolution will authorize a Memorandum of Agreement (MOA) between the Borough and the incorporated cities within the Borough to enable the joint exercise of tourism promotion and possible future joint promotional campaigns.

KPB 19.10.030 provides that the Borough may exercise its non-areawide tourism promotion powers with a city through joint exercise or administration with a city. In promoting tourism on a non-areawide basis, we want to also promote our great cities. This MOA does not obligate the Borough or any city to expend funds or resources on tourism promotion. This MOA does not obligate cities to promote tourism. Rather, it provides that if the Borough promotes tourism in a way that also promotes a city, then that city will have the opportunity to review and approve the material prior to publication.

Your consideration is appreciated.