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**From:** Blankenship, Johni  
**Sent:** Tuesday, December 1, 2020 3:13 PM  
**Cc:** Turner, Michele  
**Subject:** FW: R2020-003 for the assembly  
**Attachments:** R2020-003.pdf; FY21\_FINAL Budget 146.pdf

Per requested

**From:** Ahlberg, Brenda  
**Sent:** Tuesday, December 1, 2020 3:10 PM  
**To:** Blankenship, Johni <JBlankenship@kpb.us>; Turner, Michele <MicheleTurner@kpb.us>  
**Cc:** Pierce, Charlie <CPierce@kpb.us>; Baisden, James <jbaisden@kpb.us>  
**Subject:** R2020-003 for the assembly

Ms. Johni, please forward this email and attachments to the assembly. Mr. Cox requested the resolution that approved the FY20/FY21 program objectives specifically for marketing and tourism promotion on a non areawide basis throughout the borough. R2020-003 also provided direction for contract services to promote the borough using approved contractual funds. A resolution will go before the assembly to address the FY22 program objectives in the January 5, 2021 packet.

As I referenced during the 12/01/20 work session, the borough has entered into a contractual agreement with Agnew::Beck to promote tourism and local businesses during the shoulder season of December 2020 - April 30, 2021 (FY21 budget, page 146 attached).

I'm available for additional discussion if necessary. Smiles, B

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<https://cares.kpb.us> – CARES Act Relief Fund Project Updates  
[www.kpb.us](http://www.kpb.us) – Information by departments and service areas  
[www.kpboem.com](http://www.kpboem.com) – Updates from agencies responding to area-wide response  
@Kenai.Peninsula.Borough – Facebook Page for general government topics  
@KPBalerts – Facebook Page for areawide response topics  
@KPBinfo – Twitter Account  
@KPBalerts – Twitter Account

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

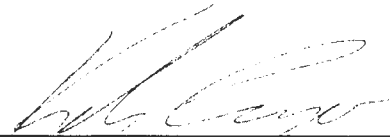
B. Promote significant increases in tourism during the shoulder seasons.

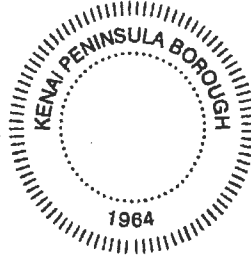
**SECTION 2.** This resolution shall become effective immediately upon adoption.

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

ATTEST:

  
Johni Blankenship, MMC, Borough Clerk

  
Kelly Cooper, Assembly President



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

## Department Function

Fund 100

General Fund

Dept 94900

Business and Economic Development

### Program Authority and Descriptions

Promoting the peninsula through economic development is within the authority of the borough and supported through the Kenai Peninsula Economic Development District, Alaska Small Business Development Center, and Kenai Peninsula Tourism Marketing Council as described below.

Alaska Statute AS 29.35.210(a)(8) authorizes the borough to provide for economic development on a nonareawide basis by ordinance. Economic development means private sector expansion that creates permanent jobs, adds to the borough's long-term tax base, and results in enhanced economic activity and quality of life for Borough residents.

Borough code 19.10 provides for the promotion of tourism for areas of the borough outside of the cities. The authority to provide for tourism promotion may be carried out by the borough administrative staff or by contract, by grants to nonprofit organizations established for tourism and economic development or by grants to municipalities having programs that can meet the needs of the Borough for its nonareawide program.

**Contractual Services, EDD.** The Kenai Peninsula Economic Development District (KPEDD) requests funding to support outreach, training and small business assistance; outcomes include:

- The annual Comprehensive Economic Development Strategy document provides an overview of demographics, community development, infrastructure business development, etc.
- Host the 2021 Kenai Peninsula Industry Outlook Forum. The education forum is designed to keep citizens, businesses and policy makers informed of the upcoming projects and economic development opportunities for the Kenai Peninsula.
- Manage the Business Innovation Center providing business plan development, bookkeeping, office management, market research, tenancy space, shared office services, and workforce development for new and expanding businesses resulting in lowered failure rate of small businesses.
- The Situations and Prospect of the Kenai Peninsula Borough report provides economic data, demographics, population growth, industry spotlights, municipality profiles, etc.

Funding for FY2021 is budgeted at \$100,000 to supplement KPEDD personnel costs.

**Contractual Services, SBDC.** The Alaska Small Business Development Center (SBDC), South West Region, requests funding to actively support new and existing businesses through no-cost business advising services, workshops, and educational forums; measureable goals and outcomes include:

- Advising hours: 1,000
- Clients advised: 150
- New businesses started & bought: 20
- Jobs supported: 250
- Capital infusion: \$2.2 million
- Client success stories: 4

Funding for FY2021 is budgeted at \$100,000 to supplement personnel, contractual, facilities and administrative costs.

**Contractual Services – KPB Public Relations.** The Borough will be issuing 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.

Funding for FY2021 is budgeted at \$50,000 to provide funding for contractual services.

**Contractual Services – KPB Promotion.** The Borough will be issuing a Request for Proposal for services to market the borough on a non-areawide basis with a focus on tourism and local businesses, applying objectives to be approved by the Assembly.

Funding for FY2021 is budgeted at \$50,000 to provide funding for contractual services.

**Contractual Services – KPTMC.** Funding provided to the Kenai Peninsula Tourism and Marketing Council will allow the Borough to seamlessly continue marketing leveraged funds on a non-areawide basis with a focus on economic recovery. Maintaining a contract with KPTMC will help us reach our objectives without losing market share of local and out-of-state visitors.

Funding for FY2021 is budgeted at \$60,000 to provide funding for contractual services.