



# Agenda

## Economic Development Advisory Commission Regular Meeting

Tuesday, October 08, 2024 at 6:00 PM

City Hall Cowles Council Chambers In-Person & Via Zoom Webinar

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### Homer City Hall

491 E. Pioneer Avenue  
Homer, Alaska 99603  
[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

### Zoom Webinar ID: 990 0366 1092 Password: 725933

<https://cityofhomer.zoom.us>  
Dial: 346-248-7799 or 669-900-6833;  
(Toll Free) 888-788-0099 or 877-853-5247

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### CALL TO ORDER, PLEDGE OF ALLEGIANCE, 6:00 P.M.

### AGENDA APPROVAL

### PUBLIC COMMENTS ON MATTERS ALREADY ON THE AGENDA (3 minute time limit)

### RECONSIDERATION

**CONSENT AGENDA** (Items listed below are considered routine and non-controversial by the Commission and are approved in one motion. If a separate discussion is desired on an item, a Commissioner may request that item be removed from the Consent Agenda and placed on the Regular Agenda under New Business.)

- A. EDC Unapproved Minutes of September 10, 2024

### VISITORS/PRESENTATIONS (10 minute time limit)

### STAFF & COUNCIL REPORT/COMMITTEE REPORTS

- A. EDC Staff Report
- B. Chamber Director Report
- C. Homer Marine Trades Association Report  
August 7th, 2024 Meeting Minutes
- D. Kenai Peninsula Economic Development District Report
- E. HERC Update
- F. Housing Update
- G. Planning Update



## **PUBLIC HEARING**

## **PENDING BUSINESS**

### A. Business Licenses

Memorandum EDC-24-015 from Community Development Director as backup

### B. Cruise Ships

Memorandum EDC-24-016 from Community Development Director as backup

Email re: Cruise Ship Documentary from Ms. Gloria Wahl

## **NEW BUSINESS**

### A. Land Allocation Plan

Memorandum EDC-24-017 from Community Development Director as backup

## **INFORMATIONAL MATERIALS**

### A. City Manager's Report

CM's Report for September 23rd, 2024

### B. Datafy Destination Summary

### C. Homer Comprehensive Plan Rewrite - Community Worksession Flyer

### D. EDC Annual Calendar 2024

## **COMMENTS OF THE AUDIENCE** (3 minute time limit)

## **COMMENTS OF THE CITY STAFF**

## **COMMENTS OF THE MAYOR/COUNCIL MEMBER** (If Present)

## **COMMENTS OF THE COMMISSION**

## **ADJOURNMENT**

Next Regular Meeting is **Tuesday, November 12th, 2024 at 6:00 p.m.** All meetings scheduled to be held in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska and via Zoom Webinar.



## CALL TO ORDER

Session 24-08 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:06 p.m. on September 10, 2024 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska and via Zoom Webinar, and opened with the Pledge of Allegiance.

PRESENT: COMMISSIONERS BROWN, YOUNG, STEPHENS, BRENNAN, MARKS & ZUBEK

ABSENT: COMMISSIONER AREVALO (EXCUSED)

STAFF: COMMUNITY DEVELOPMENT DIRECTOR ENGBRETSSEN & DEPUTY CITY CLERK PETTIT

## AGENDA APPROVAL

Chair Marks read the supplemental items into the agenda: **Under Visitors/Presentations Item A. City Budget Process, Elizabeth Fischer – Finance Director – FY26-27 Budget Schedule. Under Informational Materials Item D. Homer Comprehensive Plan Rewrite September – October Flyer and Item E. Homer Comprehensive Plan Community Survey and Interactive Comment Map Results.** She then requested a motion and second to approve the agenda as amended.

BRENNAN/YOUNG MOVED TO APPROVE THE AGENDA AS AMENDED.

There was no discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

## PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA

## RECONSIDERATION

## CONSENT AGENDA

A. Unapproved Regular Meeting Minutes of August 13, 2024

BRENNAN/BROWN MOVED TO ADOPT THE CONSENT AGENDA AS PRESENTED.

There was no discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

## VISITORS/PRESENTATIONS

A. City Budget Process, Elizabeth Fischer – Finance Director  
Memorandum from Community Development Director as backup  
FY26-27 Budget Schedule

Chair Marks introduced the item by reading of the title and opened the floor for Finance Director Fischer. Ms. Fischer reviewed her presentation that was included in the supplemental packet. There was a brief discussion regarding unused money in the budget for wayfinding and streetscape.



- B. Comprehensive Plan, Agnew::Beck  
Memorandum from Community Development Director as backup

Chair Marks introduced the item by reading of the title and opened the floor for Meg Friedenauer of Agnew::Beck. Ms. Friedenauer provided the Commission with the updated timeline, the results from the survey and the interactive comment map, and the priorities and next steps of the project.

**STAFF & COUNCIL REPORT/COMMITTEE REPORTS**

- A. EDC Staff Report

Community Development Director Engebretsen delivered a verbal report, noting the following:

- Annual Joint Worksession with City Council scheduled for Monday, November 18<sup>th</sup>
- Job posting for a half-time Community Development Associate
- Memorandum regarding city business licenses will be seen by Council in October
- Early voting for the upcoming City and Borough elections

- B. Chamber Director Report

Community Development Director Engebretsen provided a verbal report regarding a Luncheon at the Chamber of Commerce this upcoming Thursday to discuss cruise ships. She added that the Luncheon for October will be focused on the state of tourism in Homer, and that the November Luncheon will be a state of the City presentation from City Manager Jacobsen as well as some other department heads. She stated that Brad Anderson will give his annual presentation to the Commission at the November 12<sup>th</sup> meeting before presenting to Council on November 25<sup>th</sup>.

- C. Homer Marine Trades Association Report

- D. Kenai Peninsula Economic Development District Report

Chair Marks noted that the group met on August 15<sup>th</sup>, adding that many of the projects are continuing ahead as planned. There was brief discussion among the Commission about a cell phone data program called *Datafy*.

- E. Port Expansion

Community Development Director Engebretsen suggested striking this item from the standing reports providing that it's typically covered in the City Manager's Report. She noted that there are quarterly reports to City Council regarding the project, and added that people that want to stay informed can subscribe to receive emails on the project website.

- F. Guiding Homer's Growth Group

Community Development Director Engebretsen suggested striking this item from the standing reports as well, as she is no longer a part of their steering group. Chair Marks noted that the group is going to start tackling housing, and asked Commissioners to let her know if they're interested.



G. HERC Update

Community Development Director Engebretsen explained that the City applied for a \$1 million EPA grant last year that was not funded, but later received funding from the State Department of Environmental Conservation. She added that the City has been contacted by the consultant, but no further progress has been made. She stated that the City will focus on working with the State and preparing for a clean-up grant, which could cost between \$50,000-100,000.

H. Housing Update

I. Planning Update

Community Development Director Engebretsen noted that there is a second open-house event for the Comprehensive Plan at the Islands & Oceans Visitor Center on Tuesday, October 22<sup>nd</sup>. She added that members of the Comprehensive Plan Steering Committee will be at the Farmer's Market this week and next week.

**PUBLIC HEARING**

**PENDING BUSINESS**

A. Cruise Ships

Memorandum EDC-24-014 from Community Development Director as backup

Chair Marks introduced the item by reading of the title and opened the floor for Community Development Director Engebretsen. Ms. Engebretsen recommended the Commission postpone this item to let staff think about what needs to be written in the memo that will be sent back to Council. She added that she felt more public conversation could be helpful.

BROWN/BRENNAN MOVED TO POSTPONE THE CRUISE SHIPS AGENDA ITEM TO THE OCTOBER 8<sup>TH</sup>, 2024 REGULAR MEETING.

Commissioner Young commented that it might be worthwhile to try and gather data regarding the community's feelings towards cruise ships rather than going off of anecdotal evidence. Ms. Engebretsen reminded him that there are costs associated with any kind of survey or outreach this would encompass.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

B. Comprehensive Plan Outreach

The Commission discussed various avenues of outreach to garner more public participation in the development of the Comprehensive Plan.

**NEW BUSINESS**

**INFORMATIONAL MATERIALS**



- A. City Manager's Report  
August 26<sup>th</sup>, 2024  
September 9<sup>th</sup>, 2024
- B. EDC Annual Calendar 2024
- C. Safe Streets and Roads Flyer
- D. Homer Comp Plan Rewrite Sept – Oct Flyer
- E. Homer Comp Plan Community Survey and Interactive Comment Map Results

Chair Marks noted the informational materials. Commissioner Brown volunteered to deliver the September report to City Council, and Commissioner Young volunteered himself to deliver the October report to City Council. Chair Marks also informed the Commission that she would be absent from the Regular Meeting in October.

#### **COMMENTS OF THE AUDIENCE**

Patty Relay thanked the Commissioners for their service. She invited everyone to the Kodachrome RITZ event taking place at the Pratt Museum on Saturday, October 5<sup>th</sup>, 2024 at 6:00 p.m.

Derotha Ferraro, city resident, highlighted Proposition No. 1 on the upcoming Kenai Peninsula Borough ballot. She briefly summarized the proposition, discussed healthcare in Homer and its connection to the Comprehensive Plan, and noted an event at the Christian Community Church on Thursday regarding the proposition.

#### **COMMENTS OF THE CITY STAFF**

Deputy City Clerk Pettit welcomed Commissioner Stephens to the Commission.

Community Development Director Engebretsen noted that it was a marathon meeting.

#### **COMMENTS OF THE MAYOR/COUNCIL MEMBER (If Present)**

#### **COMMENTS OF THE COMMISSION**

Commissioner Brennan welcomed both Commissioners Zubek and Stephens. She noted that she will be absent from the October meeting.

Commissioner Young welcomed Commissioner Stephens and shared that he enjoyed both the worksession and the discussion regarding city planning.

Commissioner Brown welcomed both Commissioners Zubek and Stephens.

Commissioner Zubek thanked everyone for their insightful comments. She also welcomed Commissioner Stephens.

Commissioner Stephens thanked the Commission for welcoming her aboard. She added that her position as a Commissioner is much different than what she does for a living.

Chair Marks welcomed Commissioner Stephens to the Commission. She noted that having a full Commission provides more input for the group, and reminded everyone that a quorum of four is required for both worksessions and regular meetings.



**ADJOURNMENT**

There being no further business to come before the Commission, Chair Marks adjourned the meeting at 7:48 p.m. The next regular meeting is Tuesday, October 8, 2024 at 6:00 p.m. All meetings are scheduled to be held in the City Hall Cowles Council Chambers and via Zoom Webinar.

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ZACH PETTIT, DEPUTY CITY CLERK I

Approved:\_\_\_\_\_





# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

## Planning

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Homer, Alaska 99603

[Planning@ci.homer.ak.us](mailto:Planning@ci.homer.ak.us)

(p) 907-235-3106

(f) 907-235-3118

TO: Economic Development Advisory Commission  
FROM: Julie Engebretsen, Community Development Director  
DATE: October 8, 2024  
SUBJECT: October Staff Report

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### Comprehensive Plan

- Open House October 22 and Island and Ocean. Doors open at 5:30, event is 6-8. There will also be an online version for people to participate in the exercises. We expect that to be posted for a week or so. I also extended an offer to the Chamber of Commerce to host a business focused event if there is interest.
- The results of the business survey are in and attached here. Its interesting reading. Please let me know if you find any errors or have questions.

### Staffing

Planning has a new staff member as of Monday! Will Anderson is a Homer local with an advanced degree in Architecture. On the Community Development side, I have offered a part time position to another Homer resident and hope they can start before the end of the month. The last time the department was fully staffed was March 2023...its been a long haul! I'm looking forward to having a full crew. Incidentally, from workforce perspective our applicant pool for this job was excellent. Not sure if it was the timing of the job posting (heading in to winter), competitive wages or the part time hours, but many more and better qualified candidates than we had a year ago for a different full time position.

### Grants

I recently worked with partner organizations Kachemak Heritage Land Trust and Kachemak Bay Research Reserve on a grant letter seeking over \$1M in funding to purchase key properties in the Bridge Creek Watershed Protection District. Our first phase application was successful and we've been invited to submit a full grant application. This is really exciting news and ensures a busy fall.

### Attachment

Business survey results





# Homer Comprehensive Plan Rewrite

## 2024 Business Survey Results

### *September 19, 2024*

The City of Homer is updating its Comprehensive Plan. To inform the economic development and related sections of the plan, the City created a business survey for gathering input from Homer businesses. This business survey was implemented in addition to a community survey that was conducted in summer 2024.

- **Timing:** The business survey was open for about six weeks, from July 12, 2024, to August 25, 2024.
- **Design and Promotion:** The survey was designed and promoted with assistance from the City Economic Development Commission and the Homer Chamber of Commerce & Visitor Center.
- **Responses:** 66 individuals responded exceeding the project team's goal of 50 responses.

## Index of Results by Question

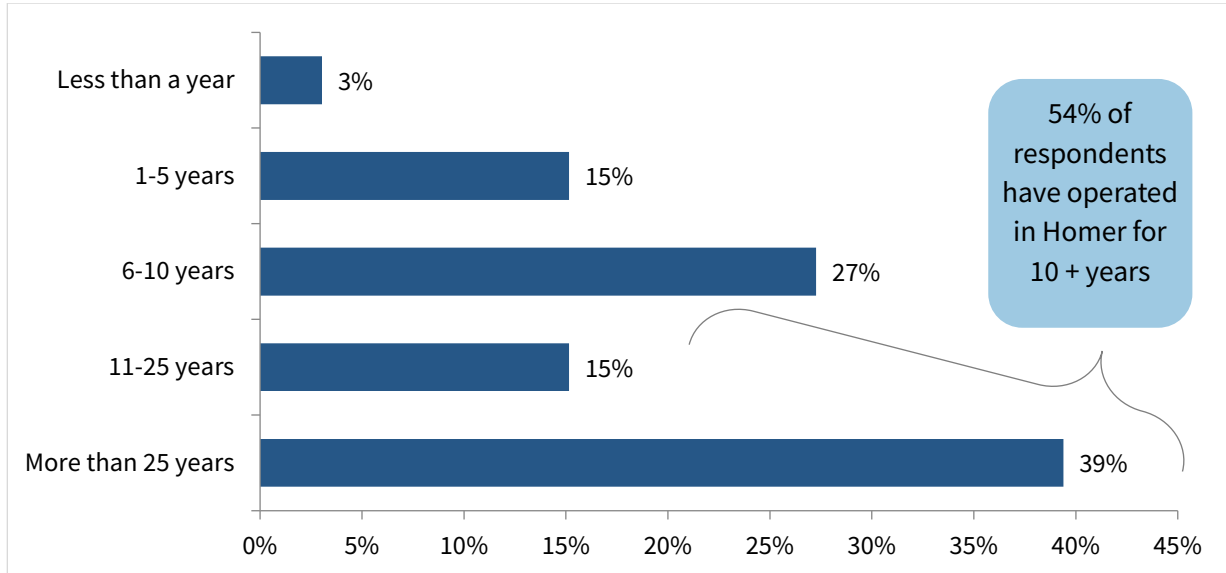
Question #1, How long has your business operated in the Greater Homer area?.....	2
Question #2, Where is your business located? .....	2
Question #3, My business is primarily home based, physically based, physically based, online based, or other .	3
Question #4, What months of the year do you operate? .....	3
Question #5, What is your average number of employees? .....	3
Question #6, Does your number of employees change throughout the year? .....	4
Question #7, How difficult is it to hire new employees? .....	5
Question #8, What is the single biggest challenge to hiring and retaining employees? .....	5
Question #9, What is your primary business sector?.....	6
Question #10, Indicate the percentage of residents and visitors as a total percentage of your customer base ....	6
Question #11, How would you describe the current business climate in the Greater Homer area?.....	7
Question #12, Over the next year, I expect the economic conditions in the Greater Homer area will. ....	8
Question #13, Over the next year, I expect my staffing counts to change in the following ways .....	8
Question #14, How do you measure success within your industry/sector? .....	9
Question #15, Rate the following factors as “benefits” or “barriers” to doing business in the Homer area. ....	10
Question #16, What three things do you need most to have a successful and thriving business? .....	12
Question #17, What are the three biggest obstacles for your current business operations? .....	12
Question #18, What are the three biggest obstacles to your future business operations? .....	14
Question #19, What else would you like to share regarding owning and doing business in the Homer area?.....	15



## Survey Results

### Question #1, How long has your business operated in the Greater Homer area?

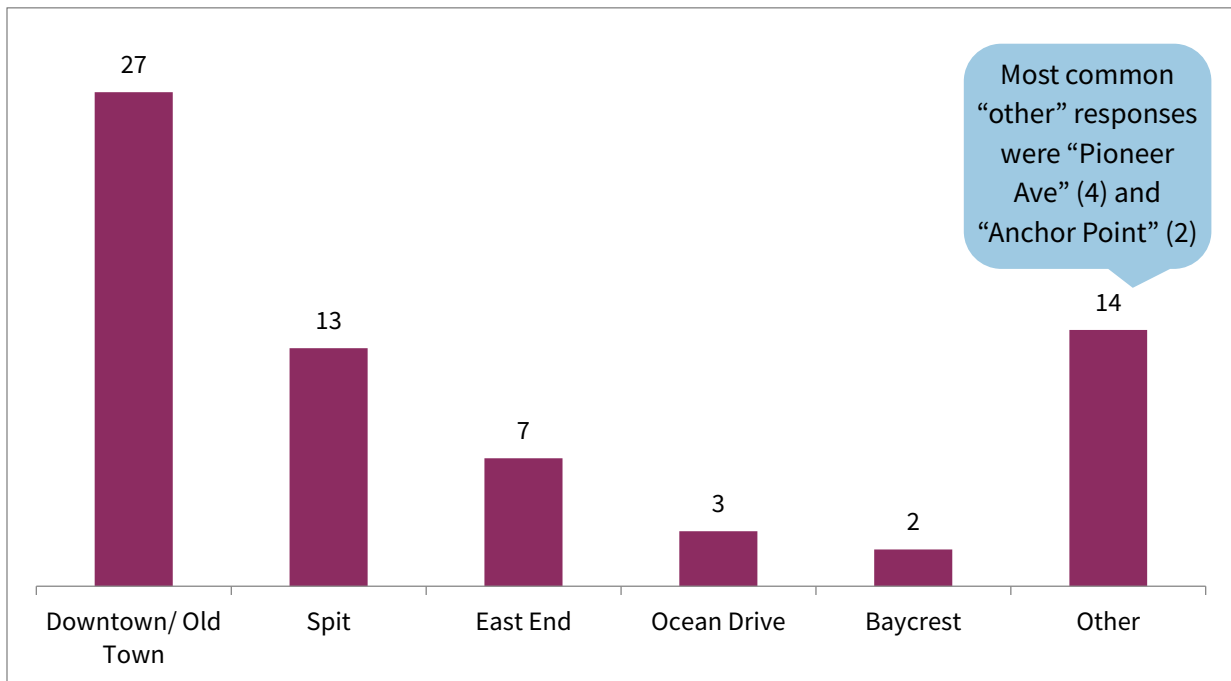
Answered: 66. Percentages may not total 100 percent due to rounding to the nearest whole number.



### Question #2, Where is your business located?

Answered: 65.

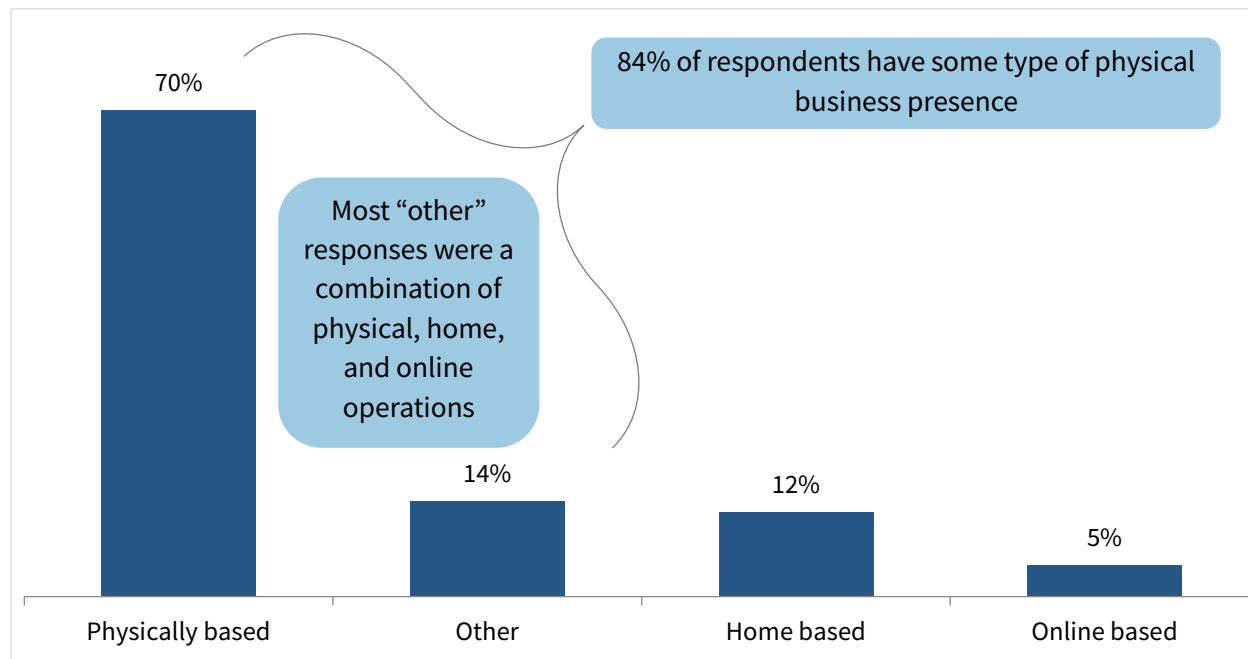
**\*Note:** There were 65 received responses. However, one “Other” response indicated multiple locations, resulting in 66 business locations.





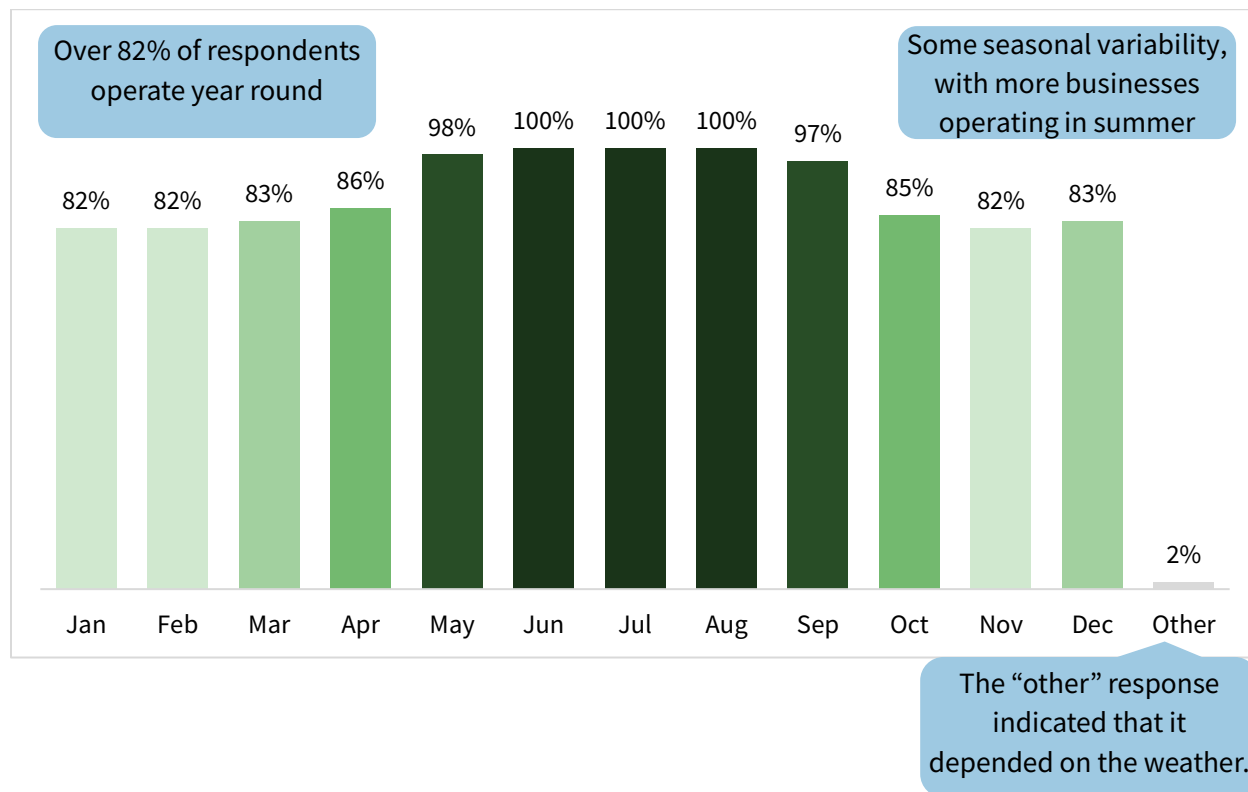
### Question #3, My business is primarily home based, physically based, online based, or other.

Answered: 66. Percentages may not total 100 percent due to rounding to the nearest whole number.



### Question #4, What months of the year do you operate? Select all that apply.

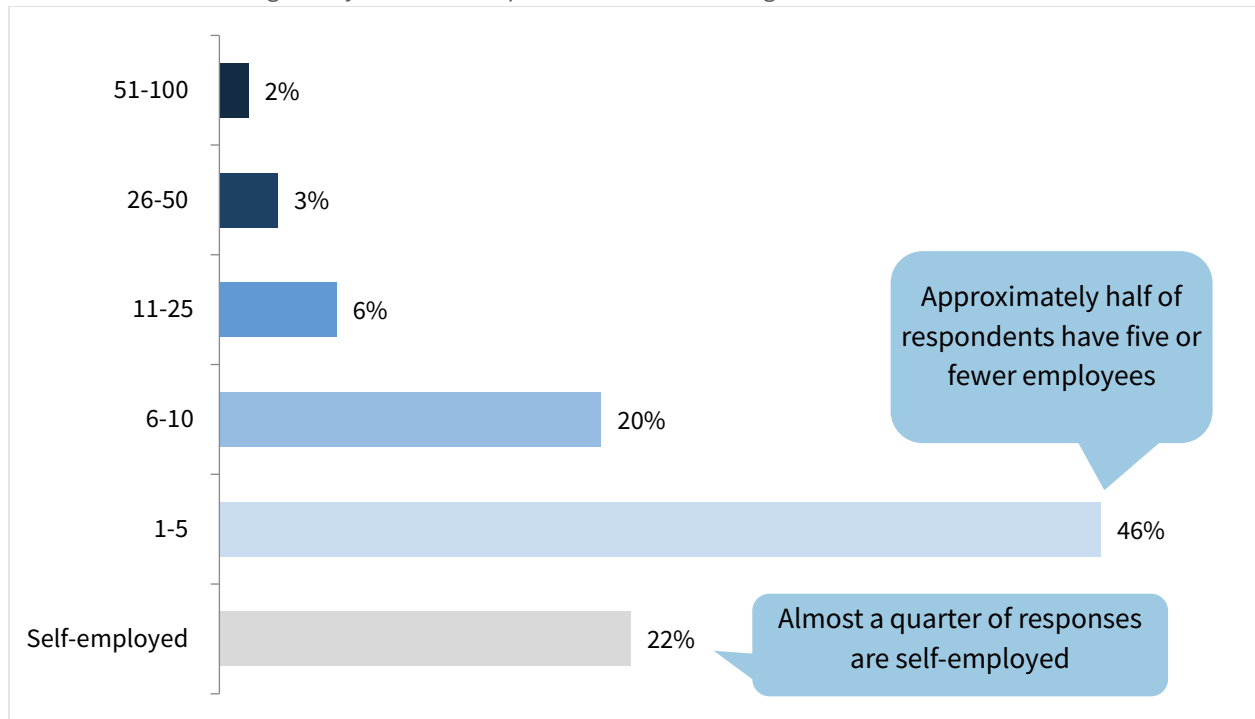
Answered: 66.





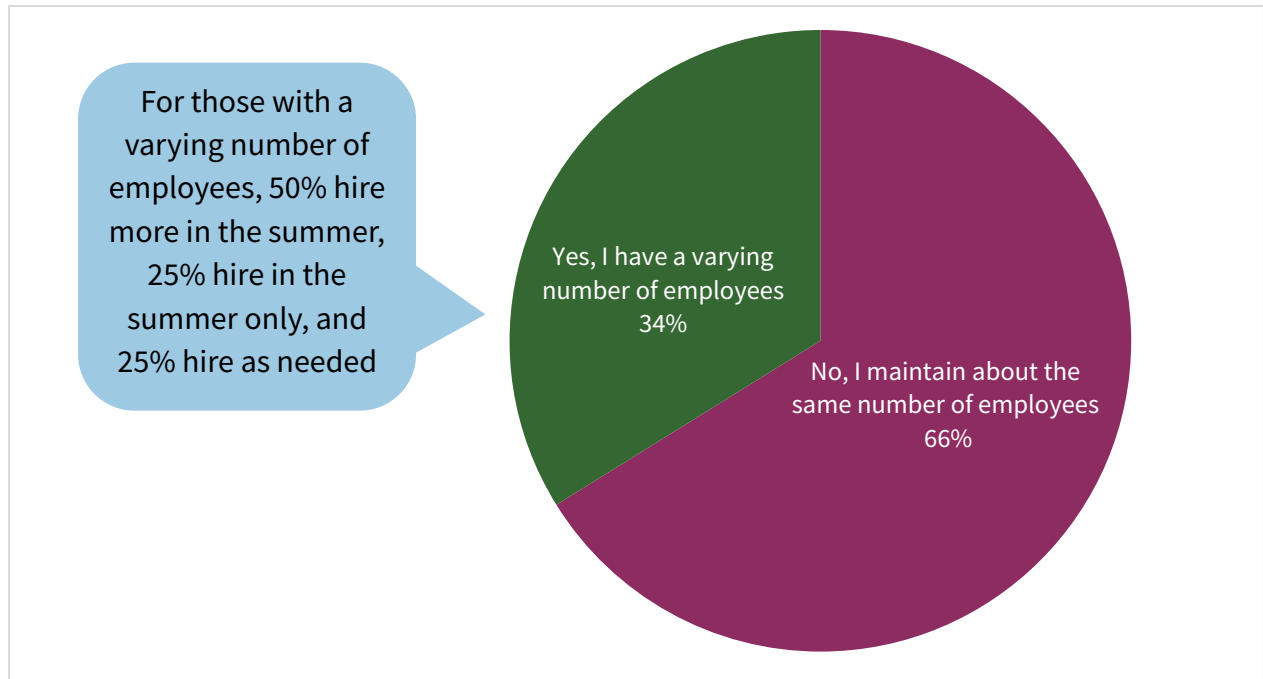
### Question #5, What is your average number of employees?

Answered: 65. Percentages may not total 100 percent due to rounding to the nearest whole number.



### Question #6, Does your number of employees change throughout the year?

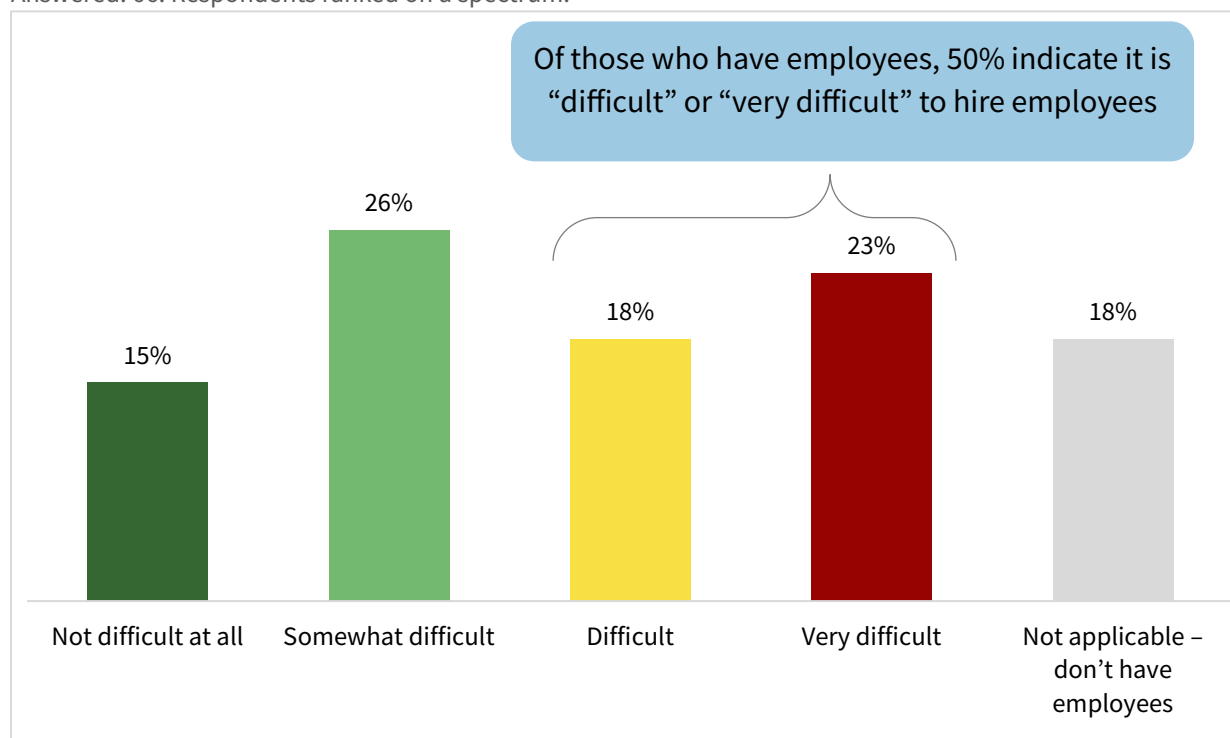
Answered: 65.





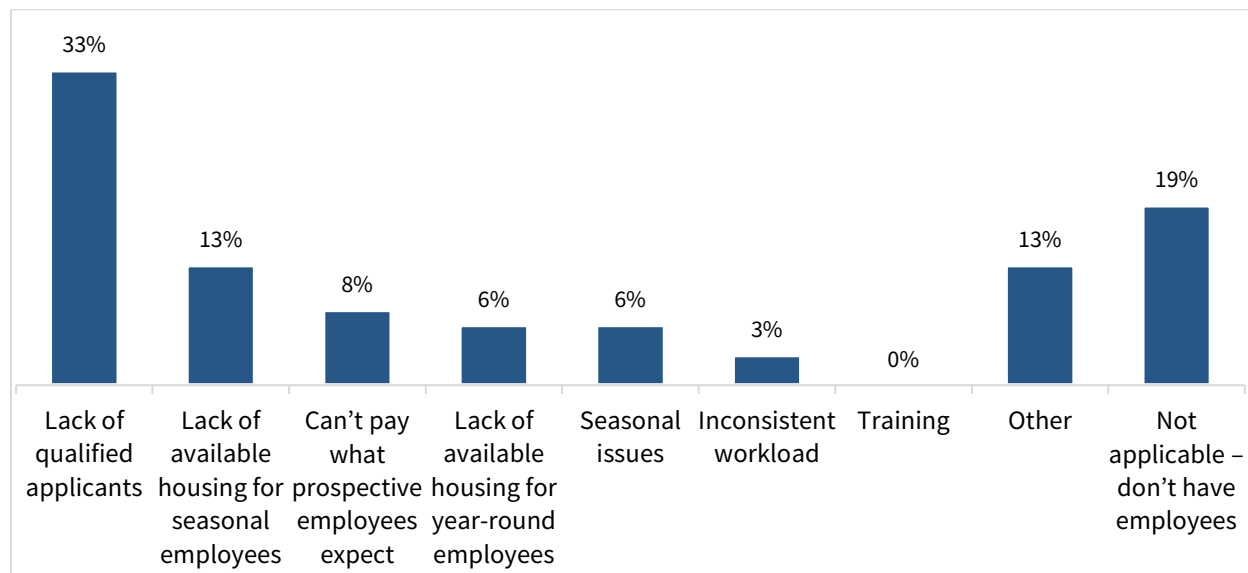
## Question #7, How difficult is it to hire new employees?

Answered: 66. Respondents ranked on a spectrum.



## Question #8, What is the single biggest challenge to hiring and retaining employees?

Answered: 64. Multiple choice question. Percentages may not total 100 percent due to rounding to the nearest whole number.



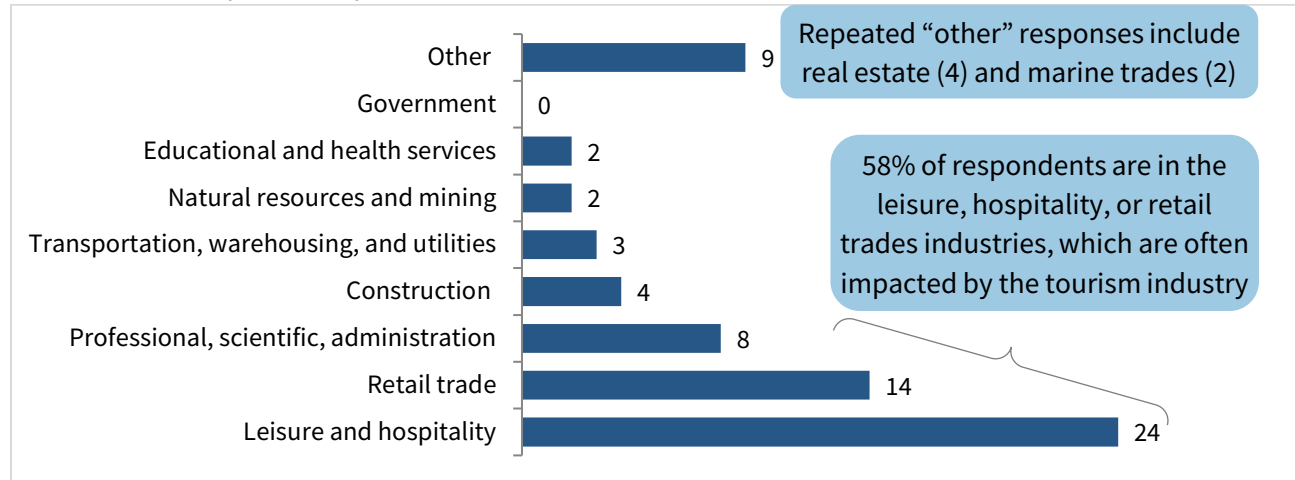
### Other Responses (themes with two or more responses)

- Agree that multiple challenges impact hiring and retaining employees (3)
- Do not have issues hiring and retaining employees (2)



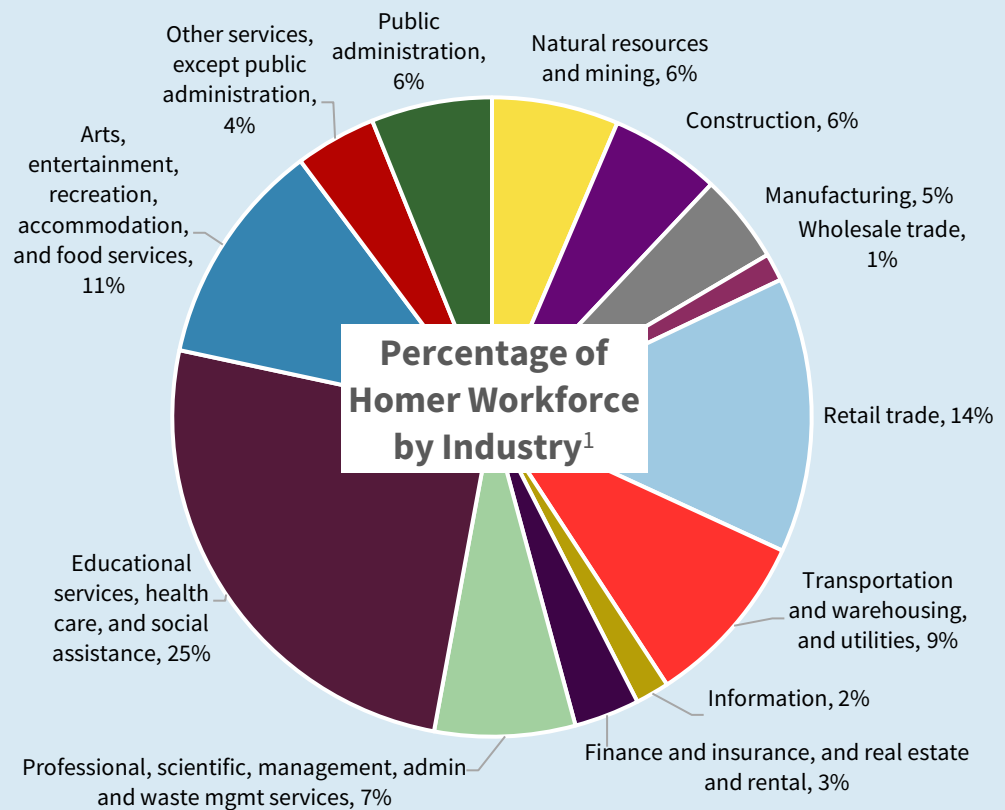
## Question #9, What is your primary business sector?

Answered: 66. Multiple choice question.



**How does this compare to what we know about Homer's economy?** When reviewing industry data across sectors, the three largest employers are 1) education, health care, and social assistance; 2) retail trade; and 3) arts, entertainment, recreation, accommodation, and food services.<sup>1</sup> The figure below provides more detailed information on industries in Homer.

**Note:** The chart on the right should not be used as a direct comparison to the survey responses, as the workforce industry data includes both private and public sectors, as compared to this survey which only includes private sector responses. The categories are also not identical.

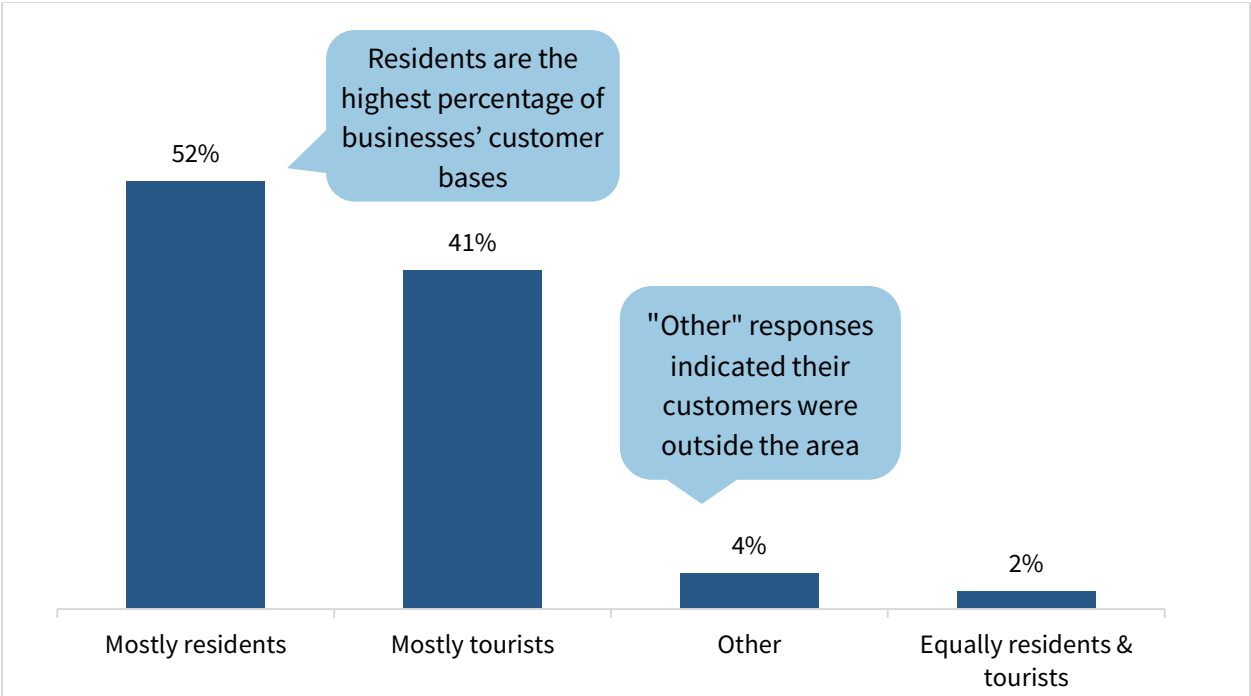


<sup>1</sup> U.S. Census Bureau American Community Survey, 2018-2022 Five Year-Estimates<sup>7</sup>; ADOLWD Current Quarterly Census of Employment and Wages<sup>8</sup>, Northern Economics Analysis



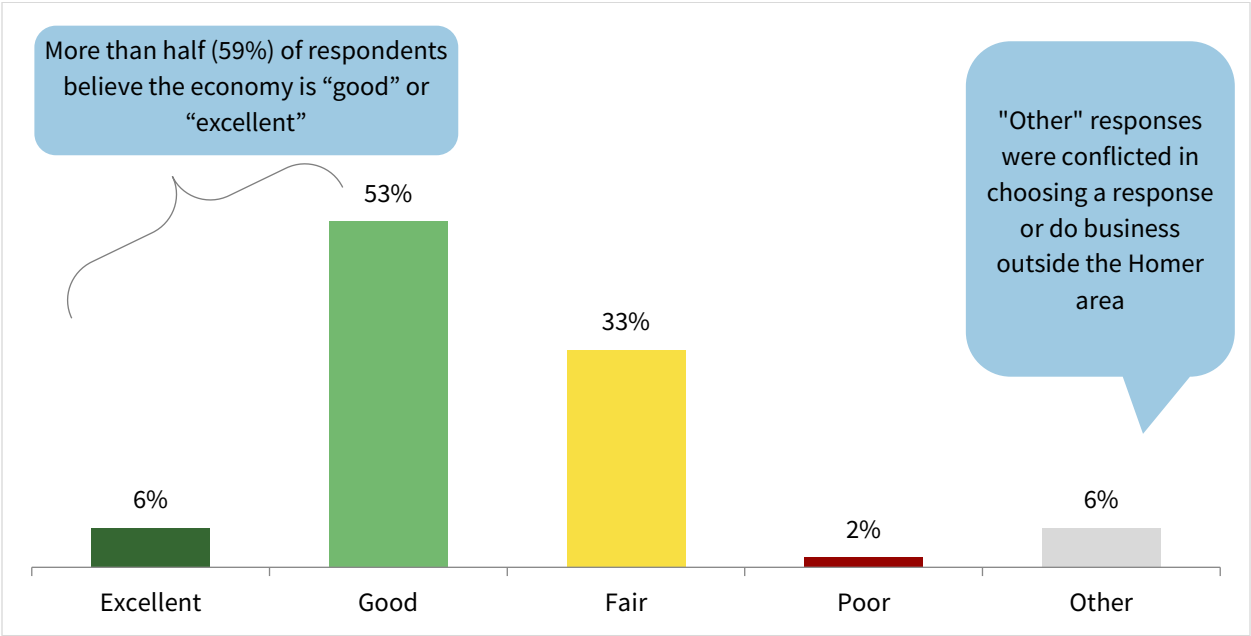
**Question #10, Please indicate the approximate percentage of residents and visitors as a total percentage of your customer base.**

Answered: 46. Respondents indicated the percentages, then responses were then grouped by 50% or more.



**Question #11, How would you describe the current business climate in the Greater Homer area?**

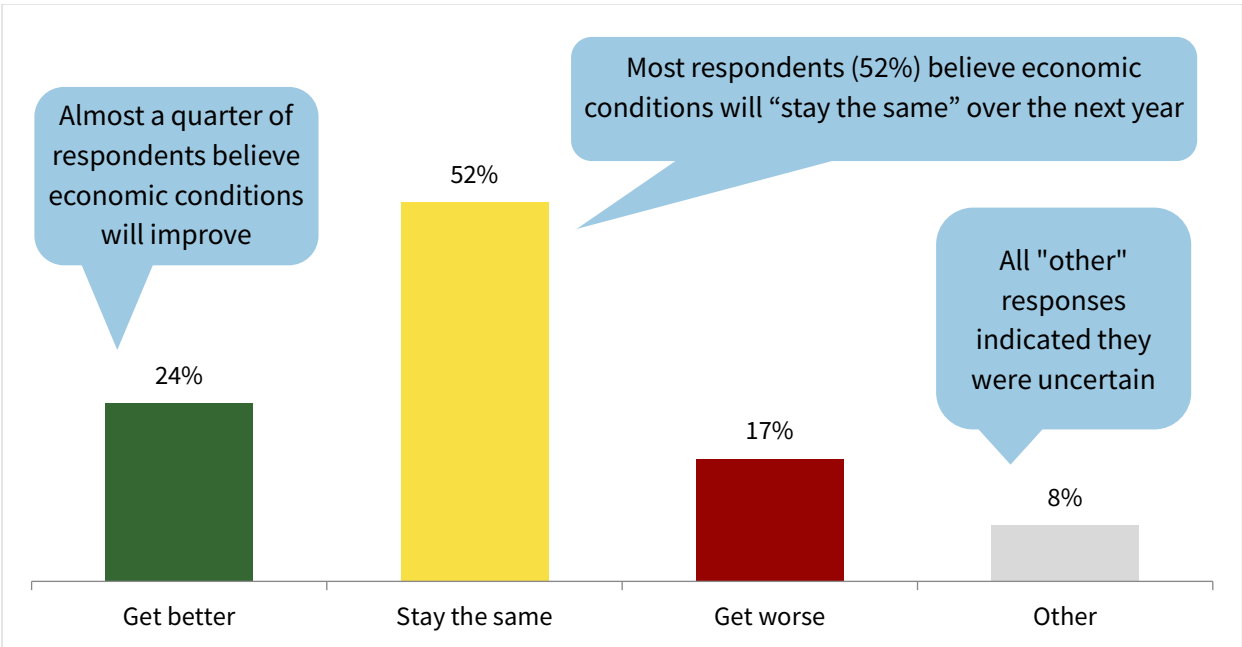
Answered: 66. Respondents ranked on a spectrum.





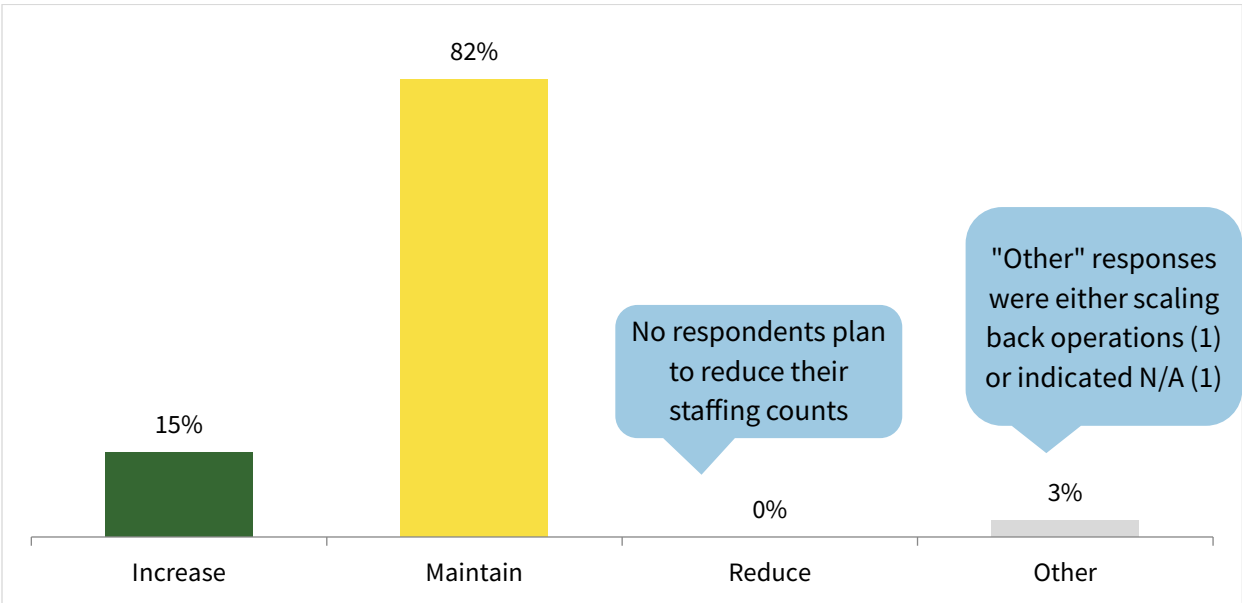
**Question #12, Over the next year, I expect the economic conditions in the Greater Homer area will...**

Answered: 66. Respondents ranked on a spectrum.



**Question #13, Over the next year, I expect my staffing counts to change in the following ways.**  
**Some responses had multiple themes, so the count will be higher than the total number who answered.**

Answered: 66. Multiple choice question.



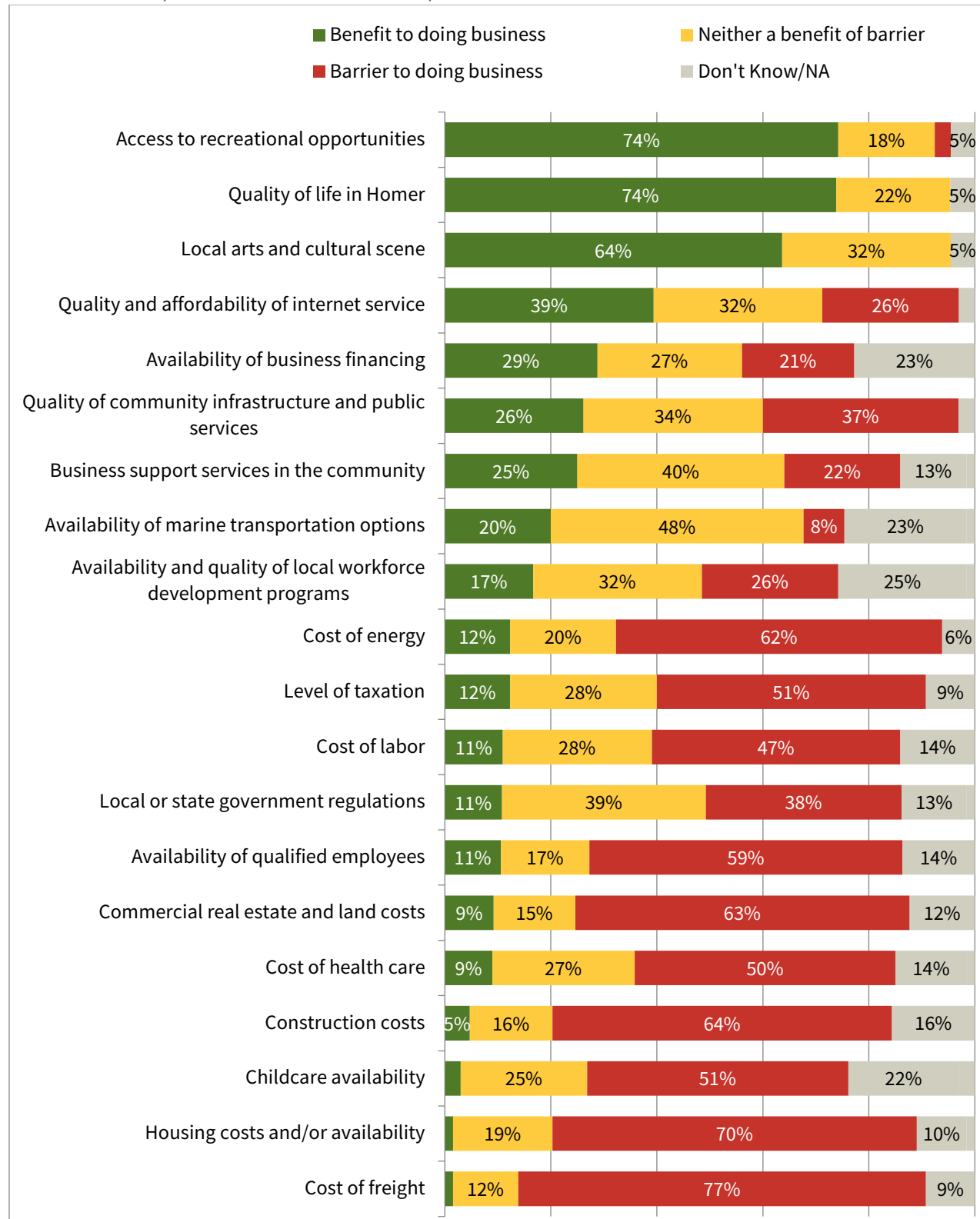






## Question #15, Please rate the following factors as “benefits” or “barriers” to doing business in the Greater Homer area.

Answered: 66. Respondents were asked to rank a provided list of factors.





**Question #15 (cont.) Top “Barriers,” “Neither Benefits nor Barriers,” and “Barriers” to doing business in the Homer area**

<b>Top 5 Benefits of Doing Business in Homer</b>	<b>% of Responses</b>	<b># of responses</b>
<b>Access to recreational opportunities</b>	<b>74%</b>	<b>49</b>
<b>Quality of life in Homer</b>	<b>74%</b>	<b>48</b>
Local arts and cultural scene	64%	42
Quality and affordability of internet service	39%	26
Availability of business financing	29%	19

<b>Top 4* "Neither Benefits nor Barriers"</b>	<b>% of Responses</b>	<b># of responses</b>
Availability of marine transportation options	48%	31
Business support services in the community	40%	25
Local or state government regulations	39%	25
Quality of community infrastructure and public services	34%	22

\*Note: “Top 4” was used rather than “Top 5,” as the next highest response was a three-way tie.

<b>Top 5 Barriers to Doing Business</b>	<b>% of Responses</b>	<b># of responses</b>
Cost of freight	77%	50
Housing costs and/or availability	70%	44
Construction costs	64%	41
Commercial real estate and land costs	63%	41
Cost of energy	62%	40



## Question #16, What three things do you need most to have a successful and thriving business?

Answered: 56. Open-ended question coded for themes. Some responses had multiple themes, so the count will be higher than the total number who answered. Below is a key to describe the category icons.



Economic Development



Quality of Life



Infrastructure













Transportation



Housing












Sustainability & Environment

Themes	Count	Category	Representative Quotes
<b>Access to quality employees</b>	<b>21</b>		<ul style="list-style-type: none"> <li>• Employees that care</li> <li>• Qualified employees</li> <li>• Trained staff</li> </ul>
Support year-round from local shoppers, community, and organizations	15		<ul style="list-style-type: none"> <li>• The support of local shoppers</li> <li>• Community support</li> <li>• Year-round customers</li> <li>• Support from Chamber and Visitor Center</li> </ul>
Related to internal business operations,	15		<ul style="list-style-type: none"> <li>• Customers</li> <li>• Customer service</li> <li>• A good marketing plan</li> </ul>
Favorable regulations and tax structure	10		<ul style="list-style-type: none"> <li>• Low accommodation taxes</li> <li>• Limit on short-term rentals</li> <li>• Less regulation by the city and state</li> </ul>
Affordable cost of living (e.g., groceries, products)	7		<ul style="list-style-type: none"> <li>• Quality and affordable food</li> <li>• Affordable cost of living/goods</li> <li>• Lower groceries</li> </ul>
Low cost and consistent freight	6		<ul style="list-style-type: none"> <li>• Lower freight costs</li> <li>• Consistent delivery of food</li> <li>• Affordable shipping rates</li> </ul>
Marketing to all-season tourism	6		<ul style="list-style-type: none"> <li>• More customers in the winter season</li> <li>• Working with others to promote our area</li> <li>• Winter and summer promotional events</li> </ul>
Low utility costs	5		<ul style="list-style-type: none"> <li>• Lower energy costs</li> <li>• Affordable costs of business (e.g., utilities)</li> <li>• Affordable energy source</li> </ul>
Affordable housing	5		<ul style="list-style-type: none"> <li>• A viable employee base and affordable housing for them</li> <li>• Affordable housing</li> <li>• Affordable seasonal housing</li> </ul>
Draw to area	5		<ul style="list-style-type: none"> <li>• A reason to draw people to the Spit and Homer regardless of environmental factors</li> <li>• Unique offering</li> <li>• Things for people to do</li> </ul>



## Question #17, What are the three biggest obstacles for your current business operations?






Answered: 57. Open-ended question coded for themes. Some responses had multiple themes, so the count will be higher than the total number who answered.

Themes	Count	Category	Representative Quotes
<b>Finding qualified and reliable employees</b>	21		<ul style="list-style-type: none"> <li>Lack of candidates</li> <li>Qualified employees you can afford</li> <li>Ability to retain employees due to high cost of living and housing availability</li> </ul>
High cost of doing business	14		<ul style="list-style-type: none"> <li>Increased cost of doing business (taxes, public utilities, and rental space)</li> <li>Payroll</li> <li>Higher rent, energy, internet services</li> </ul>
Lack of attainable/affordable housing	12		<ul style="list-style-type: none"> <li>Seasonal housing for staff</li> <li>Lack of long-term housing</li> <li>Affordable housing for staff</li> <li>Rapidly increasing cost of land</li> </ul>
Issues related to local regulations, including building codes, zoning restrictions, and municipal policies	12		<ul style="list-style-type: none"> <li>Consistent enforcement of regulations</li> <li>Unable to grow due to city regulations (Square footage, parking, etc.)</li> <li>Fish restrictions directly affect angler returns</li> <li>Local and state cost of doing business for licenses</li> <li>Regulations – code restrictions</li> </ul>
High costs of living	10		<ul style="list-style-type: none"> <li>Challenge for businesses to fully staff due to the costs of living</li> <li>High cost of groceries</li> <li>Increasing cost of everything</li> </ul>
Freight and shipping challenges	9		<ul style="list-style-type: none"> <li>Cost of freight</li> <li>Shipping costs</li> <li>Shipping time/length of time it takes to get goods from the lower 48</li> </ul>
Parking, in-town transportation, and general transportation	9		<ul style="list-style-type: none"> <li>Parking issues on the Spit</li> <li>Lack of transport between town and the Spit</li> <li>Reliable Air transportation to Homer</li> <li>Lack of transportation for visitors with no car</li> </ul>
External factors: weather conditions, inflation, economic cycles, and policies that affect operations	9		<ul style="list-style-type: none"> <li>Weather</li> <li>Uncertainty about state budgets, particularly affecting education</li> <li>Interest rates and inflation</li> <li>Economy cycles and a weak national economy</li> </ul>
Utility costs and infrastructure issues	8		<ul style="list-style-type: none"> <li>High utility costs</li> <li>Slow and unreliable internet</li> <li>Infrastructure</li> </ul>



## Question #18, What are the three biggest obstacles to your future business operations? \*





Answered: 50. Open-ended question coded for themes. Most responses to this question repeated concerns expressed in questions 15 to 17. The table below includes new themes not explicitly expressed in previous responses.

Themes	Category	Representative Quotes
Concerns with fisheries		<ul style="list-style-type: none"> <li>• Fishery health</li> <li>• Depleted fish counts</li> <li>• Changes to regulations in Kachemak Bay</li> <li>• Change in regulations for halibut fishing</li> </ul>
Environmental changes and over-tourism		<ul style="list-style-type: none"> <li>• Erosion</li> <li>• Threat of over-tourism</li> <li>• Degradation of environment -- jet skis, degradation of fishing, overcrowding</li> <li>• Overcrowding on the Spit from cruise ships</li> </ul>
Concerns with community beautification and infrastructure		<ul style="list-style-type: none"> <li>• Parking, signage, safe access (pedestrian crossing, buses etc.)</li> <li>• More bike trails &amp; sidewalks needed</li> <li>• HERC is in our front yard and is unsightly</li> <li>• Boarded-up windows in high-traffic areas</li> <li>• Broken sidewalks right outside town on E. End Road</li> <li>• Boardwalk falling apart and pilings falling over</li> <li>• The fact the city has little or no money to repair existing issues and needs</li> </ul>
Aging population		<ul style="list-style-type: none"> <li>• Growing age demographic of the community/seasonal people</li> <li>• Retirement</li> </ul>
Economic uncertainty		<ul style="list-style-type: none"> <li>• Need to diversify economy</li> <li>• Digging out of current deficit of last three years</li> <li>• The abundance of short-term rentals has driven up the price of land for our clients to a degree that it's costing us business, and it's also forcing our employees out of town which makes us have to slow our operations</li> <li>• Negativity of folks about the future</li> </ul>







## Question #19, What else would you like to share regarding owning and doing business in the Greater Homer area?

Answered: 32. Open-ended question coded for themes. Some responses had multiple themes, so the count will be higher than the total number who answered.

Themes	Category	Count	Representative Quotes
Local business support		11	<ul style="list-style-type: none"> <li>Overall, it is a <b>positive place to have a business</b></li> <li>We <b>need a strong and diverse economy</b> for Homer, such as what the Harbor Expansion Plan would provide</li> <li><b>Small business is only possible in Homer without large corporations;</b> as soon as large corporations buy out Homer, small businesses will fail</li> <li><b>Keeping a positive outlook and being supportive of our local businesses</b> is a great way to support the community</li> </ul>
City and government accountability		10	<ul style="list-style-type: none"> <li>Bring <b>taxes back to a reasonable %</b> and <b>focus on infrastructure</b></li> <li>Need <b>consistent enforcement of City ordinances</b>, i.e., sign ordinances; stop passing ordinances unable or unwilling to enforce across the board</li> <li>Homer isn't always business-friendly; <b>parking for locals and slip owners on the Spit</b> is an area where the City is not listening</li> <li><b>Increase the availability of public bathrooms</b> being open, serviceable, and clean</li> <li>Have a <b>procurement officer</b>, and use a minimum of sourcing 3 vendors for goods and services</li> <li><b>Offer incentives to city offices</b> that return funds to the budget and hold people accountable for going over</li> <li><b>Little government interference</b> and let people work</li> </ul>
Tourism		10	<ul style="list-style-type: none"> <li>The <b>Port and Harbor and the marine trade industry is a vital</b> part of Homer's success and year-round work</li> <li>We must <b>prioritize land-based travelers</b> who will spend time &amp; money here vs. cruise ship passengers; <b>Cruise ship passengers</b> do not need accommodations, restaurants, take excursions, or take time to really enjoy all that Homer has to offer</li> <li>Greater <b>investment in marketing dollars</b>, specifically in the marine trades &amp; visitor</li> <li><b>Year-round operations</b> in Homer are difficult</li> </ul>
Appreciation		7	<ul style="list-style-type: none"> <li><b>We love Homer!!</b></li> <li><b>People in this town are a pleasure to work with</b></li> <li>The <b>Chamber of Commerce is FANTASTIC:</b> We are very happy with our relationship</li> </ul>



Themes	Category	Count	Representative Quotes
Infrastructure challenges		7	<ul style="list-style-type: none"> <li>The infrastructure in Homer is lacking: <b>Restrooms at the park</b> and <b>HERC</b> at present. <b>Spit power grid</b> is tapped out; most <b>reliable wifi</b> is Starlink despite much money spent to enhance wired internet; <b>water treatment</b> area stinks up the whole slough area; failing <b>floats at the Harbor</b></li> <li><b>Better maintained roads</b> and access points, especially Kachemak Dr. gravel parking lots on the Spit</li> <li><b>If sewer and water infrastructure were available</b> outside of the City of Homer, it would help provide more affordable housing options</li> </ul>
Community and quality of life		6	<ul style="list-style-type: none"> <li><b>Homer's draw is the small-town feel:</b> The Beauty of Kachemak Bay, the south-side, KBay State Parks, trails, glaciers, berries, peace in general</li> <li>There is <b>much more to Homer and the folks who live here</b> than a lot of people realize</li> </ul>
Environmental and aesthetic considerations		6	<ul style="list-style-type: none"> <li>Can't emphasize enough the <b>importance of maintaining a feeling of being close to nature</b> and having nature-based experiences for visitors</li> <li>Would love to have <b>nicer blended-built buildings</b> that are aesthetically pleasing</li> </ul>
Business space and real estate		3	<ul style="list-style-type: none"> <li>We are extremely busy all the time and <b>can't expand due to high costs of housing</b> and lack of real estate</li> <li><b>Open more business spaces on the Spit</b> by building more boardwalk space in harbor and on the other side of the Spit to bring in more business and reduce cost of rental spaces</li> </ul>

## Question 19 Observations/Related Key Takeaways

Observations are provided for question 19 due to the breadth and sometimes contrasting nature of the responses.

- Respondents love Homer and feel like it is a special place to live, and there is an interest in preserving the quality of life for residents
- There is a call from business owners to invest in infrastructure and improvements that would benefit residents, who are their year-round customers
- This question brought out varying and sometimes conflicting opinions between wanting more government involvement via services and aesthetic improvements, while also wanting less government involvement in regulations and oversight
- There is some tension and polarizing opinions between small business owners and what appears to be larger tourism-based businesses. Small businesses feel unheard of by the City, while larger businesses appear to be happy with the city's current plans for harbor expansion.



**Homer Marine Trades Association  
Regular Business Meeting  
August 7, 2024  
Harbor Master's Office**

**MINUTES**

Call to Order: The meeting was called to order by Vice President, Eric Engebretsen at 6:15 p.m.

Officers/Directors present/quorum: Eric Engebretsen, Jen Hakala, Cinda Martin, Mark Zieset, George Hall, and Adam Smude were present; Matt Alward, Aaron Fleenor, Kate Mitchell and Bruce Friend were absent/excused. A quorum was established.

Guests: Alita Mahan of FNBA, board member prospect and Dan Veerhusen, commercial fisherman

**Guest Presentations:**

- Harbormaster – Amy reported the following on Bryan's behalf: regarding the status of the harbor expansion study, \$800K was received toward the study and they've started profiling the contours of the ocean floor needed for construction planning. A few teams have come through for briefings and to take pictures for future 3-D models. They are also in the process of identifying the demand and scope of the fleet as well as the services required. In other news, the City of Homer is hosting the Harbormasters & Port Administrators Conference that will offer an opportunity for HMTA to collaborate with AVTEC; and there is marketing budget still available, note to Advertising Committee.
- Alita Mahan of FNBA – introduced herself and her interest in serving on the board of directors

Approval of Agenda: Motion by Mark Zeiset to approve the Agenda as presented, 2<sup>nd</sup> and carried.

Approval of Minutes of May 15<sup>th</sup>, 2024, meeting: Motion by George Hall to approve the minutes of the last meeting as written, 2<sup>nd</sup> and carried.

Treasurer's Report –Jen Hakala reported that we currently have \$20,200 in the checking with \$2,159 outstanding in A/R. Jen also reported that a new member paid but no information came through. Amy thought it might be HEA, she will track down the information. Jen also reported that she has a check cut for the 2<sup>nd</sup> half of 2024 Fish Expo Booth which is ready for signature/mailing. There are no other bills outstanding. She will send invoices out for Fish Expo.

Communication Director's Report – Amy – updates under the proper order of business

**Committee Reports:**

- Draft Marketing Plan – Amy reported that she will set up a meeting with Bryan for the committee to discuss available P&H advertising budget, potential funds available for a video update
  - Advertising – Amy/Kate - no further report
  - Website/Social Media –Amy – no further report
  - Radio – Mark (re-visit spring agenda) – no further report
  - Podcast options – Amy - no further report
- Workforce Development – Amy reported that this is the time of year the HHS wanted us to reach out for planning; Amy will set up a meeting with Paul Story to discuss a plan for the year.
  - FOLs – HHS follow up and list of presenters
  - KPC courses – Janel – no report
- Scholarship – Carter Lemon's scholarship has been paid to Universal Technical Institute
- Membership – Amy



- New Member Recruitment contact follow up – HEA has signed up for membership, still working on some others.

#### Old Business:

- Annual To-Do List – Mark review/action items – under new business

#### New Business:

- Fish Expo dates announced – November 20<sup>th</sup>, 21<sup>st</sup> and 22<sup>nd</sup>, 2024
  - ½ booth still available – Amy will see if AC/DC is interested but will also put it out again in the newsletter. For next year, it was recommended that we re-consider the size of the booth space and either downsize to 20' or stay at 30' if Bay Welding will take a 10' spot
- Annual Meeting date – September 26, 27 or 28 at Odin Mead; budget approval; postcard invites – Consensus to host on Saturday, September 28<sup>th</sup>, doors open at 5:30 with meeting start time at 6pm. Motion by Adam Smude to approve up to \$1,000 as a budget for the meeting, 2<sup>nd</sup> and carried. Amy will coordinate with Odin, George will provide a sound system and Amy, Jen and Cinda will send out post cards to prospects.
- Board Member Recruitment follow up – Cinda proposed Alita Mahan/FNBA, Alisa Mooy of Bay Safety and Janel Harris of KPC; Amy proposed Gregor Welpten/Dynamic Composite Solutions; Mark proposed Sandy Stuart, Jen will reach out; Eric proposed Troy of ACDC and Lyle of Lyle's Welding, Adam will reach out to Troy.
- Membership Renewals – individual emails to current members to confirm information and membership renewal will be sent and followed up with invoice; will also request renewal info for the 2024 banner/2025 tide book in same manner. The list of reciprocal members include Aleutian Harvester Memorial Fund, City of Homer Port and Harbor, Homer Chamber Of Commerce, Homer Charter Association, Kachemak Bay Wooden Boat Society, Odin Mead, Rotary Club of Homer - Kachemak Bay, USCG Marine Safety Detachment - Homer
- Round Haul – suggestion to incorporate an annual "Business of the Year" award. Motion by Adam Smude to create an annual award named "the Kate Mitchell Business of the Year Award" with the first recipient as Ken & Snooks Moore/Northern Enterprises Boat Yard for their commitment and dedication to serving the industry, 2<sup>nd</sup> and carried. George will arrange to have a plaque made. The award will be unveiled at the Annual Meeting and presented to Ken and Snooks at a spring Round Haul, date/venue TBD.
- By-Law Revisions up for discussion: the following suggestions were discussed:
  - Attendance Requirements 50% - no support for requirement; consensus that we haven't had much issue in obtaining a quorum and existing Bylaws support withdrawal of officers if needed
  - Term Limits – no support for change
  - Electronic Voting for election of officers – no support for change; consensus that members should be encouraged to attend in person
  - Increase check limit that requires 2 officers to \$5,000 from \$500 (Article V, Sec 3); consensus that it is sometimes difficult to obtain 2 signatures and many checks are at or exceed the \$500 threshold; most expenditures require a vote by the board prior to writing the checks; and there is no bank oversight for 2 signatures
  - Industry Support member – strike earmark to scholarship/workforce development (Article II, Sec 3); consensus that the change will offer more flexibility for operating/advertising opportunities but can still be directed toward workforce development if deemed appropriate

Motion by Mark Zeiset to bring the following Bylaw Revisions forward for membership consideration at the Annual Meeting:

- Increase check limit that requires 2 officers to \$5,000 from \$500 (Article V, Sec 3)
  - Industry Support member – strike earmark to scholarship/workforce development (Article II, Sec 3)

Motion 2<sup>nd</sup> and carried. Cinda will draft the revisions and email to the board members for review.
- Alaska Assoc of Harbormasters & Port Administrators Conference October 21-25 at Land's End –
  - Presentation on Workforce Development – collaborate with AVTEC; Eric will commit Bay Welding to assist with a presentation
  - Draft schedule and other involvement – Amy will keep us apprised of opportunities



Action Items for Amy:

1. Set meeting for Advertising Committee and Bryan to discuss marketing budget availability
2. Reach out to Paul Story, set meeting to discuss FOLs
3. Contact ACDC regarding interest in Fish Expo booth
4. Contact Odin Mead to schedule Annual Meeting for 9/28 at 5:30; list of invitees
5. Contact Gregor re: running for director
6. Membership renewals – send Cinda list of reciprocal memberships for minutes
7. Alaska Assoc of Harbormasters – contact Eric/Brad at Bay Weld re: presentation/collaboration with AVTEC; other involvement for HMTA?

Next Meeting: September 18<sup>th</sup> 6pm at Homer Harbor Office

Comments from the Board Members:

- Adam of Breakwater Marine announced that his new hire has moved to Homer and is finishing up his current job in order to begin on boat projects by November
- Jen Hakala of NOMAR announced that she is bidding a job to build a tarp for the National Christmas tree relocation from the Tongass National Forrest to DC! She also fished BB this year with Matt and Willem and survived!
- Mark of South Central Radar reported that he has been working on a flood of monitoring system sales and installations due to the new Cook Inlet Fed regulations
- Eric of Bay Welding reported that their 50<sup>th</sup> Anniversary party was a huge success with over 450 people in attendance!
- Amy reported that she and Jen have created an “event tote” to grab and go; she will send out an email with additional items that are needed for the tote

Adjourn: There being no further business to come before the board of directors, the meeting was adjourned at 8:05 p.m.

Respectfully submitted,

Cinda Martin  
HMTA Secretary





# AGENDA ITEM REPORT

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## Business Licenses

**Item Type:** Action Memorandum  
**Prepared For:** Economic Development Advisory Commission  
**Meeting Date:** October 8, 2024  
**Staff Contact:** Julie Engebretsen, Community Development Director

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**Summary Statement:** Review the draft memo responding to Council. Please bring any wording changes to the meeting (or email ahead of time!)

### Background

The Commission has talked about business licenses over the past several months. I have attached links to some prior meetings here if you want to see the packets or minutes. I also included a link to Council minutes from their April 8<sup>th</sup> meeting where they took action.

EDC March 12 2024: <https://www.cityofhomer-ak.gov/edac/economic-development-advisory-commission-regular-meeting-56>

Council April 8: <https://www.cityofhomer-ak.gov/citycouncil/city-council-regular-meeting-313>

EDC April 9: <https://www.cityofhomer-ak.gov/edac/economic-development-advisory-commission-regular-meeting-57>

EDC June 11: <https://www.cityofhomer-ak.gov/edac/economic-development-advisory-commission-regular-meeting-59>

EDC August 13: <https://www.cityofhomer-ak.gov/edac/economic-development-advisory-commission-regular-meeting-60>

### **Discussion**

The Commission has discussed Resolution 24-039 at several meetings. Attached is a draft memo in response. This memo is tentatively scheduled for the October 14<sup>th</sup> Council meeting.

### **Attachments**

Draft Memo  
Resolution 24-039





# MEMORANDUM DRAFT

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## Memorandum... Business Licenses

**Item Type:** Informational Memorandum

**Prepared For:**

**Date:**

**From:**

**Through:**

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### Synopsis

City Council adopted Resolution 24-039(A) in April. The resolution directed the Economic Development Advisory Commission (EDC) to investigate the concept of a City business license, with several points to consider. The Commission researched and discussed the issues at several meetings, and ultimately recommended against a City business license program. There was further discussion that one of the concerns was businesses doing business in Homer but not paying the sales tax, particular those that operate out of the harbor.

AREVALO/YOUNG MOVED THAT THE CITY COUNCIL INVESTIGATE HARBOR SPECIFIC OPTIONS TO ACCOMPLISH THE GOALS OF SOLVING PROBLEMS IDENTIFIED REGARDING NON-HOMER BUSINESS OPERATING OUT OF THE HOMER HARBOR INSTEAD OF PURSUING A GENERAL BUSINESS LICENSE APPLICABLE TO ALL BUSINESSES.

### Analysis

Below are the Council directed points of discussion and the Commission's response.

1. The proper level of license requirements

- **Response:** The Commission does not think a City business license program is warranted. Existing state business license and Kenai Peninsula Borough sales tax registration is adequate. A business license does not ensure any aspect of safety, as that is the role of a State Fire Marshal review, and/or a municipal building inspection program with an occupancy certificate.

2. Potential costs of licensure for business.

- **Response:** Business licenses in Alaska range from a high of \$300 to a lot of \$25. Palmer and Wasilla have \$25 fees, Juneau \$125, and Anchorage fees varied widely based on business categories.



32  
33 3. Potential costs for the City to administer the program.

- 34 • **Response:** First year: \$34,000, Following years: \$19,000. No enforcement included.  
35 Add \$5,000/yr for active enforcement of 8 hours a month.  
36 • First year license calculations: 1000 businesses, 30 minutes each, = 500 hours or a ¼  
37 time position, \$24,000-27,000, depending on full or part time employee. (City cost for  
38 employee, not wages paid)  
39 • License renewal 15 minute each = 250 hours, 1/8 position \$12,000-\$13,500 annual cost  
40 • Software customization, \$5,000 (onetime fee), \$1,000 annual maintenance and training  
41 • Credit card fees of 3.33%. (\$832 for 1000 permits @\$25 license fee)  
42 ▪ Doesn't include finance staff, audit, etc should be small but not zero. (More an  
43 issue of opportunity cost)  
44 • Outreach and Education: Web, social media and newspaper advertising, \$4,000  
45 • Enforcement: Requires additional staff time. Estimate additional \$5,000/yr.  
46

47 4. Outreach to the Chamber of Commerce and business community

- 48 • **Response:** This task was minimized due to the summer season and other outreach  
49 efforts for the Comprehensive Plan and Cruise Ship discussions. Chamber staff reported  
50 they received negative comments at the Chamber office.  
51

52 5. How can the City engage with the State of Alaska Division of Corporations, Business and  
53 Professional Licensing and not duplicate the services available and information collected by  
54 that entity?

- 55 • **Response:** The state requires all entities conducting business to have a business  
56 license. The shortcomings of the state system are that each physical location of the  
57 business is not listed; only one is. So an entity might own multiple properties but have  
58 one business license. The business categories can also be confusing. A local business  
59 license program could provide information on each physical location of a business.  
60

61 6. Pros and cons of a City Business Licensing Program

- 62 • **Response:**  
63 ○ PRO a license program would provide public information on where all  
64 operations are. State data does not provide the location of all operations. Could  
65 increase safety by having a list of local business locations.  
66 ○ Con: Feels like a lot of overlap with the state. Its an administrative burden for  
67 businesses and the City. It's a barrier of entry to business. Concern that the  
68 business license could become a gatekeeper on businesses with no oversight.  
69

70 7. Consideration of a "no cost program" for data collection purposes only.

- 71 • **Response:** No cities or towns in Alaska require license but have no fee. Very few  
72 nationally require a license but have no fee. Examples were primarily due to the lack



of a state business license, and the desire for local data. No enforcement mechanisms to speak of.

8. Challenges and benefits of local business licensing programs in other Alaska communities.

- **Response:** Staff worked with the Chamber of Commerce for this research. Seward, Palmer Sitka and Kodiak all have business license that cost about \$25 a year, and a sales tax that ranges from 3%-7%. Some communities have additional fees for short term rentals, mobile food and itinerant merchants. The Mat-Su Borough stopped their business license program in April 2024, because the data from the registrations had not been used for any economic development tasks. They intended to shift staff time toward grant applications rather than administering the business license program for some 10,000 registered businesses. (ADN article 4/3/2024)

9. Enforcement Plans

- **Response:** Depends on staffing. Enforcement would need to be phased over time, and a budget would start at about \$5,000 a year for 8 hours a month.

10. What are the other existing licenses required in City limits and how will those licenses will be effected, changed, streamlined or overlap.

- **Response:** The City has sign permits, which have a lot of data as far as location and business name, conditional use permits, mobile food trucks and zoning permits. Its very difficult to enforce existing regulations due to low staffing. If we're not able to adequacy enforce existing sign laws, how we would enforce a new regulation in the form of a business license? Homer also does not have a building inspection program which would require an occupancy certificate, which would then tell the City what businesses are in every location, and also begin to address safety concerns.

**RECOMMENDATION:**

Do not create a City business license

**Attachment**

Resolution 24-039

EDC Meeting Minutes (staff will compile for Council Packet)



CITY OF HOMER  
HOMER, ALASKA

Venuti/Mayor

RESOLUTION 24-039(A)

A RESOLUTION OF THE CITY COUNCIL OF HOMER, ALASKA  
PROVIDING DIRECTION TO THE ECONOMIC DEVELOPMENT  
ADVISORY COMMISSION REGARDING THE CREATION OF A  
BUSINESS LICENSING PROGRAM.

WHEREAS, The City does not currently have a business licensing program; and

WHEREAS, The adoption of a business licensing program has the potential to provide value by enhancing public safety, ensuring compliance with existing regulations, and providing opportunities for connections between the City and businesses by which the City can provide support and deliver public education; and

WHEREAS, The City Council chose “champions” for various City projects at a regular meeting held on October 23, 2023; and

WHEREAS, The investigation of a Citywide business license was a project to which Mayor Castner, Councilmember Venuti, and Economic Development Advisory Commission Chair Karin Marks were assigned champions; and

WHEREAS, The champions have met to discuss the potential scope of a business license program, but wish to have the Economic Development Advisory Commission (EDC) take time to discuss and develop the idea further; and

WHEREAS, The Council wishes to memorialize direction to the EDC via resolution to ensure clarity for the Commission and the Public regarding the Council’s intent.

NOW, THEREFORE, BE IT RESOLVED that the City Council of Homer, Alaska requests that the Economic Development Advisory Commission investigate the concept of a business licensing program which considers or achieves the following:

- The proper level of license requirements
- Potential costs of licensure for business
- Potential costs for the City to administer the program
- Outreach to the Chamber of Commerce and business community
- **How can the City engage with the State of Alaska Division of Corporations, Business and Professional Licensing and not duplicate the services available and information collected by that entity**
- **Pros and cons of a City Business Licensing Program**



- Consideration of a “no cost program” for data collection purposes only
- Challenges and benefits of local business licensing programs in other Alaska communities.
- Enforcement Plans;
- What are the other existing licenses required in City limits and how will those licenses will be effected, changed, streamlined or overlap.

PASSED AND ADOPTED by the Homer City Council this 8th day of April, 2024.

CITY OF HOMER



KEN CASTNER, MAYOR

ATTEST:



RENEE KRAUSE, MMC, ACTING CITY CLERK





# MEMORANDUM

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**Resolution 24-039, A Resolution of the City Council of Homer, Alaska Providing Direction to the Economic Development Advisory Commission Regarding the Creation of Business Licensing Program.**

**Item Type:** Backup Memorandum  
**Prepared For:** Mayor Castner and Homer City Council  
**Date:** March 27, 2024  
**From:** Julie Engebretsen, Community Development Director  
Councilmember Venuti

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The City of Homer does not have a general business license at this time. Council has identified a business licensing program as an interest. In October 2023, the Council designated Mayor Castner, Councilmember Venuti, and Economic Development Advisory Commission (EDC) Chair Marks as “champions” for this topic. The group has met a few times and wishes to utilize the EDC for further development of the concept before an ordinance is developed for Council consideration.

Depending on the structure of the program, a licensing ordinance could provide various benefits to the City and the community. Licensing can ensure that businesses are operating with existing regulations to include those related to zoning, safety, and public nuisances. It can help to ensure that applicable sales taxes are being collected and that there is a fair playing field for all commercial enterprises within the City. Licensing would also assist the City with data collection that assists planning for land use and operations like paving and snow plowing. It would also give the City a more streamlined channel to provide public education to businesses.

If Council passes the Resolution, the EDC will review existing business licenses regulations in similarly sized communities such as Seward and Palmer, and make recommendations to Council. Staff will investigate associated staff and financial costs for providing an online license program using the City’s existing software.

**RECOMMENDATION:** Adopt Resolution 24-039





# AGENDA ITEM REPORT

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## Cruise Ships

**Item Type:** Action Memorandum  
**Prepared For:** Economic Development Advisory Commission  
**Meeting Date:** October 8, 2024  
**Staff Contact:** Julie Engebretsen, Community Development Director

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**Summary Statement:** Review the draft memorandum responding to city Council. Bring an edits to the meeting. This memorandum scheduled for the October 14<sup>th</sup> Council meeting.

### Start of Response to Council:

### Background

Council adopted Resolution 24-048, regarding cruise ships. The resolution includes specific tasks for the Port and Harbor Commission and the EDC. The EDC was tasked with the following:

BE IT FURTHER RESOLVED, The Economic Development Advisory Commission (EDC) should develop an understanding of City/Municipal cruise ship policies from other communities, and engage in a conversation with the Chamber of Commerce and other stakeholders about the effects of the Cruise Ship industry on the local businesses and the community to help inform any potential City policy development.

### Project Research and Conversations

The EDC made observations during cruise ship visits over the summer, and chose to conduct a work session on September 10<sup>th</sup> to discuss the future of cruise ships in Homer. Fliers for the work session were posted around town, and the event was advertised on the City's main web page, social media, the Homer News, and the Chamber of Commerce weekly newsletter. Turnout for the work session was low, but the conversation was excellent. Bryan Hawkins, Port Director was also present. There was good discussion about what kind of experience visitors have when they come to Homer and that Homer attracts a significant amount of "independent travelers". Its these travelers that come for extended stays and not cruise ship passengers visiting for a few hours who make up the majority of our visitor industry. Most of these independent travelers are attracted to Homer because it is still small and quaint, and doesn't have the bombardment of the cruise ship industry overrunning the town. The EDC commissioners agreed they do not want to see harm to the experience that independent travelers have in Homer and on Kachemak Bay that could result from an increase in cruise ship traffic.

Staff also worked with the Chamber of Commerce to schedule a luncheon panel for September 12<sup>th</sup>. The panel consisted of Port Director Bryan Hawkins, Homer Tours/Councilmember Shelly Erickson, and Community Development Director Julie Engebretsen. The luncheon was well attended and the audience



44 had a lot of questions and made comments. The main points were that cruise ship passengers do bring  
45 in sales tax revenue, that a lot of cruise ships may negatively impact the ‘Homer Brand’ which primary  
46 attracts independent travelers, and that cruise ship passengers have the option of taking land based  
47 motor coach tours which is another way they can experience Homer for longer periods of time. Growth  
48 in these overland visitors is likely coming to Homer and the community/city may need to be more aware  
49 of the needs of busses, such as the new bus loading and parking zones on the Spit this past summer.

51 The size of visiting cruise ships came up at both the EDC and Chamber events. Small ships, in the 300  
52 passenger or under range are not a concern. They fit at City facilities and the impact of visitors is not very  
53 noticeable compared to the average congestion and number of visitors on a busy weekend on the Spit.  
54 Large ships, over 800 passengers, and particularly those that are too large to berth at the Deep Water  
55 Dock are the most impactful to the community. Conversation further explored the idea that mid-week  
56 visits from large ships were preferable to weekend visits; the Spit is already busy on the weekends and  
57 additional cruise ship visitors may not be adding much to the local economy – local businesses are  
58 already at capacity. Mid-week visits could increase business for slower times in the community.

60 Another aspect of cruise ships the EDC considered were Tourism Management Plans. Staff researched  
61 and found many communities in Southeast Alaska have such plans, and that they are updated regularly.  
62 These plans are voluntary agreements between cruise lines, municipal governments and other tour  
63 operators on how and where tourism businesses will operate and how complaints will be handled. The  
64 most comprehensive plan is probably Juneau’s; it specifies the hours of operation flightseeing  
65 operations, which city parks commercial tours can use, and a staffed complaint number that residents  
66 can call to report problems. Should the number of cruise ships grow significantly in the future (more  
67 than two large ships per week), the City may want to consider creating a tourism management plan and  
68 how tourism related problems could be mitigated.

70 Summary:

71 Homer’s visitor economy relies on independent travelers. Large cruise ships, more than two visit per  
72 week, could degrade the independent traveler experience. Should large ship increase in the future  
73 Homer may want to create a Tourism Management Plan, as this appeals to be a tool several other  
74 Alaskan communities have found to be successful.



**From:** [Gloria Wahl](#)  
**To:** [Zach Pettit](#)  
**Subject:** cruise ship documentary  
**Date:** Monday, September 30, 2024 1:12:00 PM

---

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Zak -- Given the import of the decision that's being made, I hope the members of the EDAC have already seen these clips. Thanks for forwarding this info to any and all people you deem appropriate.

Here are links to two very short excerpts on "Cruise Ship Economics" from the longer documentary:

Cruisers spend less than backpackers: (0:50)

A net economic loss to the community: (1:49)

Here's the entire documentary "The Cruise Ship Industry: A Floating Grave? The Future of the Cruise Ship Industry": <https://www.youtube.com/watch?v=NXDo6Sdk1do> (52:30)

As I mentioned during our call, I am a cruiser. I never, however, want Homer to become Sitka. as portrayed in the movie shown at the Homer Theatre last winter.

gloria wahl

406.350.4204 (I'm NEVER giving up my Montana area code; it'd be too much work . . . )





# AGENDA ITEM REPORT

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## Land Allocation Plan

**Item Type:** Action Memorandum  
**Prepared For:** Economic Development Advisory Commission  
**Meeting Date:** October 8, 2024  
**Staff Contact:** Julie Engebretsen, Community Development Director

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**Summary Statement:** Review the attached Port and Harbor Commission packet excerpt. That Commission made no recommendation on the request for area for a fuel float because there wasn't enough information, and recommended adding the area requested by Mr. Yourkowski to lands available for lease. Make a recommendation to City Council on whether these lots should be available for lease.

### Background

The EDC comments every year to the City Council on which City owned properties should be available for lease. Most of the time this is property on the Spit. There is quite a bit of work going on with City lands, and these two proposals just came in. I was already scheduled to talk with the Council at their October 28<sup>th</sup> meeting, so Port staff and myself felt the cleanest way to handle these requests was to get Port and Harbor and EDC comments. Then Council has the latest comments from Commissions later this month.

### Recommendation

Review the attached documents from Port and Harbor. I will walk the EDC through these very preliminary projects. EDC has the opportunity to provide any comments to the City Council. (Not having any comments is OK too).

### Attachments

Port and Harbor Commission Packet Excerpt





# ACTION ITEM REPORT

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## Land Allocation Plan – Home Run Oil

**To:** Port and Harbor Advisory Commission  
**From:** Amy Woodruff, Port and Harbor Advisory Commission Liaison  
**Meeting Date:** Wednesday, September 25, 2024

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**Summary Statement: Consider making a recommendation to Council regarding this request to amend the Land Allocation Plan**

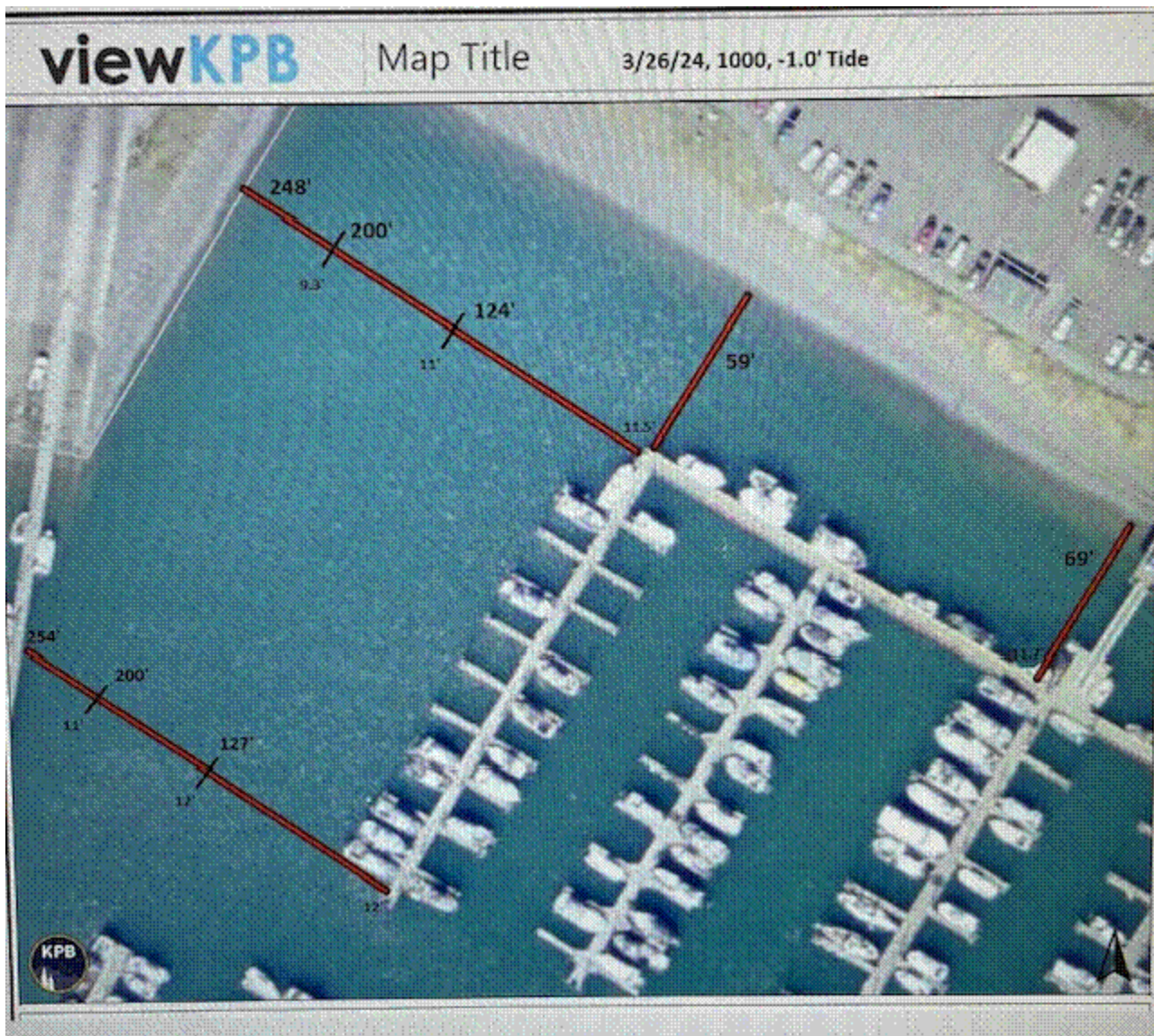
Jeff Erickson Presented to the Commission on Wednesday, August 28, 2024 to propose that Home Run Oil engage in a lease with the City for a new fuel float in the Harbor. There is no parcel currently available on the Land Allocation Plan to support a new fuel float, however, the commission was interested in the proposal and would like to learn more.

I spoke with the City's Director of Community Development, Julie Engebretsen, regarding the procedure for addressing a request to lease City property that is not currently listed as available to lease in the Land Allocation Plan. She indicated that there is not a formal policy to her knowledge; however, the Council will be reviewing the Land Allocation Plan in October so the commission can simply direct any feedback to Council as a part of that process and it will be addressed promptly.

The specific area requested by Jeff Erickson is in conflict with future plans for Float System 4. Please see the attached 30% design for the float rebuild. You will observe that the AAA head float extends past CC float towards the launch ramp. The intention is that eventually the Harbor would construct a new BB float with stalls only on the side that faces CC. The distance from the end of the CC finger floats to the end of the extension on AAA is 42'. Below is an overview of the same area in the harbor marked up with depth measurements at several intervals. Harbor Operations staff measured the area at a minus tide earlier this year to identify the distance to the harbor bank and the depths at various intervals, and their findings are recorded here.

Jon Erickson has notified me that he plans to attend our meeting and address the commission. I have provided all the information I have at this time regarding Jeff and Jon's request.





**Staff Recommendation:** Review the information in this Action Item Report and any additional items provided by Home Run Oil and make a motion to Council to relay any recommendations.

**Attachments:** System 4 Rebuild 30% design





41





# ACTION ITEM REPORT

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## Land Allocation Plan – Homer Harbor Overslope

**To:** Port and Harbor Advisory Commission  
**From:** Amy Woodruff, Administrative Supervisor  
**Meeting Date:** September 25, 2024

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**Summary Statement: Consider making a recommendation to Council regarding this request to amend the Land Allocation Plan**

Mike Yourkowski is a current City tenant who leases a parcel located at 4460 Homer Spit Road. His lease expires in 2025 with no options to renew, and he recently submitted an application requesting a non-competitive new lease that will come before the Commission at our next meeting. He has also asked to increase the area of his lease by adding the portion of the overslope that is just across the Harbor Trail from his leased property. He submitted a written request that is included as an attachment to this Action Item Report.

I spoke with the City's Director of Community Development, Julie Engebretsen, regarding the procedure for addressing a request to lease City property that is not currently listed as available to lease in the Land Allocation Plan. She indicated that there is not a formal policy to her knowledge; however, the Council will be reviewing the Land Allocation Plan in October so the commission can simply direct any feedback to Council as a part of that process and it will be addressed promptly.

**Staff Recommendation: Review the information in this Action Item Report and its attachments and make a motion to Council to relay any recommendations.**

**Attachments: Request from Mike Yourkowski**



I would like to encourage the City to approve leasing the overslope in the harbor.

For City Manager, planning director, Economic Development coordinator Julie Englebreton, various commissions and commissioners

How many years has the city and the community wanted to develop the overslope in the harbor? At least the forty years I've been around here. Why hasn't anything happened? The City has relied on private investment to make it happen. Problem is, it is very risky with long term payback periods. Can the City help? Yes and in the process create jobs, tax revenue and business opportunity.

#### 1. Need

Just as Harbor expansion is the future of the harbor, overslope development is the future of tourism related business on the spit. There is already limited space for new businesses, West side development is justifiably on hold. There is a need for employee housing. Overslope development does not take up parking, however, it could create the need for more parking which may make a shuttle more viable. Tangentially, the short tourist season does not justify higher per square foot investment however, creating a longer season with expanded overslope attractions could provide for more jobs, sales tax and investment. Think Riverwalk in San Antonio. (<https://www.thesanantonioriverwalk.com/>) Huge draw from miles around. The spit trail is already built and popular.

#### 2. Funding

The City will qualify for many more grants than individual investors. There are many state and federal economic development grants available and Alaska Industrial Development and Investment Authority funds similar projects. I think it's worth issuing bonds frankly. But I am sure that there are many grants that the City would qualify for. Grants distributed to investors would create a public/private partnership that would benefit the entire community.

#### 3. Leadership

The City needs to take the lead on this, get the funds together and issue performance based grants to lease holders. Right now the City is a roadblock to Overslope development not a catalyst. Currently the city expects developers to jump through expensive hoops before issuing overslope leases. Private developers bear all the risk and the rewards are years away. However, private developers can build far cheaper than the City and City grants with design stipulations would facilitate a uniform final product. There are already a lot of stipulations in the zoning code. One time engineering and architectural costs borne by the City would save developers money. City could waive sewer and water connection fees to facilitate development. The city could provide savings by buying railings and decking in quantity and passing the savings on to developers. For a 100 foot section of overslope 45 feet over the harbor we are estimating 300K\$. A 150K\$ grant plus other savings would make it way more feasible.

#### 4. Staffing

We have a very capable economic development coordinator that needs to take this on now.





# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

## Office of the City Manager

491 East Pioneer Avenue  
Homer, Alaska 99603

[citymanager@cityofhomer-ak.gov](mailto:citymanager@cityofhomer-ak.gov)

(p) 907-235-8121 x2222

(f) 907-235-3148

### Memorandum

TO: Mayor Castner and Homer City Council  
FROM: Melissa Jacobsen, City Manager  
DATE: September 18, 2024  
SUBJECT: City Manager's Report for September 23, 2024 Council Meeting

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#### City Hall Fiber Optic Install Complete

City Hall has successfully cut over to a new Internet link using the underground fiber optic cable that was installed in July. The link from City Hall provides internet to most of the City's operating locations, and about 80% of City staff. This kind of upgrade not only makes daily work for staff easier, it dramatically changes what the City can do with our internet link and re-calibrates strategic decisions like whether to utilize software as a service (SaaS or "cloud" services) vs continuing to make capital-intensive investments in on premise hardware to provide most data services. A few other notes about the project:

- The project to install buried fiber optic cable to City Hall was part of the FY24 capital budget, with help from the State of Alaska Community Assistance Program funding (Ordinance23-43(S)).
- The bandwidth increase is nearly 10x what was available from the previous connection, a jump from 35 mbps to 300 mbps.
- The monthly service cost represents an increase of only about 25% over our previous monthly service.



#### Cruise Ships

Council passed Resolution 24-048 in April regarding cruise ships coming to Homer. The Port and Harbor Commission has completed their work and the Economic Development Advisory Commission expects to complete their tasks in October. On September 12, Port Director Bryan Hawkins, Community Development Director Julie Engebretsen and Councilmember and Homer Tours owner Shelly Erickson participated in a Chamber luncheon on the topic. Panelists shared experiences working with cruise ships, heard from Chamber members on their views and observations, and informed the audience about upcoming Comprehensive Plan events. Staff expects to wrap up the project and report back to Council in the latter half of October.



### **SS4A – Safe Streets 4 All, transportation partnership with Kenai Peninsula Borough**

Community Development Director Engebretsen and Council Members Aderhold and Davis attended the open house held at the college on Thursday September 12<sup>th</sup>. Project team R&M Consulting provided an overview of the borough wide survey held earlier this year on the transportation safety concerns of residents. They also provided an in-depth analysis of crash data, encompassing 2018-2022. A data dashboard with data and results will be publicly available shortly. The draft plan will be out for public review early in 2025, concurrent with a third and final open house in Homer. Adoption is anticipated in June of 2025. This plan will make other funding sources available for transportation safety improvement projects, for all modes of transportation. The next round of funding will be announced in March next year. To fund the SS4A project, the Borough received a large federal grant. Five Cities within the Borough are participating by providing matching funds or in kind services (Resolution 22-063). Each City's share of match is based on population. At this point it is unlikely the project will require enough City of Homer staff time to meet the match. Staff will be providing council an ordinance for the calculated remainder of the Homer's required match.

### **Homer Landslide Assessment**

Way back in 2018, FEMA awarded funding for a project to complete a comprehensive landslide hazard assessment for the City of Homer. The project included working with the State of Alaska Department of Natural Resources Geological & Geophysical Surveys (DGGs) and the University of Fairbanks. Field work was conducted, and the Planning Commission was given a presentation of the draft findings before the pandemic. Fast forward to fall 2024, and the study is finally ready for public release. More information and the study will be forthcoming in October.

### **Ben Walters Sidewalk Project Update**

East Road Services recently wrapped up all the drainage work, storm drains, curbs, and gutters for the new Ben Walters sidewalk. The paving crew started work September 12 and will be continuing through early the next week. Traffic control and lane reduction are in place. Residential and business access will be restored as soon as the new pavement cools. Once paving is complete, the contractors will replace fire hydrants, construct the new pressure reducing valve building and plumbing assemblies, and other items through the end of September.



### **Homer Airport Terminal Sidewalk Replacement**

Folks flying in or out of Homer Airport will notice some temporary detours to the terminal doors and in the parking lot because the terminal sidewalk replacement project is underway. Currently the existing sidewalk, planters, curb, and pavement in front of the terminal building are being removed. After that contractors will be installing the sub-grade materials, including insulation board and heating tubes which will help reduce ice build up on the sidewalk in the winter months. Over the following three weeks, new sidewalks, curbs, and ramps will be constructed.





**Visit from the US Coast Guard Sector Western Alaska & US Arctic**

On September 11, members of the U.S. Coast Guard Sector Western Alaska and US Arctic paid a visit to the City to discuss enhancing our Coast Guard City partnership and understanding local needs. Sector Western Alaska & U.S. Arctic is the Coast Guard's largest geographic sector, exercising authority in a jurisdiction extending through-out Western Alaska, The North Slope, and the Aleutian Islands through Prince William Sound. We were thrilled they came for a visit! The visit introduced key Coast Guard staff Deputy Sector Commander Scott Farr, Senior Chief Matthew Burns, Chief of Prevention Christine Brown, and Lieutenant Juston Lee with the local Marine Safety Detachment and outlined ways their staff are able to enhance the USCG City relationship through community engagement opportunities. Mayor Ken Castner and Council Member Rachel Lord discussed local needs and reiterated great appreciation for the important role the USCG plays in our maritime community – including search and rescue, pollution prevention & response, waterways management, port security, vessel inspections, and investigations.





Attachments:

- Homer Harbor Expansion Project Monthly Report
- City Council Work Session Schedule
- Cook Inlet Regional Citizens Advisory Council Director's Report
- Conversations with a Council Member Fall 2024 Schedule





# MEMORANDUM

City Managers Report  
City Council  
September 23, 2024

## Homer Harbor Expansion Study Monthly Written Update

**Item Type:** Informational Memorandum  
**Prepared For:** Mayor and City Council  
**Date:** September 18, 2024  
**From:** Jenny Carroll, Special Projects and Communications Coordinator  
**Through:** Melissa Jacobsen, City Manager and Bryan Hawkins, Port Director

**Purpose:** This memorandum provides the Homer Harbor Expansion Study monthly written update to Homer City Council per Resolution 23-037.

### The U.S. Army Corps of Engineers (USACE) Project Development Team (PDT)

Continuing study activities:

- The USACE Environmental Resources team
  - Has another site visit planned for September 20 to continue their series of beach seining and bottom trawls.
  - Resumed monthly coordinating meeting to keep agencies engaged and updated on the status of the study.
  - Plans to re-engage the Environmental Stakeholders Working Group after the field season is finished.
- Building upon previous community input on Local Service Facility (LSF) needs, the USACE Economics and Hydrology/Hydraulics teams continue collecting moorage demand data, maintenance cost data
- Economics team welcomed a senior USACE Economist, J Walter, to the Project Development Team to work with Megan Green. They are planning for meetings with harbor user groups in possibly October/November to help determine the appropriate basin size and local service facilities (LSF) as they pertain to the regional and national economic benefits.

### HDR – Owner Representative:

- Geophysical-hydrographic data collection is going well, with most data delivered. One of the sensors malfunctioned, so the contractor had to get it repaired and will return to the site to complete the survey. Completion is estimated for mid to late September.
- Completed the analysis of moorage demand in the current harbor and submitted to the USACE.
- Arranged for the publication of an Opinion piece in the [Homer News](#) and the [Peninsula Clarion](#).
- Developed social media ads and fliers (which were locally distributed by City staff), targeted at raising awareness about the importance of the Homer Harbor in general, and encouraging citizens to engage with the [Homer Harbor Expansion website](#).
- Attended twice-monthly USACE Project Development Team meetings and weekly meetings with City.
- Provides communications support as-needed; keeps [Homer Harbor Expansion website](#) updated.



**City of Homer staff:**

- Attended biweekly USACE Project Development Team meeting and biweekly meetings with HDR.
- Scheduling a joint meeting with the United States Coast Guard, the USACE project development team and the City to discuss harbor and local service facility design considerations for USCG vessels that moor and layover in Homer Harbor.
- Providing logistical support for USACE meetings with harbor user groups.
- Port Director coordinating with Ronny McPherson at HDR on a Homer Harbor Expansion GI presentation at the Alaska Association of Harbormasters and Port Administrators' annual fall conference to be held in Homer October 21-25, 2024.
- Ongoing communications/outreach: Information and updates about the study are being disseminated through the [Homer Harbor Expansion website](#), the City's quarterly newsletter, the [City of Homer Facebook](#) and [Instagram](#) pages and through HHE email subscriber list as needed.

**RECOMMENDATION:**

Informational Only.



# WORK SESSION

## AGENDA CALENDAR 2024

<b>Council Meeting Dates</b>	<b>Work Session Topic</b>
<b>Monday, January 8</b>	<i>Exempt Employee Wage Scale</i>
<b>Monday, January 15 Off-cycle</b>	<i>Joint Session with Parks Art Recreation &amp; Culture Advisory Commission</i>
<b>Monday, January 22</b>	<i>Homer Harbor Expansion Baseline Conditions Report Overview – Ronny McPherson &amp; KC Kent HDR</i>
<b>Monday, February 12</b>	
<b>Monday, February 26</b>	<i>Ord 23-61 Amending HCC Title 5 to add Chapter 5.48 Short Term Rentals</i>
<b>Monday, March 11</b>	
<b>Monday, March 18 Off-cycle</b>	<i><del>Joint Session with ADA Advisory Board</del> Rescheduled to August</i>
<b>Tuesday, March 26</b>	<i>3:00 start Comp Plan Meeting with Agnew:Beck and Planning Commission (tentative)</i>
<b>Monday, April 8</b>	<i>Longevity Pay/City Manager Transition</i>
<b>Monday, April 15 Off-cycle</b>	<i>Joint Session with Port &amp; Harbor Advisory Commission</i>
<b>Monday, April 22</b>	<i>Water &amp; Sewer Rate Model</i>
<b>Monday, May 13</b>	<i>Health Care Renewal Mid-Biennium Budget Adjustments (if time allows)</i>
<b>Monday, May 20 Off-cycle</b>	<i>Joint session with Library Advisory Board</i>
<b>Tuesday, May 28</b>	<i>Mid Biennium Budget Amendments Water Sewer Rates</i>
<b>Monday, June 10</b>	<i>HCC Chapter 11, vegetation in the ROW</i>
<b>Monday, June 17 Off-cycle</b>	<i><del>Joint session with Economic Development Advisory Commission</del> Rescheduled to October</i>
<b>Monday, June 24</b>	
<b>Monday, July 22</b>	<i>Tentative e-session @4pm</i>



<b>Council Meeting Dates</b>	<b>Work Session Topic</b>
<b>Monday, August 12</b>	<i>E-session: Cyber Security Risk Assessment Review</i>
<b>Monday, August 19 Off-Cycle</b>	<i>Joint Session with ADA Advisory Board</i>
<b>Monday, August 26</b>	<i>Capital Improvement Plan &amp; Legislative Requests</i>
<b>Monday, September 9</b>	<i><del>Vessel Haul Out/Camping Land Allocation</del> Rescheduled</i>
<b>Monday, September 16 Off-cycle</b>	<i><del>Joint Worksession with Economic Development Advisory Commission</del> Rescheduled</i>
<b>Monday, September 23</b>	<i>End of Year Financial Worksession</i>
<b>Monday, October 14</b>	
<b>Monday, October 21</b>	<i><del>Joint Worksession with Planning Commission</del> To be Rescheduled in Early 2025</i>
<b>Tuesday, October 21</b>	<i>Comp Plan Event, Islands &amp; Ocean Visitor Center</i>
<b>Monday, October 28</b>	<i>Future Use of Pier One Area Land Allocation Plan</i>
<b>Tuesday, November 12</b>	
<b>Monday, November 18</b>	<i>Joint Worksession with Economic Development Advisory Commission</i>
<b>Monday, November 25</b>	





Carla Stanley, representing the  
City of Homer

## Update from the Board of Directors

### Cook Inlet Regional Citizens Advisory Council

The Cook Inlet Regional Citizens Advisory Council held its regular meeting on Friday, September 6th in Kodiak.

The Council heard presentations that focused on Kodiak area issues and industries. Arron Jones, a Mariculture Technician from Alaska SeaGrant gave an update on the emerging mariculture industry around Kodiak, focusing mainly on kelp and oyster production. Macrosystis kelp beds are being discovered and tracked in the area, and more information about that expansion and the role of kelp production in the local economy are important data points that are informing oil spill response plans. Statewide, 93 permits for kelp farms have been issued, covering more than 1,300 acres. Jones noted the potential upsides to this new industry and some of the conditions unique to Alaska that are suitable to kelp production.

Lexa Meyer, Alaska Mariculture Alliance Liaison for the Kodiak Archipelago Leadership Institute and Owner and Hatchery Manager of Alaska Ocean Farms LLC provided a more detailed look at the local industry at this stage in its development; what challenges remain for local producers and what producers are looking for in terms of regulatory changes that could provide a boost for those local operations.

The Council also heard presentations about updated tsunami inundation maps for south central Alaska and were provided with an overview of tsunami warning systems and protocols. Barrett Salisbury, Ph. D, Earthquake and Tsunami Hazards Program Manager, Geohazards Section, Division of Geological and Geophysical Surveys and Chair of the AK Seismic Hazards Safety Commission, provided examples of tsunami events both in Alaska and in other parts of the world and how those events affected local communities.

Dave Snider, Tsunami Warning Coordinator with the National Tsunami Warning Center in Palmer walked the Council through the tsunami warning process, explaining areas where NOAA and the National Weather Service are working on improvements to the system to better reflect a particular area's actual threat risk.

The Council received an update from Alaska Department of Environmental Conservation Ex-Officio Board member Ytamar Rodriguez, Prevention and Tactical Response Unit Manager for the Department's Spill Prevention and Response (SPAR) division. He reported that central region staffing levels are currently full and employee turnover in the division has decreased.

Finally, the Council set its meeting schedule for 2025, with our annual meeting set for Kenai in April. Our rotating meeting will be in Seldovia in September. The Council will meet next in Anchorage on December 5th and 6th, 2024.





# MONTHLY CONVERSATIONS WITH A CITY COUNCIL MEMBER

CONNECT, REFLECT, AND LEARN TOGETHER!



**12:00 - 1:00 pm at Homer Public Library in the Conference Room**

Bring your questions, ideas, and lunch (if desired) for an informal conversation with a different Homer City Council Member each month. Join us on the second Tuesday of each month, September - May, at the Homer Public Library.



**Donna  
Aderhold**

**Tuesday,  
Sept. 10, 2024**



**Rachel  
Lord**

**Tuesday,  
Oct. 15, 2024**



**Caroline  
Venuti**

**Wednesday,  
Nov. 13, 2024**

## What to Expect :



Informal  
Conversations



Idea  
Exchanges



Information  
Updates



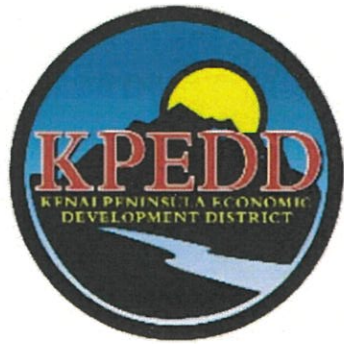
Q & A  
Opportunities



[info@friendshomerlibrary.org](mailto:info@friendshomerlibrary.org)  
[friendsofthehomerpubliclibrary.wildapricot.org](http://friendsofthehomerpubliclibrary.wildapricot.org)  
907-435-3195







JAN 1ST 2023 - DEC 31ST 2023

Powered by **DATAFY**

# Destination Summary

Kenai Peninsula Economic Development District



## Destination Summary

for Kenai Peninsula Economic Development

Main Dates: 1/1/23 - 12/31/23

Compare Dates: 1/1/22 - 12/31/22

In-State

Out-of-State

Distance: 50 mi - 4,901 mi

Regions: All Included

Clusters: All Included

POIs: All Included

Locals: 0 - 50 miles

## Visitor Volume Estimates

for Jan 1, 2023 - Dec 31, 2023

% ↑/↓ vs 1/01/22 - 12/31/22



TOTAL TRIPS

**3,956,134 Trips**

↘ 25.5%



VISITOR DAYS

**7,948,069 Days**

↘ 28.2%

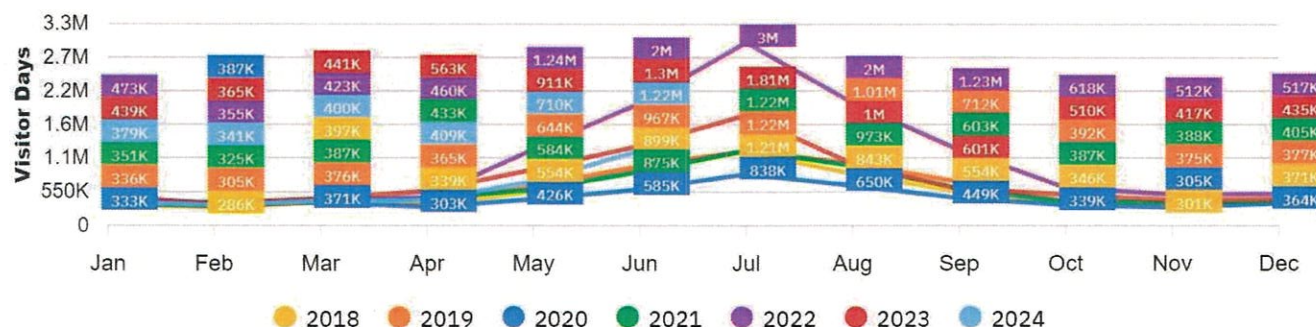


AVERAGE LENGTH OF STAY

**2 Days**

↘ 0.1 Days

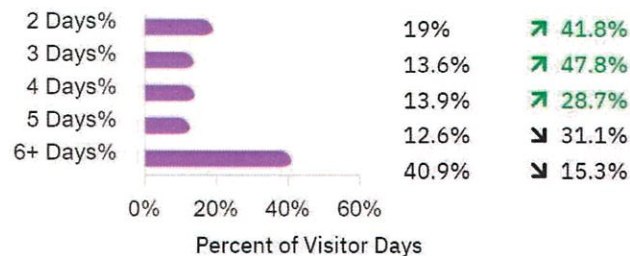
## Annual Volume by Visitor Days\*



## Overnight Visitation % Share\*\*

for Jan 1, 2023 - Dec 31, 2023

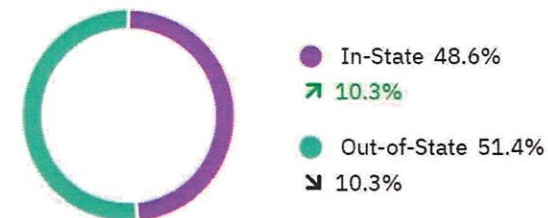
% ↑/↓ vs 1/01/22 - 12/31/22



## In-State vs Out-of-State % Share

for Jan 1, 2023 - Dec 31, 2023

% ↑/↓ vs 1/01/22 - 12/31/22



Caladan |© Datafy - All Rights Reserved

\*Only months with full data are displayed | \*\*1 day visitors are removed

Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.

**DATAFY**



## Destination Summary

for Kenai Peninsula Economic Development

Main Dates: 1/1/23 - 12/31/23

Compare Dates: 1/1/22 - 12/31/22

In-State

Out-of-State

Distance: 50 mi - 4,901 mi

Regions: All Included

Clusters: All Included

POIs: All Included

Locals: 0 - 50 miles

### Top Geolocation Markets

for 1/01/23 - 12/31/23 %↑/↓1/01/22 - 12/31/22

DMA	% Trip Share	Total Trips	% Change in Trips
Anchorage	64.8%	2,256,651	↘ 28%
Fairbanks	3%	102,776	↘ 30%
Seattle-Tacoma	2.4%	83,236	↘ 16.3%
Portland- OR	1.4%	47,917	↘ 26.5%
Phoenix -Prescott	1.2%	42,671	↘ 12.8%
Juneau	1.2%	40,312	↘ 8.4%
Minneapolis-St. Paul	1.1%	36,732	↘ 11.7%

### Top Regions

for 1/01/23 - 12/31/23 %↑/↓1/01/22 - 12/31/22

Region	% Trip Share	% Change in Trips
Kenai Peninsula Borough	100%	+ 49.5%
Soldotna	32.4%	- 11.2%
Kenai Chamber	20.5%	- 8%
Seward	14.7%	+ 4.5%
Homer	10%	- 14.3%



## Destination Summary

for Kenai Peninsula Economic Development

Main Dates: 1/1/23 - 12/31/23

Compare Dates: 1/1/22 - 12/31/22

In-State

Out-of-State

Distance: 50 mi - 4,901 mi

Regions: All Included

Clusters: All Included

POIs: All Included

Locals: 0 - 50 miles

### Notes

Kenai Peninsula Borough welcomed **an estimated 3,956,134 trips**, a **-25.5% decrease** from the comparison dates. The average length of stay was **estimated at 2 days**, a **0.1 day decrease** from the comparison dates. This results in **an estimated 7,948,069 visitor days** within the destination, a **-28.2% decrease** from the comparison dates. This data suggests that there has been a significant decrease in both the number of trips and visitor days at Kenai Peninsula Economic Development. Despite a slight decrease in the average length of stay, the overall decline in visitor numbers indicates a shift in visitor behavior, possibly influenced by external factors impacting travel patterns. Looking at all years of data for Kenai Peninsula, the peak visitation months by visitor days are **July, August, and June**. In-State visitation **increased by 10.3%** while Out-Of-State has **decreased by 10.3%**. This means that there was a notable increase in visitors originating from within the same state as the destination, while there was a significant decrease in visitors coming from out of state. This shift in visitor behavior could indicate a stronger focus on local or regional tourism, possibly influenced by factors such as travel restrictions, economic conditions, or marketing strategies targeting local residents. The top 3 visitation markets are **Anchorage, Fairbanks, and Seattle-Tacoma**. This means that the majority of visitors to Kenai Peninsula Economic Development are coming from these three markets, with Anchorage being the largest contributor by far. This information can help the destination understand where their visitors are primarily originating from and tailor their marketing and outreach efforts accordingly. The top 5 spending markets are **Anchorage, Fairbanks, Seattle, Los Angeles, and Chicago**. This means that visitors from these markets contribute the most to the overall spending on the Kenai Peninsula. It indicates that these areas have a strong interest in the destination and are willing to invest in experiences, products, and services offered there.



## Destination Summary

for Kenai Peninsula Economic Development

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### Key Definitions

**Share of Trips** - Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

**Trip Length** - Measures how long, in consecutive days, the visitor spent in the destination.

**Locals vs Visitors** - Gives an estimate of the number of visitors vs. locals within a given POI or cluster of POIs. Locals are typically measured as those coming from 0 - 50 miles the POI; those seen as coming from outside this radius are considered visitors. This radius is customizable and set by the user.

**Percent Change** - This tracks the percentage difference (either increase or decrease) between two values. In here, you'll typically see it being used on metrics like Percent Change of Unique Visitors and Percentage Change of Visitor Days. For example: if your destination saw an increase from 100 trips to 125 trips, your percent change in trips would be a 20% increase.

**Geolocation Market** - Estimates of visitors based on unique device counts within the filter parameters set by the user.

**Overnight Visitation Percent Share** - An estimate of the number of visitors in the destination for longer than 24 hours, broken up into 2, 3, 4, 5, and 6+ day percentage share. For example, a single visitor that was tracked in the destination for 3 days presumably spent 2 evenings overnight.

**Share of Spend** - Share of Spend is a percent share estimate specific to spend. To calculate, the total number of spend is added together. Then each individual spend metric (such as the spend for individual markets) is divided by the total spend value to provide a percentage that can easily be compared against other similar values.



## Destination Summary

for Kenai Peninsula Economic Development

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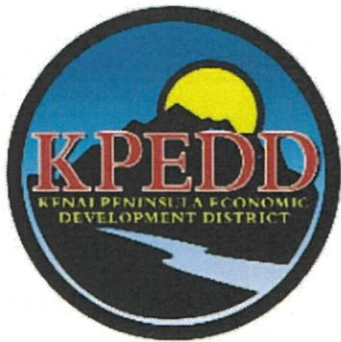
### Key Definitions Continued

**Visitor Days** - An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.

**Trips** - The number of distinct trips by a unique visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

*The Datafy dashboard is active and dynamic. Additional action items may be identified during the review of this report. If appropriate and requested, a revised report will be generated to reflect historical updates. Datafy Models use multiple sources of data to produce a composite estimate. Areas geofenced capture a sample size of devices and are statistically modeled to estimate visitor volumes.*





JAN 1ST 2023 - DEC 31ST 2023

Powered by **DATAFY**

## **Kenai Peninsula Economic Development District**

[www.kpedd.org](http://www.kpedd.org)



# CITY OF HOMER

## Comprehensive Plan Rewrite



## Community Work Session

Tuesday, October 22, 6:00-8:00 PM

Alaska Islands & Ocean Visitor Center

95 Sterling Highway #1, Homer, AK 99603

**Join us as we explore how population and job growth might change land use and development patterns in Homer over time.**

Using a combination of community input and other information, the project team is developing **three potential growth scenarios** to explore how Homer could change over the next ten years.

The **three scenarios will be shared at the Community Work Session**, with both in-person and virtual options to share your thoughts.

*This exercise will assist in developing goals, objectives, and recommendations for the Comprehensive Plan Rewrite and Title 21 Revision.*



### Contact Information

- **City of Homer Planner:** Ryan Foster, [rfoster@ci.homer.ak.us](mailto:rfoster@ci.homer.ak.us), 907-299-8529
- **Project Consultant:** Shelly Wade, [shelly@agnewbeck.com](mailto:shelly@agnewbeck.com), 907-242-5326

### Resources

- **Project website:** [www.homercompplanupdate.com](http://www.homercompplanupdate.com)
- **City of Homer on Facebook:** <https://www.facebook.com/cityofhomerak>



61





## ECONOMIC DEVELOPMENT ADVISORY COMMISSION

### 2024 Calendar

	AGENDA DEADLINE	MEETING	CITY COUNCIL MEETING FOR REPORT*	ANNUAL TOPICS/EVENTS
<b>JANUARY</b>	Wednesday 1/3 5:00 p.m.	Tuesday 1/9 6:00 p.m.	Monday 1/22 6:00 p.m.	<ul style="list-style-type: none"> <li>• City Budget Review/Develop Requests *may be n/a during non-budget years</li> <li>• Land Allocation Plan Review</li> <li>• KPEDD Industry Outlook Forum</li> </ul>
<b>FEBRUARY</b>	Wednesday 2/7 5:00 p.m.	Tuesday 2/13 6:00 p.m.	Monday 2/26 6:00 p.m.	<ul style="list-style-type: none"> <li>• KPC Job Fair</li> </ul>
<b>MARCH</b>	Wednesday 3/6 5:00 p.m.	Tuesday 3/12 6:00 p.m.	Tuesday 3/25 6:00 p.m.	<ul style="list-style-type: none"> <li>• Clerk Reappointment Notices Sent Out</li> <li>• Update from Public Works Director</li> <li>• KPEDD CEDS Review</li> </ul>
<b>APRIL</b>	Wednesday 4/3 5:00 p.m.	Tuesday 4/9 6:00 p.m.	Monday 4/22 6:00 p.m.	<ul style="list-style-type: none"> <li>• Terms Expire April 1<sup>st</sup></li> <li>• Advisory Body Training Worksession</li> </ul>
<b>MAY</b>	Wednesday 5/8 5:00 p.m.	Tuesday 5/14 6:00 p.m.	Tuesday 5/28 6:00 p.m.	<ul style="list-style-type: none"> <li>• Annual Review of Commission's Bylaws</li> <li>• Election of EDC Officers</li> </ul>
<b>JUNE</b>	Wednesday 6/5 5:00 p.m.	Tuesday 6/11 6:00 p.m.	Monday 6/24 6:00 p.m.	<ul style="list-style-type: none"> <li>• Comprehensive Plan Review</li> </ul>
<b>JULY</b>	No Regular Meeting			
<b>AUGUST</b>	Wednesday 8/7 5:00 p.m.	Tuesday 8/13 6:00 p.m.	Monday 8/26 6:00 p.m.	<ul style="list-style-type: none"> <li>• Capital Improvement Plan Review</li> <li>• Update from Public Works Director</li> </ul>
<b>SEPTEMBER</b>	Wednesday 9/4 5:00 p.m.	Tuesday 9/10 6:00 p.m.	Monday 9/23 6:00 p.m.	<ul style="list-style-type: none"> <li>• Workforce Development Speaker</li> </ul>
<b>OCTOBER</b>	Wednesday 10/2 5:00 p.m.	Tuesday 10/8 6:00 p.m.	Monday 10/14 6:00 p.m.	<ul style="list-style-type: none"> <li>• Annual Review of EDC's Strategic Plan/Goals &amp; BR&amp;E</li> </ul>
<b>NOVEMBER</b>	Wednesday 11/6 5:00 p.m.	Tuesday 11/12 6:00 p.m.	Monday 11/25 6:00 p.m.	<ul style="list-style-type: none"> <li>• Chamber's Annual Presentation to EDC</li> <li>• Approve Meeting Schedule for Upcoming Year</li> </ul>
<b>DECEMBER</b>	No Regular Meeting			

\*The Commission's opportunity to give their report to City Council is scheduled for the Council's regular meeting following the Commission's regular meeting, under Agenda Item 8 – Announcements/ Presentations/ Borough Report/Commission Reports.