

Introduced by: McLane,
Moock
Date: April 17, 1990
Hearing: May 15, 1990
Vote: 12 Yes, 4 No
Action: Adopted

KENAI PENINSULA BOROUGH

ORDINANCE 90-32

AUTHORIZING THE NONAREAWIDE PROMOTION OF TOURISM BY THE KENAI PENINSULA BOROUGH

WHEREAS, promotion of the Kenai Peninsula as a destination for tourism will be beneficial to the economy of the area; and

WHEREAS, the Borough has not established a mechanism to engage in such promotion; and

WHEREAS, the Borough has the authority to engage in this promotional activity on a nonareawide basis pursuant to the power granted by AS 29.35.210(8); and

WHEREAS, this nonareawide power may be exercised jointly with cities in the Borough having the same or similar powers; and

WHEREAS, this power should be implemented with provision for joint or cooperative exercise with the cities in the Borough for maximum benefit to all areas of the Borough;

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

Section 1. That a new Title 19 to the Borough code of ordinances is enacted to read:

TITLE 19

BUSINESS AND ECONOMIC DEVELOPMENT

Section 2. That a new chapter 19.10 to the Borough code of ordinances is enacted to read:

CHAPTER 19.10

PROMOTION OF TOURISM

19.10.010 Tourism and development -- Authority for nonareawide promotion. The Assembly may provide for programs and funding for the promotion of tourism for areas of the Borough outside of the cities.

19.10.020 Method of exercise -- Funding. The authority to provide for the tourism promotion specified in this chapter may be carried out by the Borough administrative staff or by contract, by grants to nonprofit organizations established for tourism and economic development or by grants to municipalities having programs that can meet the needs of the Borough for its nonareawide program. Administration of all programs and contracts shall be through the Borough Mayor or his designee. All appropriations and program objectives shall be approved annually by the Borough Assembly, and no applications shall be approved nor expenditures made prior to approval of the annual program objectives.

19.10.030 Joint exercise with cities. The Borough may exercise its authority under this chapter in conjunction with the exercise of the same or similar powers by a city in the Borough, through joint exercise and administration with a city or cities, joint ventures for specific projects or programs, and through grants for programs or projects which are directed to accomplishing the goals of the annual program objectives.

19.10.040 Grants. The Assembly may establish criteria for award of grants by resolution. All grant applications shall be submitted in writing to the mayor by February 15 of each year for consideration for inclusion in the next fiscal year budget. All grant awards will be made by the Assembly.

Section 3. Applications for grant funding under the fiscal 1990/1991 budget shall be accepted for consideration if submitted in writing to the Mayor by October 31, 1990.

Section 4. That this ordinance shall take effect immediately upon its enactment.

ENACTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH ON THIS
15th DAY OF _____ May _____, 1990.

ATTEST:


Borough Clerk


James W. Skogstad, Assembly President