

Introduced by:	Powell, Moss, Navarre, Popp
Date:	06/19/01
Shortened Hearing:	07/10/01
Action:	Enacted as Amended
Vote:	8 Yes, 1 No

**KENAI PENINSULA BOROUGH
ORDINANCE 2001-19-03**

**AN ORDINANCE APPROPRIATING \$65,000 TO FUND THE NEXT STEP OF THE
REGIONAL BRANDING AND MARKETING STRATEGY FOR COOK INLET
SALMON FISHERIES**

WHEREAS, in Ordinance 2000-19-23, the borough assembly appropriated \$30,000 to conduct a needs assessment to establish a regional branding and marketing strategy for Cook Inlet salmon fisheries and authorizing the mayor to execute documents necessary to initiate this project; and

WHEREAS, the mayor contracted with Seafood Market Developers to complete the study, and a report was presented to the assembly on June 19, 2001, which recommended that the borough take the following action steps during the 2001 fishing season:

- Conduct laboratory research to determine the intrinsic differences in Cook Inlet sockeye salmon from other salmon on the market;
- Conduct market research about the current perceptions of Cook Inlet sockeye;
- Establish a preliminary advisory group to guide the program;
- Perform a professional quality evaluation of current fishing and processing practices;
- Use information gathered in the above activities to create strategies for a branded marketing program for Cook Inlet sockeye, including:
 - Branding strategy
 - Quality control strategy
 - Target markets
 - Product introduction strategy
 - Promotion strategy
 - Implementation timeline
 - Implementation budget

WHEREAS, it is expected that no more funding will be requested from the Kenai Peninsula Borough for this project; and

WHEREAS, this project is an economic development project in that it is designed to promote the commercial seafood harvesting and processing industry which has long been a mainstay of the Kenai Peninsula Borough's economic base generating jobs, livelihoods, and export revenues; and

WHEREAS, hearing on shortened time is needed in order to do the initial tests during the summer of 2001, without which the implementation will not occur until 2002;

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

SECTION 1. That \$65,000 is appropriated from the general fund balance to account No. 100.94910.00000.47275 for transfer to the Community and Economic Development fund.

SECTION 2. That \$65,000 is appropriated to account No. 275.11225.00000.43011 for hiring a consultant to perform fish sampling and industry inspections to verify branding processes.

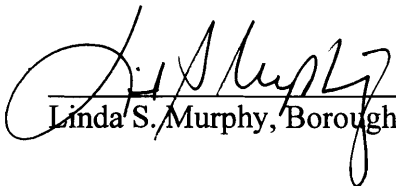
SECTION 3. That, notwithstanding the provisions of KPB 19.30.030-070, the mayor is authorized to execute all documents necessary to implement the intent and purpose of this ordinance.

SECTION 4. That this ordinance shall become effective immediately upon its enactment.

ENACTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH THIS 10TH DAY OF JULY, 2001.


Timothy Navarre, Assembly President

ATTEST:


Linda S. Murphy, Borough Clerk

