

Introduced by: McLane
Date: September 4, 1990
Action: Adopted as Amended *
Vote: 2 No; 13 Yes
*VETOED by Mayor; Override fails on
9-18-90, 13 No, 0 Yes

KENAI PENINSULA BOROUGH

RESOLUTION 90-97

ESTABLISH GOALS AND CONDITIONS FOR THE BOROUGH'S NONAREAWIDE
TOURISM PROMOTION PROGRAM

WHEREAS, the Kenai Peninsula Borough Assembly has authorized the nonareawide promotion of tourism; and

WHEREAS, Chapter 19.10.020 of the Borough code provides that tourism promotion may be carried out by contract; and

WHEREAS, tourism and visitor activity on the Kenai Peninsula is concentrated in the mid-summer months and it is desired to expand the visitor season;

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

Section 1: That the attached objectives and goals are approved for the FY91 annual program to promote tourism, with emphasis on the shoulder tourist season.

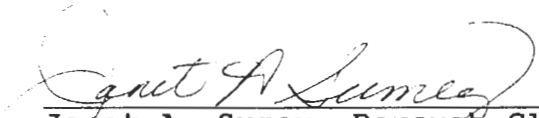
Section 2: That the Borough Mayor shall administer the program on a contract basis. The contractor will be selected through a request for proposal (RFP) process.

Section 3: That this resolution takes effect immediately upon its adoption.

ADOPTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH ON THIS
4th DAY OF SEPTEMBER, 1990.


James W. Skogstad, Assembly President

ATTEST:


Janet A. Sumey, Borough Clerk

KENAI PENINSULA BOROUGH
NONAREAWIDE TOURISM PROMOTION

PROGRAM GOALS AND OBJECTIVES:

1. Expansion and diversification of the economy of the Kenai Peninsula through regional tourism promotion.
2. Creation of additional employment opportunities for borough residents as a result of increased visitor activity.
3. Develop and implement a regional tourism promotion designed to attract an increased number of visitors to the Kenai Peninsula during the shoulder visitor season of April through June and August through October. The program should use existing "Destination is Clear" media production where appropriate.
4. Cooperation with cities and non-profit organizations in the borough to provide cost effectiveness and maximum benefit to all areas of the borough.