

Introduced by: Mayor
Date: September 3, 1991
Vote: 12 YES 3 NO
Action: ADOPTED

KENAI PENINSULA BOROUGH

RESOLUTION 91-106

ESTABLISHING GOALS FOR TOURISM PROMOTION AND PROVIDING FOR THE ACCOMPLISHMENT OF THOSE GOALS

WHEREAS, Chapter 19.10 requires the approval of annual program objectives for tourism promotion and provides that these objectives may be accomplished through joint venture for specific projects or programs; and

WHEREAS, it is in the best interest of the Borough to combine its efforts with an areawide promotion program based on the destination marketing concept; and

WHEREAS, the Kenai Peninsula Borough Economic Development District has caused to be prepared a cooperative plan for a tourism marketing council, endorsed by the Tourism Advisory Committee and the EDD Promotion Committee, whose focus will be on destination marketing; and

WHEREAS, the Assembly appropriated \$100,000 in their FY92 budget for a two-to-one matching grant program for tourism promotion;

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

Section 1: That the Kenai Peninsula Borough Assembly establishes the following goals for tourism promotion of the Kenai Peninsula:

- a. Destination marketing of areas outside cities.
- b. Assist in the development of the Kenai Peninsula Tourism Marketing Council which will provide nonareawide tourism promotion in conjunction with promotion by cities and other areas adjacent to the Borough.

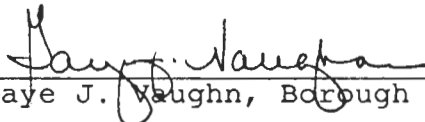
Section 2: That funding, not to exceed \$100,000, be provided to EDD on a two-to-one matching basis, based on in-kind and cash contributions, for assistance in establishing the Kenai Peninsula Tourism Marketing Council.

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

ADOPTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH ON THIS 3rd DAY OF September, 1991.


James W. Skogstad, Assembly President

ATTEST:


Gaye J. Vaughn, Borough Clerk