

Introduced by: Mayor  
Date: 02/17/04  
Action: Adopted  
Vote: 5 Yes, 4 No

**KENAI PENINSULA BOROUGH  
RESOLUTION 2004-024**

**A RESOLUTION SUPPORTING THE CONCEPT OF A STATEWIDE BROAD BASED VISITOR INDUSTRY SELF-ASSESSMENT FOR TOURISM MARKETING THAT INCLUDES FUNDING FOR MARKETING THE KENAI PENINSULA**

**WHEREAS,** the Kenai Peninsula is currently included in the statewide tourism marketing program within the “Southcentral” designation; and

**WHEREAS,** the Kenai Peninsula is a major visitor destination within Alaska that needs to be recognized as worthy of its own tourism marketing program as part of the state’s efforts to market Alaska; and

**WHEREAS,** there are several bills under consideration by the legislature that address the concept of a broad based visitor industry self-assessment for tourism marketing including funding for regional marketing efforts; and

**WHEREAS,** the Kenai Peninsula Borough supports a long term, sustainable means of funding visitor promotion of the state that includes funding for regional marketing efforts, such as those of the Kenai Peninsula Tourism Marketing Council (KPTMC);

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

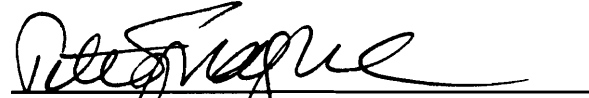
**SECTION 1.** The Assembly of the Kenai Peninsula Borough supports the concept of a broad based visitor industry self-assessment to be used for tourism marketing with the following stipulations:

- A. A percentage of the funds generated from the self-assessment are guaranteed for distribution to qualified marketing organizations such as the Kenai Peninsula Tourism Marketing Council (KPTMC) within the different regions of Alaska, in direct proportion to the assessment revenue generated from those regions.
- B. The Kenai Peninsula is recognized and marketed as a distinct and separate region within the statewide marketing program.
- C. Any legislation creating a statewide self-assessment on the visitor industry should sunset in five years to allow those contributing to the assessment the opportunity to evaluate its effectiveness.

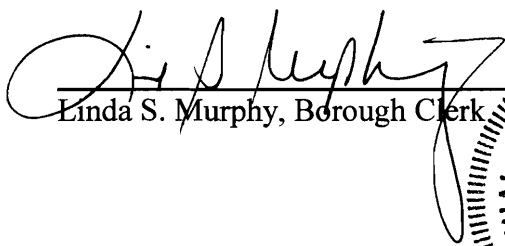
**SECTION 2.** That a copy of this resolution be provided to Representatives Carl Morgan, Mike Hawker, Kelly Wolf, Mike Chenault, and Paul Seaton, and Senators Georgianna Lincoln, Con Bunde, Thomas Wagoner, and Gary Stevens.

**SECTION 3.** That this resolution shall take effect immediately upon its adoption.

**ADOPTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH THIS 17TH DAY OF FEBRUARY, 2004.**

  
Pete Sprague, Assembly President

ATTEST:

  
Linda S. Murphy, Borough Clerk

