Economy of the Kenai Peninsula Borough

with a focus on

The City of Homer

Presented to the

Homer Chamber of Commerce

February 19, 2008

by

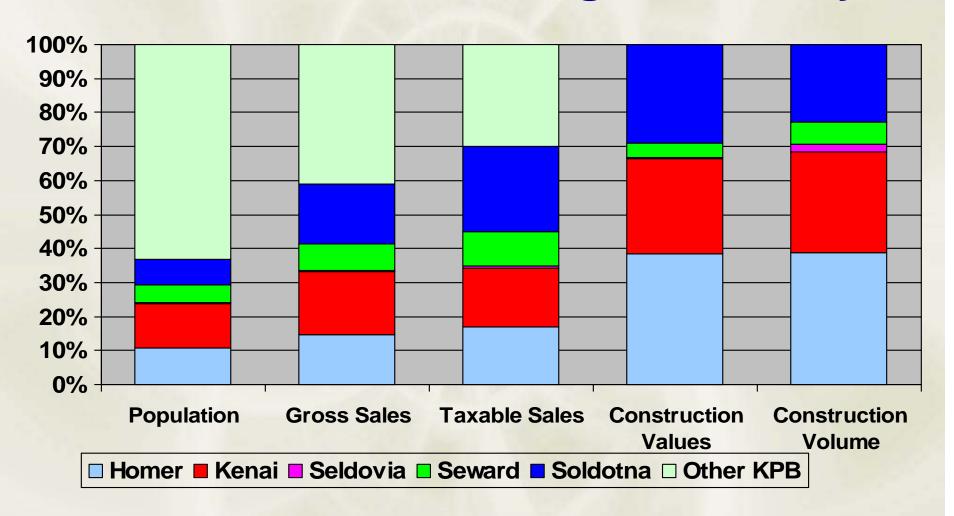
Jeanne Camp, KPB Economic Analyst

Kenai Peninsula Borough John J. Williams, Mayor





Share of the 2006 Kenai Peninsula Borough Economy





Population of Economic Impact Areas - 2007

Greater Ho	mer – 1	12,508
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Anchor Point	1 814
Diamond Ridge	/33
Fritz Creek	1,757
Fox River	643
Halibut Cove	20
Happy Valley	495
Homer	5,502
Homer Kachemak City	
Kachemak City	467
	467 217
Kachemak City Nanwalek	467 217 297

Greater Soldotna – 13,892

Clam Gulch	175
Cohoe	1,263
Funny River	747
Kalifornsky	7,129
Kasilof	596
Soldotna	3,982

KPB Total 52,370

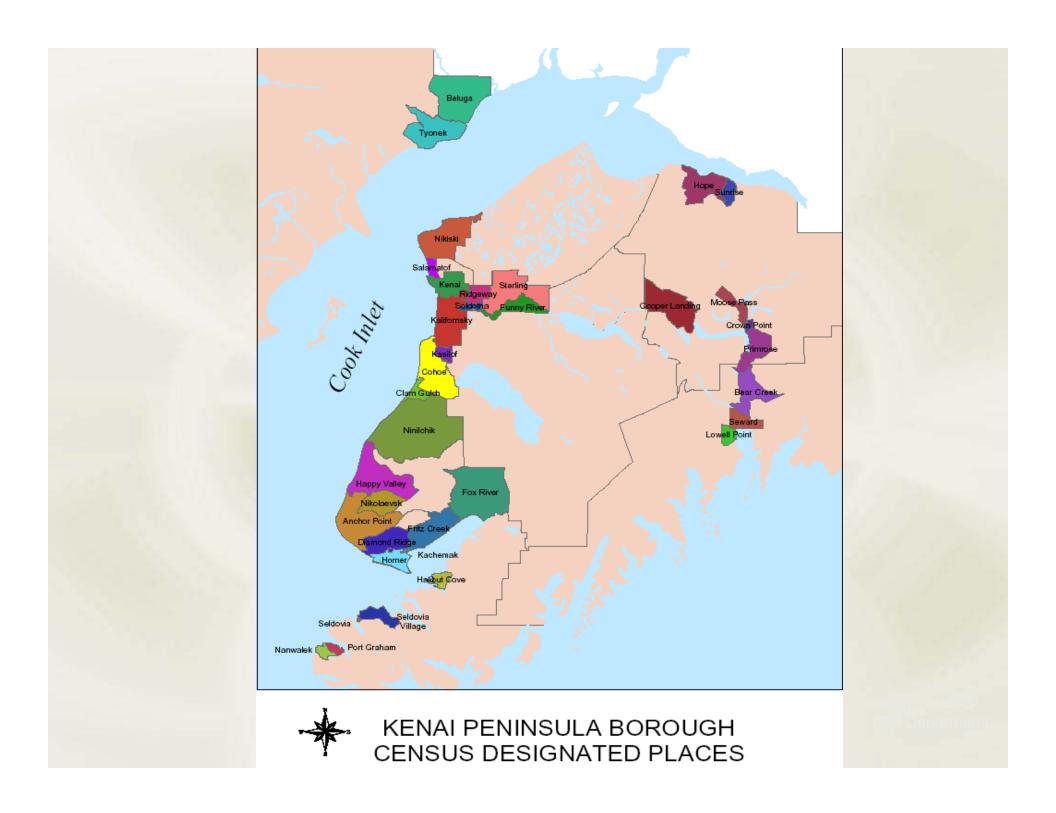
Treat separately - 6,254

Cooper Landing - 353 Ninilchik - 778 Sterling - 5,123

Greater Seward - 5,044

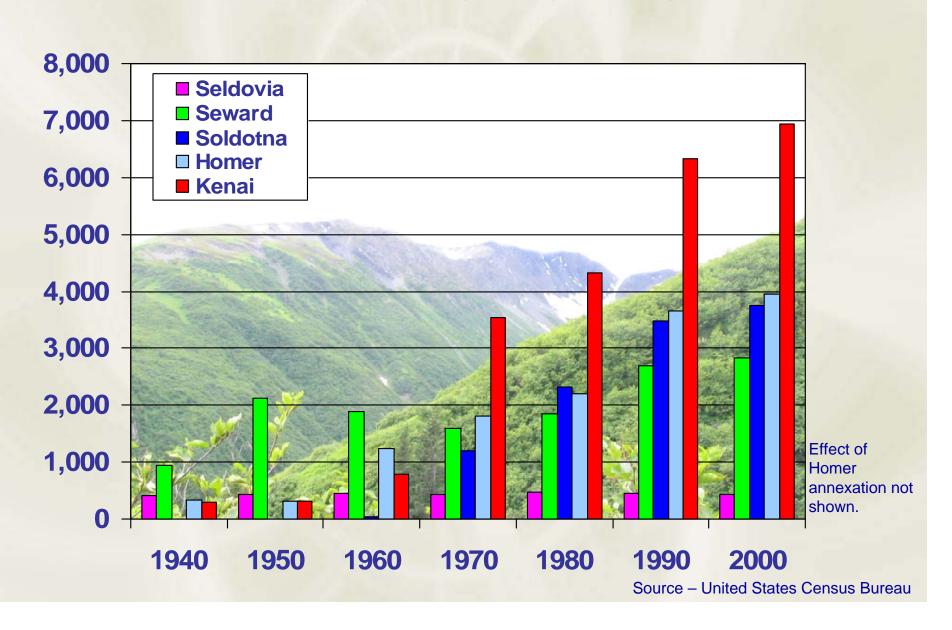
Greater Ne	enai – 14, 1
Kenai	6,971
Nikiski	4,345
Ridgeway	1,987
Salamatof	878

Bear Creek	1 945	Others - 49
Crown Point		Beluga - 19
Lowell Point		Hope - 147
Moose Pass	201	Sunrise - 20
Primrose	78	Tyonek – 181
Seward	2,661	At Large - 124



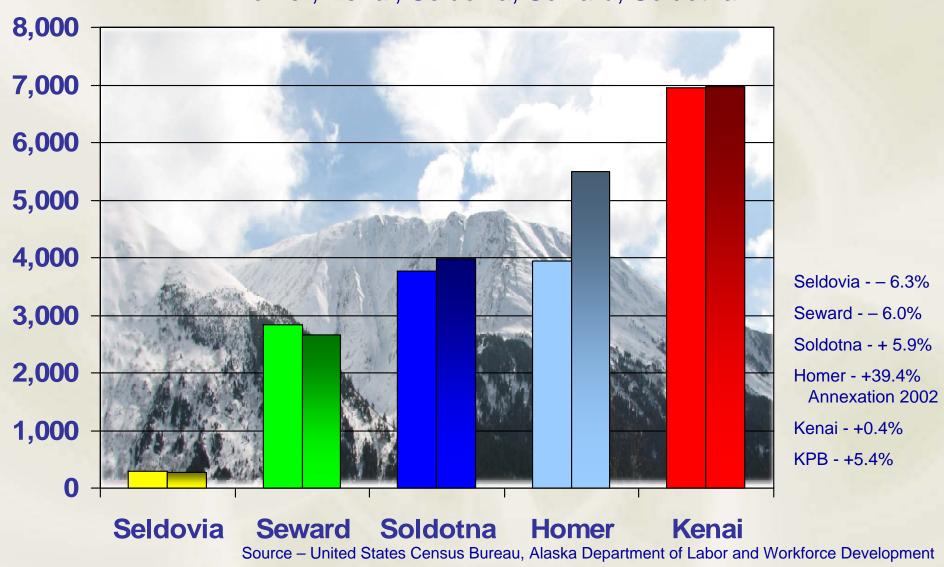
Population Growth by Census

1940-2000 - Seldovia, Homer, Kenai, Seward, Soldotna



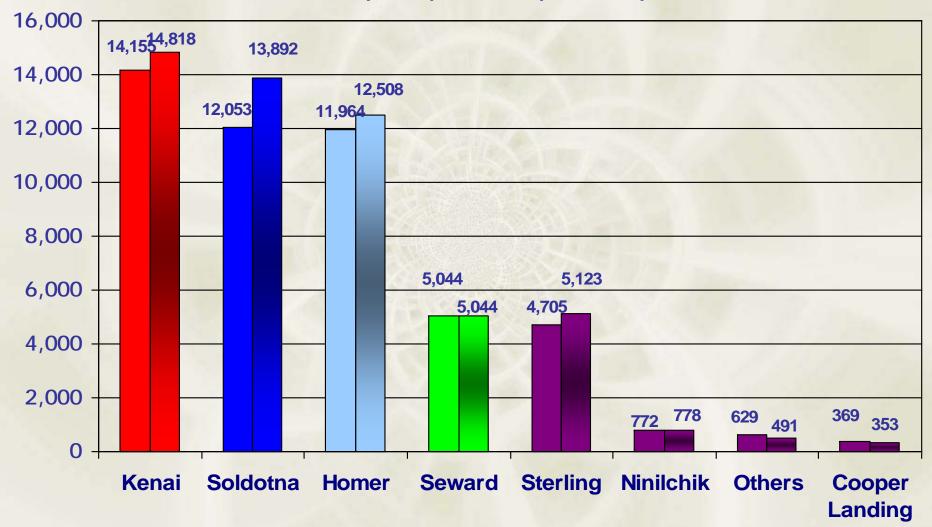
Population Change

Census 2000 (Bold), Estimate 2007 (Shaded) Homer, Kenai, Seldovia, Seward, Soldotna



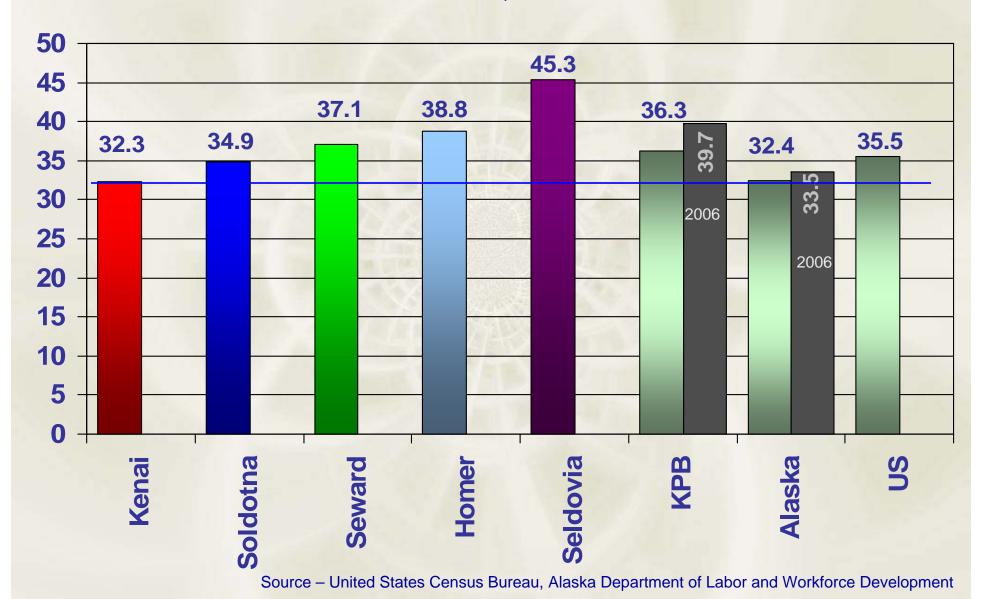
Population Estimates of Impact Area

2000 (Bold) v 2007 (Shaded)



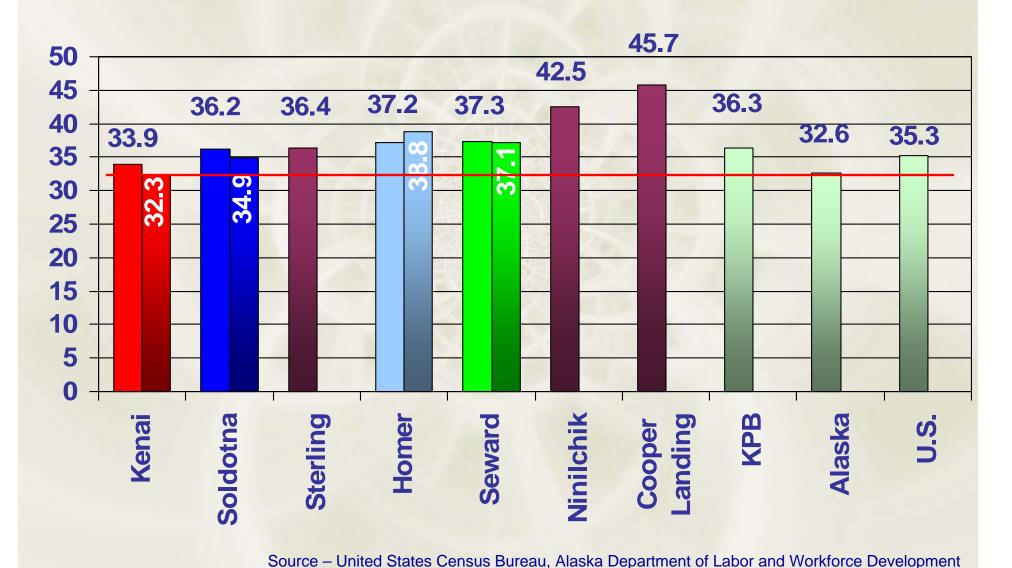
Median Age - Census 2000

2006 - KPB, Alaska

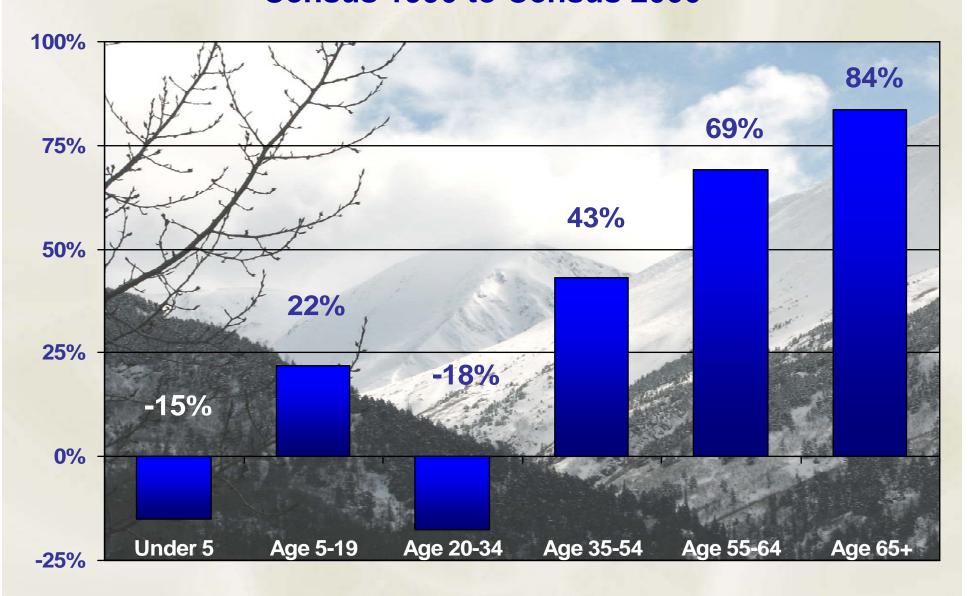


Median Age of Economic Impact Area

Compared to City Alone (Shaded) - Census 2000

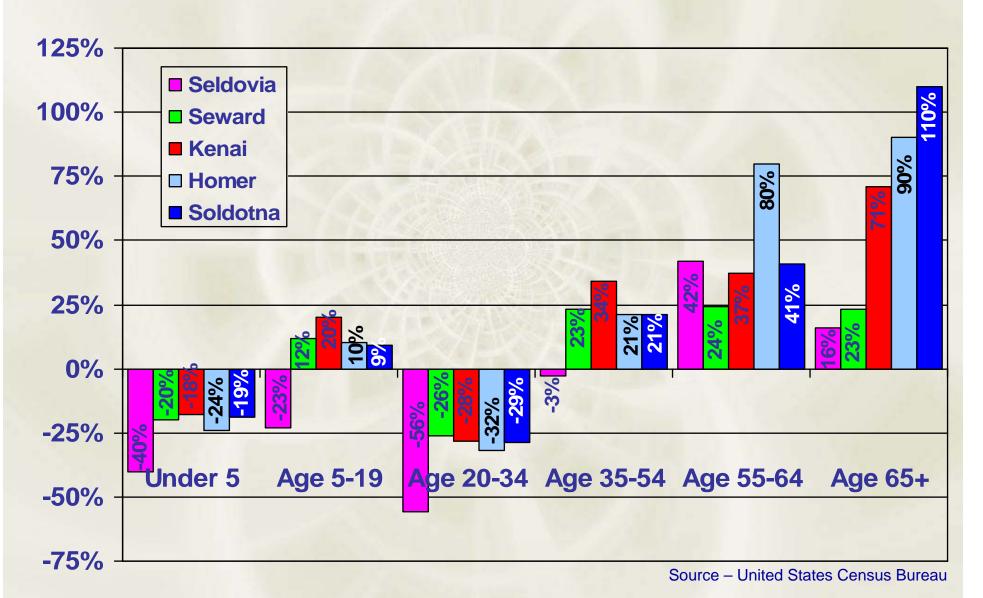


KPB Percentage Change by Age Cohort Census 1990 to Census 2000

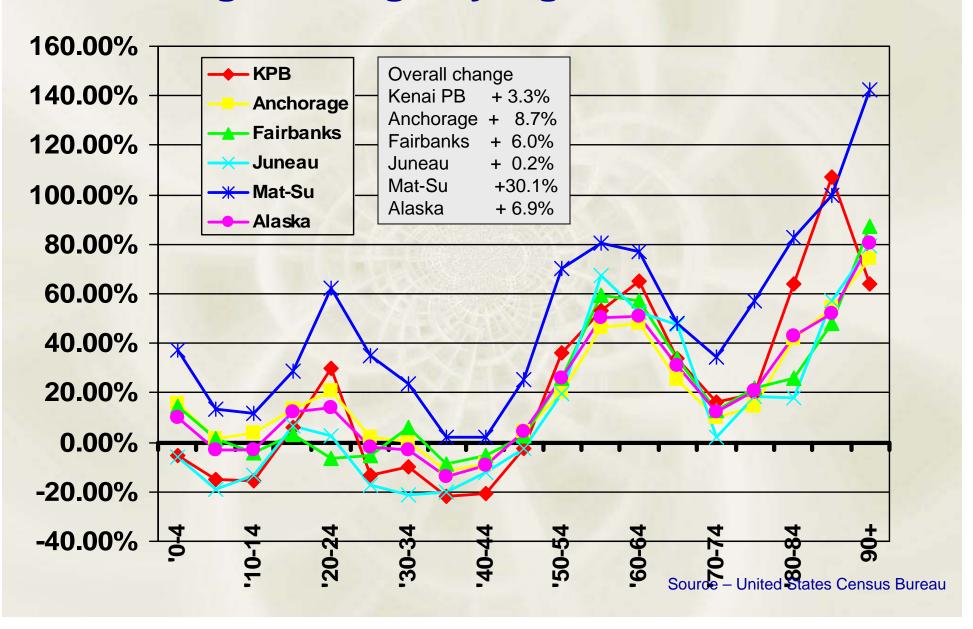


Percentage Change by Age Cohort

Cities - Census 1990 to Census 2000



Major Boroughs of Alaska Percentage Change by Age Cohort – 2000-2006



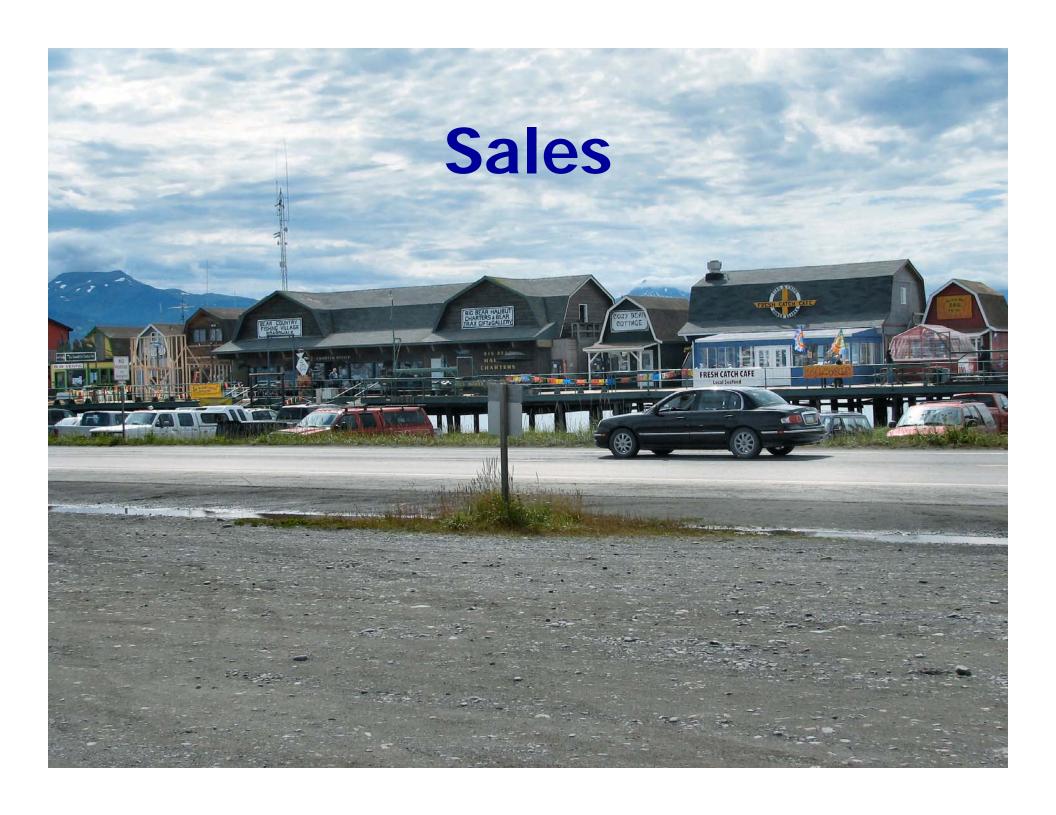
Age, Education, Income, Poverty – by City Census 2000

	Homer	Kenai	Seldovia	Seward	Soldotna	KPB
Total Population	3,946	6,942	<u>286</u>	2,830	3,759	49,691
Median Age	38.8	<u>32.3</u>	<u>45.3</u>	37.1	34.9	36.3
Bachelor's Degree + (over 25 years of age)	<u>18.5%</u>	16.0%	16.4%	<u>10.1%</u>	15.5%	20.3%
Individuals in Poverty	9.3%	9.8%	7.9%	10.6%	<u>6.6%</u>	10.0%
Median Family Income	\$53,571	\$56,856	<u>\$58,000</u>	\$54,904	<u>\$52,372</u>	\$54,106
Median Household Income	<u>\$42,821</u>	\$45,962	\$45,313	\$44,306	<u>\$48,420</u>	\$46,397
Per Capita Income	\$21,823	\$20,789	<u>\$23,669</u>	\$20,360	\$21,740	\$20,949

Source - United States Census Bureau

Income Source by City –Census 2000

	Homer	Kenai	Seldovia	Seward	Soldotna	KPB
Total Households in Area	1,581	<u>2,668</u>	<u>129</u>	914	1,409	18,438
Households With Earnings	84.9%	<u>86.9%</u>	<u>80.6%</u>	84.9%	85.3%	85.4%
Mean Earnings	\$49,127	\$50,527	<u>\$47,577</u>	\$49,842	<u>\$52,771</u>	\$51,932
Households w/ Soc Security Income	19.7%	18.0%	<u>25.6%</u>	<u>16.1%</u>	20.9%	18.3%
Households With Pub Assist Income	8.5%	<u>15.8%</u>	<u>5.4%</u>	11.4%	11.8%	10.2%
Households With Retirement Income	16.9%	11.2%	18.6%	15.9%	17.6%	15.5%
Mean Retirement Income	\$19,730	\$17,256	<u>\$23,763</u>	\$19,011	<u>\$16,151</u>	\$21,872
Median Income Male Full Time Year Around	\$38,062	\$48,371	\$41,250	\$36,900	\$43,162	\$44,106
Median Income Female Full Time Year Around	\$30,494	27,112	<u>\$33,750</u>	\$30,508 Source	\$24,598 e – United States (\$28,107 Census Bureau



Taxable Sales

KPB Sales Exempt from Sales Tax Assessments:

Sales outside the borough;

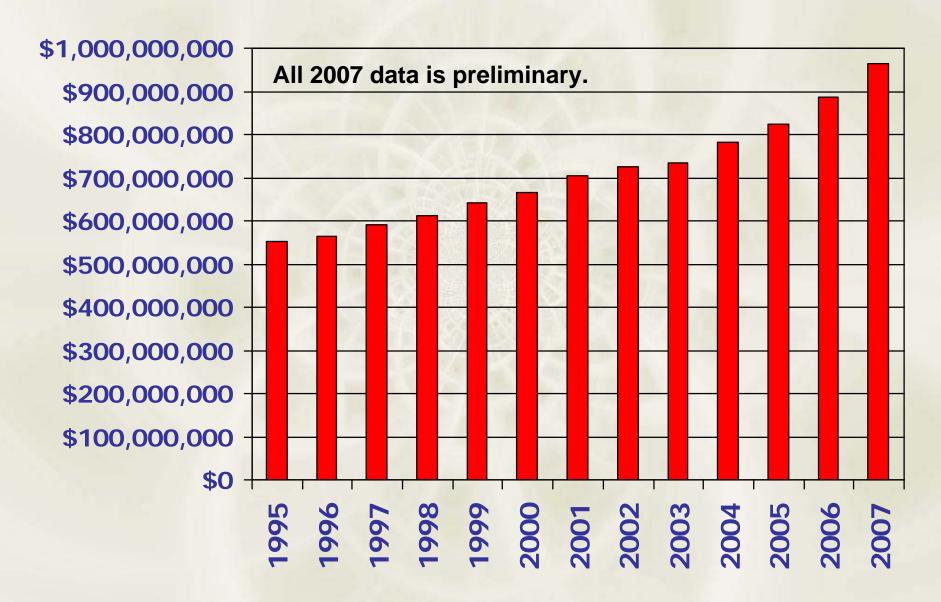
Sales for resale;

Sales to government agencies;

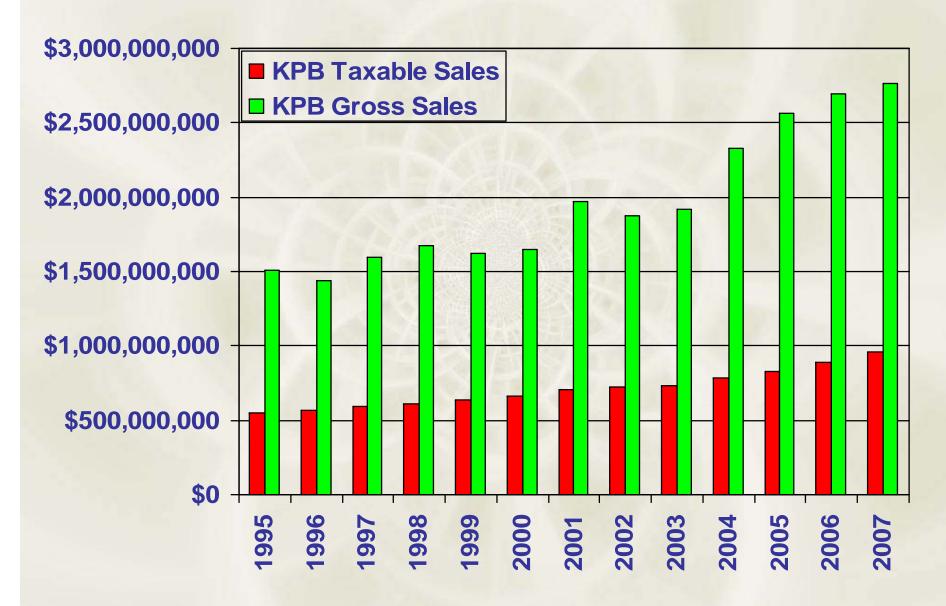
Sales to tax exempt organizations; and

Sales in excess of \$500.

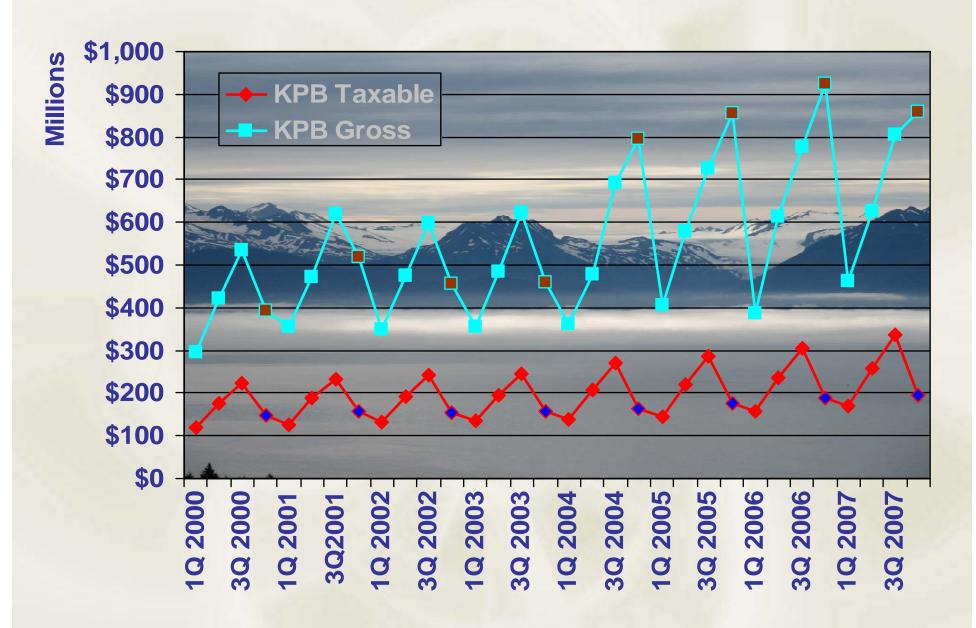
KPB Taxable Sales



KPB Sales – Gross v Taxable

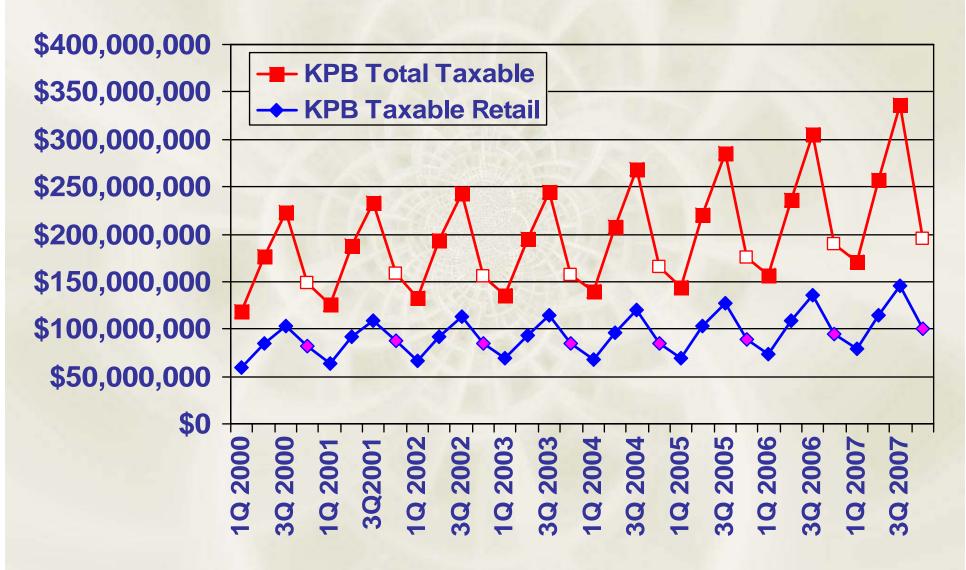


KPB Gross and Taxable Sales by Quarter



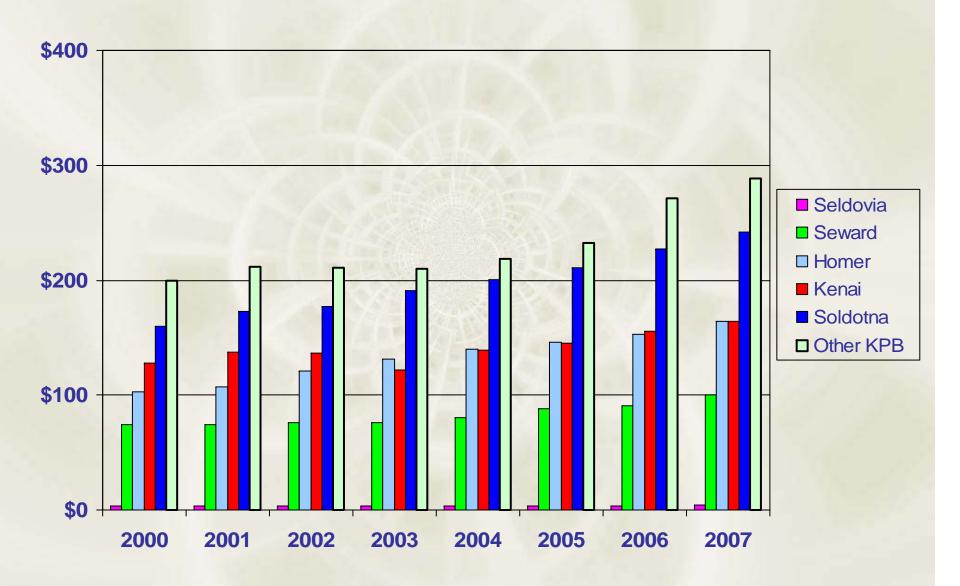
KPB Taxable Sales – Retail as a Portion

2000-2006 (2007 1Q) NAICS

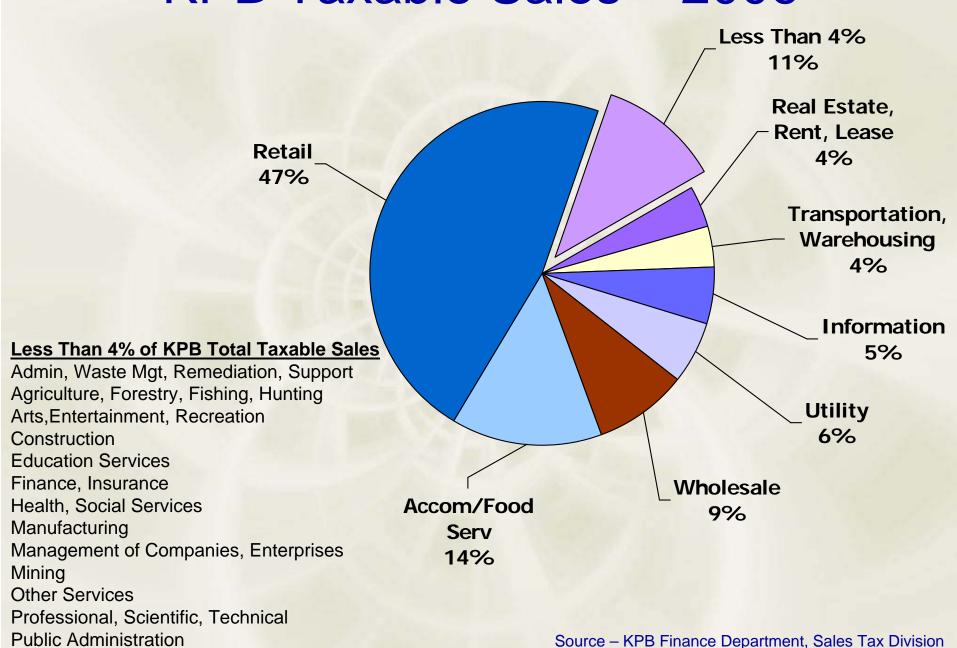


Taxable Sales by Area

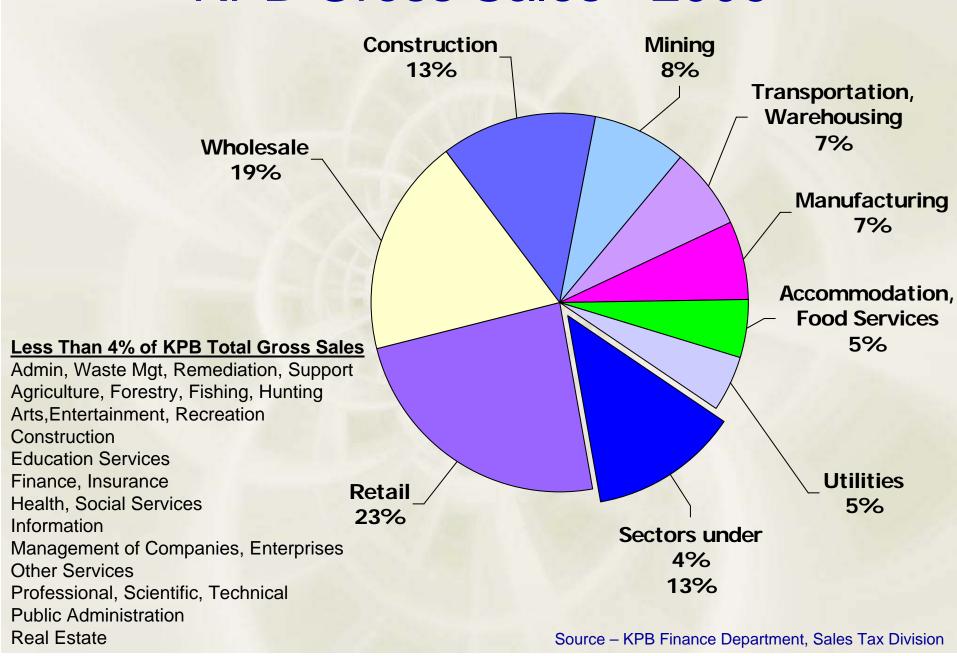
in Millions \$



KPB Taxable Sales – 2006

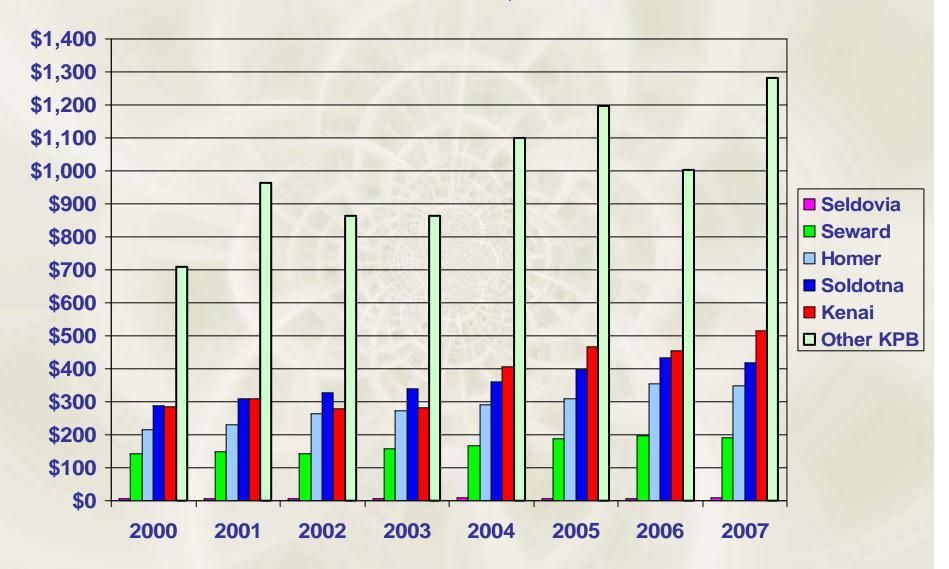


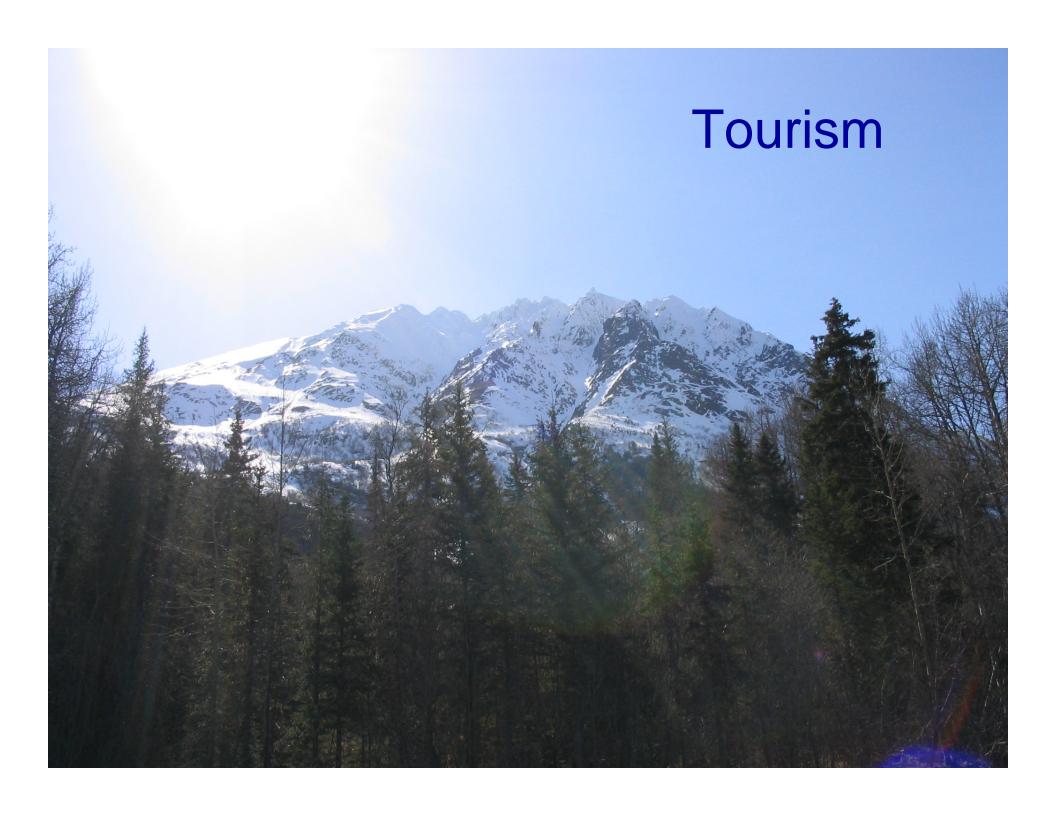




KPB Gross Sales by Area

in Millions \$





Primary (90% Model) Tourism Activity SIC – A Subset of Service and TCPU

SIC Codes Selected as Primary Tourism Industry – requires that the business activity is tourist related and that 90% or more of annual sales occur between April 1 and September 30.

Transportation

- 4141 Local Bus Charter Service
- 4499 Water Transportation Services NEC
- 4724 Travel Agencies
- 4725 Tour Operators

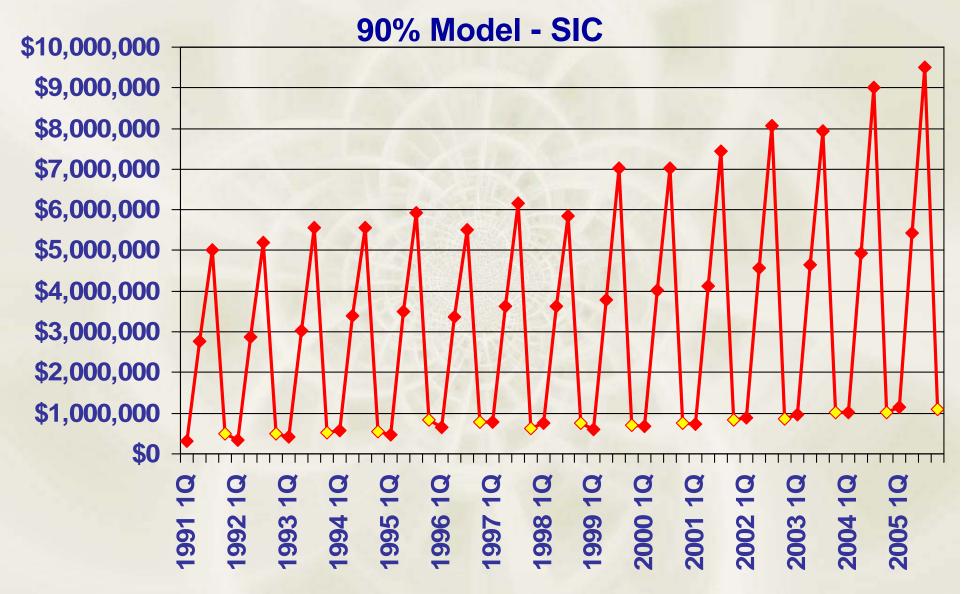
Services

- 7000 Hotels and Other Lodging Places
- 7011 Hotels, Motels, Tourist Courts
- 7021 Rooming & Boarding Houses
- 7032 Sporting & Recreational Camps
- 7033 RV Parks & Campsites
- 7041 Hotels, Lodging House/Members
- 7519 Utility Trailer and RV Rental
- 7999 Amusement, Recreation Svc, NEC Includes Guides



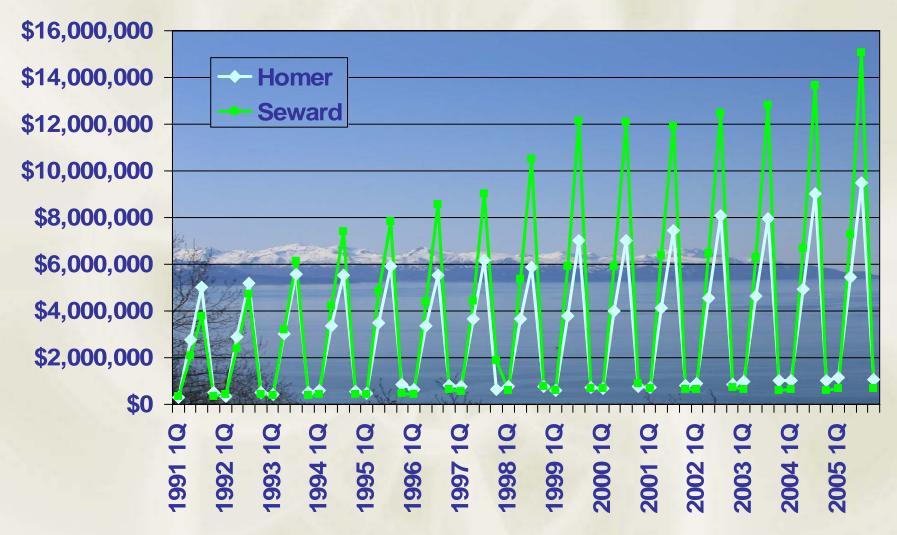


Homer Taxable Tourism Sales



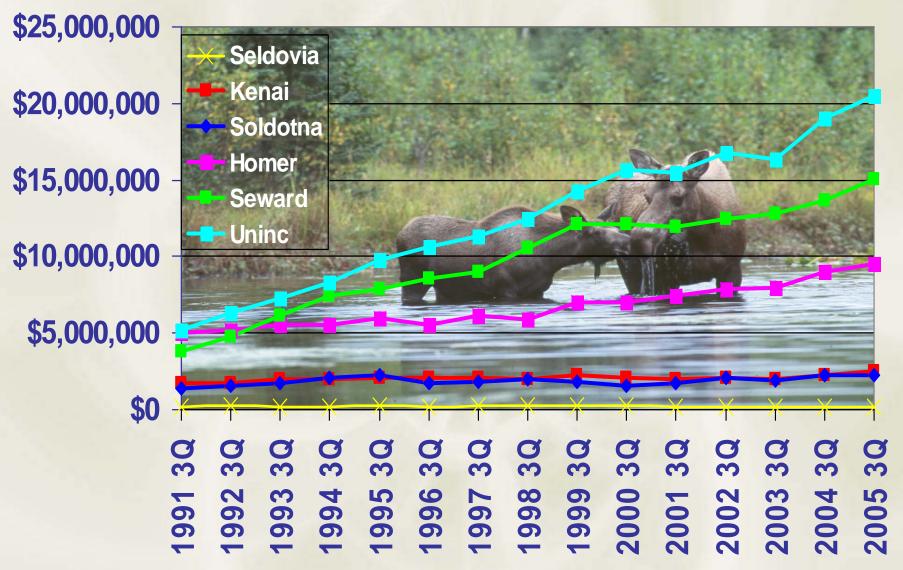
Homer v Seward Taxable Tourism Sales

90% Model - SIC



3rd Quarter Tourism Sales - SIC - 90% Model

(Third Quarter Provides KPB Peak Tourism Activity)



Source – KPB Finance Department, Sales Tax Division

KPB Expanded (60% Model) Tourism Sales A More Realistic Measure

-Additional SIC Code Data - now includes some retail sales

SIC Codes that could be impacted by tourism and 60% or more of annual sales occur during the April thru September main tourist season.

TRANSPORTATION SALES

4130 - Intercity Bus Transport

4493 – Marinas

4500 – Air Transportation

4512 – Air Transportation – Scheduled

4522 - Nonscheduled Air Transportation

7211 - Power Laundries

7214 - Passenger Car Rental

7215 - Coin Op Laundry & Dry Cleaning

8400 - Museums, Art Galleries & Zoos

RETAIL SALES

5421 - Seafood Markets

5461 - Retail Bakeries

5541 – Gas Service Stations & Repairs

5800 - Eating and Drinking Places

5812 - Eating Places

5813 – Drinking Places

5947 - Gift/Novelty/Souvenir Shops

SERVICES

7211 - Power Laundries

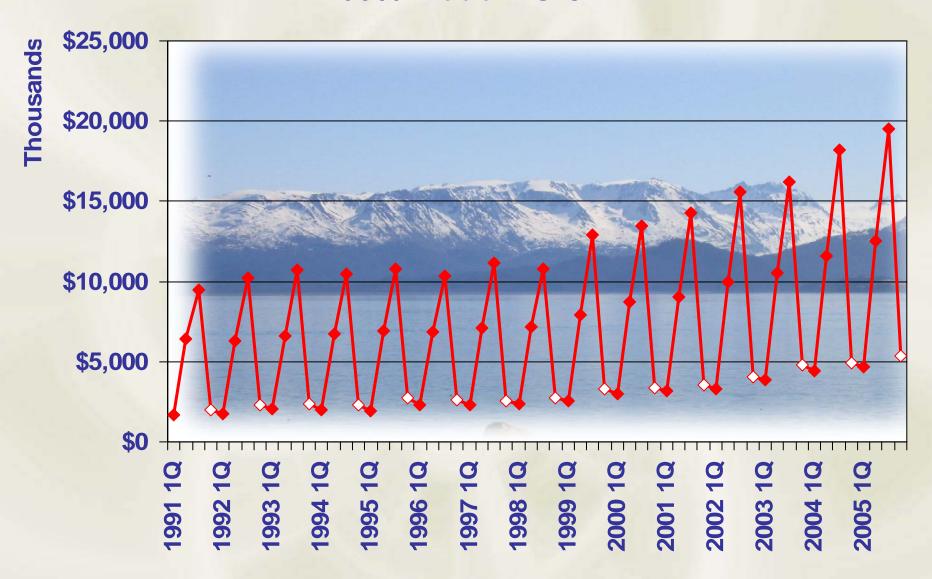
7514 – Passenger Car Rentals

7215 - Coin Op Laundry & Dry Cleaning

8400 - Museums, Art Galleries & Zoos

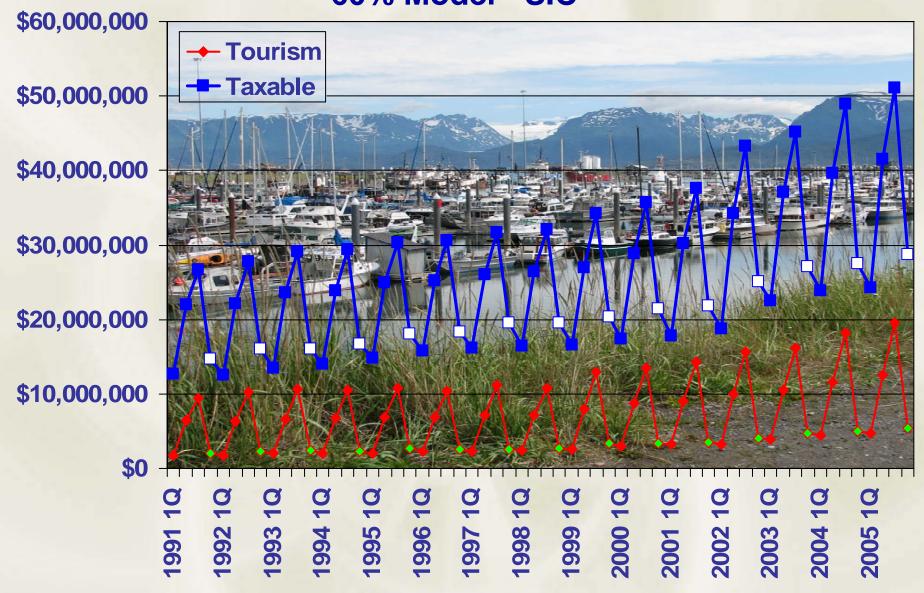
Homer Taxable Tourism Sales

60% Model - SIC



Homer Taxable Sales - Tourism v Total

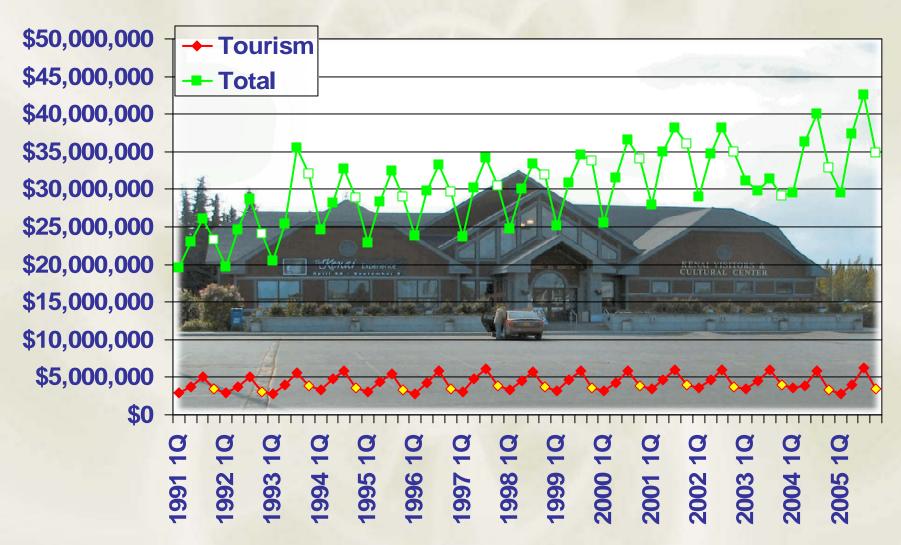
60% Model - SIC



Source - KPB Finance Department, Sales Tax Division

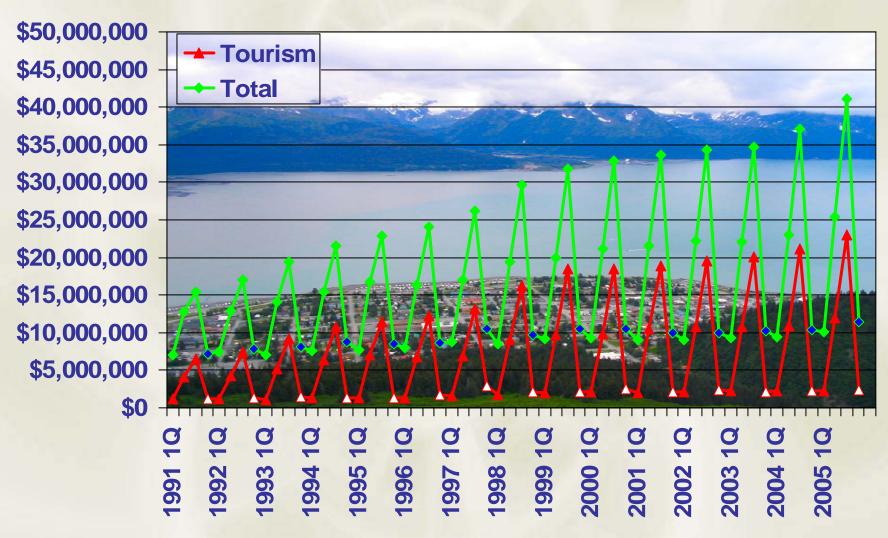
Kenai Taxable Sales - Tourism v Total

60% Model - SIC

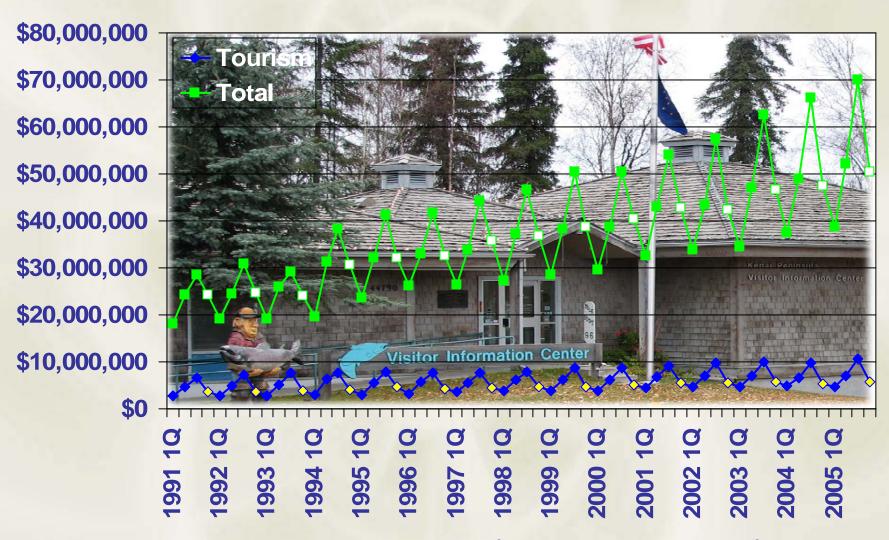


Source – KPB Finance Department, Sales Tax Division

Seward Taxable Sales - Tourism v Total 60% Model - SIC



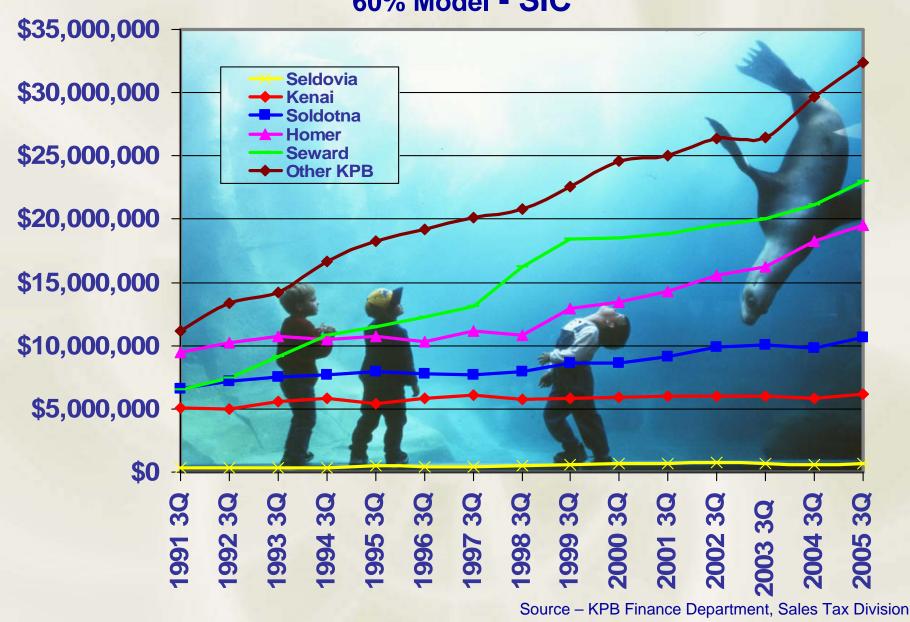
Soldotna Taxable Sales - Tourism v Total 60% Model - SIC



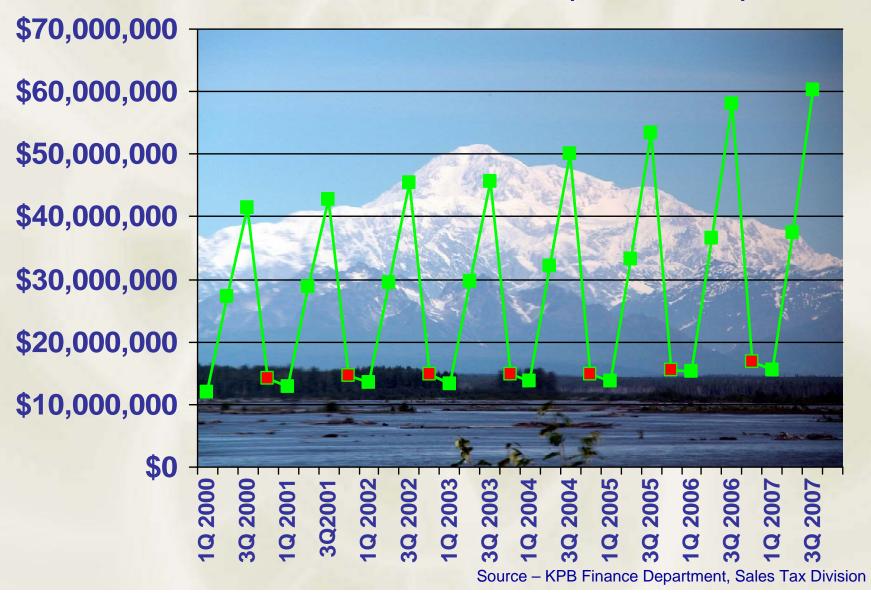
Source – KPB Finance Department, Sales Tax Division

3rd Qtr Tourism Sales by City

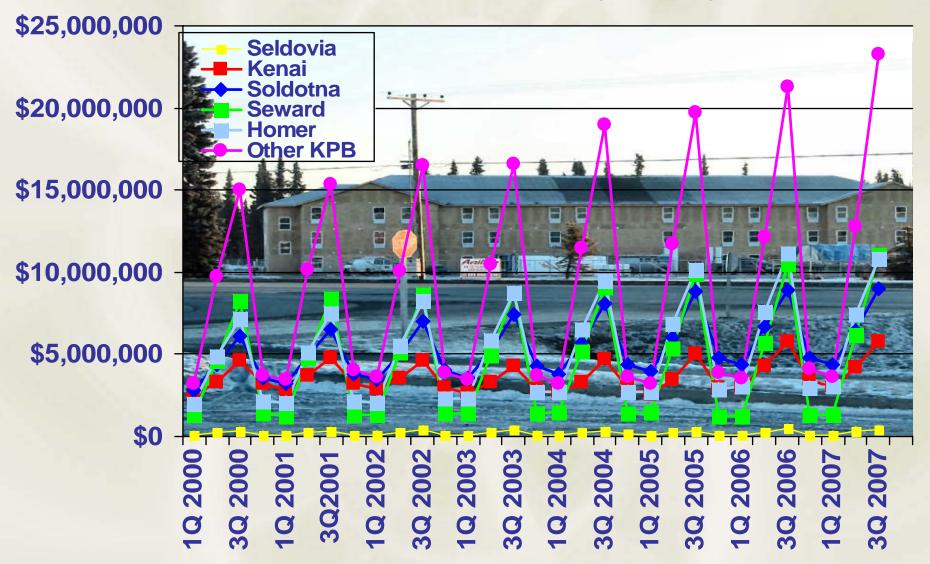
60% Model - SIC



KPB Taxable Accommodation & Food Service Sales (NAICS)



Taxable Accommodation & Food Service Sales by City (NAICS)

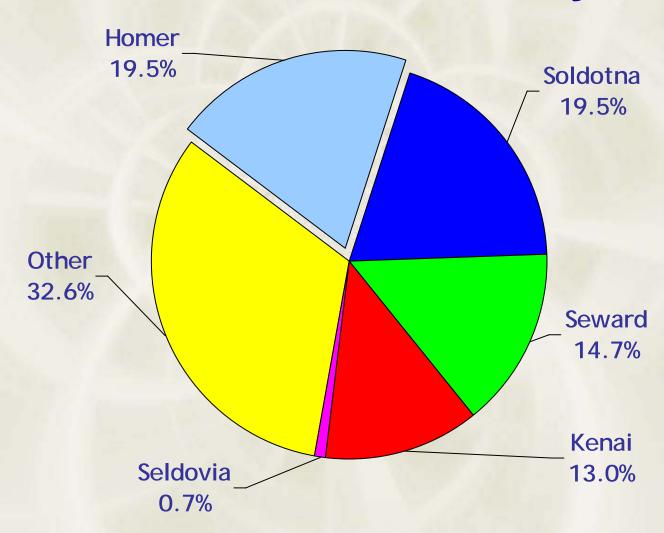


Nontaxable Accommodations 2006 through Third Quarter 2007

Nontaxable Accommodations Sales - in \$

	2006	Nontaxable	2007	Nontaxable
1st Qtr	Gr- 16,202,460	\$964,434	Gr- 17,932,090	\$2,409,477
	Tx- 15,238,026	6.0%	Tx- 15,522,613	13.4%
2 nd Qtr	Gr- 39,946,666	\$3,352,848	Gr- 39,677,428	\$2,241,075
	Tx- 36,953,818	8.4%	Tx- 37,436,353	5.6%
3 rd Qtr	Gr- 65,309,904	\$7,142,715	Gr- 65,150,949	\$4,887,597
	Tx- 58,167,189	10.9%	Tx- 60,263,352	7.5%
4th Qtr	Gr- 18,107,341	\$1,088,252		
	Tx- 17,019,089	6.0%		
Total	Gr- 139,566,371	\$12,548,249		
	Tx- 127,018,122	9.0%		

2006 Accommodations & Food Services Taxable Sales by Area



Economic Census - Accommodations - 2002

Rounded to 1,000

	# Establishments	Receipts	Annual Payroll	# Paid Employees
Homer	16	\$6,563,000	\$1,990,000	92
Kenai	9	\$8,662,000	\$2,412,000	<u>137</u>
Seward	13	\$9,414,000	\$2,657,000	81
Soldotna	18	\$5,384,000	\$1,551,000	127
Other	<u>29</u>	\$12,969,000	<u>\$3,465,000</u>	96
KPB Total	85	\$42,992,000	\$12,075,000	533

Percent of KPB Total						
Establishments Receipts Annual Payroll Paid Employ						
Homer	18.8%	15.3%	16.5%	17.3%		
Kenai	10.6%	20.2%	20.0%	<u>25.7%</u>		
Seward	15.3%	21.9%	22.0%	15.2%		
Soldotna	21.2%	12.5%	12.8%	23.8%		
Other	34.1%	30.2%	<u>28.7%</u>	18.0%		

Economic Census - Food Services - 2002

Rounded to 1,000

	# Establishments	Receipts	Annual Payroll	# Paid Employees
Homer	33	\$9,048,000	\$2,453,000	206
Kenai	26	\$10,148,000	\$2,633,000	272
Seward	25	\$9,175,000	\$2,387,000	113
Soldotna	<u>42</u>	<u>\$17,368,000</u>	<u>\$4,207,000</u>	<u>346</u>
Other KPB	38	9,259,000	\$2,481,000	166
KPB Total	164	\$54,998,000	\$14,161,000	1,103

415	Establishments	Receipts	Annual Payroll	Paid Employees
Homer	20.0%	16.5%	17.3%	18.7%
Kenai	15.9%	18.5%	18.6%	24.7%
Seward	<u>15.2%</u>	16.7%	16.9%	10.2%
Soldotna	<u>25.6%</u>	<u>31.6%</u>	<u>29.7%</u>	31.4%
Other KPB	23.2%	16.8%	17.5%	15.1%

2006 GROSS Sales in Goods, Services, Government

	Goods Producing	Service Providing	Government	Total
Homer	74,935,174	276,593,370	3,997,559	355,526,103
Kenai	130,676,357	321,640,004	3,494,476	455,810,837
Seldovia	2,368,051	4,775,641	402,424	7,546,116
Seward	58,693,277	133,468,474	6,159,339	198,321,090
Soldotna	102,731,833	328,125,598	1,119,273	431,976,704
Other KPB	478,897,603	524,235,287	512,629	1,003,645,519
KPB Total	848,302,295	1,588,838,374	15,685,700	2,452,826,369

2006 GROSS Sales in \$ Select Lines of Business

	Construction	Manufacturing	Wholesale	Transportation & Warehousing	Information & Communication	Real Estate, Rentals, and Leasing
Homer	55,713,200	5,169,339	41,874,329	18,900,444	8,573,767	13,678,079
Kenai	40,422,731	29,222,261	53,888,047	<u>75,968,120</u>	11,880,836	17,752,116
Seldovia	1,030,135	12,259	1,590,217	358,162	306,055	1,325,657
Seward	38,326,342	10,410,509	27,657,623	21,632,880	4,159,799	9,274,861
Soldotna	73,283,710	10,856,645	15,456,999	7,644,833	10,918,974	18,354,949
Other KPB	153,003,076	121,508,634	124,093,998	62,539,002	23,818,108	27,749,004
KPB Total	361,779,194	177,179,647	264,561,213	187,043,441	59,657,539	88,134,666

2006 TAXABLE Sales in Goods, Services, Government

	Goods Producing	Service Providing	Government	Total
Homer	8,214,995	140,757,266	3,939,804	152,912,065
Kenai	10,423,085	143,108,269	2,160,749	155,692,103
Seldovia	105,293	3,273,828	272,173	3,651,294
Seward	3,679,326	81,139,276	6,087,059	90,905,661
Soldotna	11,103,325	215,026,532	958,451	227,088,308
Other KPB	26,030,732	230,531,270	15,303	256,577,305
KPB Total	59,556,756	813,836,441	13,433,539	886,826,736



Real Property Exemptions

Properties Exempt from Taxation - Mandated by State Law.

Fire System Prevention

Mental Health Trust

Native Allotment

Electric Cooperative

Conservation Easements

State Educational

ANCSA Native

Government

Farm Deferment

Religious

Disabled Veteran

Charitable

Cemetery

Armed Forces

Senior Citizen

Hospital

KPB Exemptions Include:

Homeowner's Exemption

Disabled Veteran Exemption

Disabled Resident Tax Credit

River Restoration Exemption

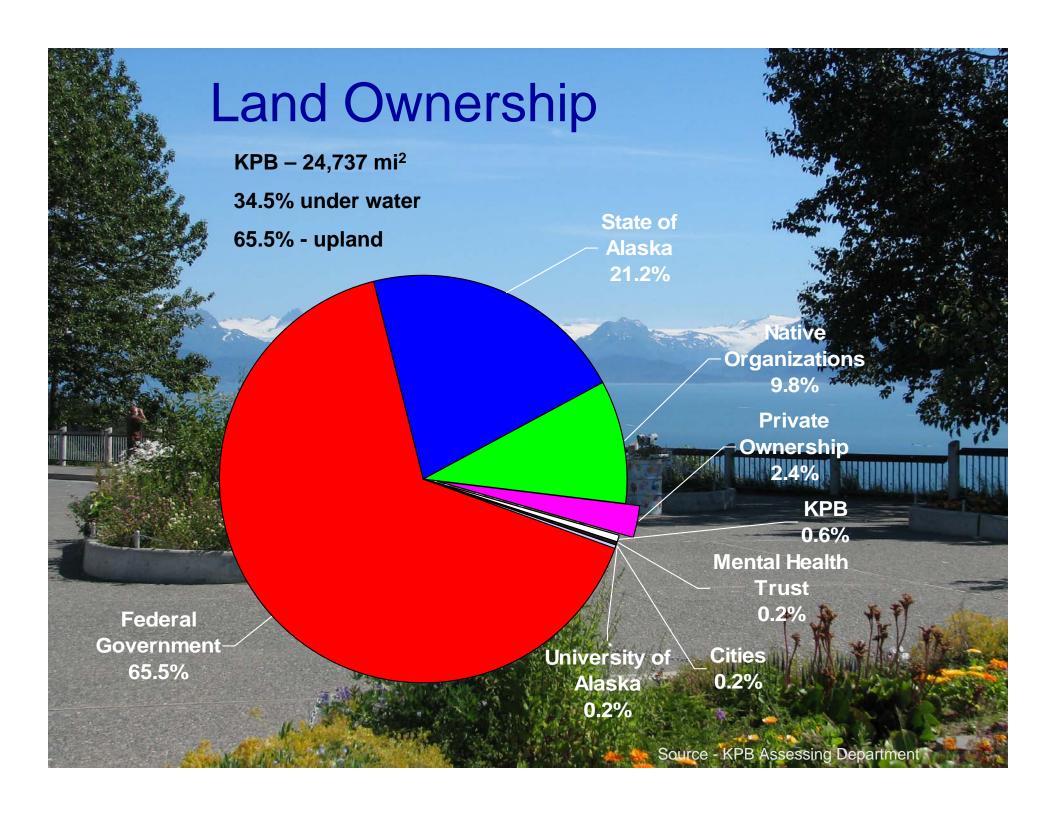
Timber Harvest Exemption

Senior Citizen Exemption

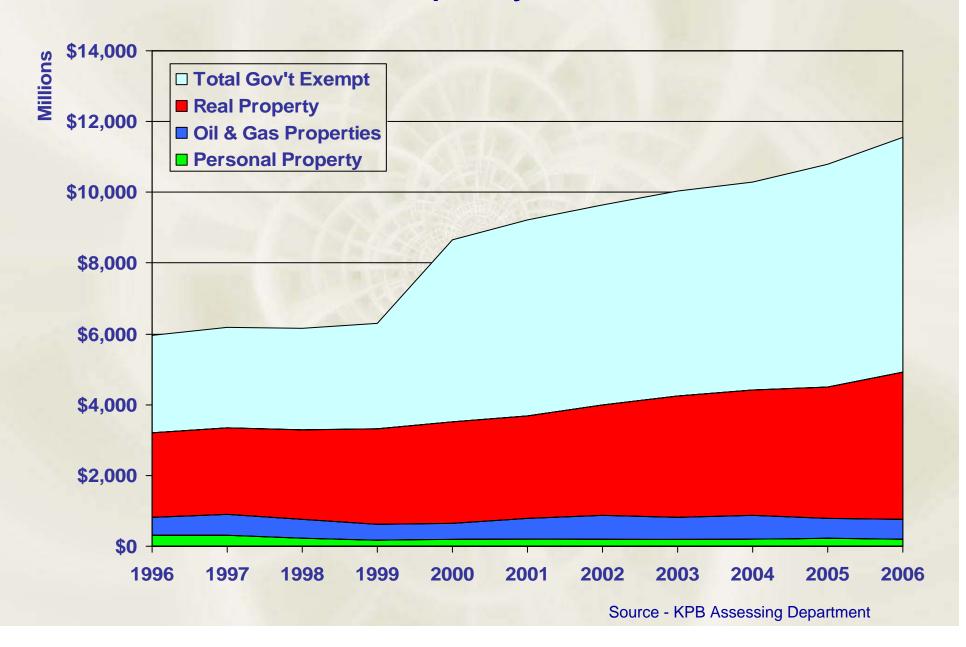
Volunteer Firefighter/EMS Exemption

River Habitat Tax Credit

Disaster Tax Reduction



KPB Assessed Property Values Over Time



Full and Assessed Real Property Values

Annual Change of Full and True Value					
2004 2005 2006					
Homer	12.6%	19.2%	14.0%		
Kenai	3.4%	3.4%	-0.1%		
Seward	8.7%	3.7%	11.4%		
Soldotna	3.1%	7.2%	13.1%		
КРВ	5.2%	5.9%	11.6%		

Annual Change of Assessed Value					
2004 2005 2006					
Homer	6.8%	19.8%	15.3%		
Kenai	3.2%	2.3%	0.0%		
Seward	2.1%	7.5%	5.9%		
Soldotna	4.1%	6.2%	8.0%		
КРВ	3.4%	4.7%	12.1%		



Average Assessed Value of New Homes Permitted - 2007, 2006

	Total Value 2007	Total Volume 2007	Average Value 2007	Average Value 2006
Homer	\$7,650,100	<u>41</u>	\$186,587	\$205,220
Kenai	\$5,708,500	33	\$172,985	\$200,527
Seldovia	\$252,000	4	\$63,000	\$28,333
Seward	\$252,354	2	\$126,177	\$139,750
Soldotna	<u>\$8,749,413</u>	30	<u>\$291,647</u>	<u>\$262,050</u>
Total KPB Cities	22,612,367	110	\$205,567	\$208,553

Value of New Homes Permitted Average 1998-2007, Annual 2007

	Ten Year Annual Average Total Value	Ten Year Annual Average Total Volume	Ten Year Average Value	Average Value 2007
Homer	<u>\$5,711,405</u>	<u>39</u>	\$146,446	\$186,588
Kenai	\$4,823,450	31	\$155,595	\$172,985
Seldovia	\$161,400	3	\$55,955	\$63,000
Seward	\$1,090,575	7	\$149,476	\$126,177
Soldotna	\$4,256,256	23	<u>\$185,055</u>	<u>\$291,647</u>
Total KPB Cities	\$16,034,785	99	\$161,968	\$205,567



Average Price of Materials for a New Home

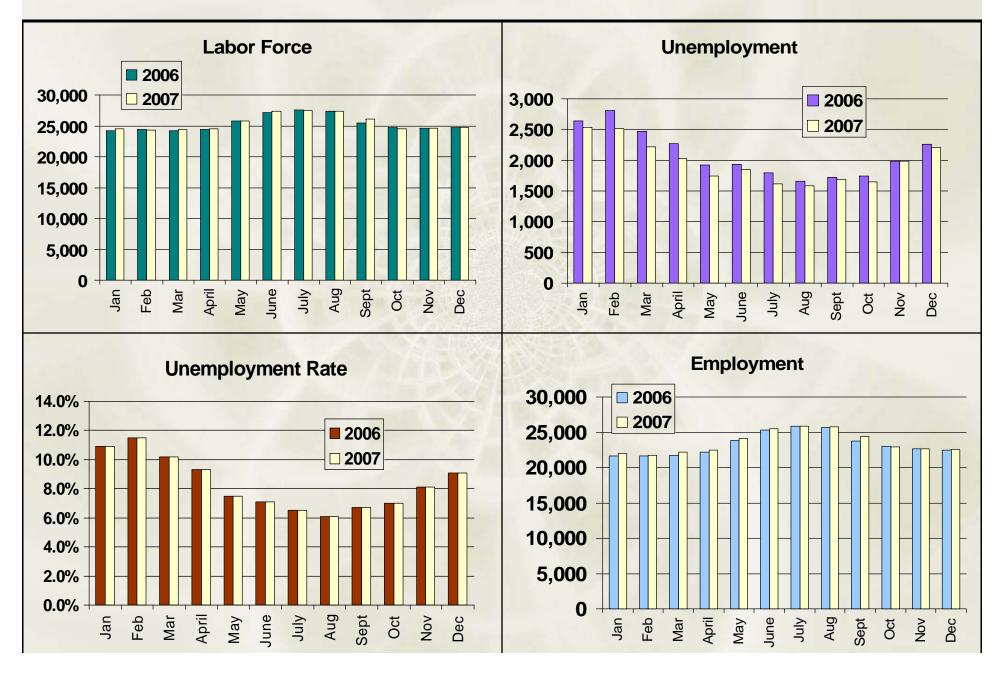
Fixed basket of Goods

	2003	2004	2005	2006	2007
Kenai - total with concrete, rebar	\$21,611	\$24,244	\$24,393	\$24,216	\$26,580
Plus windows and doors	\$2,843	\$3,413	\$3,095	\$3,667	\$3,632
Anchorage- total with concrete, rebar	\$19,475	\$20,757	\$23,802	\$24,983	\$26,875
Plus windows and doors	\$3,382	\$3,169	\$2,524	\$2,976	\$3,259
	MAAA				
Wasilla- total with concrete, rebar	\$19,576	\$22,405	\$24,043	\$25,836	\$25,202
Plus windows and doors	\$2,516	\$3,201	\$3,459	\$3,643	\$3,449
	11 4				100
Fairbanks - total with concrete, rebar	\$22,999	\$23,381	\$25,584	\$25,986	\$26,875
Plus windows and doors	\$3,851	\$4,189	\$3,503	\$3,471	\$3,709

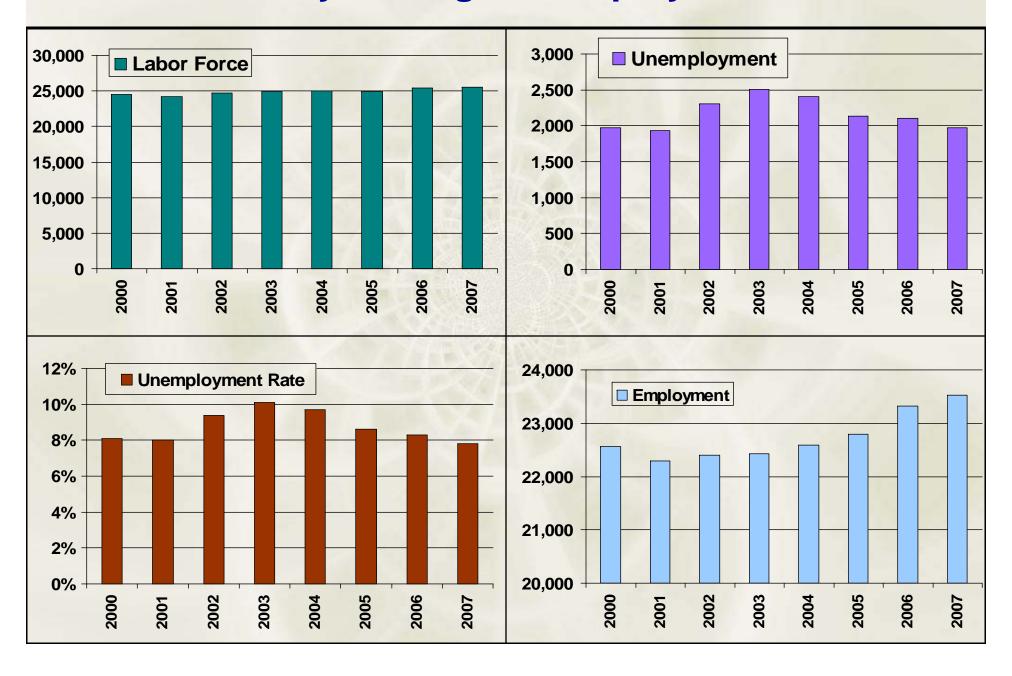
Source – Alaska Department of Labor & Workforce Development



KPB Labor Statistics – 2006, 2007

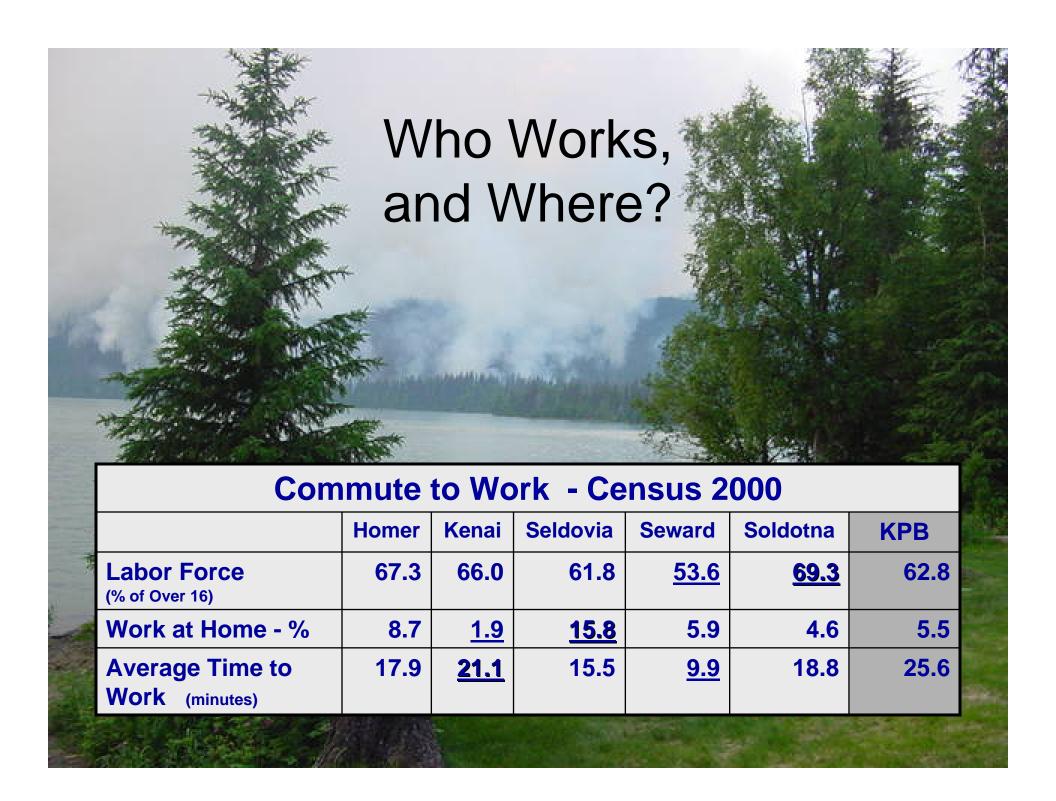


Annual Monthly Average Unemployment Statistics



KPB Top Employers - 2006

Rank	Name of Business, Organization	Location	Business Activity	# Employees
1	Kenai Pen Borough School District	Soldotna	Public education	1,307
2	State of Alaska, excludes University	KPB	State government	948
3	Central Peninsula General Hospital	Soldotna	Local government, hospital	474
4	U.S. Government	KPB	Federal government	428
5	Safeway/Eagle Stores	KPB	Grocery	401
6	Kenai Peninsula Borough	Soldotna	Local government	387
7	Frontier Community Services	Soldotna	Janitorial services	304
8	South Peninsula Hospital	<u>Homer</u>	Local government, hospital	261
9	Alaska Petroleum Contractors	North Kenai	Oilfield services	255
10	Fred Meyer	Soldotna	Gen Merchandise	236
11	Peak Oilfield Services	North Kenai	Oilfield services	228
12	University of Alaska - includes student employment	КРВ	State government, university	210
13	Tesoro Alaska Petroleum Company	North Kenai	Refinery	181
14	Agrium U.S., Inc	North Kenai	Petrochemical manufacturing	162
15	Union of California	Kenai	Oil/gas extract	156



Work Activity

Occupation Percent of Employed Persons – Census 2000

	Homer	Kenai	Seldovia	Seward	Soldotna	KPB
Management Occupations	<u>33.2</u>	24.1	<u>35.7</u>	<u>28.0</u>	24.9	<u>27.4</u>
Service Occupations	18.6	18.9	14.7	<u>28.0</u>	19.7	17.0
Sales/Office Occupations	22.2	<u>26.0</u>	20.2	25.1	<u>28.3</u>	23.3
Farming, Fishing & Forestry	3.1	0.2	10.9	2.8	0.6	2.4
Construction, Extraction & Maintenance	9.6	14.2	8.5	8.2	15.6	16.7
Production and Transportation	13.3	16.7	10.1	8.0	10.9	13.2

Employment by Line of Business

Census 2000 – by Percent of Total Labor Force

	Homer	Kenai	Seldovia	Seward	Soldotna	KPB
Agriculture/Forestry/Hunting/Fishing	6.5	11.4	<u>14.0</u>	5.4	7.6	10.6
Construction	6.6	7.9	11.6	3.5	4.9	9.3
Manufacturing	3.1	5.6	6.2	3.2	3.4	5.1
Wholesale	1.6	2.2	0	2.5	1.7	1.9
Retail	11.2	<u>16.1</u>	10.9	11.0	17.5	12.6
Transportation/Warehousing/ Utility	9.7	6.2	10.1	6.6	5.9	6.5
Information	2.0	2.2	0	2.1	0.7	1.4
Finance/Ins/Real Estate	5.4	2.4	3.9	3.0	5.0	3.1
Professional/Scientific/Management/ Administration/Waste Management	4.7	4.8	5.4	5.6	3.4	5.1
Education/Health & Social Services	<u>23.3</u>	16.0	11.6	<u>20.7</u>	<u>20.4</u>	<u>19.6</u>
Arts/Entertainment/Recreation/ Accommodation & Food Services	14.5	9.7	10.1	17.2	15.9	10.8
Other Services	6.2	5.5	7.8	4.6	6.7	6.3
Public Administration	5.1	10.1	8.5	14.4	6.9	7.5

Top Employers by City – Homer - 2006

Rank	Name of Business/Agency	# Employees
1	KPB School District	313
2	South Peninsula Hospital	261
3	South Peninsula Behavioral Health Services	148
4	City of Homer	118
5	Safeway/Eagle Stores	98
6	State of AK, excludes University	97
7	Land End Resort	85
8	Federal Government	69
9	Homer Electric Association	66
10	Chugach Electric	64

Top Employers by City – Kenai - 2006

Rank	Name of Business/Agency	# Employees
1	State of AK, excludes University	291
2	Kenai Peninsula Borough School District	236
3	Peak Oilfield Services	228
4	Federal Government	222
5	Tesoro Alaska Petroleum Company	181
6	Agrium	162
7	Union Oil Company of California	134
8	Home Depot	122
9	City of Kenai	118
10	Safeway	110

Top Employers by City – Seldovia - 2006

Rank	Name of Business/Agency	# Employees
1	Seldovia Village Tribe	58
2	Kenai Peninsula Borough School District	16
3	City of Seldovia	14
4	Main Street Market	10
5	Miller and Linwood	6
6	Hopkins Brothers Construction	6
7	Seldovia Native Association	6
8	Kenai Peninsula Boys and Girls Club	5
9	Seldovia Fuel and Lube	5
10	Tidepool Cafe	4

Top Employers by City – Seward - 2006

Rank	Name of Business/Agency	# Employees
1	State of AK, excludes University	339
2	Seward Assoc for Advance Mariners (SeaLife)	143
3	City of Seward	112
4	Providence Alaska	112
5	Icicle Seafoods	103
6	Safeway	85
7	Kenai Peninsula Borough School District	96
8	CIRI Alaska Tourism	94
9	Ocean Beauty	89
10	Federal Government	58

Top Employers by City – Soldotna - 2006

Rank	Name of Business/Agency	# Employees
1	Kenai Peninsula Borough School District	607
2	Central Peninsula General Hospital	474
3	Kenai Peninsula Borough	387
4	Frontier Community Services	304
5	Alaska Petroleum Contractors	255
6	Fred Meyer	236
7	State of AK, excludes University	195
8	<u>University of Alaska – includes students</u>	128
9	Laidlaw Education Services	116
10	Safeway	108



