

Presented to
Nikiski Chamber of Commerce
February, 21, 2008

By
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Kenai Peninsula Borough Economic Analyst

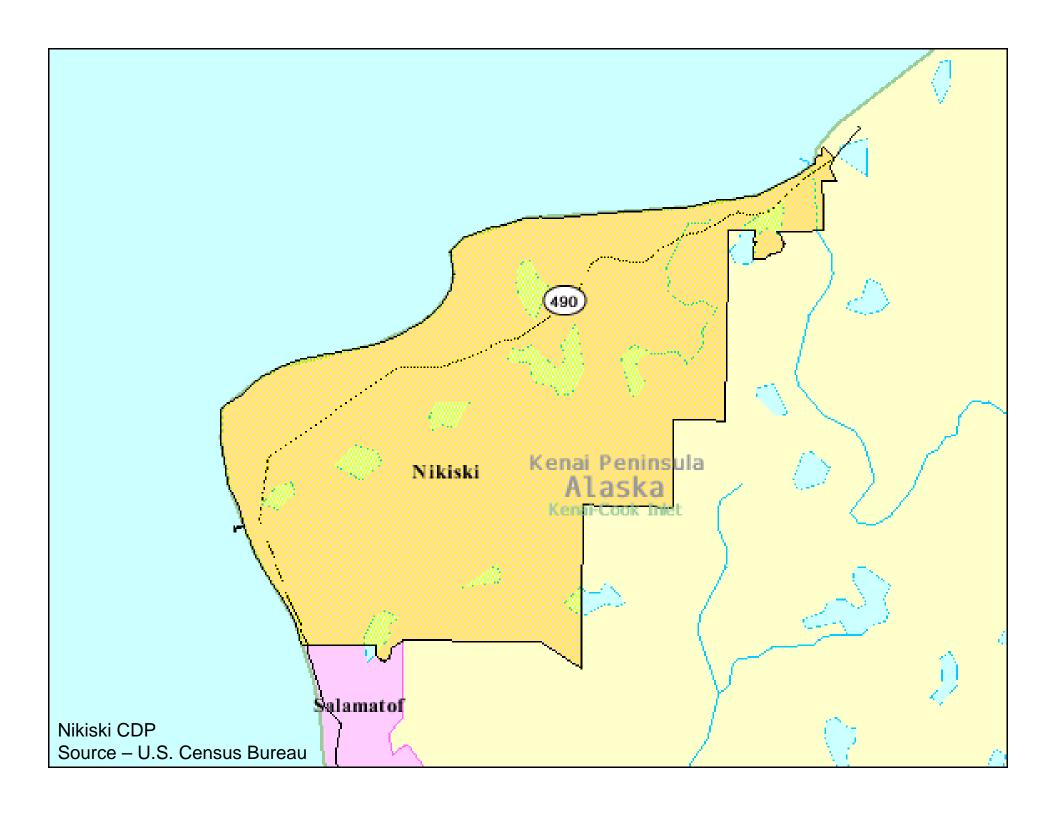
John J. Williams, Mayor



Discussion Items

- Demographics
- Sales
- Property Issues
- Employment





Population of Economic Impact Areas - 2006

Greater K	enai –	14,	181
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Kenai	6,971
Nikiski	4,345
Ridgeway	1,987
Salamatof	878

Greater Homer – 12,508

Anchor Point	1,814
Diamond Ridge	733
Fritz Creek	1,757
Fox River	643
Halibut Cove	20
Happy Valley	495
Homer	5,502
Kachemak City	467
Nanwalek	217
Nikolaevsk	297
Port Graham	134
Seldovia	429

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

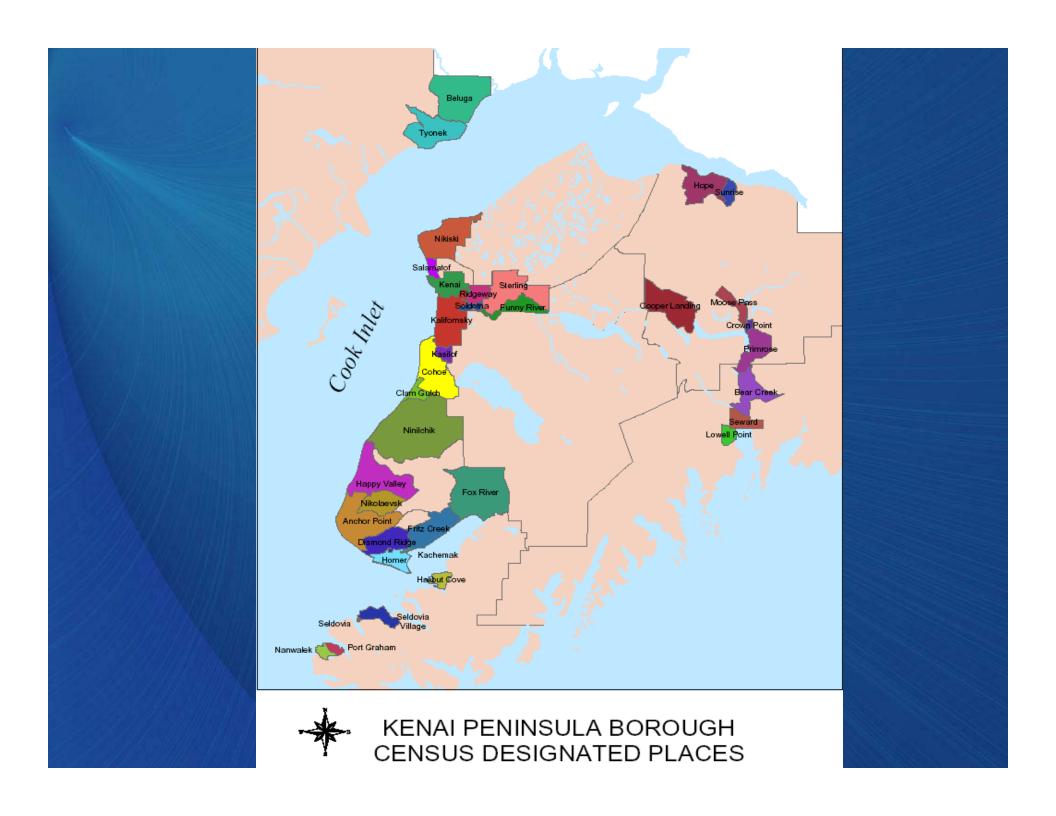
Cooper Landing - 353 Ninilchik - 778 Sterling – 5,123

Greater Seward – 5,044

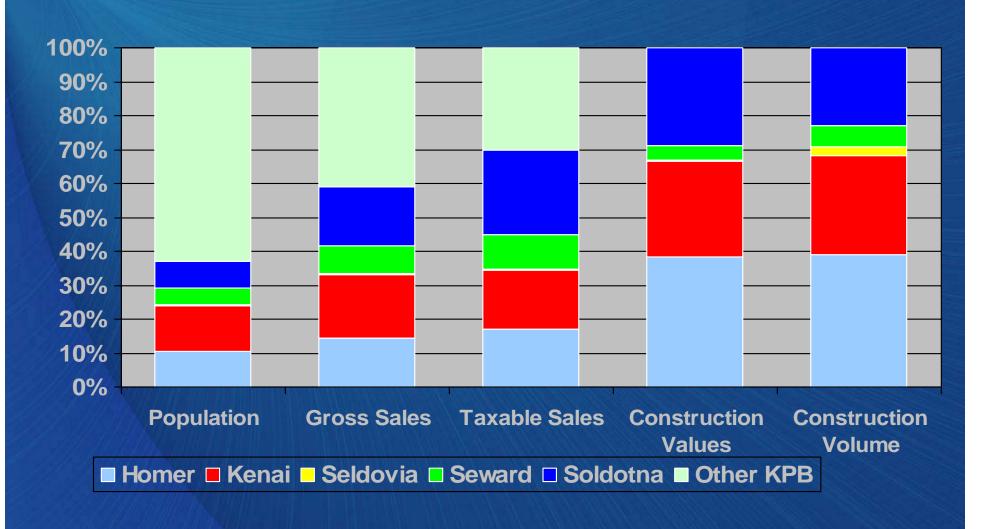
Bear Creek	1,945
Crown Point	74
Lowell Point	85
Moose Pass	201
Primrose	78
Seward	2,661

Others - 491

Beluga - 19 Hope - 147 Sunrise - 20 Tyonek - 181 At Large - 124

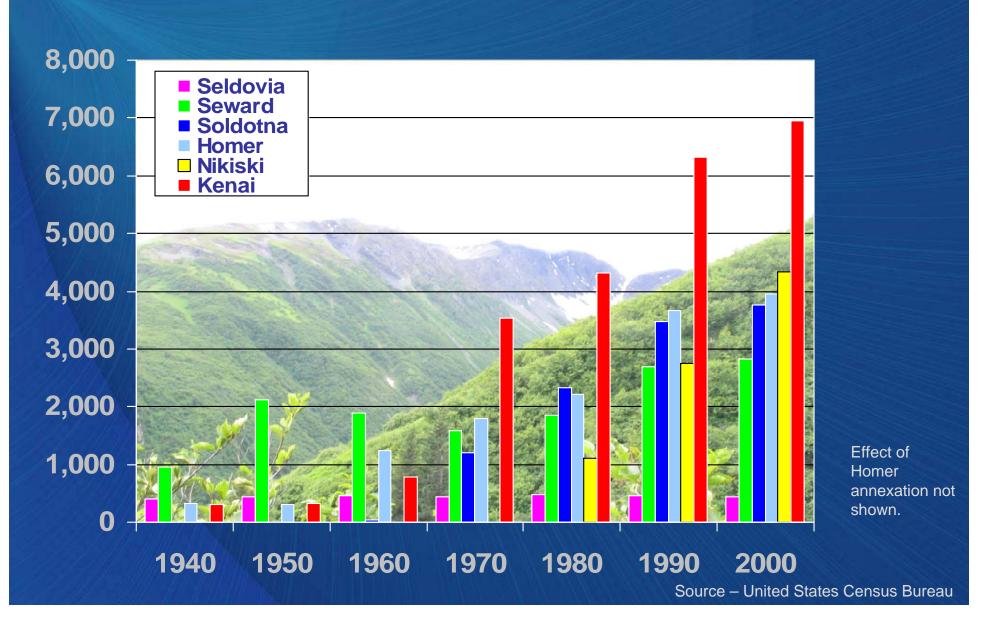


Share of the 2006 Kenai Peninsula Borough Economy



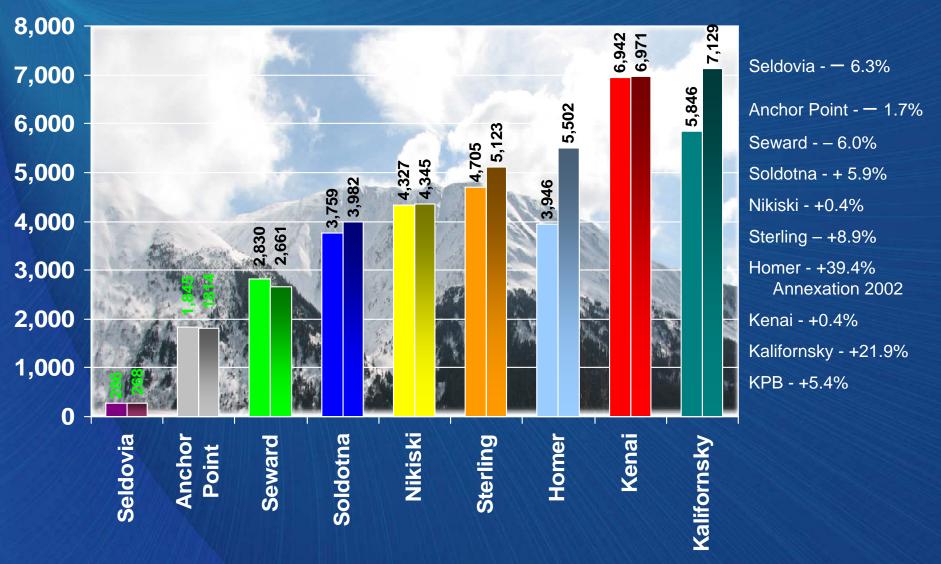
Population Growth by Census

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



Population Change

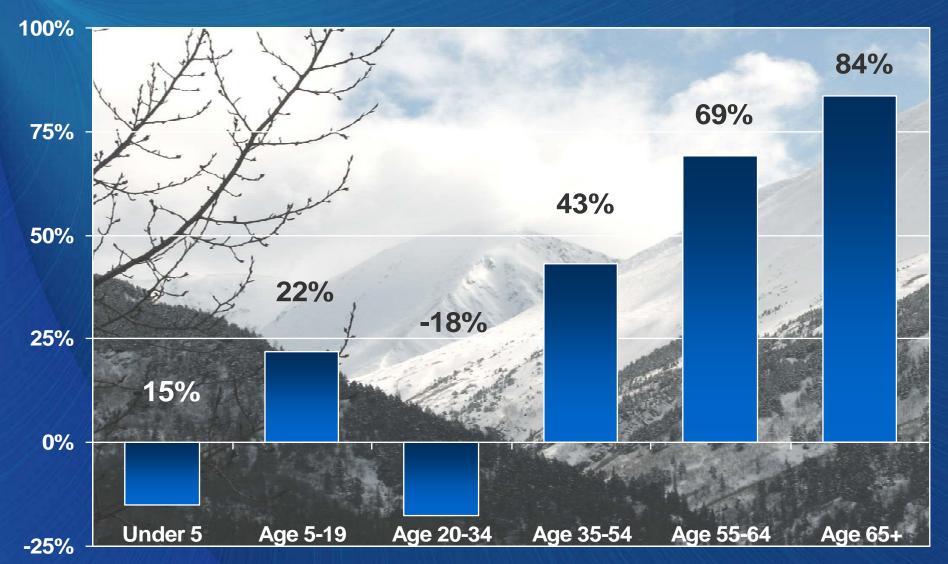
from Census 2000 (Bold) to 2007 estimate (Shaded)



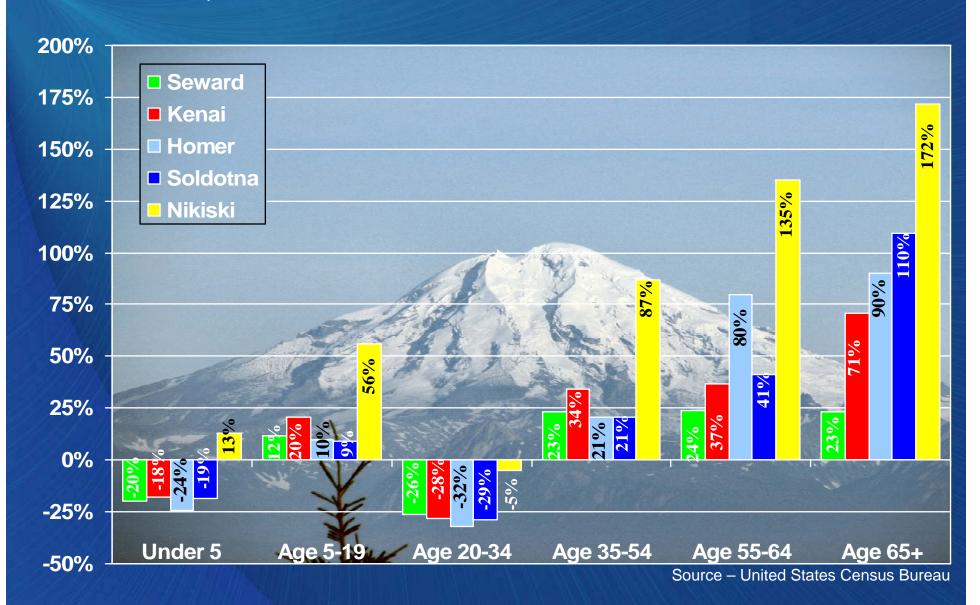
Source – United States Census Bureau, Alaska Department of Labor and Workforce Development

KPB Percentage Change by Age Cohort

Census 1990 to Census 2000



Percentage Change by Age Cohort Nikiski, KPB Cities - Census 1990 to Census 2000



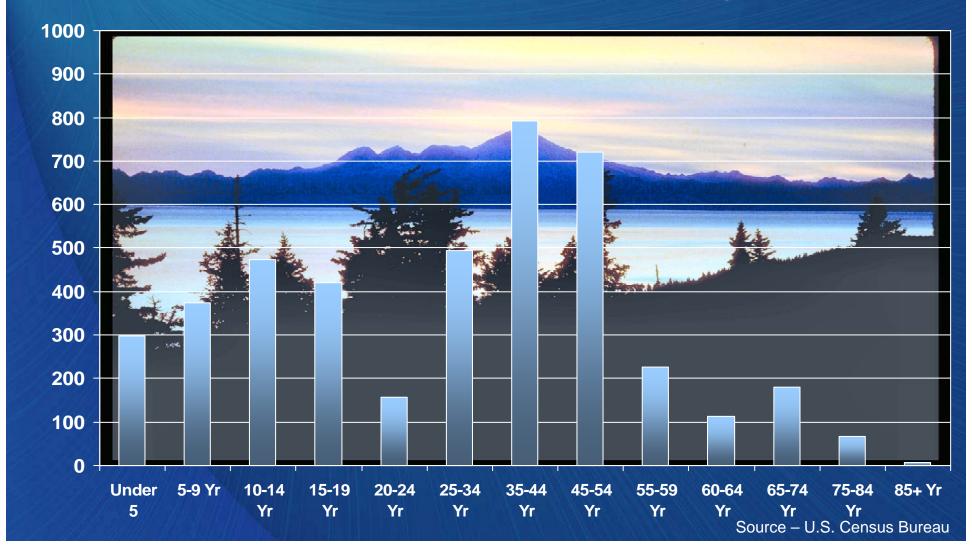
Nikiski - Age - Census 2000

Total Population 4,327

Male 2,257 – 52.2% Female

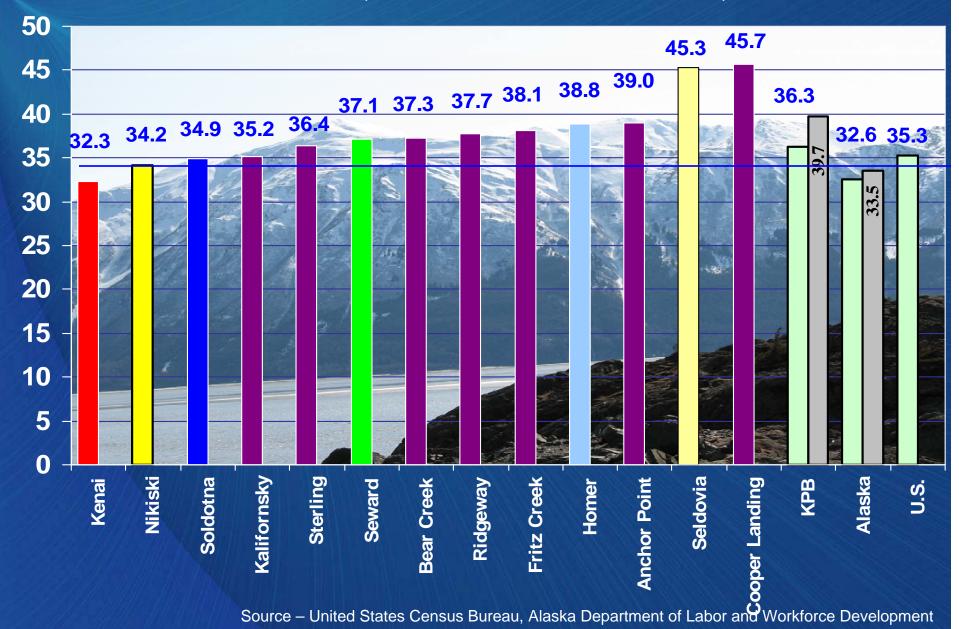
2,070 – 47.8%

Nikiski Median Age – 34.2 Years **KPB Median Age – 36.3 Years** Alaska Median Age - 32.4 Years

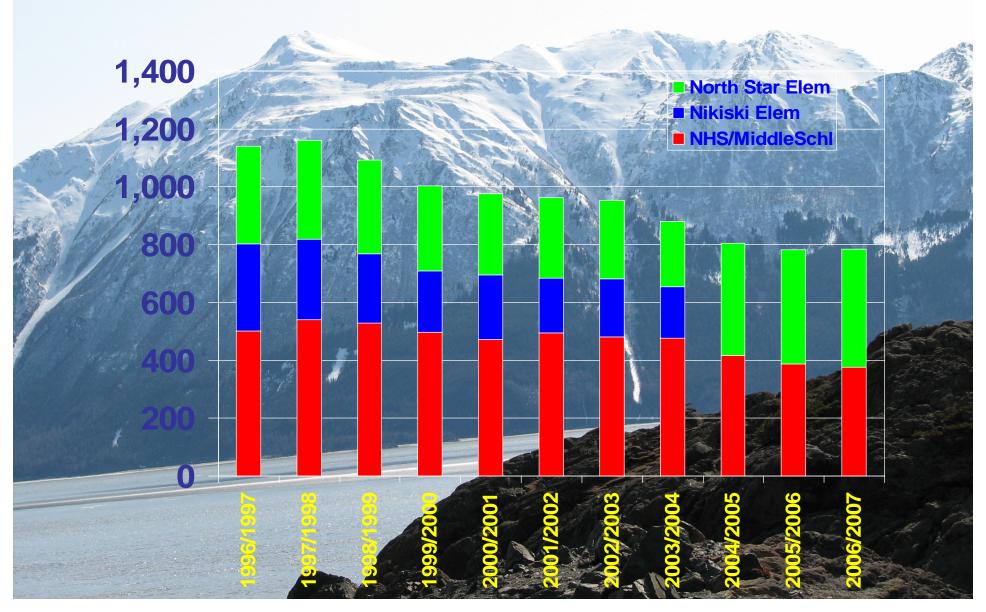


Median Age of Select Area's

Census 2000 (2006 Estimate - KPB and Alaska)







Nikiski CDP - Race - Census 2000

Total Population4,3275	
One race4,192	96.9%
Two or more races135	3.1%
White	
American Indian and Alaska Native 327	
Black or African American 5	
Asian31	
Native Hawaiian, Other Pacific Islander22	
Some Other Race36	

	Nikiski	KPB
White	87.2%	86.2%
American Indian, Alaska Native	7.6%	7.5%
Black or African American	0.1%	0.5%
Asian	0.7%	1.0%
Native Hawaiian, Other Pacific Islander	0.5%	0.2%
Some Other Race	0.8%	0.8%
Two or more races	3.1%	3.9%

Source - U.S. Census Bureau

Nikiski Housing – Census 2000

Total Housing Units
Homeowner vacancy rate2.9% Rental vacancy rate15.4%
Occupied Units
Average household size: Owner occupied – 2.86 persons Renter occupied – 2.84 persons

Source - U.S. Census Bureau - DP-1

Comparative Housing – Census 2000

	Housing Units	Occupied Units	Vacant Units	Seasonal, recreational vacancies (actually vacant)	Owner occupied	Owner occupied # persons	Renter occupied # persons
Anchor Point	<u>979</u>	72.6%	27.4%	19.4% (8.0%)	<u>85.1%</u>	2.59	2.62
Homer	1,873	85.4%	14.6%	6.9% (7.7%)	61.9%	<u>2.55</u>	2.16
Kalifornsky	2,479	85.4%	14.6%	5.3% (7.5%)	83.2%	2.82	2.32
Kenai	<u>3,003</u>	87.3%	12.7%	<u>1.9% (10.8%)</u>	60.4%	2.85	2.32
Nikiski	1,766	85.7%	14.3%	5.3% (9.0%)	81.2%	<u>2.86</u>	<u>2.84</u>
Seward	1,058	86.7%	13.3%	6.0% (7.3%)	<u>50.3%</u>	2.66	2.14
Soldotna	1,670	<u>87.7%</u>	<u>12.3%</u>	3.5% (9.3%)	62.8%	2.79	<u>2.10</u>
Sterling	2,554	<u>65.6%</u>	<u>34.4%</u>	<u>27.6%</u> (6.8%)	84.7%	2.84	2.59
KPB	24,871	74.1%	25.9%	18.3% (7.6%)	73.7%	2.74	2.30

Comparative Demographics by CDP

	Anchor Point	Homer	Kalifor nsky	Kenai	Nikiski	Ridge way	Seward	Soldotna	Ster ling	KPB
Total Population	<u>1,845</u>	3,946	5,846	<u>6,942</u>	4,327	1,932	2,830	3,759	4,705	49,691
Median Age	<u>39.0</u>	38.8	35.2	<u>32.3</u>	34.2	37.7	37.1	34.9	36.4	36.3
Bachelor's Degree + (over 25)	10.5%	<u>18.5%</u>	13.9%	16.0%	12.5%	16.1%	<u>10.1%</u>	15.5%	12.5%	20.3%
Individuals in Poverty	<u>11.9%</u>	9.3%	7.9%	9.8%	11.4%	9.4%	10.6%	<u>6.6%</u>	10.0%	10.0%
Median Family Income \$	<u>49,821</u>	53,571	<u>58,750</u>	56,856	55,969	56,985	54,904	52,372	53,889	54,106
Median Household Income \$	41,094	42,821	<u>54,865</u>	45,962	51,176	50,625	44,306	48,420	47,700	46,397
Per Capita Income \$	<u>18,668</u>	21,823	<u>23,898</u>	20,789	20,129	23,225	20,360	21,740	20,741	20,949



99635 Zip Code Business Patterns Nikiski

	2003	2004	2005
# Establishments	48	48	52
Annual Payroll	\$10,703,000	\$11,926,000	\$12,417,000
# Employees	248 - \$43,157	319 – average \$37,386	299 – average \$41,528
Most Active Line of Business	Construction – 12 establishments	Construction – 12 establishments	Construction – 12 establishments
Second Most Active Line of Business	Retail Trade – 7 establishments	Retail Trade – 7 establishments	Retail Trade – 8 establishments
Third Most Active Line of Business	Admin, Support, Waste Management & Remediation - 6 establishments	Accommodation & Food Services; and Admin, Support, Waste Management & Remediation – each with 5 establishments	Accommodation & Food Services - 6 establishments
Fourth Most Active Line of Business	Accommodation & Food Services – 5 establishments	Manufacturing - 4 establishments	Manufacturing - 5 establishments

County Business Patterns Comparison by Zip Code - 2005

	# Establish ments	Annual Payroll	# Employees	Most Active Line of Business – by # Establishments	Second Most Active Line of Business – by # Establishments
Anchor Point	52	\$4,207,000	143	Construction – 12	Retail Trade – 7
Cooper Landing	25	\$4,020,000	60	Accommodation & Food Services – 9	Arts, Entertainment & Recreation – 5
Homer	461	\$79,907,000	2,447	Retail Trade - 65	Construction - 63
Kalifornsky	41	\$2,810,000	79	Construction – 13	Accommodation & Food Services – 6
Kenai	397	<u>\$155,801,000</u>	3,496	Construction – 56	Other Services - 49
Ninilchik	38	\$3,842,000	125	Accommodation & Food Services – 10	Construction – 7
Nikiski	52	\$12,417,000	299	Construction – 12	Retail Trade – 8
Seward	193	\$42,379,000	1,213	Accommodation & Food Services – 42	Transportation & Warehousing - 33
Soldotna	<u>564</u>	\$135,363,000	<u>4,456</u>	Retail Trade - 99	Construction – 78
Sterling	54	\$6,720,000	151	Construction – 20	Retail Trade – 6
KPB	1,914	\$457,008,000	12,612	Construction - 283	Retail – 268



Taxable Sales

KPB Sales Exempt from Sales Tax Assessments:

Sales outside the borough;

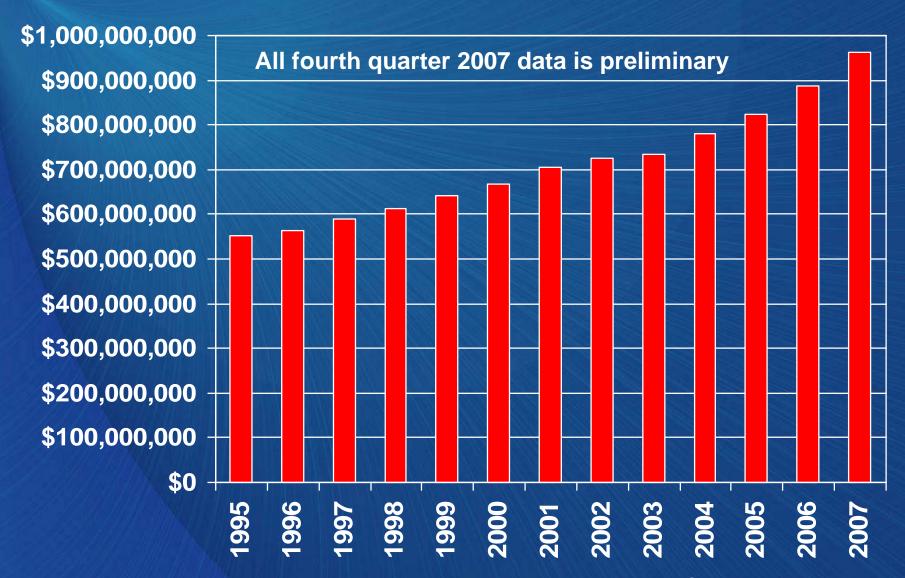
Sales for resale;

Sales to government agencies;

Sales to tax exempt organizations; and

Sales in excess of \$500.

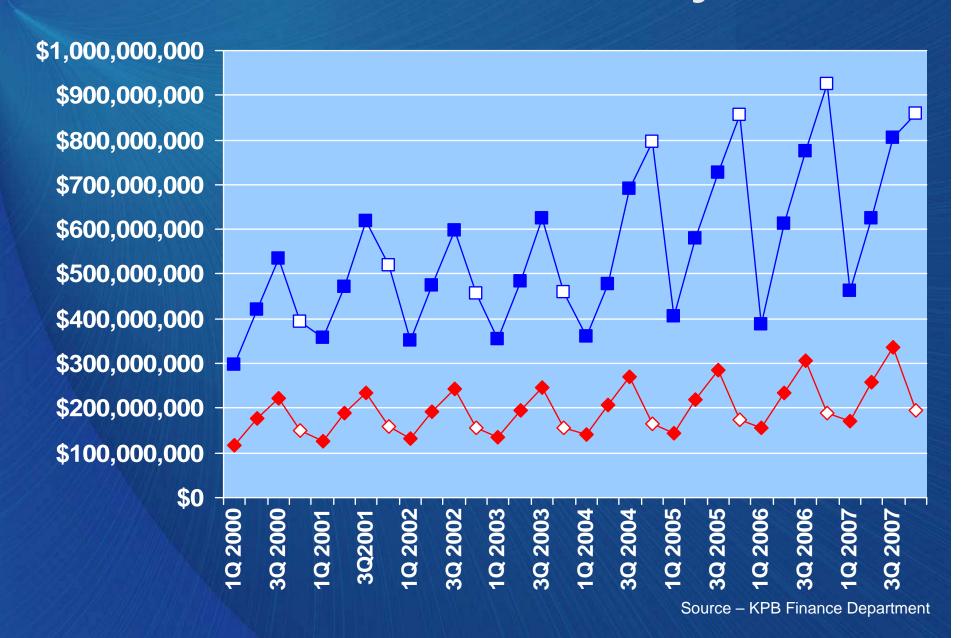
KPB Taxable Sales



KPB Sales – Gross v Taxable

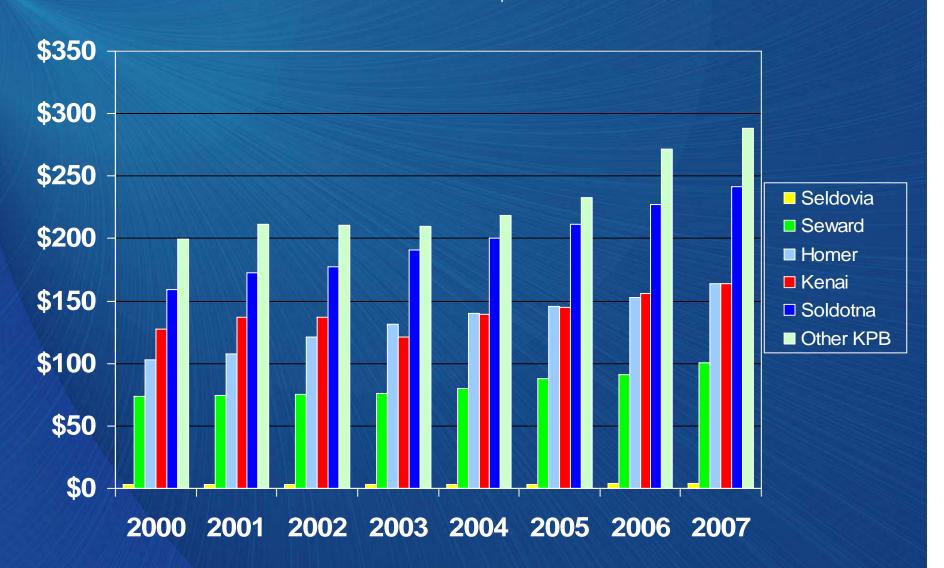


KPB Gross and Taxable Sales by Quarter

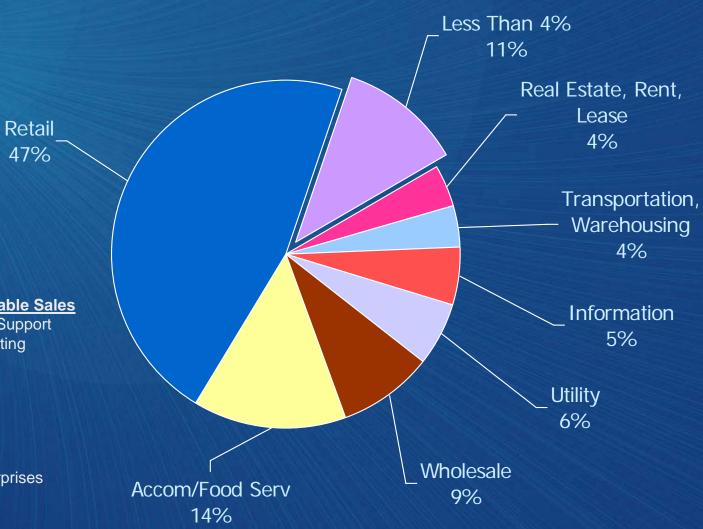


Taxable Sales by Area

in Millions \$



Taxable Sales – 2006



Less Than 4% of KPB Total Taxable Sales

Admin, Waste Mgt, Remediation, Support Agriculture, Forestry, Fishing, Hunting Arts, Entertainment, Recreation

Construction

Education Services

Finance, Insurance

Health, Social Services

Manufacturing

Management of Companies, Enterprises

Mining

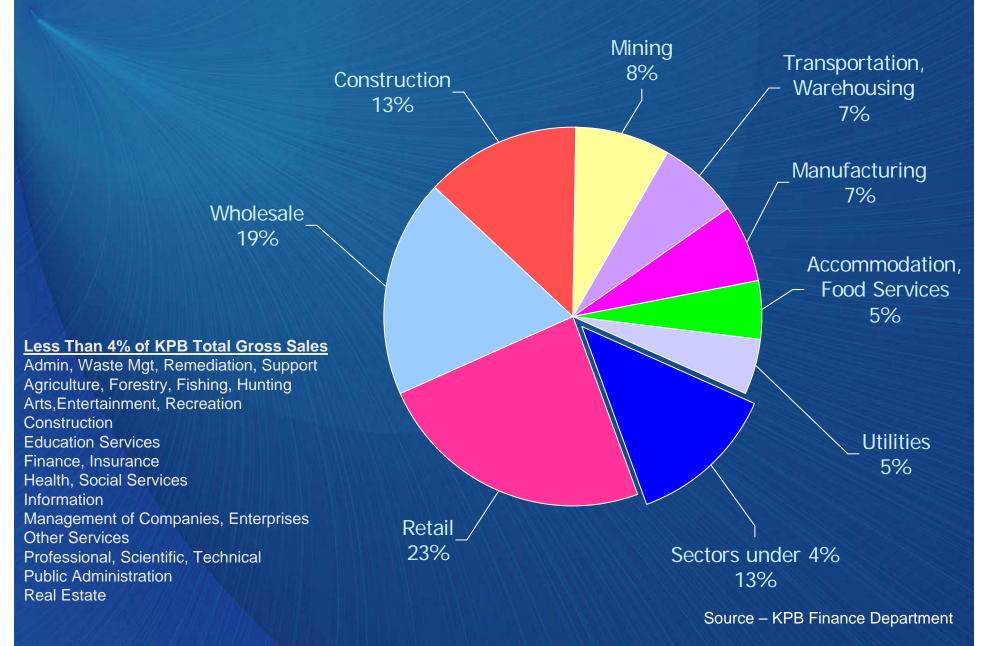
Other Services

Professional, Scientific, Technical

Public Administration

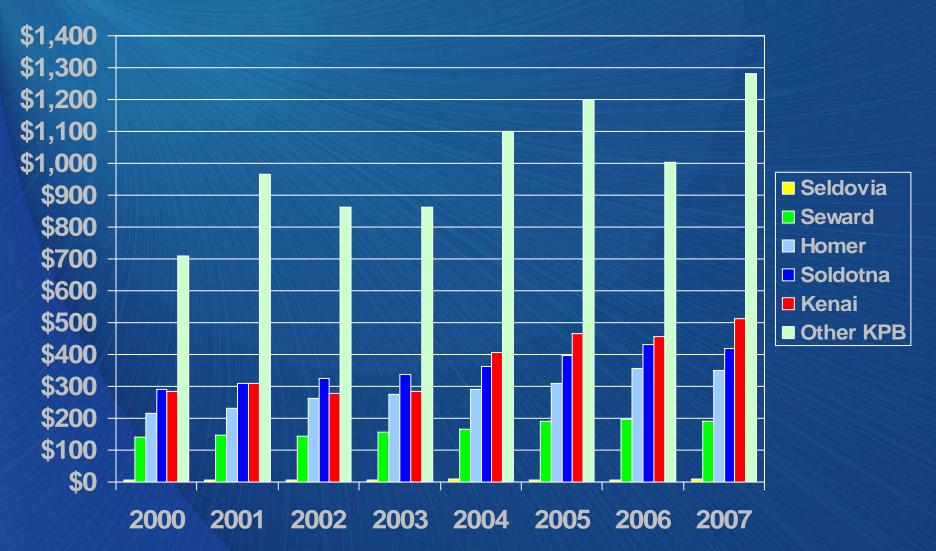
Source – KPB Finance Department

KPB Gross 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.

• <u>Transportation</u>

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

Services

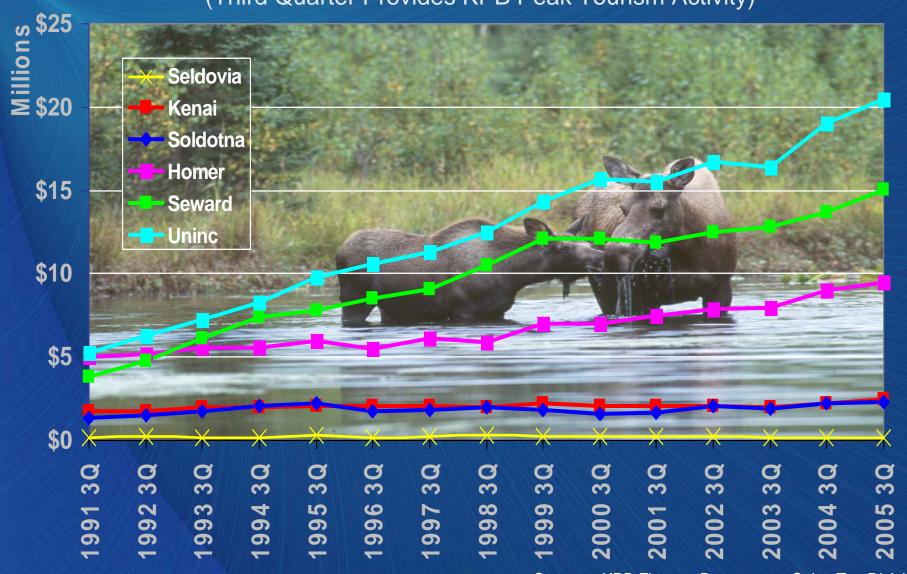
- 7000 Hotels and Other Lodging Places
- 7011 Hotels, Motels, Tourist Courts
- 7021 Rooming & Boarding Houses
- 7032 Sporting & Recreational Camps
- 7033 RV Parks & Campsites
- 7041 Hotels, Lodging House/Members
- 7519 Utility Trailer and RV Rental
- 7999 Amusement, Recreation Svc, NEC Includes Guides





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

4130 - Intercity Bus Transport

4493 - Marinas

4500 - Air Transportation

4512 - Air Transportation - Scheduled

4522 – Nonscheduled Air Transportation

Services

7211 - Power Laundries

7514 – Passenger Car Rentals

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

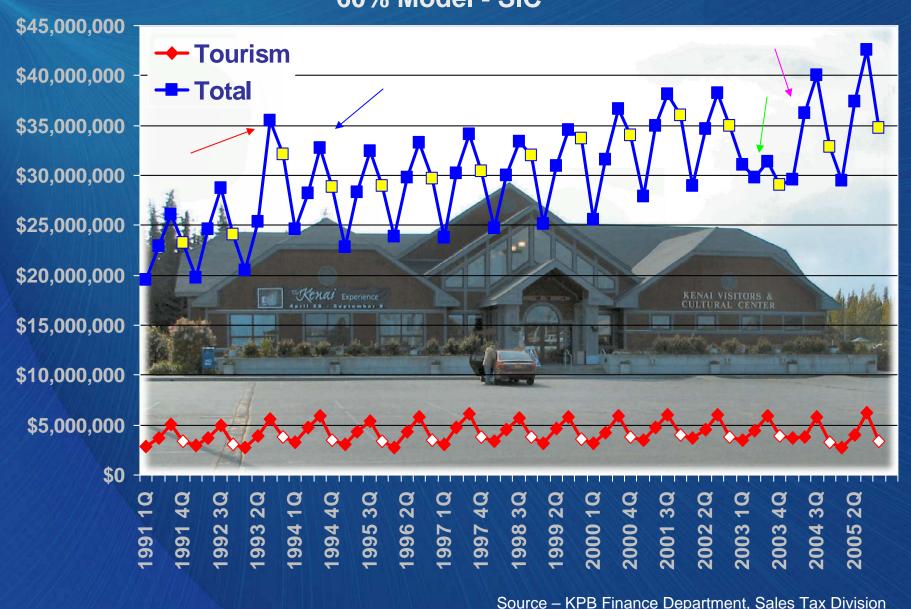
5812 - Eating Places

5813 - Drinking Places

5947 - Gift/Novelty/Souvenir Shops

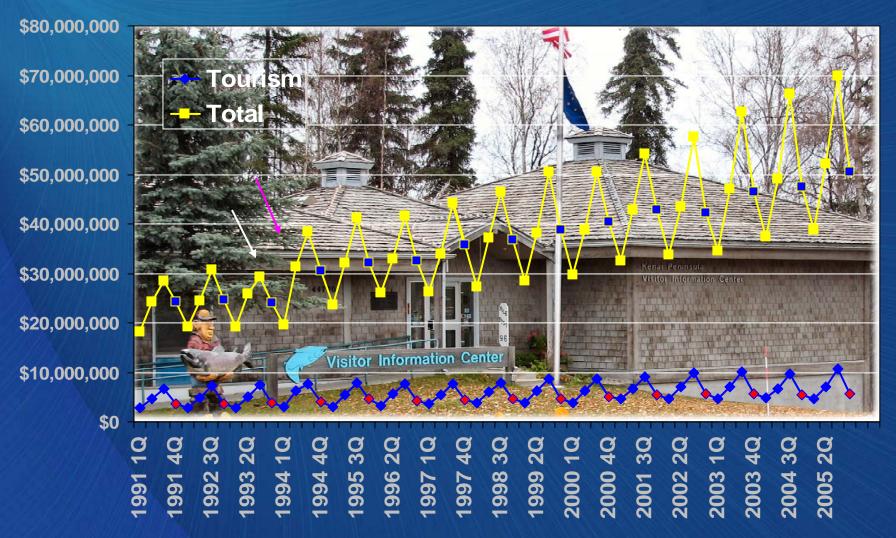
Kenai Taxable Sales - Tourism v Total

60% Model - SIC



Soldotna Taxable Sales - Tourism v Total

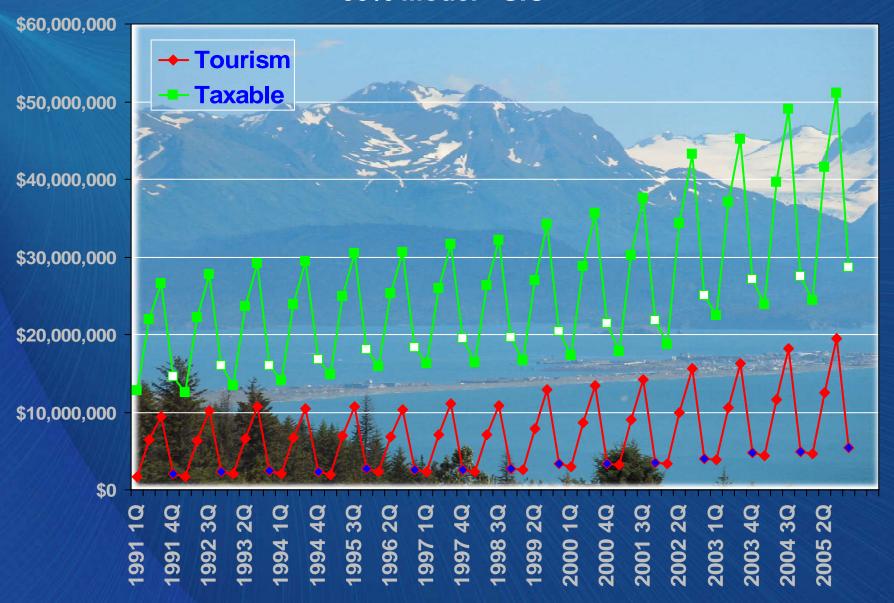
60% Model - SIC



Source - KPB Finance Department, Sales Tax Division

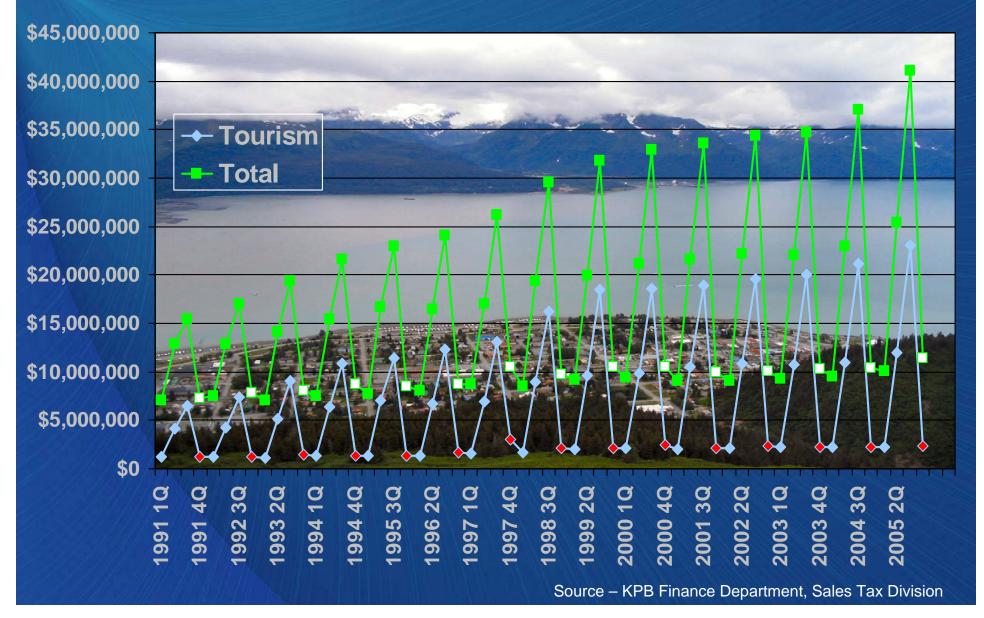
Homer Taxable Sales - Tourism v Total

60% Model - SIC



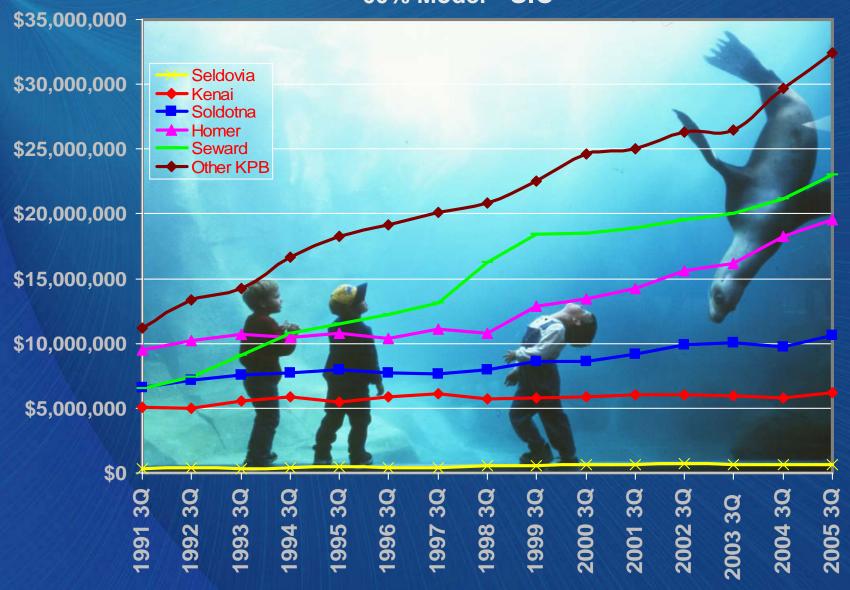
Seward Taxable Sales - Tourism v Total

60% Model - SIC



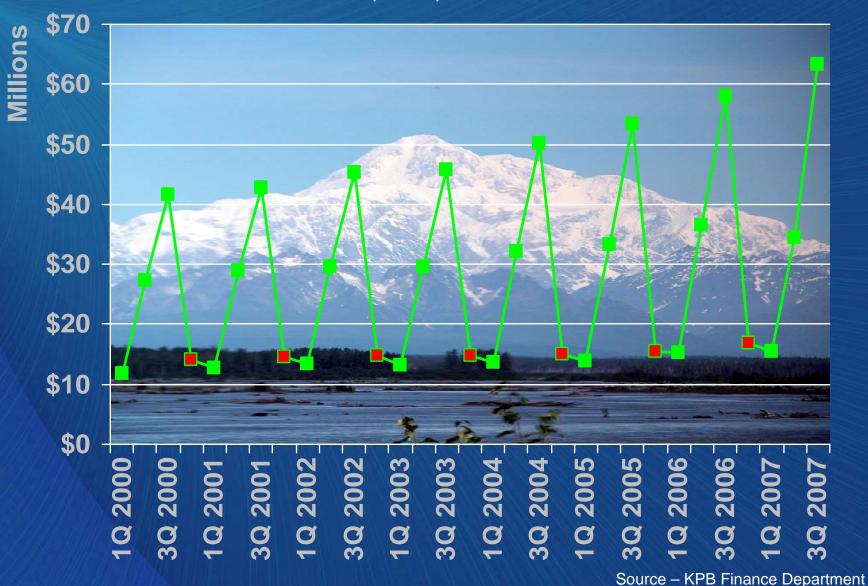
3rd Qtr Tourism Sales by City

60% Model - SIC



KPB Taxable Accommodations & Food Sales

(NAICS)



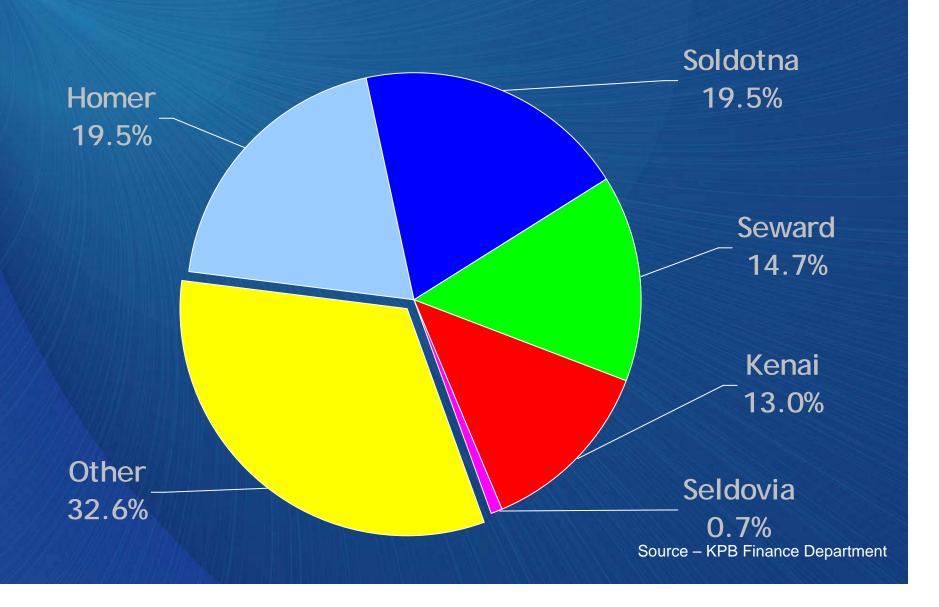
Nontaxable Accommodations

2006 through Third Quarter 2007

Nontaxable Accommodations Sales – in \$

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

2006 Accommodations & Food Services Taxable Sales by Area

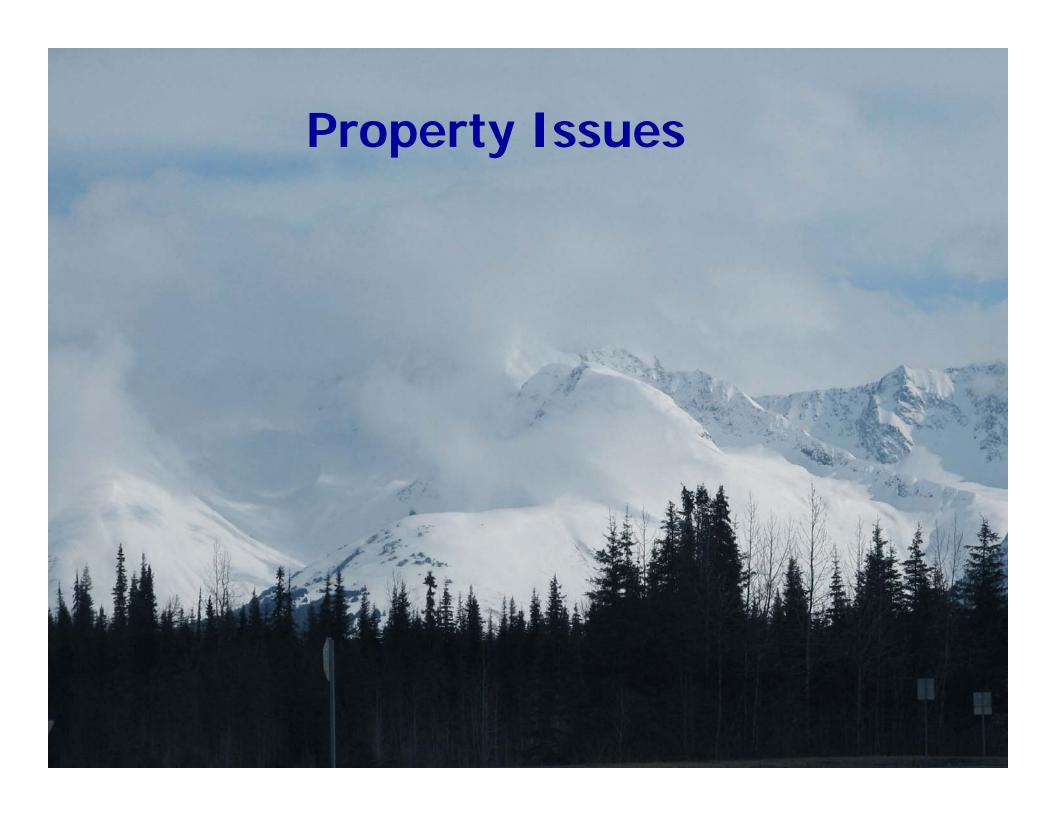


2006 GROSS Sales in Goods, Services, Government

	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	<u>455,810,837</u>
Seldovia	2,368,051	4,775,641	402,424	7,546,116
Seward	58,693,277	133,468,474	<u>6,159,339</u>	198,321,090
Soldotna	102,731,833	<u>328,125,598</u>	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 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	<u>6,087,059</u>	90,905,661
Soldotna	<u>11,103,325</u>	215,026,532	958,451	<u>227,088,308</u>
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

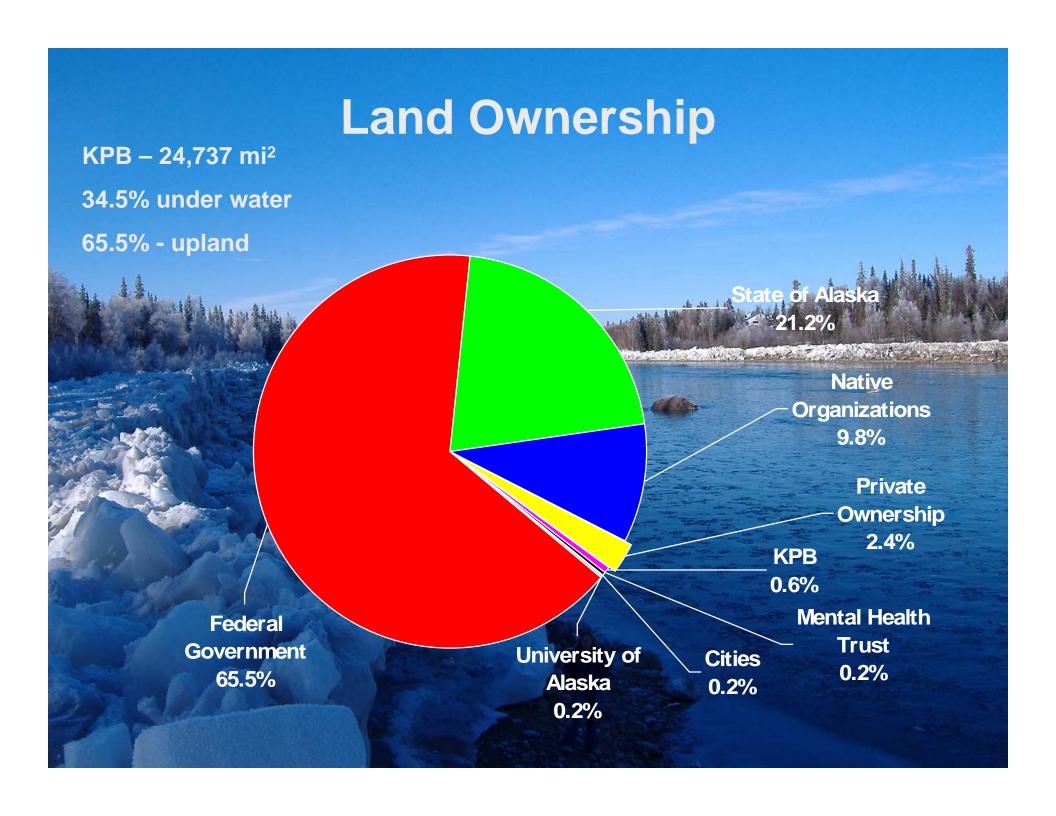
ANCSA Native Government Farm Deferment Religious Disabled Veteran

Charitable Cemetery **Armed Forces** Senior Citizen Hospital

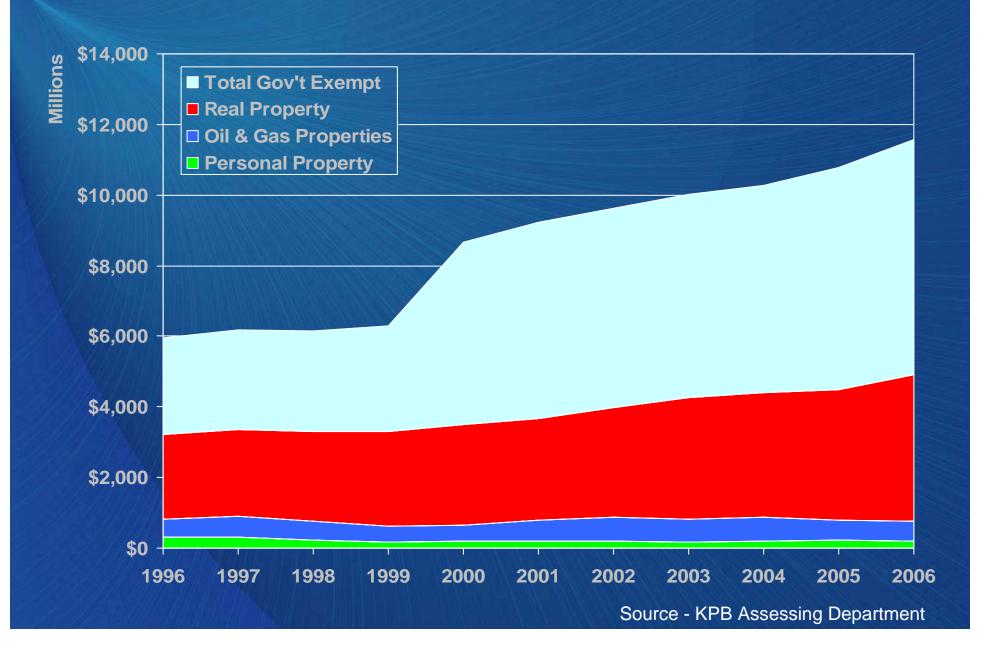
KPB Discretionary Exemptions Include:

Homeowner's Exemption Disabled Veteran Exemption Disabled Resident Tax Credit River Habitat Tax Credit River Restoration Exemption **Timber Harvest Exemption**

Senior Citizen Exemption Volunteer Firefighter/EMS Exemption Disaster Tax Reduction



KPB Assessed Property Values Over Time



Full Value v Assessed Value of Real Property

Annual Change of Full and True Market Value

2004		2005	2006	
KPB A	5.2%	5.9%	11.6%	
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%	

Annual Change of Assessed Value

	2003	2005	2006
KPB	3,4%	4.7%	12.1%
Homer	6.8%	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	15,3%
Kenai	3-2%	2.3%	6 <mark>6 %</mark>
Seward	2.1%	7.5%	5.9%
Soldoma	4.1%	5.27	8.0%



Average Assessed Value of New Homes Permitted - 2007

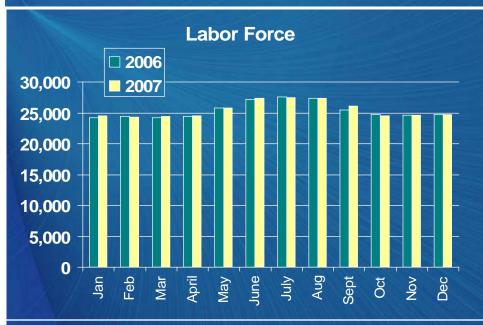
	Total Value 2007	Total Volume 2007	Average Value 2007	Average Value 2006
Homer	\$7,650,100	<u>41</u>	\$186,588	\$205,220
Kenai	\$5,708,500	33	\$172,985	\$200,527
Seldovia	\$252,000	4	\$63,000	\$28,333
Seward	\$252,354	2	\$126,177	\$139,750
Soldotna	<u>\$8,749,413</u>	30	<u>\$291,647</u>	<u>\$262,050</u>
Total KPB Cities	\$22,612,367	110	\$205,567	\$208,553

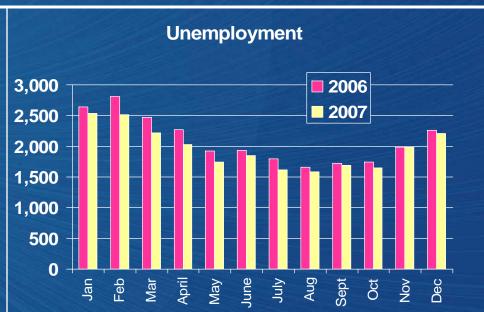
Assessed Value of New Homes Permitted Average 1998-2007, Annual Average 2007

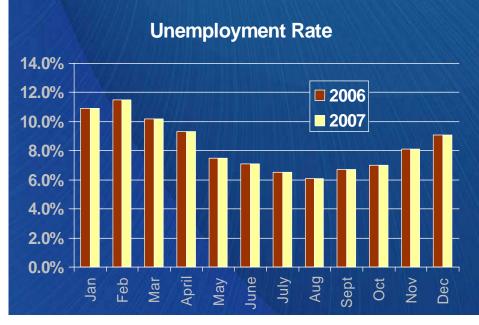
	Ten Year Annual Average Total Value	Ten Year Annual Average Total Volume	Ten Year Average Value	KPB Average Value 2007
Homer	<u>\$5,711,405</u>	<u>39</u>	\$146,446	\$186,588
Kenai	\$4,823,450	31	\$155,595	\$172,985
Seldovia	\$161,400	3	\$55,655	\$63,000
Seward	\$1,090,575	7	\$149,476	\$126,177
Soldotna	\$4,256,256	23	<u>\$185,055</u>	\$291,647
Total KPB Cities	\$16,034,785	99	\$161,968	\$205,567

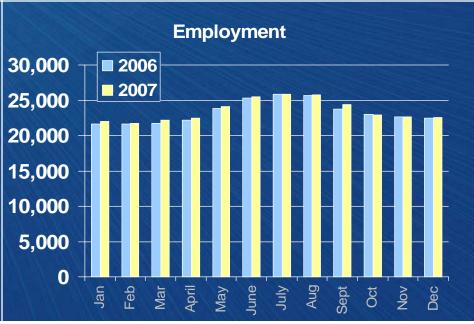


KPB Labor Statistics – 2006, 2007



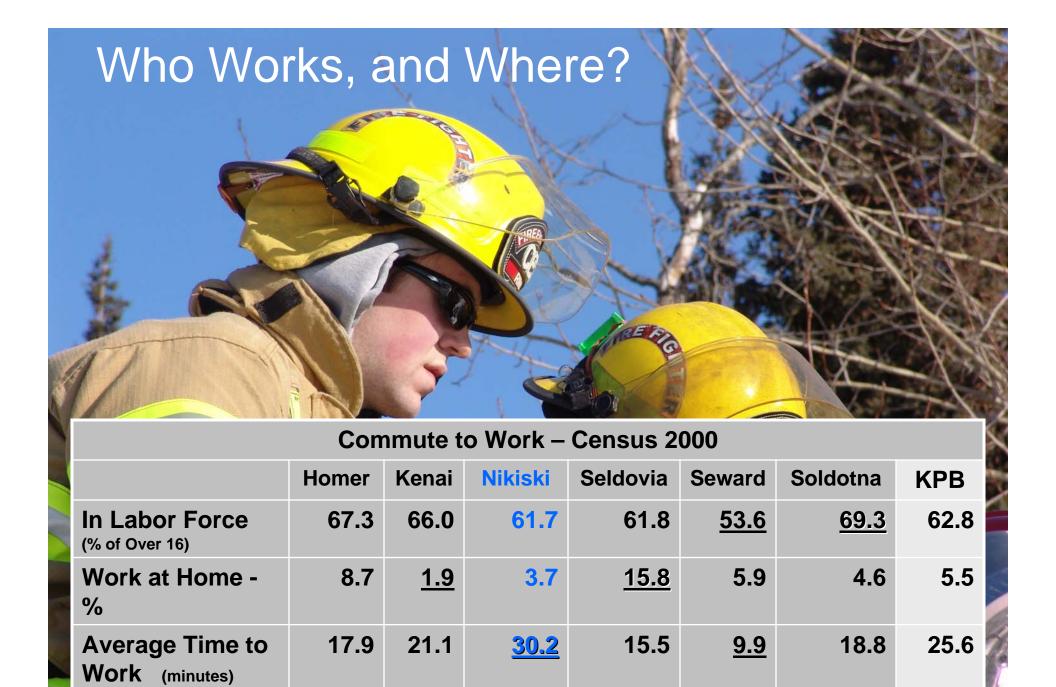






Annual Monthly Average Unemployment Statistics





Work Activity

Occupation – Percent of Employed Persons – Census 2000

	Homer	Kenai	Nikiski	Seldovia	Seward	Soldotna	KPB
Management Occupations	<u>33.2</u>	24.1	<u>29.1</u>	<u>35.7</u>	<u>28.0</u>	24.9	<u>27.4</u>
Service Occupations	18.6	18.9	13.3	14.7	<u>28.0</u>	19.7	17.0
Sales/Office Occupations	22.2	<u>26.0</u>	20.5	20.2	25.1	28.3	23.3
Farming, Fishing & Forestry	<u>3.1</u>	0.2	<u>0</u>	10.9	2.8	0.6	2.4
Construction, Extraction & Maintenance	9.6	14.2	24.0	<u>8.5</u>	8.2	15.6	16.7
Production, Transportation, Material Moving	13.3	16.7	13.2	10.1	8.0	10.9	13.2

Employment by Line of Business

Census 2000 – by Percent of Total Labor Force

	Homer	Kenai	Nikiski	Seldovia	Seward	Soldotna	KPB
Agriculture/Forestry/Hunting /Fishing/Mining	6.5	11.4	12.0	<u>14.0</u>	5.4	7.6	10.6
Construction	6.6	7.9	11.6	11.6	3.5	4.9	9.3
Manufacturing	3.1	5.6	10.6	6.2	3.2	3.4	5.1
Wholesale	1.6	<u>2.2</u>	2.3	<u>0</u>	2.5	1.7	1.9
Retail	11.2	<u>16.1</u>	9.0	10.9	11.0	17.5	12.6
Transportation/Warehousing/ Utility	9.7	6.2	4.4	10.1	6.6	5.9	6.5
Information	<u>2.0</u>	<u>2.2</u>	<u>1.6</u>	<u>0</u>	<u>2.1</u>	<u>0.7</u>	<u>1.4</u>
Finance/Ins/Real Estate	5.4	2.4	3.3	3.9	3.0	5.0	3.1
Professional/Scientific/ Management/Administration/ Waste Management	4.7	4.8	4.8	5.4	5.6	3.4	5.1
Education/Health & Social Services	<u>23.3</u>	16.0	<u>20.9</u>	11.6	<u>20.7</u>	<u>20.4</u>	<u>19.6</u>
Arts/Entertainment/Recreation/ Accommodation & Food Services	14.5	9.7	6.2	10.1	17.2	15.9	10.8
Other Services	6.2	5.5	8.4	7.8	4.6	6.7	6.3
Public Administration	5.1	10.1	5.0	8.5	14.4	6.9	7.5

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	КРВ	State govt	948
3	Central Peninsula General Hospital	Soldotna	Local govt,hosp	474
4	<u>U.S. Government</u>	КРВ	Federal govt	428
5	Safeway/Eagle Stores	КРВ	Grocery	401
6	<u>Kenai Peninsula Borough</u>	Soldotna	Local govt	387
7	Frontier Community Services	Soldotna	Janitorial serv	304
8	South Peninsula Hospital	Homer	Local govt,hosp	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	Univ of Alaska – includes student employment	Kenai Peninsula Borough	State govt, univ	210
13	Tesoro Alaska Petroleum Company	North Kenai	Refinery	181
14	Agrium U.S., Inc	North Kenai	Petrochemical manu	162
15	Union of California	Kenai	Oil/gas extract	156

