

Introduced by: Mayor
Date: 02/20/01
Hearing: 04/03/01
Action: Enacted as Amended
Vote: 7 Yes, 1 No, 1 Absent

**KENAI PENINSULA BOROUGH
ORDINANCE 2000-19-23**

AN ORDINANCE APPROPRIATING \$30,000 FROM GENERAL FUNDS FOR A NEEDS ASSESSMENT TO ESTABLISH A REGIONAL BRANDING AND MARKETING STRATEGY FOR COOK INLET SALMON FISHERIES

WHEREAS, KPB 19.30.020 states, "It is the policy of the Kenai Peninsula Borough to support responsible economic development within the borough, subject to applicable legal and fiscal restraints; and

WHEREAS, more than 1,500 Kenai Peninsula Borough residents hold commercial fishing permits, in addition to more than 2,000 residents who hold crew member permits, and more than 600 residents who work in seafood processing; and

WHEREAS, the commercial seafood harvesting and processing industry has long been a mainstay of the Kenai Peninsula Borough's economic base, generating jobs, livelihoods, and export revenues; and

WHEREAS, the Cook Inlet salmon fisheries have suffered from a series of setbacks, including an economic injury declaration by the Federal government in October 2000, which jeopardized the viability of this important economic sector; and

WHEREAS, the Kenai Peninsula Borough seeks to stabilize and strengthen its economic base through research and facilitation of new seafood products and marketing strategies;

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

SECTION 1. That \$30,000 is appropriated from the general fund balance to account number 100.94910.0000.23275 for transfer to the Community and Economic Development fund.

SECTION 2. That \$30,000 is appropriated to Account number 275.11225.00000.43011 for conducting a needs assessment to establish a regional branding and marketing strategy for Cook Inlet salmon fisheries.

SECTION 3. That the Mayor is authorized to execute all documents and make all agreements deemed necessary to initiate the project. Prior to expending funds on the needs assessment, the Mayor shall obtain Assembly approval, by motion, of a plan for the expenditure of such funds.

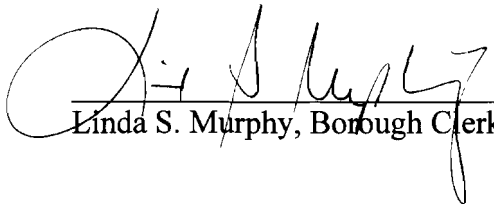
SECTION 4. That this ordinance shall become effective immediately upon its enactment.

ENACTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH THIS 3RD DAY OF APRIL, 2001.



Timothy Navarre, Assembly President

ATTEST:



Linda S. Murphy, Borough Clerk

