City of Homer
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Memorandum
Agenda Changes/Supplemental Packet

TO: ECONOMIC DEVELOPMENT ADVISORY COMMISSION
FROM: ZACH PETTIT, DEPUTY CITY CLERK I
DATE: NOVEMBER 12, 2024
SUBJECT: SUPPLEMENTAL

CONSENT AGENDA

~~5. A. October 8, 2024 Unapproved Regular Meeting Minutes~~

~~Edited October 8, 2024 Unapproved Regular Meeting Minutes~~ **Page 3**

VISITORS/PRESENTATIONS

6. A. Chamber of Commerce Annual Presentation

Slideshow Presentation from Chamber Director Anderson **Page 9**

NEW BUSINESS

~~10. A. Budget Requests (AKSBDC, Anything Else) $25K~~

~~Memorandum EDC-24-018 from Community Development Director as backup~~ **Page 33**

Homer Chamber of Commerce & Visitor Center Tourism Trends & Season Recap

HOMER CHAMBER

JAN 1ST 2024 - SEP 30TH 2024

Executive Summary

Powered by DATAFY

Executive Summary
Glossary

Cluster - A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

Home Zip Code - The home zip code of the device. It's calculated by observing the historical patterns of the device and is updated monthly, based on the behavior of that device.

Census Demographics - We calculate the home zip code of the device and then link that user's demographics, social, housing, and economic characteristics by using data from the U.S. Census and American Community Survey.

Repeat vs One Time - A measurement that can span multiple years to monitor if a device is observed in a destination one or more times. Once a unique device is observed in the destination a second time, that visitor shifts from a one-time visitor to a repeat visitor.

Household Level Demographics - Reports on income, education levels and age brackets of everyone living in a household. For example, if one person from the household visits a POI, the entire household profile would be reported. In other words, the demographics of a visitor are based off the demographics of their household, as opposed to the individual person in the POI.

POI (Point of Interest) - A physical boundary drawn on a map that is used to capture mobile device activity within that boundary. These are customizable and set by the user.

Trips - The number of distinct trips by a visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

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DATAFY

HOMER

Executive Summary
Overview

Global Filters In-State | Out-of-State | Distance: 50 mi - 3,350 mi | Clusters: All Included | POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 9/30/24 | Compare Dates: 1/1/23 - 9/30/23 | Spend Locations: All Included

Overview : 1/1/24 - 9/30/24

Total Trips
231,075 Trips
-14.2%
vs. 1/1/23 - 9/30/23

Visitor Days
480,063 Days
-20.5%
vs. 1/1/23 - 9/30/23

Average Length of Stay
2.1 Days
-0.2 Days
vs. 1/1/23 - 9/30/23

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Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.

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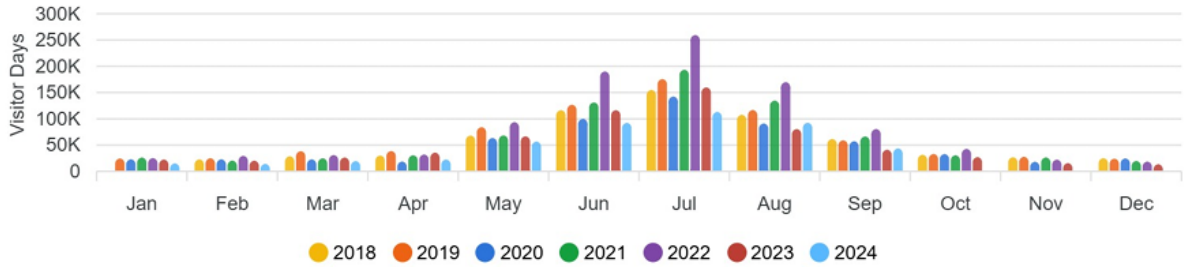
Executive Summary
Visitor Days

Global Filters In-State | Out-of-State | Distance: 50 mi - 3,350 mi | Clusters: All Included | POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 9/30/24 | Compare Dates: 1/1/23 - 9/30/23 | Spend Locations: All Included

Monthly Volume by Visitor Days

All | Main Dates vs Compare Dates



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	0	24K	30K	32K	70K	118K	157K	109K	63K	33K	28K	27K
2019	26K	27K	40K	40K	86K	128K	177K	118K	61K	35K	29K	26K
2020	25K	25K	25K	20K	65K	102K	144K	93K	59K	35K	20K	26K
2021	28K	22K	27K	32K	70K	133K	195K	136K	68K	32K	28K	21K
2022	27K	31K	33K	34K	95K	192K	261K	171K	82K	44K	24K	20K
2023	24K	22K	28K	37K	68K	118K	161K	82K	43K	29K	17K	15K
2024	17K	16K	21K	24K	58K	94K	115K	94K	45K	0	0	0

Visitor Days by Length of Stay

1 Day	29.3%	2 Days	15.2%
3 Days	15.7%	4 Days	9.74%
5 Days	7.94%	6+ Days	22.1%

Avg Length of Stay: 2.5 Days

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HOMER

Executive Summary
Visitor Days

Global Filters In-State | Out-of-State | Distance: 50 mi - 3,350 mi | Clusters: All Included | POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 9/30/24 | Compare Dates: 1/1/23 - 9/30/23 | Spend Locations: All Included

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	0	24K	30K	32K	70K	118K	157K	109K	63K	33K	28K	27K
2019	26K	27K	40K	40K	86K	128K	177K	118K	61K	35K	29K	26K
2020	25K	25K	25K	20K	65K	102K	144K	93K	59K	35K	20K	26K
2021	28K	22K	27K	32K	70K	133K	195K	136K	68K	32K	28K	21K
2022	27K	31K	33K	34K	95K	192K	261K	171K	82K	44K	24K	20K
2023	24K	22K	28K	37K	68K	118K	161K	82K	43K	29K	17K	15K
2024	17K	16K	21K	24K	58K	94K	115K	94K	45K	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

June-Sept		Diff to 2024
2018	447k	-28%
2019	484k	-39%
2020	398k	-14%
2021	532K	-53%
2022	706k	-103%
2023	404k	-16%
2024	348k	

HOMER

Executive Summary
Overview

Global Filters In-State | Out-of-State | Distance: 50 mi - 3,350 mi | Clusters: All Included | POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 8/31/24 | Compare Dates: 1/1/23 - 8/31/23 | Spend Locations: All Included

Overview : 1/1/24 - 8/31/24

Total Trips
209,522 Trips
-16.4%
vs. 1/1/23 - 8/31/23

Visitor Days
434,685 Days
-22.4%
vs. 1/1/23 - 8/31/23

Average Length of Stay
2.1 Days
-0.2 Days
vs. 1/1/23 - 8/31/23

KENAI PENINSULA

Executive Summary
Overview

Global Filters In-State | Out-of-State | Distance: 50 mi - 4,956 mi | Regions: All Included | Clusters: All Included | POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 8/31/24 | Compare Dates: 1/1/23 - 8/31/23 | Spend Locations: All Included

Overview : 1/1/24 - 8/31/24

Total Trips
2,647,559 Trips
-8.5%
vs. 1/1/23 - 8/31/23

Visitor Days
5,498,567 Days
-16.2%
vs. 1/1/23 - 8/31/23

Average Length of Stay
2.1 Days
-0.2 Days
vs. 1/1/23 - 8/31/23

HOMER

Executive Summary
Top Markets

Global Filters In-State | Out-of-State | Distance: 50 mi - 3,350 mi | Clusters: All Included | POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 9/30/24 | Compare Dates: 1/1/23 - 9/30/23 | Spend Locations: All Included

Top Markets

DMA	Share of Trips 1/1/2024 - 9/30/2024	Change in Share of Trips vs 1/1/2023 - 9/30/2023	% Change in Trips vs 1/1/2023 - 9/30/2023
Anchorage	53.81%	− 11.4	↘ 15.6%
Seattle-Tacoma	3.24%	− 0.4	↘ 9.6%
Minneapolis-St. Paul	3.09%	+ 0.6	↗ 28.8%
Phoenix -Prescott	2.47%	+ 0.4	↗ 20.1%
Portland- OR	2.28%	+ 0.3	↗ 17%
Denver	2.05%	+ 0.5	↗ 31.1%
Salt Lake City	2.03%	+ 0.4	↗ 26.9%
Fairbanks	1.97%	− 0.3	↘ 9.3%

DMA	Share of Trips 1/1/2024 - 9/30/2024	Change in Share of Trips vs 1/1/2023 - 9/30/2023	% Change in Trips vs 1/1/2023 - 9/30/2023
Los Angeles	1.93%	+ 0.2	↗ 11.2%
Dallas-Ft. Worth	1.54%	+ 0.2	↗ 21%
Sacramnto-Stkton-M	1.35%	+ 0.7	↗ 106.3%
Houston	1.3%	+ 0.2	↗ 25.1%
Chicago	1.15%	+ 0.4	↗ 62.8%
San Francisco-Oak-S	1.02%	+ 0.2	↗ 30.6%
Spokane	0.88%	+ 0.2	↗ 29%
Detroit	0.66%	+ 0.4	↗ 135.3%

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KENAI PENINSULA

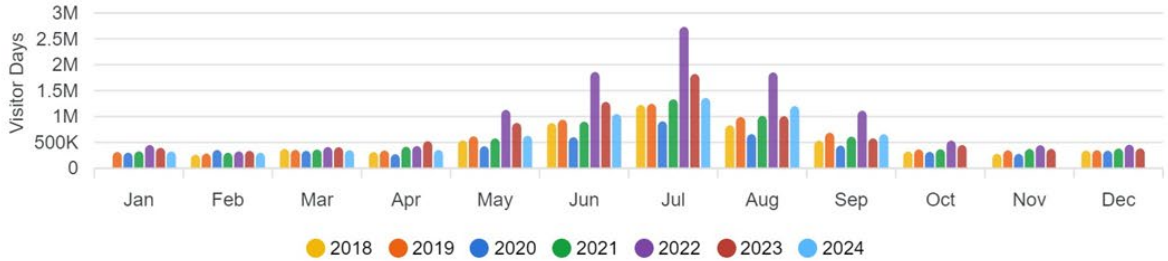
Executive Summary
Visitor Days

Global Filters In-State | Out-of-State | Distance: 50 mi - 4,956 mi | Regions: All Included | Clusters: All Included | POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 8/31/24 | Compare Dates: 1/1/23 - 8/31/23 | Spend Locations: All Included

Monthly Volume by Visitor Days

All | Main Dates vs Compare Dates



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	0	279K	391K	331K	556K	890K	1.2M	847K	551K	342K	296K	358K
2019	331K	301K	372K	360K	634K	954K	1.3M	1M	704K	380K	365K	365K
2020	319K	371K	355K	289K	442K	618K	923K	677K	454K	335K	295K	356K
2021	344K	316K	379K	432K	594K	917K	1.3M	1M	628K	385K	390K	398K
2022	467K	344K	427K	447K	1.1M	1.9M	2.7M	1.9M	1.1M	552K	463K	472K
2023	411K	354K	424K	540K	892K	1.3M	1.8M	1M	595K	466K	391K	400K
2024	341K	316K	367K	371K	645K	1.1M	1.4M	1.2M	674K	0	0	0

Visitor Days by Length of Stay

- 1 Day 38.4%
- 2 Days 12.9%
- 3 Days 7.72%
- 4 Days 7.75%
- 5 Days 6.6%
- 6+ Days 26.6%

Avg Length of Stay: 2.1 Days

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KENAI PENINSULA

Executive Summary

Visitor Days

Global Filters In-State | Out-of-State | Distance: 50 mi - 4,956 mi | Regions: All Included | Clusters: All Included | POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 8/31/24 | Compare Dates: 1/1/23 - 8/31/23 | Spend Locations: All Included

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2024	341K	316K	367K	371K	645K	1.1M	1.4M	1.2M	674K	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

June-Sept		Diff to 2024
2018	3.5M	20%
2019	3.7M	15%
2020	2.7M	39%
2021	3.8M	14%
2022	7.6M	-73%
2023	4.7M	-7%
2024	4.4M	

KENAI PENINSULA

Executive Summary
Top Regions

Global Filters In-State | Out-of-State | Distance: 50 mi - 4,956 mi | Regions: All Included | Clusters: All Included | POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 8/31/24 | Compare Dates: 1/1/23 - 8/31/23 | Spend Locations: All Included

Top Regions

Region	Share of Trips 1/1/2024 - 8/31/2024	Percent Change in Trips vs 1/1/2023 - 8/31/2023
Kenai Peninsula Borough	100%	↗ 9.49%
Soldotna	20.28%	↘ 23.8%
Kenai Chamber	17%	↘ 5.96%
Seward	16.59%	↘ 21.9%
Homer	8.89%	↘ 18%
Seldovia	0.29%	↘ 42.9%

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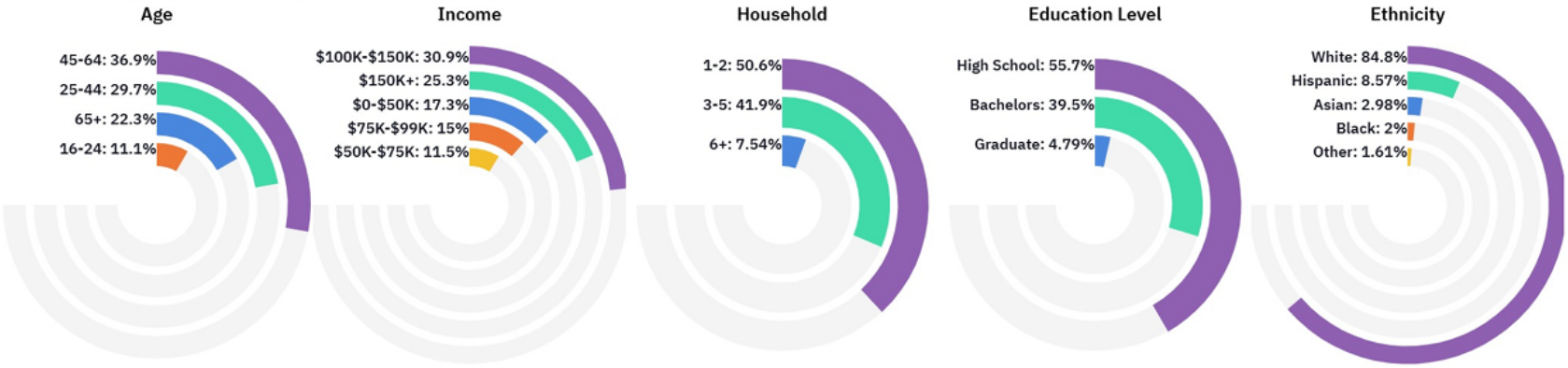
Executive Summary
Demographics

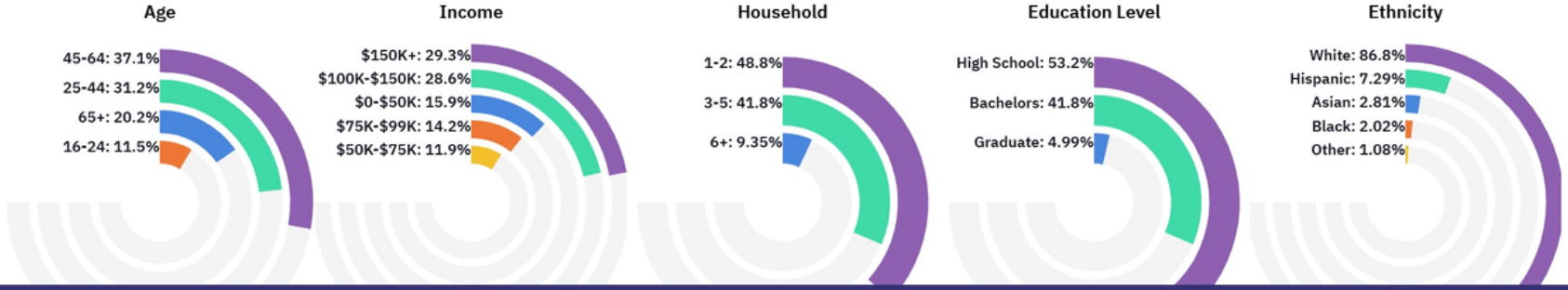
Global Filters In-State | Out-of-State | Distance: 50 mi - 3,350 mi | Clusters: All Included | POIs: All Included

Dashboard Filters Main Dates: 1/1/24 - 9/30/24 | Compare Dates: 1/1/23 - 9/30/23 | Spend Locations: All Included

Top Demographics for 1/1/2024 - 9/30/2024



Top Demographics for 1/1/2023 - 9/30/2023



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BIG PLANS FOR 2025

HOMER
CHAMBER