



January 4, 2018

City and Borough of Juneau
Duncan Rorie Watt, City Manager
155 South Seward Street
Juneau, AK 99801

Tourism Best Management Practices (TBMP), begun in 1997, annually involves over 100 companies and more than 2,000 employees. Our local businesses and employees take great pride in working in Juneau's visitor, retail, and hospitality industries and understand the importance of operating in harmony with our neighborhoods and the community. We have made TBMP an integral part of our seasonal tourism operations and training programs for the past twenty-one summers.

The most significant aspect of TBMP is that it is a results-oriented program. Every year since its inception, operators conduct a thorough critique of the previous season's operations. We study the prior season's tourism hotline comments, the letters to the editor and anecdotal comments from various meetings and our elected officials. Our guidelines are fine-tuned each season in order to proactively minimize impacts in the community.

TBMP's approach involves every staff member who directly interacts with both visitors and residents, giving our employees ownership of the program and true accountability for their actions in carrying out operations each season.

We ask for your continued support of this program through the allocation of \$20,000 in marine passenger fees.

Of the total, \$15,000 allows us to hold public meetings, to conduct outreach in the community, and to support the monitoring of the Tourism Hotline, all of which assist greatly in our being able to manage impacts. The funding allows us to honor our commitment to the Assembly to find more effective ways to promote the program throughout our community. We also continue to update our website annually.

www.TBMP.info

This year we are requesting an additional \$5,000 to work with DOT and CBJ to experiment with some pedestrian safety barriers, installed (temporarily for the summer) in key locations between the downtown library and the Cruise Ship Terminal near People's Wharf. The idea is to better manage pedestrians, proactively guiding foot traffic to utilize the crosswalks in this area of downtown. We feel it is important to begin to find better ways to manage pedestrian flow as the cruise visitor numbers continue to increase over the next couple of years.

I hope you will agree that TBMP produces results and that the funding meets the intent of the CBJ passenger fee ordinance in helping to "address impacts caused by the marine passenger ships and marine passengers".

Thank you for considering our request.

Sincerely,

A handwritten signature in blue ink that reads "S. Kirby Day, III". The signature is stylized with a large, sweeping "S" and a long horizontal line extending to the right.

S. Kirby Day, III
Princess Cruises, Port Operations and TBMP Director
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