



Date: May 20, 2004  
To: CBJ Finance Committee  
From: JCVB Board of Directors  
Re: JCVB Visitor Information Services  
CC: Rod Swope, City Manager

Dear Finance Committee Members:

During the summer months of May – September nearly 88% of all visitors to Juneau will arrive via cruise ship, well over 800,000 passengers in total. Over the course of the year, JCVB staff and volunteers will answer thousands of phone calls and e-mail requests from cruise ship passengers for information about Juneau. The volunteers and staff will personally meet and greet more than 130,000 passengers at the cruise ship terminal, Marine Park kiosk and Centennial Hall Visitor Center.

Passenger fee funding has assisted the JCVB to provide visitor information services of which cruise passengers are the primary beneficiary. However, cruise passengers have increase **21%** since the initial passenger funding was made available to JCVB in 2000 in the amount equal to \$97,000. Services include:

- Staffing and associated expenses to coordinate, train and manage a volunteer corps of 170+ residents (equivalent labor cost of \$65,000)
- Rental fees required to operate the Centennial Hall Visitor Center
- Printing costs for 200,000 visitor maps
- Signage, displays and images that provide directions and orient visitors

In addition, we provide assistance to cruise passengers trying to locate tour and transportation pick-up points, which can be confusing for a first time visitor.

The Bureau has been relied on to operate visitor centers on behalf of CBJ and the community in order to:

- provide assistance
- encourage more spending
- encourage repeat visits
- generate positive word of mouth advertising about Juneau (our most powerful marketing tool)

As stated in the ordinance 69.20.120 (2) fees are applicable to “operating funds for personnel, training, commodities, rentals, services and equipment for services provided, made available to, or required as a result of marine passenger ships and marine passengers.”

The JCVB board of directors requests that passenger fee funding support these important cruise passenger services in their entirety as indicated on the attached budget.

Sincerely,

Rick Kasnick, Chair  
JCVB Board of Directors

Exhibit IQ  
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