

Presented by: Assemblymember
Anderson

Introduced: 01/28/2002

Drafted by: J.R. Corso

RESOLUTION OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 2133

A Resolution in Support of State Funding for the Alaska Tourism Industry Crisis Recovery Plan.

WHEREAS, the visitor industry plays a vital part in the economic well-being of the City and Borough, and

WHEREAS, the tragic events of September 11, 2001 have had a profound impact on the Alaska travel industry, and

WHEREAS, without swift preventative action, the current decline in long-distance travel plans and bookings means that our community will suffer an extended decline in travel to Alaska and Juneau, and

WHEREAS, a decline in tourism business will depress municipal revenues and compromise our ability to support needed health and public safety services, including those designed to prevent terrorism, and

WHEREAS, tourism is the largest private sector industry in Juneau creating trade and commerce and a vital economic backup to government jobs, and

WHEREAS, it is in the long-term economic interest of the City and Borough to nurture the rich diversity of small businesses based on tourism, and

WHEREAS, the regional importance of tourism requires that Juneau take a leadership role in preserving the industry for all of Southeast Alaska, and

WHEREAS, maintaining Alaska's presence as a visitor destination in the national media is of the utmost importance in recovering business lost as a result of the September 11 attacks, and

WHEREAS, a number of other U.S. states and cities have adopted and funded emergency marketing plans to help stabilize their own tourism programs;

NOW, THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF JUNEAU, ALASKA:

Section 1. Support. The City and Borough of Juneau supports the Alaska Travel Industry Association's request to the State of Alaska to secure \$12.5 million in supplementary funding to bolster its existing marketing program and to fund the Alaska Tourism Industry Crisis Recovery Plan so that the state may recover the losses already experienced and stem the anticipated losses throughout the next year by Alaska businesses in the wake of the terrorist attacks on the United States.

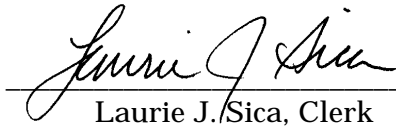
Section 2. Effective Date. This resolution shall be effective immediately upon adoption.

Adopted this 28th day of January, 2002.



Sally Smith, Mayor

Attest:



Laurie J. Sica, Clerk