

Letter of Transmittal

To: The Assembly and City Manager, City and Borough of Juneau
The People, City and Borough of Juneau
Tourism Businesses in Juneau
North West Cruiseship Association Members

From: Bob Harvey, Team Leader
Egret Communications/ARA Consulting Juneau Tourism Planning
Team

Concerning: Draft Tourism Plan for Juneau

Date: 29 March 2002

Egret Communications and ARA Consulting have prepared the attached Draft Tourism Plan for Juneau as a step toward the completion of the Juneau Tourism Planning Project.

We are pleased to report that we feel this plan will both enjoy broad support and achieve the goals of this project. We have listened intently to thoughtful input from all interested parties and crafted a plan and actions which we believe will serve the balance between growing a strong tourism economy and managing its impacts. We have built in mechanisms to evolve this plan as circumstances evolve.

We believe in this plan – and we believe that the people and government of Juneau have the ability and resolve to execute this plan.

When we entered this project, our team made the following observation:

“Egret Communications and the ARA Consulting Group believe that this project can yield a plan for a tourism future for the City and Borough of Juneau that will result in fewer negative impacts than those currently experienced, that will support a healthy and sustainable tourism industry, and that will enable the CBJ and its residents to feel “in control” of the present and future.”

This plan meets those criteria.

Over the next few weeks, we’ll gather input on the plan, through web polling, from city staff, from the assembly, from the industry, and from community stakeholders. We’d like that input by April 19.

Then we’ll modify this plan, reflecting that input, and present it to the assembly for review and adoption on April 29.

It is our hope that the assembly will consider the year of intense public participation in this planning process reflected in this plan and move quickly to adoption and implementation. It would be most helpful to the future of Juneau tourism and community well-being if the Juneau Tourism Partnership could be set into motion, fully supported, before the start of the cruise tourism season.

Thank you for the opportunity to work with the people, businesses, and government of Juneau on this exciting and meaningful project.