



DEC 30 2014

CBJ Manager's Office

December 29, 2014

Kim Kiefer, Manager  
City & Borough of Juneau  
155 S. Seward St.  
Juneau, AK 99801

Re: Request to Renew the DBA Ambassador Program for FY16

Dear Ms. Kiefer,

The Downtown Business Association hereby requests continuation of funding for its Downtown Ambassador Program for FY16 in the amount of \$57,000. We expect to continue with our contractual arrangement with Goldbelt Security for delivery of the program. We propose to provide the same sort of security oriented program as in past years.

The requested \$57,000 amount represents a very modest increase of \$700 over the amount of \$56,300 funded for the past three years. Contract costs for delivery of the program through Goldbelt have increased in each of those years, meaning that the amount available for administration has been steadily reduced. DBA's current Memorandum of Agreement with the city provides for "an amount not to exceed 15% of the direct costs incurred for program delivery." However, the actual amount has been 10% or less. At the requested, \$57,000 funding level and expected contract costs we project the actual percent available for DBA's program delivery costs to be 9.1%, which is a further decrease from this year.

Thank you for your continued support.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jill Ramiel", is written over the word "Sincerely,".

Jill Ramiel  
President