



December 26, 2012

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

Dear Ms. Kiefer:

The Juneau Convention & Visitors Bureau requests the following Marine Passenger fees for the following cruise passenger service programs in FY14:

- 1) TBMP Crossing Guard Program: \$128,000 (estimated figures for FY14). Only actual costs will be billed against the passenger fee request upon receipt of contractor proposal to address changes in ship schedules and any changes to personnel expenses, along with a 3% administration fee for JCVB. The crossing guard program is designed to address both vehicular and pedestrian congestion along South Franklin Street and the Marine Park Plaza area. JCVB administers this program on behalf of the TBMP.
- 2) JCVB Visitor Information Program: \$142,000. The visitor information program provides assistance to cruise passengers with information about community services and destination activities. Program expenses include administrative support for training and supervision of 120+ Juneau volunteers and staffing of the cruise ship terminal visitor center and Marine Park kiosk. FY14 staffing will include increased hours for two returning seasonal workers and the addition of a third full-time seasonal worker (\$10/hr). With the attrition of the aging volunteer corps and the difficulty of replacing lost volunteers, the seasonal paid staff will assure that the two visitor centers on the cruise ship docks will be staffed during operating hours to meet the goal of serving Juneau's visitors. The program also includes the production of the downtown map and other printed materials to assist cruise passengers to orient themselves to the destination.

The JCVB is proud to be associated with these successful cruise passenger services, and we appreciate the CBJ's support of our efforts to present Juneau as a hospitable visitor destination.

If you need further information or details about these two programs, please don't hesitate to contact me.

Sincerely,

Elizabeth Arnett
Interim President/CEO
Juneau Convention & Visitors Bureau