



Juneau Downtown Sidewalk Ambassadors Program

A hospitality partnership program with
Juneau Convention & Visitors Bureau and Juneau Downtown Business Association

INTRODUCTION:

As most know, Juneau welcomes more than one million visitors to our downtown area during the summer season. City streets are full of eager visitors seeking information on things to see and do. Although many visitors stop by the two Juneau Convention & Visitors Bureau (JCVB) downtown welcome centers, there are many who are seeking a specific business or location and get information from passersby.

THE PROGRAM:

To ensure visitors have the best experience possible, The Juneau Convention & Visitors Center proposes a partnership with the Downtown Business Association to pilot a visitor information program, "Downtown Sidewalk Ambassadors". The Ambassadors will be the "eyes on the street" to assist visitors with questions such as locating restrooms, ATMs, where to purchase a specific item or dining recommendations. They will also act as security in alerting the Juneau Police Department of any circumstances that are unsafe or concerning to public safety.

The Ambassadors will be identified by their bright blue jackets clearly marked with the international information symbol ⓘ as well as "Ask Me". They will be equipped with messenger bags containing maps, bus schedules, transportation info and the *All About Juneau* guide, developed by Juneau Convention and Visitors Bureau.

Similar programs are utilized throughout the country in major cities to provide an added level of customer service to the visitors' experience. JCVB proposes adopting this program as a customer service and visitor enhancement model, rather than a security model. Their presence will be well-publicized through local media, as well as signage in the downtown business storefronts and JCVB welcome centers alerting visitors to seek out these individuals for information.

The program will be managed by the JCVB visitors information department on behalf of the Downtown Business Association. Monthly reports will be submitted to DBA regarding the status of the program, visitors served and any highlights of the month.

Support will include back up of unfilled shifts. We will also schedule staff to ensure there are adequate ambassadors to meet the need of visitors. For example, on days that there are five or more ships, we will have additional ambassadors scheduled to assist visitors. Likewise, when there are fewer ships, staff will be scheduled accordingly.

TRAINING:

The program will consist of paid, seasonal employees. Each employee will receive training related to the needs of the position. This includes:

- Hospitality
- Juneau information
- Online scheduling system
- Customer Service
- Mission of DBA and Sidewalk Ambassadors Program
- Identifying security issues

All ambassadors must participate in and successfully complete this 4-hour training to qualify for an ambassador position.

BUDGET*:

The budget is primarily focused on wages, taxes, etc. for the ambassadors. There is a cost for jackets and messenger bags.

Employee recruitment, training, wages, taxes, etc. 152 ship days, average 6 employees per day at 3 hours per day, \$12.00 - \$15.00 per hour:	\$45,000
<u>Uniforms, information messenger bags**:</u>	<u>\$3,000</u>
TOTAL:	\$48,000

*The budget will be evaluated at the of the 2014 season.

**We estimate there will be a \$1,500.00 depreciation for uniforms and messenger bags, which will be evaluated prior to the 2015 season.

CONCLUSION:

Programs such as Sidewalk Ambassadors are another level of hospitality that many cities employ. Not only does it enhance a visitor's experience, it also provides a direct communication flow regarding issues that affect visitors and the downtown businesses. We look forward to providing this service to visitors, as well as jobs to Juneau residents.

Thank you,



Kelly R. Moore
Visitor Information Services Manager
Juneau Convention & Visitors Bureau