



December 19, 2015

To: Kim Kiefer, City Manager

From: S. Kirby Day, III
Princess Cruises, Port Operations and TBMP Director

Tourism Best Management Practices (TBMP), begun in 1997, now involves over 100 companies and businesses and over 2,000 employees. Our local businesses and employees take great pride in working in Juneau's visitor, retail, and hospitality industries and understand the importance of operating in harmony with our neighborhoods and the community. We have made TBMP an integral part of our seasonal tourism operations and training programs.

The most significant aspect of TBMP is that it is a results-oriented program. Every year since its inception, operators conduct a thorough critique of the previous season's operations. We study the prior season's tourism hotline comments, the letters to the editor and anecdotal comments from various meetings and our elected officials. Our guidelines are fine-tuned each season in order to proactively minimize impacts in the community.

TBMP's approach involves every single staff member who directly interacts with both visitors and residents, giving our employees ownership of the program and true accountability for their actions in carrying out operations each season.

We would ask for your continued support of this program through the allocation of \$15,000 in marine passenger fees. This allows us to hold public meetings, conduct outreach in the community, and to support the monitoring of the Tourism Hotline which assists greatly in our being able to manage impacts. The funding allows us to honor our commitment to the Assembly to find more effective ways to promote the program throughout our community. We continue to try to update our website annually.
(www.TBMP.info)

TBMP participants are very proud of our efforts over the years, and look forward to beginning our 20th season.

I hope you will agree that TBMP produces results and that the dollars spent on this program certainly meet the intent of the CBJ passenger fee ordinance in helping to "address impacts caused by the marine passenger ships and marine passengers".

Thank you for considering our request.