



November 15, 2011

To: Rod Swope, City Manager

Fm: S. Kirby Day, III
Director of Shore Operations – Princess Cruises

Tourism Best Management Practices (TBMP), begun in 1997, now involves 90+ companies and businesses and over 1,700 employees. Our local businesses and employees take great pride in working in Juneau's visitor, retail, and hospitality industry and understand the importance of operating in harmony with our neighborhoods. We have made TBMP an integral part of our seasonal tourism operations and our training programs. This past year, we expanded the program to include a number of retail and hospitality businesses downtown.

The most significant aspect of TBMP is that it is a continuing results-oriented work in progress. 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. We continuously fine-tune our guidelines in order to proactively minimize impacts in the community.

TBMP's approach involves every single employee who directly interacts with both visitors and residents, giving employees ownership of the program and true accountability for their actions in carrying out tour 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 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 and create public outreach 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 16th season.

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

Thank you for considering our request.