

Date: December 29, 2008

To: Rod Swope, City Manager

From: Stephen Byers, Taikuu Educational Services (TES)

Re: Passenger Fee Allocation for Ambassador Pilot Program

Dear Mr. Swope:

The Ambassador Pilot Program run by Taikuu Educational Services (TES) is comprised of a well-trained, friendly, and knowledgeable person whose purpose is to help cruise passengers who are visiting Juneau find their way safely to and from activities and services. The 2009 season will be a pilot for the Ambassador Pilot Program and will be run for 3 months. The pilot season would run from June until August. A questionnaire will be made available online for people to provide feedback about their interactions with the ambassador. By October 10, 2009, a report will be made on the success of the Ambassador Pilot Program to the city manager.

The Juneau Ambassador will contact visitors traveling downtown Juneau on front street, away from the docks, to 4th<sup>h</sup> street and to the common fairways traveled by visitors. Questions will be answered about the community events, safety issues, and venues. The Ambassador is a neutral participant downtown who's job it is to provide a safe experience for all.

Why is the Ambassador Pilot Program so important to visitors? The Ambassador will provide information and a feeling of safety to the visitor traveling downtown. It was my observation in summer 2008 that visitors tend to be disorientated and confused as to what they are doing when they arrive downtown. This was a safety issue for the visitor. It is important that the all 1,023,000 estimated visitors to Juneau have a safe experience.

The allocation of funds from the Head Tax is supported in the ordinance 69.20.120. As stated in the ordinance 69.20.120 (a) Purpose: The fees collected under this chapter shall be placed in the marine passenger fund. The proceeds of the fund shall be appropriated to address the impacts caused by the marine passenger ship industry including: 69.20.120 (3) Projects and programs that promote safety, environmental improvements, or enforcement of laws caused or required by marine passenger ships and marine passengers.

Marine passenger fees are an appropriate funding source to support these important services to cruise passengers. Program expenses are based on the premise of one Ambassador interacting with visitors 7.5 hours per day, 5 days a week during the months of June, July, and August for a total of 65 contact days). The hours per a week will be 37.5 hours of contact time with visitors.

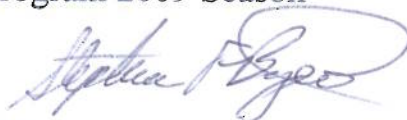
Program expenses and notes of interest include:

- ❖ 1,000,000 liability, and workmen's comp provided by Grummett Insurance Company.
- ❖ Marine Security Act of 2002, which provides for the safety of all passengers. The Ambassador Pilot Program meets this need.
- ❖ How does this program differ from the Juneau Convention & Visitor Bureau? The Ambassador will provide personnel contact by a local person and information service to the cruise ship passenger who takes trips off the cruise ships. Not only does this provide a safety net for the Borough and Cruise Industry; it is also a preventive measure which cuts down cost for everyone. There is not any other program that offers this type of service to the visitor in Juneau. The Ambassador is aware of venues, tourist attractions and community events. The Ambassador will carry a cell phone that can access any service the city provides.
- ❖ The supervisor of the program is Stephen Byers who is the owner of Taikuu Educational Services (TES). He has worked as a National Park Service Ranger Interpreter with North Cascades National Park for three seasons, and Everglades National Park for one season. During his time as a ranger he worked in the interpretive division where safety and flow of the visitors is the highest priority. His degrees are in Park and Recreation Administration, a dual BA in Education, and a Masters in Math/Science. He is also a member of CCFR and Juneau Mountain Rescue. During the off-season, he is teacher at Harborview Elementary School. Mr. Byers is a community member for the last 10 years who saw a need and took an unprecedented action by creating an answer to the issue of visitor

safety in the downtown area. These credentials are significant resources for providing the visitor with information and safe experience in Juneau.

Juneau's cruise season for 2008 was 1,023,000 visitors. It is predicted by the cruise industry that the same number of cruise passengers will visit in 2009. Taikuu Educational Services is requesting \$15,200 to cover expenses and staffing in the Ambassador Pilot Program serving the cruise ship visitor to Juneau's Port, as indicated on the attached budget, to be funded through passenger fees.

Stephen Byers, Owner  
Taikuu Educational Services  
Ambassador Pilot Program 2009 Season



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