

June 12, 2015

Ken Nichols  
Juneau International Airport  
1873 Shell Simmons Dr., Ste. 200  
Juneau, AK 99801  
Sent via email to [Ken.Nichols@jnuairport.com](mailto:Ken.Nichols@jnuairport.com)

Dear Mr. Nichols,

Sheinberg Associates is pleased to submit this proposal in response to our conversation during the Juneau International Airport Sustainability Master Plan meetings on June 9-10, 2015. Clearly, both airport staff and the master plan consultant team need current economic impact data for the Juneau International Airport (JNU).

Sheinberg Associates frequently acquires employment, payroll, and spending data for clients. We propose to conduct a targeted data acquisition effort to identify current JNU direct employment, payroll, and spending, and estimate indirect spending through the economy.

Key Tasks would be the following:

**1. JNU Data.**

- a) Review FY 15 Airport budget and in consultation with JNU staff, affirm number of FTE employees and wage & benefit package.
- b) Estimate, with staff assistance, the amount of FY 15 JNU operational and capital spending and the percent of each that is to local vendors and service providers.
- c) Identify top recipients of airport spending, follow-up interviews as needed.

**2. JNU Tenant Data.**

Prepare a short confidential online survey, and through either confidential interviews or the online survey, find out from airport tenants\*\*\*:

- a) Number of FTE employees or workers
- b) FY 15 (or calendar year 14) wage and benefit spending (including any airport related self-employed or proprietors income)
- c) FY 15 (or calendar year 14) annual (or typical) spending on goods and services as well as percent that is to local vendors and service-providers.
- d) Identify top recipients of this spending.

\*\*\* We will prepare a draft letter to go out under JNU staff signature letting tenants know about this important effort to prepare an updated picture of JNU's economic impact and contribution to the community.

**3. Reporting.**

Aggregate all data and prepare a short **Economic Impact Report** for the Juneau International Airport (and the Sustainability Master Plan team). Also prepare an **Infographic** that can be used by the Airport for informational and public relations purposes.

## ATTACHMENT #2

I estimate it will take 85 hours to complete these tasks, which at a blended staff bill-out rate of \$100/hr would be \$8,500.00

This work will occur during summer 2015 and all products delivered by late summer/early fall 2015 in time for the Master Plan Team's use.

Sheinberg Associates is a Community & Strategic Planning, Research, and Public Engagement firm in its 26<sup>th</sup> year of business. A link to some similar economic research we've recently conducted can be found on our website [HERE](#) as well as other firm and employee information. We have, for example, just completed:

- an Economic Overview and Analysis for the Kenai Peninsula
- a Skagway Senior Center + Housing Needs Assessment
- the Juneau Economic Plan (with McDowell Group)

And, we are just beginning work on:

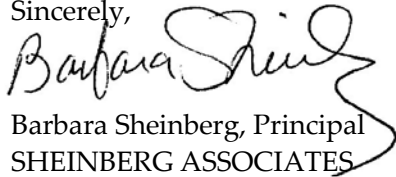
- an Economic Baseline Indicator Study for the City of Valdez

Our website has other information about us.

Please share this proposal with other Juneau International Airport staff as appropriate, and let me know if you need additional information about our firm, or this proposal.

I look forward to hearing back from you to see if there is interest and funding to proceed.

Sincerely,

A handwritten signature in black ink that reads "Barbara Sheinberg". The signature is fluid and cursive, with a long, sweeping tail that extends downwards and to the right.

Barbara Sheinberg, Principal  
SHEINBERG ASSOCIATES