

Dear Visitor Industry Taskforce,

I own a Jeep rental business that operates downtown. Our relationship with the community is vital, and I wanted to take a moment to discuss passenger vehicle access to Basin Road. We strive every day to create an exceptional experience for visitors that will leave them with lasting memories of Juneau's beauty and culture, while minimizing any impact to the 32,000 people who live here. We have had numerous compliments from residents regarding our clean-up and upgrade of the downtown lot we operate from, as well as local businesses that benefit from increased patronage our guests would not otherwise be able to access. There will always be a select few that feel the entire tourism industry is infringing on their way of life, and we are respectful of that while realizing that the opinion of the minority cannot be at the disadvantage of the majority.

Our Jeep rentals include a programmable GPS that allows guests to experience Juneau at their own pace without any worry of getting lost. In that respect, our business is no different than any other rental car operation (Avis, Budget, etc.) that also have operations downtown. The party renting the Jeep will typically choose four locations to visit in town, and Gold Creek is often one of those selections. Guests often choose that location because they want to hike to the Timberline, want pictures of Gold Creek, or want to visit the CBJ's Last Chance Mining Museum. Timberline and the museum are important establishments in Juneau, and we do not believe access should be restricted because a few people do not want traffic on a public road.

In an effort to manage traffic in that area, we have, and often do, suggest that certain parties visit a location in place of Gold Creek. For example, if they express an interest in salmon, we would suggest DIPAC, if they express an interest in local foliage, we suggest Glacier Gardens. However, to outright ban a location to the public is a disservice to guests that can learn a great deal about Juneau's history from the museum and businesses, like the Timberline, that rely on tourism during the summer months. To further mitigate any potential traffic nuisance, we have posted on the dash of every Jeep a reminder not to exceed 10 MPH while on Basin Road. After two years of operation we have not had a single police report of a speeding violation on Basin Road or anywhere in Juneau.

Thank you for taking the time to read this letter and maintaining an open dialogue between the tourism industry and the community. If we can answer any questions, please let us know.

Thank you,

Unplugged Adventures