

From: [Jeremy Bauer](#)
To: [City Clerk](#)
Subject: Tourism is good for Juneau
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I strongly support more tourism in Juneau. Whether we agree with it or not it has become the backbone of our economy. We would be lost without it. With that said, do I get frustrated with the number of people concentrated in one spot down by the tram? I do, and I think the recent purchase of the Subport and possible development of another dock could be very helpful in dispersing people throughout downtown and helping spur growth in the flats area of downtown and strengthen the economy in the historic part of downtown. Meeting new faces, sharing our love of this land with complete strangers is one of my favorite things about the summer.

I'll focus in on one statement that I've heard about the amount of traffic on basin road with people doing the gold pan tour. One thing we could do that would provide a return for sharing our space with tourists is put fees into each of the tour packages that are sold to be dedicated to maintenance and improvement of the spaces used by tourism. A 10.00 fee or a percentage of the tour cost could be added to each gold panning tour that is used to upkeep basin road, improve accessibility, lighting, and beautification.

This same concept could be used for absolutely every tour in Juneau. Glacier flight trips could have fees to invest in beautification, maintenance, lighting, winter access. Fishing charters fees could go to help docs and harbors or to increase hatchery releases. Hiking tours could go to trail maintenance and expanding the network. etc... These are just some ideas of what we could do with the money. I would suggest we don't earmark it to limit where it can be used but know that these ideas are some of the things we could do with it.

A percentage of the total collected could go to the JCVB for general advertising of how Juneau is one of the best cities to tour both in the summer and this is where we could start introducing winter tourism; cross country skiing, downhill, heliskiing, glacier cave exploration. Winter tourism could help with balancing out the ebb and flow of business and keep a few more stores open throughout the winter.

I think we need to embrace tourism, our city needs to look at the business aspect of this resource and capitalize on it to provide a better, cleaner, safer environment for our citizens and the people we share it with. I believe we can responsibly increase tourism and benefit from it.