



Below are a series of frequently asked questions about the “Ship-Free Saturdays” ballot initiative slated for the October 1, 2024 election. This FAQ seeks to provide information regarding common questions about CBJ’s tourism efforts and the potential impacts if the initiative is passed. It is impossible to predict the exact outcomes of the initiative, however based on our knowledge of the region and industry, we can identify a range of possible results. The FAQ provides neutral and factual information and does not seek to advocate for or against any electoral action. Topics include:

### **Summary of Juneau Tourism Survey Results**

*CBJ has contracted McKinley Research (formerly McDowell Group) since the 90s to perform statistically valid, random sample surveys of Juneau residents’ sentiment on tourism. Results can be found on the [CBJ website](#), under the public surveys dropdown.*

### **What CBJ has done through negotiated memorandums of agreement?**

*In 2019, CBJ and CLIA settled a lawsuit regarding CBJ’s use of Marine Passenger Fees. The resulting [settlement agreement](#) was negotiated between the parties in recognition of the shared need to expend these funds to manage industry impacts.*

*Following the lawsuit settlement, Mayor Weldon launched the [Visitor Industry Task Force](#), which was tasked with making recommendations for industry management. This work has resulted in three memorandums of agreement between the CBJ and the cruise lines.*

#### *o [2022: Behavioral changes](#)*

##### *▪ Key features:*

- To provide more easily accessible ship schedules including:
  - a. Quarterly schedules, with [written] narrative outlining changes*
  - b. Stated Capacity shown for each ship on each day*
  - c. Draft schedule a minimum of 18 months in advance of the cruise season (or the earliest date that a first schedule is available).*
  - d. Notification of impactful schedule changes made within three months prior to or within the cruise season. Changes will be sent to Ports and Harbors, Travel Juneau and Tourism Best Management Practices.**
- To minimize offloading of ship waste and eliminate offloading of bulky waste, such as furniture, bedding, pillows, mattresses, electronics, and oversized items into CBJ’s landfill.*
- To limit drinking water purchase from CBJ during drought conditions.*
- To provide letters of support for CBJ’s application for a federal RAISE grant to gain funding for shore power/dock electrification facilities.*
- Begin dialogue about how to achieve more strategic berthing of ships to reduce congestion and meet community goals (aka Best Ship at Best Dock).*
- Eliminate use of large format video screens when in port and when visible to neighborhoods.*



- Maximize “localism”. Encourage cruise lines to maximize partnerships with locally owned businesses. Continue to support and direct cruise ship passengers to local businesses.
  - Support use of up to \$10M of passenger fees on the Centennial Hall expansion project as the Assembly prioritizes projects and services and as the current funding stream allows. Agree to continue working with CBJ on project details. Note, this section implies that Cruise Lines International Association in Alaska (CLIAA), and its members, will work with CBJ to amend the mapped “zones of maritime industry” as agreed to in the CLIAA/CBJ litigation settlement.
  - Agree to work with CBJ to promote the MOA and community goals with other stakeholders.
- [2023: Five ship limit](#)
    - Key feature: limits cruise tourism to five large ships per day
  - [2024: Daily passenger caps](#)
    - Key features:
      - 16,000 passenger daily cap, 12,000 passenger Saturday cap
      - City has final say over schedule

### **What additional negotiated agreements with industry is CBJ working on?**

CBJ is currently working with the scheduling company, Cruise Line Agencies of Alaska, and the affected cruise lines to eliminate hot berthing (the practice where two ships share the same dock on the same day).

### **How much did cruise visitors spend on Saturdays in 2023?**

- \$30 million in direct spending
  - \$3.7 million in revenues for CBJ
- Numbers derived from the 2023 [Economic Impact of Juneau’s Cruise Industry report](#)

### **How would a ship-free Saturday in Juneau affect scheduling in the region?**

We don’t really know, however there are several potential scenarios:

- The cruise lines could move a ship to another day, swapping a nearby port with Juneau. Depending on the port, this could have few impacts.
- The cruise lines could remove a ship from the Alaska itinerary altogether and deploy it elsewhere in the world. If ships are removed from Alaska itineraries, the economic impacts seen in Juneau are compounded region wide.
- The cruise lines could add an alternative stop to the itinerary, adding the ship to a neighboring port, this would cause neighboring ports to get busier

If ships are not removed from Alaska itinerary, neighboring ports will get busier.



## How has cruise tourism in Juneau grown over the years?

The below graphic shows the growth in cruise passenger volume from 1995-2023

	Cruise Passenger Volume	% Change
1995	380,600	-
1998	568,500	+49%
2002	741,500	+30%
2006	951,400	+28%
2019*	1,305,700	+37%
2022	1,167,000	-11%
2023	1,650,000	+41%
<b>Change 1995-2023</b>		<b>+334%</b>

## Will CBJ get sued if the initiative passes?

We don't really know. The City Attorney certified the ship-free Saturday petition as legal. However, CBJ has received [legal letters](#) from several companies stating their intent to sue if the ship free Saturdays passes.

## What has happened in other jurisdictions that have passed initiatives limiting cruise ships?

Our most relevant example is Bar Harbor, Maine. A ballot initiative limiting daily disembarkations to 1,000 persons passed in 2022. A local business group unsuccessfully sued the Town of Bar Harbor and are currently in the process of appealing the ruling. The Town Council recently put forward a ballot measure to repeal the 1,000 passenger limit in the November election.