From: Eric Forst
To: City Clerk
Subject: VITF comments
Date: Thursday, November 5, 2026 1:27:44 PM

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Dear Members of the Visitor Industry Task Force,

Like many juneau businesses, the Red Dog Saloon is only successful because of tourism. We are only able to remain open year round because we have such a strong summer

At a time when Juneau is working to keep our schools strong, recreation facilities open, and our community economically vibrant, tourism remains one of the few bright spots in Juneau's economy. It supports local jobs, small businesses, and families, while contributing to the tax base that helps fund the community services we all value.

Our existing voluntary agreements with the cruise industry have established meaningful limits while creating a predictable framework for local businesses. Rather than relying on government mandates, we have built a partnership based on communication, shared responsibility, and mutual commitment to our community's future.

For businesses like mine, that predictability matters. We plan months in advance, employ seasonal staff of over 40 and a year round staff of nearly 20. A stable visitor industry allows us to invest with confidence and support the broader Alaska economy.

As you develop your recommendations, I encourage you to recognize the success of the collaborative framework already in place and the tremendous opportunity we have before us.

Juneau has something many communities would love to have: a thriving industry with the opportunity to thoughtfully manage its growth. Let's continue building on that success.

Thank you for your service to our community.

Eric Forst
Red Dog Saloon
Sent from my iPhone