

# DOWNTOWN BUSINESS ASSOCIATION

P.O. Box 20849 Juneau, Alaska 99802

December 30, 2013

Kim Kiefer, Manager  
City and Borough of Juneau  
155 S. Seward  
Juneau, AK 99801

Dear Ms. Kiefer,

In 2013 the CBJ allowed the Downtown Business Association to use \$56,300 in passenger head tax proceeds to operate the downtown ambassador program for the summer cruise season. For the past several years we contracted with Goldbelt Security to have two uniformed officers patrolling on foot, with one officer on duty at a time, when there is at least one cruise ship in the harbor. The current contract with Goldbelt Security expires in June 2014.

For the 2015 CBJ fiscal year we are again requesting funding but would like to change the nature of the program. The DBA board would like to move away from a security based program towards a true ambassador program with real emphasis on customer service and accurate guest information.

When we began the contract with Goldbelt Security it was important to our membership to focus on safety. However, for the past few years we have thankfully had Juneau Police Department beat cops present in the downtown core, which reduces the need for third party security.

We have developed a new pilot program which will be implemented by the Juneau Convention and Visitors Bureau and managed by the Downtown Business Association. The JCVB's proposal to us is attached. We specifically asked them for a proposal because they currently provide similar services at their various visitors' centers and train hundreds of volunteers each season. They are very qualified to provide the needed guest information services with their existing volunteer base supplemented by hourly staff.

In summary we are again requesting that the Passenger Proceeds Committee set aside funds for the balance of the 2014 season thru June 30, 2015. We are requesting \$63,000 for next fiscal year. We are excited to help improve the visitor experience to Juneau.

Thank you,

Jill Ramiel, President  
Downtown Business Association