



December 27, 2013

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

Dear Ms. Kiefer,

The Juneau Convention & Visitors Bureau requests the following Marine Passenger fees for the Following cruise passenger service programs in FY15:

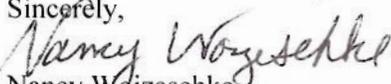
- 1) TBMP Crossing Guard Program: \$140,000 (estimated figures for FY15). Only actual costs will be billed against the passenger fee request upon receipt of contractor proposal to address changes in ship schedules and any changes to personnel expenses, along with a 3% administration fee for JCVB. The crossing guard program is designed to address both vehicular and pedestrian congestion along South Franklin Street and the Marine Park Plaza area. JCVB administers this program on behalf of the TBMP.

The change from \$128,000 in FY14 to the requested \$140,000 is the result of an increased need for personnel to manage traffic in the area of People's Wharf, as well as allowing JCVB to develop and institute a hospitality and customer service training program for the guards.

- 2) JCVB Visitor Information Program: \$140,000. The visitor information program provides assistance to cruise passengers with information about community services and destination activities. Program expenses include administrative support for initial and ongoing training and supervision of 150+ Juneau volunteers as well as staffing of the cruise ship terminal visitor center and Marine Park kiosk. FY15 staffing will include two returning seasonal workers. The program will also include the purchase of several mobile tablet-based information kiosks, digital information signage in the visitor center, and the production of the downtown map and other printed materials to assist cruise passengers.

The JCVB is very proud to be associated with these successful cruise passenger services, and we appreciate the CBJ's support of our efforts to make Juneau a hospitable visitor destination.

If you need further information of details about these two programs, please don't hesitate to contact me.

Sincerely,  
  
Nancy Woizeschke  
President/CEO  
Juneau Convention & Visitors Bureau