



DATE: April 21, 2025  
TO: CBJ Finance Committee  
FROM: Nimmy Phillips, DBA Board President  
RE: FY2026 Funding Questions

Dear Members of the CBJ Finance Committee,

Thank you for your questions at last week's CBJ Finance Committee meeting regarding our FY2026 request for a CBJ Community Grant. Please see below and attached to assist with your decision making for budget allocation amounts for FY2026.

*Question 1: Please provide clarification regarding the \$25,000 request for Light Up Juneau. Light Up Juneau seems to be listed on DBA's request each year. Is the recurring cost associated with bulb replacements, electricity, or maintenance? It is unclear why this high of a cost is recurring for this purpose.*

Approximately \$80,000 has been invested in this initiative since its inception. Funds for this work have come from DBA resources and contributions of individual DBA members totaling \$17,141. DBA has allocated CBJ Community Grant resources to support this work as it directly improves the experience of locals and guests in the downtown area. Additionally, there is a strong and direct connection between the outcomes of this initiative and elements of the Downtown Blueprint Area Plan (see Appendix A). Please note, our FY2026 request will focus on further expansion of the lights to other parts of downtown and the maintenance of the current installations. Once complete, we expect fees for ongoing repairs and maintenance to be between \$5,000 and \$10,000 a year, which would be spent on a local contractor, including lift rentals, to replace lights and secure connections.

*Question 2: What is DBA's revenue generating picture?*


Over the past decade, the DBA has had a stable revenue stream. DBA membership is steady and includes a majority (approximately 70%) of downtown businesses paying annual dues. With additional CBJ support annually since FY18, the DBA has increased the promotion of downtown Juneau as a family friendly destination, a great Capital City for Alaskans, and as a center of civics, culture, and history. The additional financial support from CBJ has resulted in more and better organized events and safer streets through the ongoing Light Up Juneau project. This also supports Juneau's nationally recognized accreditation status as Alaska's only Main Street America city.

#### *Blueprint Downtown*

We recognize that communities with stronger downtown tend to have much stronger local economies overall. There is a strong, well-documented correlation between the vitality of a community's downtown and its overall economic development. Research consistently shows that robust downtowns serve as economic engines, fostering job creation, business growth, tax revenue, property value increases, and broader community resilience. In Juneau, we view this correlation as especially critical to our community, given Juneau's status as the seat of our

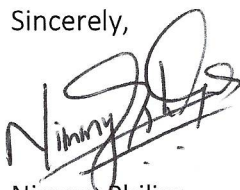


government for our state, as well as one of the most visited cities in Alaska. This important role was formally recognized by the CBJ Assembly through the recent adoption of Blueprint Downtown Area Plan on January 6, 2025. Through the adoption of this plan through Ordinance, CBJ acknowledges the need for additional support to downtown for the benefit of our entire community. DBA seeks to partner with CBJ on realizing this vision for downtown as outlined in the Blueprint Downtown document. Please view this relatively small investment, less than the cost of 1.0 FTE employee equivalent to CBJ, as an efficient investment in helping downtown to realize the vision laid out in the recently approved ordinance; see below for a related excerpt from the approved Blueprint Downtown Area Plan:


GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Fund and staff a dedicated entity:</p> <ul style="list-style-type: none"> <li>To oversee downtown improvements using the established Main Street program;</li> <li>Identify and track additional metrics for measuring progress revitalizing downtown.</li> </ul> <p>The dedicated entity may be:</p> <ul style="list-style-type: none"> <li>Housed solely within CBJ, within an existing organization, such as JEDC or the DBA;</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>A newly created organization, such as a Local Improvement District (LID) or Business Improvement District (BID).</li> </ul>	CDD, Manager's Office, JEDC, DBA	Near	3, 4, 5 & 6	JCP, JVP, JEDP

Thank you in advance for your consideration of our funding request and we are happy to answer any additional questions that may arise. We appreciate you and your service to Juneau.

Sincerely,



Nimmy Philips  
DBA President



Dez Arrowsun  
DBA Vice President

#### ATTACHMENTS:

- Appendix A – DBA Alignment with Downtown Blueprint Area Plan ([49.05.200 b1P](#))
- Appendix B – DBA Revenue Streams
- Appendix C – Historical CBJ Funding for DBA Programs and Activities
- Appendix D – FY2026 Budget Narrative and Key Facts



## APPENDIX A:

### DBA Alignment with Downtown Blueprint Area Plan ([49.05.200 b1P](#))

#### *A Destination with a Sense of Place*

- To date and with the support of our members and CBJ, the DBA has successfully secured and maintained Main Street America accreditation (p. 12).
- This reflects our commitment and ability to uphold the standards required for this nationally recognized designation (p. 187).
- Main Street America's focus on heritage overlaps with DBA member activities and the historical significance of the area (pp.13, 185, 186).

#### *A Downtown for Everyone*

- The prioritization of downtown playground space aligns with DBA's adoption of a family-friendly approach for promotions and planning purposes (p. 189).
- Our regular outreach to members and other businesses located downtown fosters communication among residents, businesses, and organizations (p. 191).
- The work of DBA directly facilitates placemaking (p. 191) and dynamic social connection (p.78); this includes the activities of the Downtown Ambassador program.

#### *Safe and Welcoming*

- Our members creatively collaborate on downtown beautification projects (p. 192); this includes Light Up Juneau (p. 15, 73), proposed mural activities on Ferry Way, partnerships with other organizations (e.g., Alaska Committee, Litter Free), and promoting partners' activities (e.g., the purchase of hanging flower baskets, TBMP announcements).
- The goals and objectives of the Downtown Ambassador program directly align with many aspects of Blueprint Downtown, as well as the best management practices as identified by TBMP (e.g., 'hospitality, friendliness, pedestrianization') - (p. 188).

#### *Diverse and Well-Managed Tourism*

- DBA is a member of TBMP and frequently collaborates by sharing volunteer activities, passing along observations, and cross-sharing information (p. 190).
- Our Downtown Ambassador program is also in direct alignment with this goal as staff engages with cruise ship passengers at multiple docks and downtown streets.

#### *Strong and Stable Economy*

- DBA is responsive to businesses and strongly advocates for all efforts to support a year-round and authentic experience (pp. 12, 78, 183).





## APPENDIX B

### *DBA Revenue Streams (2016-Present)*

	FY2018	FY2019	FY2020	FY2021	FY2022	FY2023	FY2024	Projected FY2025
Ambassador Income (15%)	7,434	7,932	5,613	7,220	5,246	8,661	-	8,549
CBJ Community Grant (MSA)	50,000	75,000	75,000	23,350	75,000	75,000	40,000	40,000
Member Dues	35,847	35,310	19,270	2,775	31,250	33,900	33,995	36,920
Advertisement Sales	14,338	11,805	368	19,482	12,125	15,750	22,064	31,880
Pull Tab Revenue	16,369	7,040	10,482	2,819	15,260	-	-	-
Other Revenue	9,300	6,323	11,330	2,818	3,726	5,482	638	2,818
COVID Grants	-	-	-	67,294	-	-	-	-
Light Up Juneau (Members)	-	-	-	17,141	-	-	-	-
	<b>182,854</b>	<b>194,187</b>	<b>152,821</b>	<b>207,862</b>	<b>164,981</b>	<b>170,353</b>	<b>163,102</b>	<b>188,090</b>



APPENDIX C  
Historical CBJ Funding

	PROGRAM	Downtown Ambassadors	Mainstreet America/Operations Support		TOTAL
	SOURCE	Pax Fees	CBJ Grant		
FY13	Awarded	56,300	-	-	56,300
	Disbursed	51,027	-	-	51,027
FY14	Awarded	56,309	-	-	56,300
	Disbursed	56,300	-	-	56,300
FY15	Awarded	56,300	-	-	56,300
	Disbursed	44,703	-	-	44,703
FY16	Awarded	57,000	-	-	57,000
	Disbursed	55,940	-	-	55,940
FY17	Awarded	57,000	-	-	57,000
	Disbursed	55,262	-	-	55,262
FY18	Awarded	60,000	50,000	-	110,000
	Disbursed	54,596	50,000	-	104,596
FY19	Awarded	58,710	5,000	-	133,710
	Disbursed	58,710	75,000	-	133,710
FY20	Awarded	65,000	75,000	-	140,000
	Disbursed	38,684	75,000	-	113,684
FY21	Awarded	26,300	-	75,000	101,300
	Disbursed	-	-	75,000	75,000
FY22	Awarded	41,000	-	75,000	116,000
	Disbursed	41,000	-	75,000	116,000
FY23	Awarded	75,000	75,000	-	150,000
	Disbursed	75,000	75,000	-	150,000
FY24	Awarded	90,000	-	40,000	130,000
	Disbursed	90,000	-	40,000	130,000



## APPENDIX D

### FY2026 Budget Narrative and Key Facts

- The DBA has submitted two funding requests for FY2026 budget.
  - \$75,000 (CBJ Community Grant/Main Street America)
  - \$75,000 (Marine Passenger Fees)
- DBA represents Juneau in the Main Street America (MSA) program:
  - *Unique Status* – Juneau is the only accredited MSA city in the State of Alaska.
  - *Inclusive* - DBA strives to the success of all downtown organizations.
  - *Transformative* - DBA activities are designed to be family-friendly.
  - *Framework* – Member-led committees focus on the four MSA priorities of Economic Vitality, Design, Organization, and Promotion.
- Excluding CBJ funding, other DBA revenue streams include:
  - *Annual Membership Dues*
  - *Event Sponsorships*
  - *Event Program Fees*
  - *Advertisement Sales*
- The CBJ Community Grant will be used as follows:
  - *Logistics*: Costs to coordinate and implement annual flagship events, such as the Gallery Walk and the Pumpkin Patch Scavenger Hunt (e.g., supplies, A/V, venue, special event insurance coverage, licenses, CBJ permits, volunteer management).
  - *Media*: The cost to promote the DBA on social media, radio, and newspaper.
  - *Graphic Design & Printing*: The cost to design and print promotional materials.  
*\*The full cost of the Downtown Walking Map is covered by advertisement sales.*
  - *Contractual and Consulting*: Operating costs for Downtown Ambassadors program, operational costs to manage DBA business operations, professional graphic design services, website hosting, and the maintenance, repair and completion of the Light Up Juneau project.
  - *Administrative*: Accounting & tax preparation, Main Street America membership dues, Wild Apricot subscription for member management, storage unit rental, banking fees (PayPal, QuickBooks), postage and delivery, CBJ sales tax, various insurances (e.g., business owners property insurance, liability coverage).