



December 21, 2022

Mr. Jeff Rogers
Finance Director, City & Borough of Juneau
155 S. Seward Street
Juneau AK 99801

Dear Mr. Rogers,

Please accept this letter as Travel Juneau's request for mid-year incremental grant funding from Hotel Bed Tax.

Juneau experienced an almost full return of the visitor industry during the 2022 season, which included Travel Juneau's delivery of IRONMAN Alaska. The influx of both cruise and independent/event travelers most certainly increased revenue in Sales and Hotel Bed Tax.

This request includes reimbursement for Travel Juneau's financial obligations toward IRONMAN Alaska, minus the licensing fee, and funding for an economic analysis of IRONMAN's impact for CBJ. Accompanying this request is a spreadsheet that details these items. Please note that while IRONMAN Alaska was cancelled for 2023, there is a possibility that, under the right economic conditions, it could return.

Thank you for your consideration, and please let me know if you have questions or require additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Liz Perry", is written over a light blue circular background.

Liz Perry
President & CEO
Travel Juneau