

The Office of the Mayor  
*City & Borough of Juneau, Alaska*

**PROCLAMATION  
Honoring S. Kirby Day III**

WHEREAS, Kirby Day has been working in Juneau tourism since 1991; and

WHEREAS, in 1997, while at Princess Tours, Kirby stepped up to lead a burgeoning effort to lessen the impacts of tourism and transformed it into a powerful positive effort that incentivized tour operators to join in; and

WHEREAS, Tourism Best Management Practices (TBMP) became the structure for adjusting daily tourism operations to address community issues; and

WHEREAS, in the early years of the program, Kirby organized annual meetings in multiple areas of town to engage residents and tour operators, hear neighborhood-specific concerns, and generate solutions together; and

WHEREAS, TBMP has grown since that time, adding ever more operators and guidelines, working to create a harmonious partnership with the community; and

WHEREAS, TBMP has been replicated in at least five other ports in Alaska and around the world; and

WHEREAS, TBMP is cited as a global example of destination stewardship by Cruise Line International Association; and

WHEREAS, Kirby is locally recognized for his leadership in guiding local operators from a sense of competitiveness to a sense of collaboration that continues to make the program successful today; and

WHEREAS, Kirby's personal commitment to the TBMP program has been key to its industry-wide participation and ongoing success.

Therefore, I, Beth A. Weldon, Mayor of the City & Borough of Juneau, Alaska on behalf of the City & Borough Assembly, do hereby issue this proclamation honoring

**S. Kirby Day III**

for his long service to the people and community of Juneau and his outstanding contributions to the happiness, enrichment, and well-being of Alaska's Capital City.

IN WITNESS WHEREOF, I have hereto set my hand and caused the seal of the City & Borough of Juneau, Alaska to be affixed this 21<sup>st</sup> day of November, 2022.



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Beth A. Weldon, Mayor