

Presented by: The Manager
Presented: 1/9/2023
Drafted by: B. Brown

RESOLUTION OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 3011

A Resolution Adopting Cruise Ship Tourism Policy Objectives from the Visitor Industry Task Force Final Report.

WHEREAS, the Visitor Industry is an essential part of the economy of Juneau, and brings tremendous economic benefits to Alaska’s Capital City, in the form of jobs, wages, and spending by the millions of people who choose to visit Juneau every year; and

WHEREAS, the Visitor Industry has grown exponentially over the past few decades, with annual visitor numbers again surpassing one million people; and

WHEREAS, along with the economic benefits arising from the visitor industry there are impacts and effects on the year-round residents of Juneau, which can challenge residents and potentially negatively impact quality of life; and

WHEREAS, a Visitor Industry Task Force (VITF) was appointed in October 2019 and was tasked with addressing four major issues, including tourism industry management, the 2004 Long Range Waterfront Plan, the concept of a “cap” on the overall number of visitors, and the need for public participation through surveys; and

WHEREAS, the VITF worked diligently and held numerous public meetings between October 2019 and February 2020 with of goal of advancing community discussions on a wide array of topics related to the visitor industry; and

WHEREAS, the VITF invited public testimony in early 2020, which led to 43 spoken comments and 156 written comments, reflecting a diverse range of community views on the benefits and impacts of the visitor industry; and

WHEREAS, in March 2020, the VITF developed a set of 45 recommendations for adoption over a three-year period, including suggested conditions for construction of a new cruise ship dock at the Subport Property; and

38 WHEREAS, CBJ's relationship with the visitor industry has evolved over time and the
39 growth in cruise ship tourism has been guided by investments in infrastructure,
40 management tools, and programs including Tourism Best Management Practices (TBMP),
41 which vividly illustrates how CBJ and the visitor industry can work together to create tools
42 and strategies to manage tourism in the coming years; and
43

44 WHEREAS, the collaborative efforts of CBJ and the visitor industry in the early 2000s
45 helped produce the Tourism Management Plan and the subsequent adoption of Resolution
46 2170 by the Assembly which included findings and recommendation and the following vision
47 statement that remains relevant to policy debates underway today: "CBJ seeks a healthy
48 and vibrant tourism sector generating business opportunities and employment for Juneau
49 citizens, protecting Juneau's heritage and cultural values and its natural resources and
50 making a positive contribution to the community's quality of life;" and
51

52 NOW, THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF
53 JUNEAU, ALASKA:
54

55 **Section 1. Cruise Ship Tourism Policy Objectives.** Guided by the
56 recommendations in the March 2020 Final Report from the Visitor Industry Task Force, the
57 Assembly adopts the following cruise ship tourism policy objectives:

- 58 A. Limit cruise ships to five ships per day in the downtown port;
- 59 B. Complete construction of the Seawalk;
- 60 C. Increase CBJ input in scheduling and scheduling transparency;
- 61 D. Electrify cruise ship docks;
- 62 E. Develop a strategy for achieving community and regional goals for emissions,
63 congestion mitigation, and proactive industry management.
- 64

65 **Section 2. Effective Date.** This resolution shall be effective immediately after
66 its adoption.
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68 Adopted this _____ day of _____, 2023.
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71 Carole Triem, Acting Mayor

72 Attest:
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76 Elizabeth J. McEwen, Municipal Clerk