



## **MEMORANDUM**

**DATE:** October 31, 2022

**TO:** Assembly Lands Housing and Economic Development Committee

**FROM:** Alexandra Pierce, Tourism Manager

**SUBJECT:** VITF Implementation

This memo provides an update on VITF implementation and the current projects that the CBJ tourism office is working on. The attached matrix shows the status of the Task Force recommendations.

- **MOAs:** CBJ is working on a five ship per day MOA with CLIAA and its member lines. Additionally, we are working on a similar MOA with private dock owners to hedge against new lines entering the market and making deals with private docks.
- **Circulator Study:** LSC Transportation has been retained to complete the study and is conducting a local visit this week and meeting with stakeholders.
- **Support:** Huna Totem will present revised development plans to the COW on November 7. Planning Commission review is scheduled for January.
- **Regional engagement:** The Port Communities of Alaska recently sent a letter to the CLIA Alaska Board and Cruise Line Agencies of Alaska asking for improved communication around scheduling and regional dynamics. This is part of a larger effort to work collectively and advocate for our needs as a region.
- **Seawalk:** CBJ staff is working with SHI on the totem walk project and with property owners near the Rock Dump on the Franklin to AJ Dock connection. We will more formally engage on the Marine Park to Gold Creek connection once we have a clear path forward on the Subport project.
- **Green Corridor:** The “first movers” met in Seattle on November 4 to discuss project parameters. The current plan is for a feasibility study to be completed by the end of 2023.
- **TBMP:** Travel Juneau, Kirby Day, and CBJ are working together to transition the administrative component of TBMP to Travel Juneau.
- **Survey:** McKinley Research has been retained for the 2022 visitor industry survey. Results are expected at the end of November.