

Presented by: The Manager
Introduced: 06/04/84
Drafted by: K.C.R.

RESOLUTION OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 1036

A RESOLUTION ESTABLISHING ASSEMBLY INTENT TO UTILIZE THE PROCEEDS OF THE PROPOSED TWO PERCENT INCREASE IN THE HOTEL-MOTEL ROOM RENTAL TAX TO PROMOTE TOURISM DEVELOPMENT.

WHEREAS, the assembly supports the development of tourism as a major basic industry in Juneau, and

WHEREAS, the city and borough and the local tourism industry jointly sponsored a workshop in January 1984 to discuss ways to improve the tourism industry through cooperative efforts, and

WHEREAS, one of the recommendations from that workshop was to study the feasibility of developing a convention and visitor organization to coordinate and sponsor joint programs to encourage tourism, and

WHEREAS, an Interim Convention and Visitors Bureau was formed, and

WHEREAS, the Board of Directors of the Interim Juneau Convention and Visitor Bureau has presented to the assembly a plan to develop a Juneau Convention and Visitor Bureau, and

WHEREAS, the assembly has given conceptual approval to the plan, and

WHEREAS, one source of revenue for the Juneau Convention and Visitors Bureau is recommended to be the proceeds of a 2% increase in the existing hotel-motel room rental tax;

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

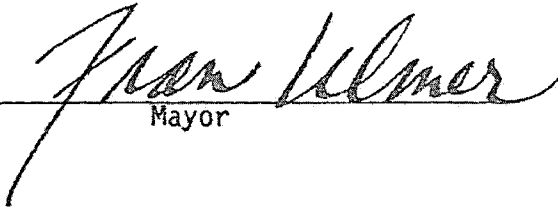
1. That the assembly supports the development of a Juneau Convention and Visitors Bureau with the overall purpose to coordinate public and private local resources to increase the number of visitors to Juneau.

2. That the assembly recognizes the hotel-motel room rental tax is paid primarily by visitors to Juneau and is an appropriate source of revenue to undertake programs to increase the number of visitors and tourists to Juneau and, thereby, expand the tourism industry and its contribution to the local economy.

3. That it is the intent of the assembly to utilize the proceeds of the proposed two percent increase in the hotel-motel room rental tax

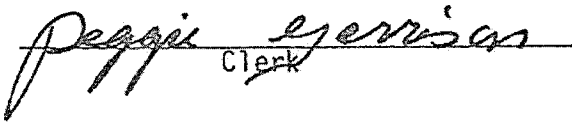
to be submitted to the voters in October 1984 to partially fund the Juneau Convention and Visitors Bureau upon assembly approval of a specific budget, activity program, and reporting system for the bureau relating to the fiscal year of the city and borough.

Adopted this 4th day of June, 1984.



Mayor

Attest:



Clerk