



TO: Parks & Recreation Advisory Committee
FROM: George Schaaf, Parks & Recreation Director
DATE: January 3, 2025
RE: FY2026 Commercial Use Fee Revenue Allocation

The Parks & Recreation Department proposes to use commercial use fee revenue to maintain and enhance service levels amidst an expanded summer tourist season and flat funding for core services, such as playground replacement and park maintenance. Additionally, we propose leveraging this growing revenue stream to counteract inflation's impact on Youth Scholarships and Youth Activity Grants, ensuring equitable access to programs and services for underserved communities in Juneau.

Projected revenue from commercial use fees in FY26 is approximately \$525,000, an increase of more than 800% since 2022. This significant growth results from improved management and permitting of sightseeing tours at Overstreet Park, Brotherhood Bridge Wayside, and Homestead Park. Revenue is projected to continue increasing over the next few years as the current fee of \$3.50 per person, per day is increased to align with fees for similar activities charged by the U.S. Forest Service and the Alaska Department of Natural Resources.

This increased revenue offers a unique opportunity to address persistent flat funding of programs and services, particularly those for underserved communities. Key highlights of this proposal include:

- **Youth Activities Grants:** The first net funding increase for this high-demand program since 2013.
- **Youth Scholarships:** Doubling annual scholarship amounts for children eligible for the National School Lunch Program, from \$300 to \$600.
- **Project Management Capacity:** Establishing a dedicated project manager in the Engineering & Public Works Department to oversee Parks & Recreation initiatives, including the \$56 million Capital Improvement Program.

These proposals strategically reinvest tourism-generated revenue to enhance Parks & Recreation facilities, services, and programs for the benefit of local residents.

FY2026 P&R Commercial Use Fee Revenue Proposed Allocation

Previously Funded (FY25)	\$125,000	Additional funding for Parks & Playgrounds Major Maintenance CIP
	\$40,000	50% Park Ranger (Downtown Parking & Enforcement)
	\$70,000	50% Recreation Manager (Commercial Use Management)
	\$15,000	Additional funding to Trail Mix for areawide trail maintenance
	\$20,000	Eight-hour workday for Lead Park Ranger & Grounds Crew Leaders
New (FY26)	\$130,000	Parks & Recreation Capital Project Manager
	\$50,000	Increase funding for Youth Activities Grants
	\$15,000	Increase funding for Youth Scholarship Awards from \$300 to \$600
	\$6,000	Extend one (1) Seasonal Groundskeeper Assistant from 6 months to 7 months
	\$12,000	Grant Management Software for Youth Activities Grants & other programs
	\$40,000	Increase 0.5 FTE Seasonal Park Ranger to year-round position
TOTAL	\$523,000	