

Presented by: The Manager
Presented:
Drafted by: Emily Wright

ORDINANCE OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 2024-XX

An Ordinance Establishing Duties for the Tourism Office.

WHEREAS, the Assembly initially funded a tourism manager position with Ordinance 2021-08(b)(am)(C) (adopted Aug. 23, 2021);

WHEREAS, the City Manager has broad authority over departments like the Parks & Recreation Department and Library Department, which provide many facilities and services to tourists;

WHEREAS, the Eaglecrest Ski Area enterprise department is developing summer operation plans that include a gondola dependent on cruise ship tourism, for which the City Manager has limited authority over without this ordinance;

WHEREAS, the Docks and Harbors enterprise department has admirably managed the cruise ship docks and the cruise ship industry while the recent increases in cruise ship tourism necessitates the Assembly to authorize the City Manager with more control of tourism management; and

WHEREAS, this ordinance would help clarify the tourism manager's duties especially related to enterprise departments, for which the City Manager would otherwise have limited authority.

BE IT ENACTED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF JUNEAU, ALASKA:

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2 **Section 1. Classification.** This ordinance is of a general and permanent nature and
3 shall become a part of the City and Borough of Juneau Municipal Code.

4 **Section 2. Amendment of Chapter.** Chapter 03.15 is amended by creating a new
5 section to read:

6 **03.15.060 Tourism Office**

7 (a) City Manager Authority. The manager may create and maintain the tourism office by
8 appointing a tourism manager. The tourism manager shall report to the manager.

9 (b) Duties. The tourism office is responsible for tourism management borough-wide, including
10 but not limited to the following: centralized tourism policy and management; coordination of
11 community planning and projects related to tourism; public relations related to the cruise
12 ship industry, including contract management and schedule coordination; and other duties as
13 assigned by the manager.

14 (c) Department consultation. Department directors, or designees, including enterprise
15 departments, are expected to take direction from the tourism office when a project, change in
16 operation, change in policy, or similar action would likely alter or impact tourism
17 management. The tourism manager, or designee, is expected to consult with department
18 directors when a tourism management issue would likely alter or impact a department's
19 project, operation, policy, or similar action. The tourism manager is expected to provide
20 reports and be available to advise Department Directors, Boards, and Committees related to
21 tourism management.

22 (d) Project Management. The manager may assign the tourism manager as the project manager
23 or a co-project manager for any project with a substantial relationship to cruise-ship
24 originating tourism even if an enterprise department would otherwise manage the project. If
25 the manager invokes this project management authority for an enterprise department
26 project, the manager shall provide written notice to the enterprise department governing
27 body and to the Assembly or Assembly committee; the Assembly may repeal such project
28 management authority assigned to the tourism manager on a case by case basis via motion.

29 **Section __.Effective Date.** This ordinance shall be effective 30 days after its adoption.

30 Adopted this _____ day of _____, 2024.

Beth A. Weldon, Mayor

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Elizabeth J. McEwen, Municipal Clerk