

Presented by: COW
Presented: 04/01/2024
Drafted by: E. Wright

ORDINANCE OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 2024-04

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); and

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

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; and

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.

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

3 **Section 1. Classification.** This ordinance is of a general and permanent nature and
4 shall become a part of the City and Borough of Juneau Municipal Code.
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6 **Section 2. Amendment of Chapter.** Chapter 03.15 is amended by creating a new
7 section to read:

8 **03.15.060 Tourism Office.**

9
10 (a) City Manager Authority. The manager may create and maintain the tourism office by
11 appointing a tourism manager. The tourism manager shall report to the manager.

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

17 (c) Department consultation. Department directors, or designees, including enterprise
18 departments, are expected to take direction from the tourism office when a project, change
19 in operation, change in policy, or similar action would likely alter or impact tourism
20 management. The tourism manager, or designee, is expected to consult with department
21 directors when a tourism management issue would likely alter or impact a department's
22 project, operation, policy, or similar action. The tourism manager is expected to provide
23 reports and be available to advise department directors, boards, and committees related to
24 tourism management.
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2 (d) Project Management. The manager may assign the tourism manager as the client
3 department or as a co-project manager for any project with a substantial relationship to
4 cruise-ship originating tourism even if an enterprise department would otherwise manage
5 the project. If the manager invokes this project management authority for an enterprise
6 department project, the manager shall provide written notice to the enterprise department
7 governing body and to the Assembly or Assembly committee; the Assembly may repeal
8 such project management authority assigned to the tourism manager on a case-by-case
9 basis via motion.

10
11 (e) Rates and fees. The manager or the manager's designee is authorized to adopt and enforce
12 regulations under chapter 01.60 regarding the rates and fees related to cruise ships and
13 passengers after consulting with the port director and presenting the proposal to the Docks
14 and Harbors Board.

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17 **Section 3. Effective Date.** This ordinance shall be effective 30 days after its adoption.

18 Adopted this _____ day of _____, 2024.

19
20 _____
Michelle Hale, Acting Mayor

21 Attest:

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23 _____
Elizabeth J. McEwen, Municipal Clerk