



April 2, 2018

Dear Tourism Best Management Practices Participant and Supporter:

On behalf of Juneau's tourism/business community, we invite your company or organization to **sign on** to the 2018 Tourism Best Management Practices (TBMP) program. This program incorporates operational guidelines gleaned from community surveys, the tourism hotline and public meetings attended by Juneau residents and visitor industry businesses. In 2017, we enjoyed participation from over 100 businesses and 2,500 employees.

Since its inception in 1997, Tourism Best Management Practices has focused on continued improvement. It is important that each member monitor and respond to specific hotline comments in a prompt and respectful manner. It is a commitment we all make as part of the program and the cornerstone in promoting the program's legitimacy and success.

The 2018 program members will continue to utilize the TBMP *Employee Agreement*. Designed to increase awareness and accountability at every level of employment, this agreement will again provide maximum accountability and adherence to the 2018 Tourism Best Management Practices guidelines.

To insure effectiveness and to bolster public confidence in this non-regulatory approach to responsible tourism management, we request your continued involvement and support. **Please review the guidelines, then sign and return this letter by fax (463-5055) or email to Kirby Day at Princess Cruises by April 15th.** Please keep a copy for your records. We know you will want to be added to the list of local businesses who value the importance of conducting their operations in a manner that minimizes impacts in our community. This will allow us to include your company name in the promotional ads this upcoming season.

Please provide your anticipated number of employees below.

As we celebrate over 20 years of this world-class program, I offer my sincere thanks to the companies who have participated and remained committed to TBMP. This important cooperative effort will help keep Alaska's Capital City a special place for visitors and residents alike. THANK YOU!

Sincerely,
S. Kirby Day, III - Princess Cruises/Holland America Group

_____ agrees to follow, to the best
(Business name)

of its ability, the guidelines put forth in the **2018** Tourism Best Management Practices program.

Representative Signature _____ Date _____

Representative Name _____

Approximate number of employees who will sign on to the program _____