

CBJ Tourism Management Efforts 1990 - 2019

Committee/Group	Dates	Membership	Staff	Authority/Topic	Product/Outcome
Ad Hoc Floatplane and Tour Ship Noise Study Committee	1988-1989	Residents, Industry, JCVB, CBJ, FAA, Coast Guard	City Manager	Tourism related noise	Agreement between CBJ and downtown waterfront tour operators regarding noise abatement practices
Shoreside Task Force	1991	CBJ and industry	Parks & Recreation Director / Docks & Harbors	Transportation	Creation of A and B zones, access to docks for bus staging
Ad Hoc Noise Abatement Study Committee	1992-1994	Residents, Industry, Airport	Ad Hoc	Aviation noise	Recommendations including adopting the Fly Neighborly Program and conducting a noise study
Tourism Working Group	1994-1996	Assembly Subcommittee	Deputy City Manager, Tourism Coordinator	Various	Goals and steps for tourism
Tourism Advisory Committee	1997-2000	Assembly Subcommittee	Deputy City Manager, Tourism Coordinator	Various	Issues forwarded to the Planning and Policy Committee
Planning and Policy Committee	2000s	Assembly Subcommittee	Deputy City Manager, Special Projects Coordinator	Various	Standing committee that worked exclusively on tourism issues, no final recommendations
Flightseeing Noise Subcommittee	2000	Subcommittee of Planning and Policy Committee	Ad Hoc	Flightseeing noise impacts	Revolving loan for quieter float planes, best practices for flightpath and operating hours for all flightseeing operations
Trails Working Group	2001-2004	Trail management & commercial use of trails	Parks & Recreation Director	Commercial use of trails	Commercial use regulations and fees for tour operators on trails
Waterfront Committee	2002-2004	Waterfront management discussion with Assembly, Docks & Harbors Board, Planning Commission, Manager's Office, Community Development	Comprised of CBJ staff, Assembly, and Board members	Part of Waterfront planning process	Long Range Waterfront Plan
Collaboration Juneau	2003-2007	Industry, residents, non profits, CBJ	Special Projects Coordinator	Various	Expanded TBMP, dialogue around industry management, future tourism management scenarios
Assembly VITF	2019-2020	Public & 2 Assembly Members	Ad Hoc	Various	Ongoing
Project	Date	Scope	Staff	Adopted?	Outcome
An Evaluation of the Juneau Tourism Industry	1990	Evaluation to identify the next steps in tourism development	Consultant	N	Development strategies focused on improving visitor infrastructure and maintaining Juneau's position as a top destination
Downtown Tour Season Traffic Study	1994	Traffic and transportation	Consultant	NA	Identified areas of concern for congestion, bus staging, and pedestrian crossings
Tourism Policy	1995	Policy adopted at the recommendation of the Tourism Working Group - incorporated into Comprehensive Plan	CDD	Y	Policy statement: <i>It is the policy of the CBJ to encourage tourism, convention and other visitor related activities through the development of appropriate facilities and services, while protecting Juneau's natural and cultural attractions for local citizens and visitors alike, and to participate in the accommodation of the future growth of tourism in a manner that addresses both community and industry concerns</i>
Community Survey and Analysis of Effects of Tourism	1995, 1997, 1998	Public surveys	Consultant	NA	Public survey data regarding tourism impacts (positive and negative)

Juneau Visitor Industry Infrastructure Assessment, Planning Analysis and Recommendations	1996	Analysis of issues and existing infrastructure	Consultant	NA	Series of recommendations centered around CBJ taking a more active role in managing tourism
Juneau Visitor Industry, An Economic Impact Study	1997	Economic analysis	Consultant	NA	Findings on economic impacts of Juneau
Cruise Industry Impacts on Local Governments in Southeast Alaska	1998	Economic analysis	Consultant	NA	Findings on local government (Southeast Alaska) expenditures and revenues related to the cruise ship industry
Tourism Passenger Fee Initiative	1996 & 1999	Ballot measure on a "head tax"	CBJ	Y	A \$7 per passenger fee was voted down in 1996. A \$5 fee was approved by voters in 1999
Flightseeing Noise Mediation, Study, & Initiative	2000	Identifying and addressing issues related to flightseeing noise	CBJ/consultants	N	Ballot initiative to regulate noise from flightseeing tours including restricting construction of new heliports and prohibiting municipal research into new heliports. The initiative did not pass
Juneau Tourism Management Plan	2002	Tourism management policies an strategic direction	Consultant	N	Plan not adopted. Adopted Resolution is the generalized key concepts/policies
Resolution Adopting Tourism Management Policies	2002	Policies governing tourism management	CBJ	Y	Adopted by Resolution
Tourism Transportation Study	2003	Tourism transportation improvements	Consultant	N	Infrastructure and management recommendations for tourism transportation
Long Range Waterfront Plan	2004	Infrastructure planning for downtown waterfront	Consultant	Y	Infrastructure plan for downtown waterfront
State Commercial Passenger Vessel Excise Tax	2007	Statewide marine passenger "head tax"	State of Alaska	Y	A passenger fee established by the Alaska State Legislature
Parks & Recreation Commercial Use Regulation Updates	2019-2020	Update current regulation on commercial use of park properties	Parks & Recreation Staff	Ongoing	Update and public review of draft regulations December 2019 - March 2020
Ongoing Initiatives	Dates	Scope	Staff	Authority	Description
Land Use Code Revisions	1997-present	Review of the Land Use Code (Title 49) for opportunities for tourism management	CBJ CDD	Zoning and land management	A proposed ordinance in 1997 attempted to amend the Land Use Code to require tour operators to go through the CBJ Conditional Use Permit process. The Tourism Working Group instead developed 18 voluntary regulations for "Voluntary Compliance"
Voluntary Compliance	1997-2001	Industry-led compliance	Industry	Management of impacts	Started as 18 regulations. Evolved to become more positive best management practices
Tourism Best Management Practices (TBMP)	2001-present	Industry-led impact management	Industry	Management of impacts	Industry-led best management practices. Now has 98 guidelines for industry management and has been adapted for other destinations
Cruise Line Agencies of Alaska	ongoing	Dock scheduling, port agent services	Own	Port agents for Port of Juneau	Ongoing program, managed by private company
Juneau Visitor Information Program	ongoing	Providing information to visitors	Own	Visitor information	Ongoing program, staffs downtown booths
Commercial Passenger Vehicle Permitting	ongoing	Assembly process 2005	JPD, Manager's office	Permitting	Adopted by ordinance and regulation 2005
Vendor Permitting	ongoing	Permitting managed by multiple CBJ departments	Parks & Recreation, CDD, Public Works, Manager's Office	Permitting	Vendor permitting includes food trucks/carts and tour sales