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## MEMORANDUM

**DATE:** December 31, 2019

**TO:** Blueprint Downtown Steering Committee

**FROM:** Alexandra Pierce, Planning Manager 

**SUBJECT:** Visitor Industry Taskforce Recommendations

### **Visitor Industry Task Force**

The Visitor Industry Taskforce (VITF) is charged with addressing the questions listed below and is scheduled to conclude at the end of February. The VITF will be taking public comment on January 11 at 10 a.m. and January 16 at 5:30 p.m. The Blueprint Downtown Steering Committee is invited to attend.

The VITF's final product will likely be a memo with next steps for CBJ to consider regarding tourism management. This document and recommendations will help inform the Blueprint process and the Committee's discussions regarding tourism. Some of these next steps may be appropriate for inclusion in the Blueprint document.

### **Relationship to Blueprint Downtown**

CBJ staff recommends that the Blueprint Downtown Steering Committee follow the VITF process and consider its outcomes. The public comment and final report from the VITF can help to further inform the Committee on community interest and concerns within tourism in the downtown area. Staff will continue to keep the Committee updated on the VITF, will provide the committee with any other relevant information, and will continue to ensure that the Committee is kept informed about any subsequent discussions about tourism at the Assembly level.

Below are the questions the VITF is charged with addressing:

#### **1. Industry Management**

- a. Is the current approach to managing the visitor industry adequate to make Juneau an attractive place to live and visit?
- b. Is the approach adequate within the existing dock infrastructure and within other foreseeable public or private infrastructure projects for the growth anticipated?

- c. If no to a. and/or b., what types of management ideas should be explored further?

## **2. Long Range Waterfront Plan Review**

- a. The Long Range Waterfront Plan has guided CBJ thinking and actions on the development of waterfront infrastructure for the last 15 years. In the early 2000s, writing, considering and adopting the LRWP was very time consuming and an update or re-writing is likely similarly difficult and time intensive. Regarding the LRWP:
- b. What are the pros and cons of updating the LRWP?
- c. If the LRWP is updated, should it be an infrastructure update or should that update consider other policy or operational issues?

## **3. Visitor Numbers**

- a. Consider and research whether a restriction on the number of visitors arriving in Juneau would be legal, enforceable or practical.
- b. If found to be legal and enforceable, advise on the pros and cons of the concept of restricting the number of visitors and whether a restriction strategy might be:
  - i. A concept that would apply to annual/seasonal visitation numbers?
  - ii. A concept that would apply to daily visitation numbers?
- c. Consider whether changes to ship scheduling (daily arrivals and departures) might address community concerns and impacts.
- d. What are the pros and cons of CBJ becoming involved in dock scheduling?

## **4. Public Opinion**

- a. Consider the pros and cons of collecting public opinion through formal surveys, including researching survey costs. Public opinion is always important for the Assembly to determine and collect; however, asking simple yes/no questions on nuanced issues can be polarizing and can be difficult to get the public to understand all of the details necessary for formation of well-founded policy decisions.