

Tourism : Do Healthy
Public Pockets
Make Healthy
Communities?

City and Borough of Juneau

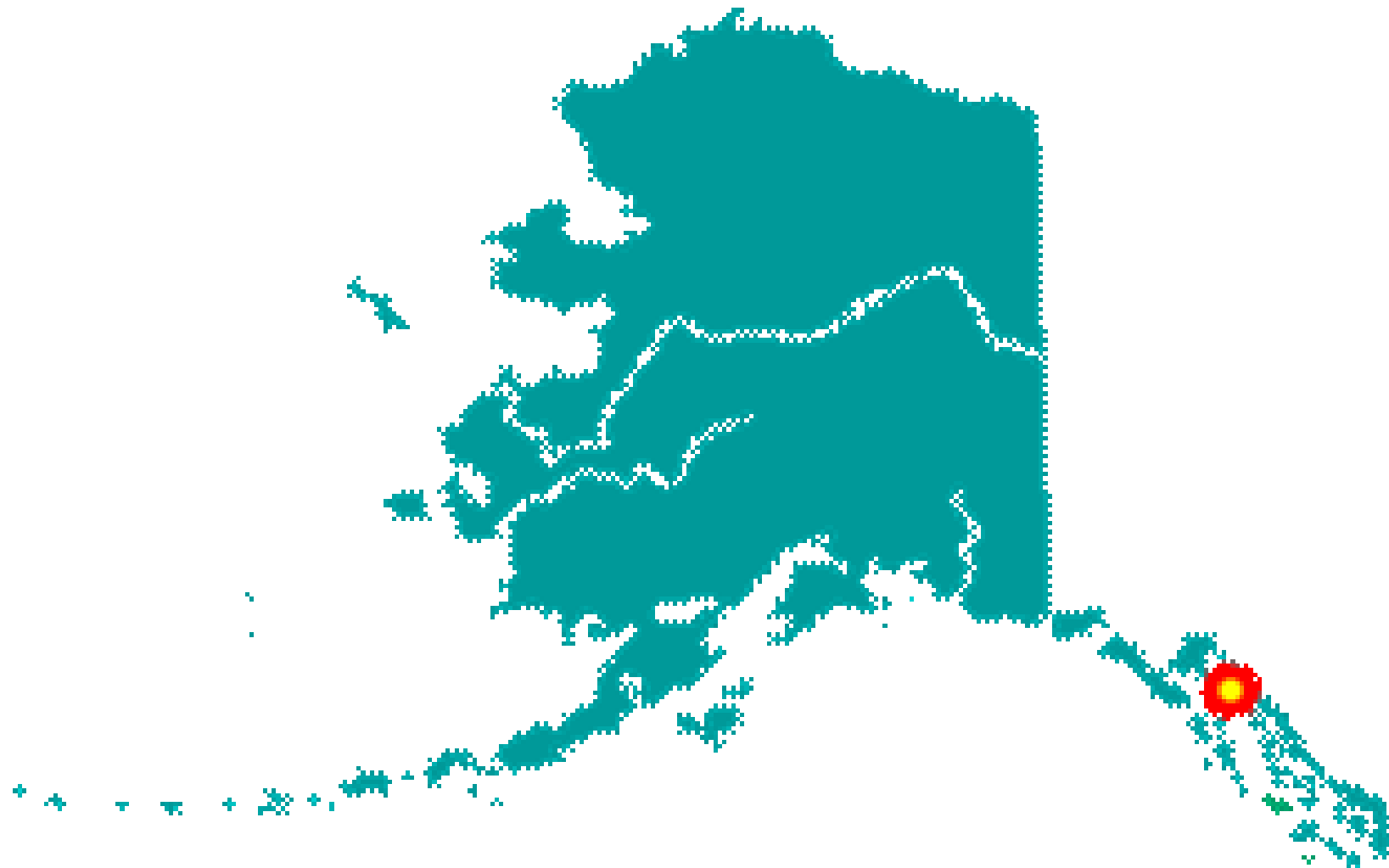
Angie Flick, Finance Director

December 12, 2024

Introduction to Juneau

- Alaska's Capital City
- Population: 31,685
- Area: 3,248 square miles
- Form of Government: Mayor and Assembly
- Accessible by air or water only

Introduction to Juneau



Introduction to Juneau



Cruise Ship Tourism

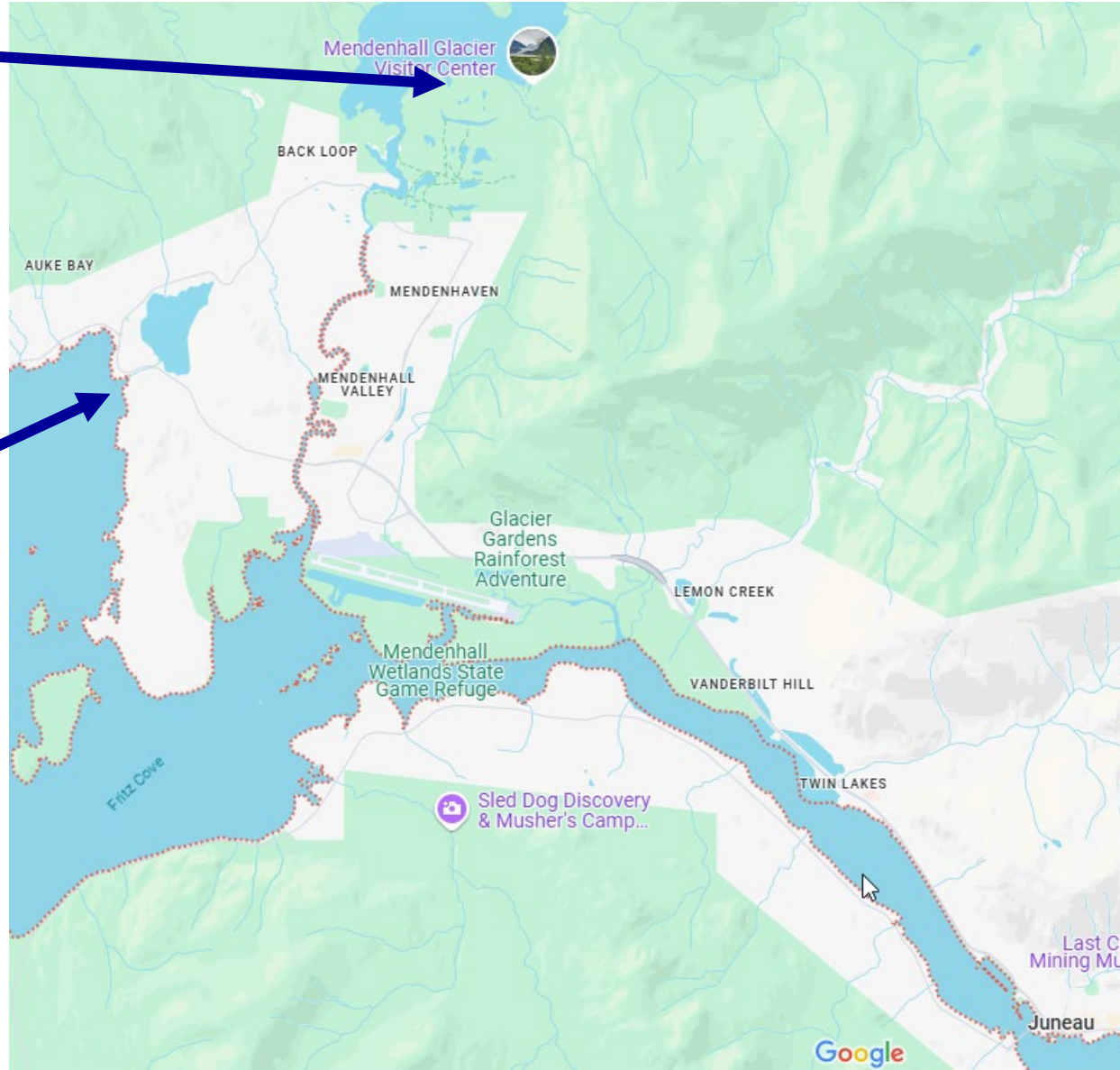
Mendenhall Glacier



Whale Watching & Fishing



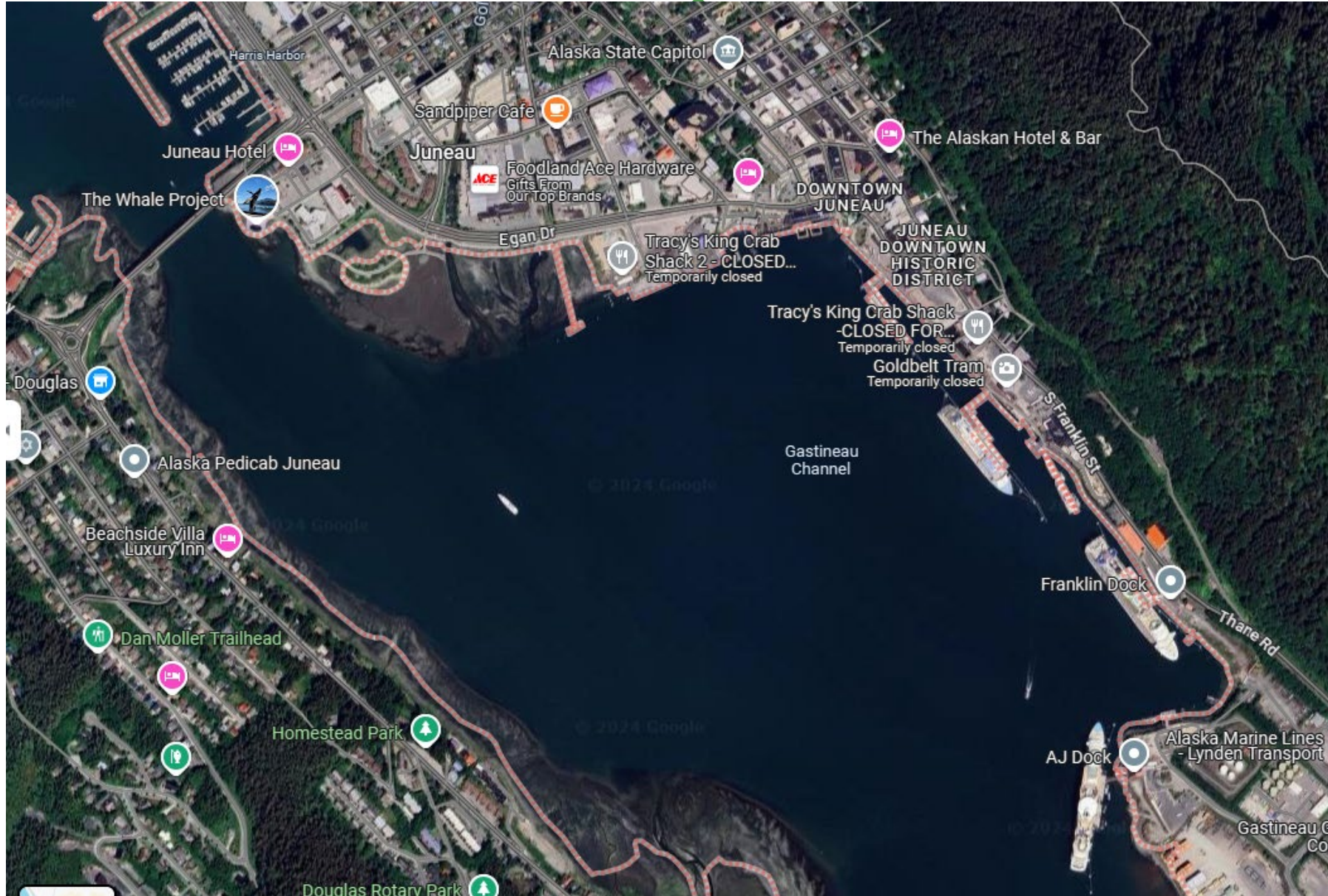
Cruise Ships Dock Here



Cruise Ship Tourism

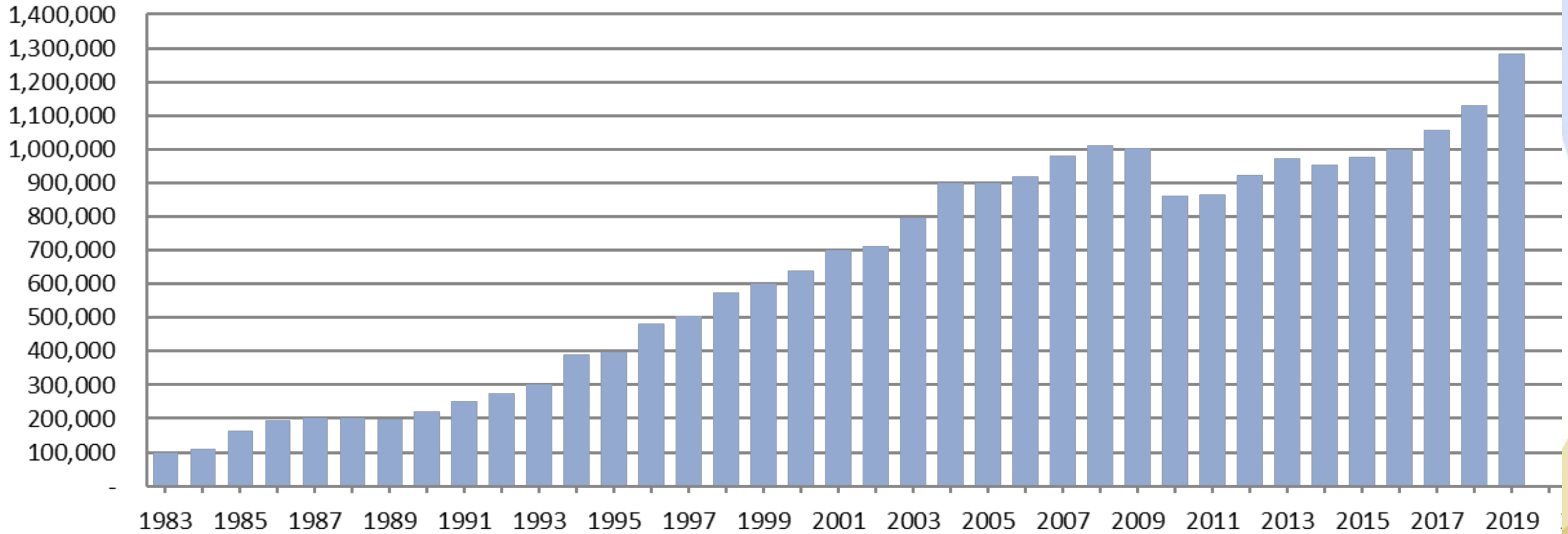


Cruise Ship Tourism



Cruise Ship Tourism

Cruise Passengers to Juneau : 1983-2019



2023 – 1.65 million
2024 – 1.65 million
2025 expectation – 1.65

Impacts/ Costs of Tourism

Congestion and Volume Increases

- Pedestrians
- Roadways
- Emergency Services
- Hospital
- Trails
- Recreation areas (glacier and others)
- City Busses
- Harbors and Water Recreation

Revenue Related to Tourism

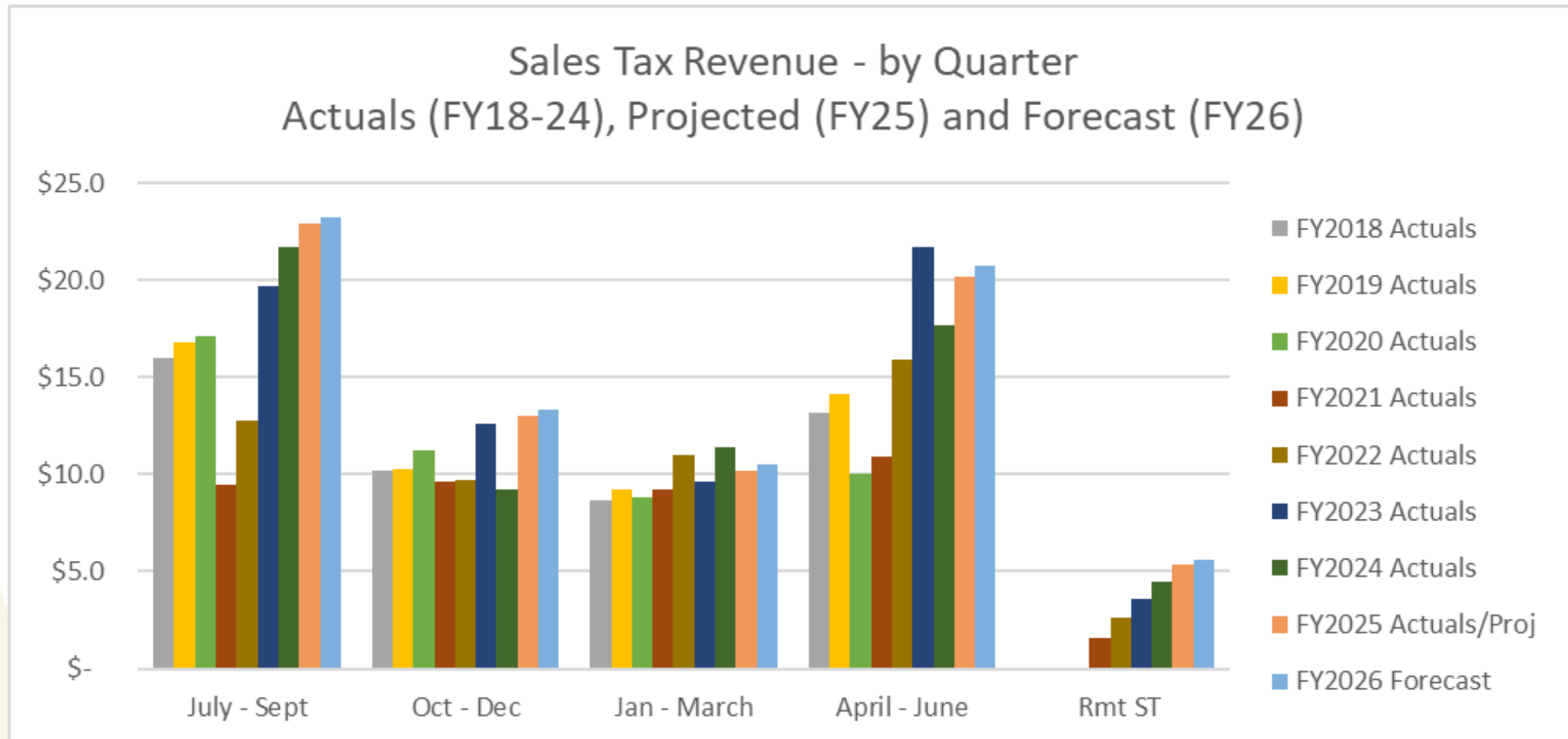
Explicit Revenue

- **Port Development Fee** - \$3 per passenger (CBJ Fee)
 - Projects that meet the scope of the Long-Range Waterfront Plan
- **State Marine Passenger Fee** - \$5 per passenger
 - May be used for the safety and efficiency of the cruise ships and their passengers
- **Marine Passenger Fee** - \$5 per passenger was approved by voters in Oct 1999
 - Mitigating the impacts of cruise ship passengers on local services and port related projects

All have a very public process for most expenditures.

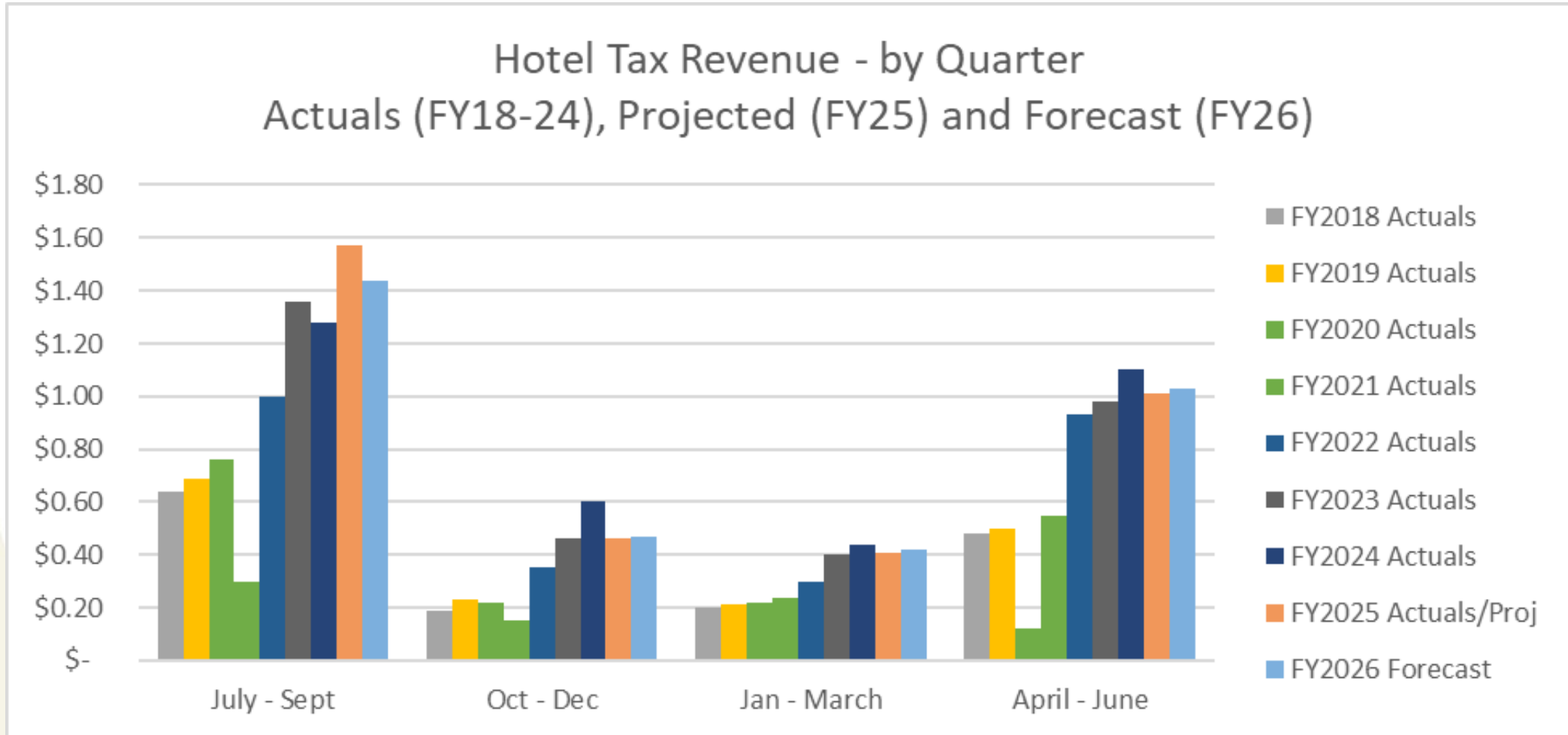
Revenue Related to Tourism

Sales Tax Revenue – 5% on all goods and services

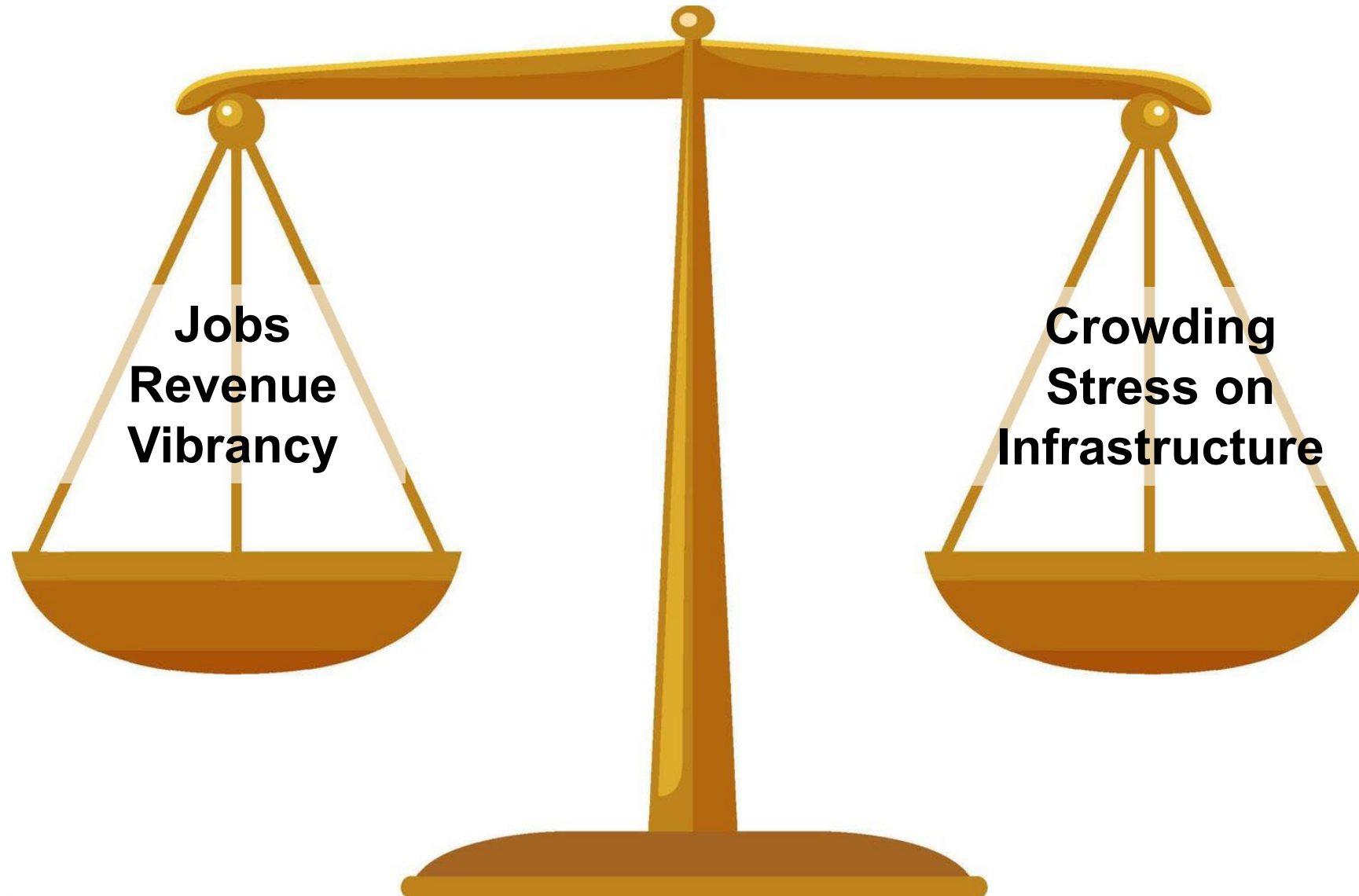


Revenue Related to Tourism

Hotel Tax Revenue – 9% on all hotel rooms and short-term rentals
2% is dedicated to Centennial Hall (convention center)



Which side is more valuable?



Juneau Actions Around Tourism

- **5 Ship Daily Limit and No Hot-Berthing**
 - Agreement with Cruise Lines facilitated by CBJ
- **No Ship Saturdays and 4th of July**
 - Voter initiative October 2024 – Failed
- **Special city bus “Tripper” route during summer**
 - Reduced stops from downtown to the stop closest to the glacier