



ASSEMBLY LANDS HOUSING AND ECONOMIC DEVELOPMENT AGENDA

March 17, 2025 at 5:00 PM

Assembly Chambers/Zoom Webinar

<https://juneau.zoom.us/j/91515424903> or 1-253-215-8782 Webinar ID: 915 1542 4903

A. CALL TO ORDER

B. LAND ACKNOWLEDGEMENT

We would like to acknowledge that the City and Borough of Juneau is on Tlingit land and wish to honor the indigenous people of this land. For more than ten thousand years, Alaska Native people have been and continue to be integral to the well-being of our community. We are grateful to be in this place, a part of this community, and to honor the culture, traditions, and resilience of the Tlingit people. *Gunalchéesh!*

C. ROLL CALL

D. APPROVAL OF AGENDA

E. APPROVAL OF MINUTES

1. February 24, 2025 LHED Draft Minutes

F. AGENDA TOPICS

1. Housing Tracker and Programs Update
2. Travel Juneau Update
3. Future use of the former Floyd Dryden Middle School for Childcare

G. STAFF REPORTS

1. Lands, Housing, and Economic Development Committee 2025 Goals
2. Pederson Hill Verbal Update

H. COMMITTEE MEMBER / LIAISON COMMENTS AND QUESTIONS

1.
 - Planning Commission Update
 - Docks and Harbors Board Update
 - Parks and Recreation Advisory Committee (PRAC) Update

I. STANDING COMMITTEE TOPICS

J. NEXT MEETING DATE April 14, 2025

K. ADJOURNMENT

ADA accommodations available upon request: Please contact the Clerk's office 36 hours prior to any meeting so arrangements can be made for closed captioning or sign language interpreter services depending on the meeting format. The Clerk's office telephone number is 586-5278, e-mail: city.clerk@juneau.gov.

ASSEMBLY LANDS HOUSING AND ECONOMIC DEVELOPMENT MINUTES

February 24, 2025 at 5:00 PM

Assembly Chambers/Zoom Webinar



<https://juneau.zoom.us/j/94215342992> or 1-253-215-8782 Webinar ID: 942 1534 2992

A. CALL TO ORDER

B. LAND ACKNOWLEDGEMENT

We would like to acknowledge that the City and Borough of Juneau is on Tlingit land and wish to honor the indigenous people of this land. For more than ten thousand years, Alaska Native people have been and continue to be integral to the well-being of our community. We are grateful to be in this place, a part of this community, and to honor the culture, traditions, and resilience of the Tlingit people. Gunalchéesh!

C. ROLL CALL

Members Present: Chair Wade Bryson, Paul Kelly, Ella Adkison, Neil Steininger

Additional Assemblymembers present: Full Assembly present

Members Absent: none

Liaisons Present: Paulette Schirmer, PRAC liaison

Liaisons Absent: Jim Becker, Docks & Harbors Committee liaison; Lacey Derr, Planning Commission liaison

Staff Present: Dan Bleidorn, Lands Manager; Roxie Duckworth, Lands and Resources Specialist, Alix Pierce, Tourism Manager

Members of the Public Present: Huna Totem representatives: Sue Bell, Ed Page, Corey Wall

D. APPROVAL OF AGENDA – approved as presented

E. APPROVAL OF MINUTES - 1. January 27, 2025, Draft LHED Minutes – approved as presented

F. AGENDA TOPICS

2. Huna Totem Corporation Dock Presentation & Discussion

Ms. Pearce introduced this topic followed by Huna Totem representatives, Sue Bell, Ed Page, Corey Wall sharing a presentation on this topic.

3. Huna Totem Lease - Opportunity for Public Testimony

The public may participate in person or via Zoom webinar. Testimony time will be limited by the Chair based on the number of participants. ***Members of the public that want to provide oral testimony via remote participation must notify the Municipal Clerk prior to 4pm the day of the meeting by calling 907-586-5278 and indicating the topic(s) upon which they wish to testify.*** For in-person participation at the meeting, a sign-up sheet will be made available at the back of the Chambers and advance sign-up is not required. Members of the public are strongly encouraged to send their comments in advance of the meeting to BoroughAssembly@juneau.gov.

Karla Hart, a Back Loop resident, testified via Zoom that she had submitted written comments, and hoped the Assembly had read them with care. She thought the most important point is that this lease discussion is premature. The Assembly must 1st decide if an additional private cruise dock should be allowed, then decide the conditions of the lease. Please do not go straight into the conditions of a lease when the Assembly has been promising us, the community, for years that each of these steps was not a decision, and that your decision on whether or not to have the dock would be at the point of the lease in terms of the public comments with the recent open house that was done. These open houses were not objective and did not explain the possibilities and the potential of what could be done with lease conditions, and they did not directly ask what residents would like to see as lease conditions. The comments asked about, if approved, your great idea, public use, and what else would you like to tell us. Nowhere said we have an amazing opportunity with the lease to impose conditions that we might not have otherwise been able to impose, such as the shore power condition that the Assembly and the Visitor Industry Task force voted in favor of, and the Planning Commission decided was aspirational, and it's allowed to slip, even though Huna Totem continues to say that shore power is an element. The

community needs to know that shore power will not be there in the foreseeable future unless the Assembly mandates it as a condition of the lease before any operations take place. The health harms from the cruise ship pollution is phenomenal, and the city has never directly taken that on to protect the community, or even to educate the community on the harms. Please step back from this lease discussion and talk about whether or not it's the right time to have an additional cruise dock in downtown Juneau, when we haven't addressed management issues with the community.

Tom Boutin, Glacier Hwy. resident, testified via zoom that the Assembly should go forward with this lease and soon. In every industry big companies stake out turf, it happens in mining, forest products, petroleum, etc. When Alaska had 2 pulp mills, the frontier was Mitkof and Zarembo Islands. This Huna Totem project is very different, it's a home team investing locally. We won't read in the Wall Street Journal that a decision made in Miami, London, or Athens will greatly change our economy. This will never be a company in Arkansas, deciding that the one Walmart store to close will be the Juneau one. This won't be executives who have never been to Juneau, deciding whether the Safeway or the Fred Meyer store here will close. Huna Totem has had a base here for decades they're us, and we're them. Now the CBJ is on the right side of the business cycle this time, and now it's up to the City to make decisions as soon as possible to keep this moving. Every taxpayer and every part of Juneau will benefit.

Craig Dahl, Auke Bay resident, testified in person that he is the executive director for the Juneau Chamber of Commerce and supports this project on behalf of the Chamber. This is a significant private investment in the development of Juneau's waterfront that will create employment opportunities during the construction phase, provide small business opportunity when it is complete, which in turn creates sales tax revenue to the City, and will contribute a significant amount to property taxes, all important to us. The elimination of hot birthing, reduction of bus traffic downtown, seawalk expansion, additional parking that's going to be available to Juneau residents, more job opportunities throughout the season, and the future connectivity to shore power to further reduce emissions; these are all significant attributes of this project. The Chamber encourages the Assembly and all the departments of CBJ to work together toward the successful completion of this project. Huna Totem has put an amazing amount of work into this, and we should not pass up this opportunity.

Kyle McDonnell, Douglas resident, testified in person that he supports the approval of the Huna Totem dock. He's an employee of one of the bus companies in town and believes the new dock will benefit tour operations as well as the overall flow of bus traffic in downtown Juneau. The location is ideal for bus access to and from downtown. Within the 1st hour of a ship's arrival, the majority of our buses are at the dock, depending on the driver's schedule, those buses typically come back to the dock 2 to 4 times during the ship's port call. This new dock would reduce the amount of times we would have to navigate the often congested South Franklin corridor. With eliminating hot berthing, we'll probably be able to spread out some of those tour departures and not have them all at the same time with a ship's arrival.

Kathy Coghill, North Douglas resident, testified in person that there are some exciting opportunities for this piece of land, but believes the lease right now is premature. She's most excited about the cultural center, but feels that local people's concerns are not being weighed adequately in comparison to the commercial aspect. Her biggest concern is the high potential for traffic backing up at the bridge if a new cruise ship bus station is located at the proposed site. Buses slowing down to turn, waiting for pedestrians to cross, and creeping through a loading zone will back up traffic and result in gridlock at the bridge, this would compromise safety and be a tremendous disservice to our community. We saw the presentation, we're not going to drop below level D, but we need to hold the line. The Assembly has already flagged the bridge as an essential transportation link in need of backup. We either have a problem there with traffic or we don't, you can't have it both ways. So if we have a problem there, we

don't need buses coming in closer to that bridge. No development of a new transport hub for tours should be created at the proposed site until after the completion of a second bridge. If you get these steps out of sequence you'll be creating a gigantic mess, please don't do that. Get the new bridge completed first. The second project that must be completed prior to considering this lease involves building the necessary infrastructure to get electricity to the proposed site so that ships can plug in. This will be an expensive project that our city and taxpayers can't afford. It should be paid for with cruise tax monies. If we can't get that done, we have no business approving a lease. Finally, we know that cruise ships use scrubbers which pull pollution out of their exhaust and dump it into our waters. Any lease to use our tidelands must demand compliance with the use of highest grade fuels, and a prohibition on scrubber use so close to the Mendenhall Wetlands.

Dezarae Arrowsun, Valley resident, testified in person that she is a downtown business owner and Vice President of the Downtown Business Association (DBA), and testified on behalf of the DBA in favor for this Huna Totem project. The DBA believes that this is a great addition to our downtown community, it'll allow the ship that's normally parked out in the middle of our waters to be shoreside, which will give the passengers more time in port, more time to do their activities, and to walk around downtown and spend their money at our small businesses. Even if this only results in additional hour, that helps our downtown, every single bit helps our small businesses. Last year one of the most common conversations I had with tourists was that they would love to walk around downtown more, but they just don't have enough time. We also like the idea of spreading out the buses, so we don't have so much of a bottleneck right there at Marine Park and the tram. We also believe that Juneau deserves to have an indigenous knowledge, science, and cultural center. It's something that we are missing in our community. The DBA supports the Huna Totem Dock project and asks the Assembly to approve the lease.

Laura McDonnell, Douglas resident, testified in person that she has worked downtown for 25 years. One of her business during any given season we represent over 60 Alaskan artists and employ a minimum of 10 local employees full time. Many of those positions are now year round. Building this new dock will likely take customers away from our storefront, and may actually reduce traffic to my business. But for me the picture is bigger than that because I also live here and have lived here my whole life, I love our downtown not just as a business owner, but also as a resident. If we can prevent bussing hundreds of thousands of visitors through the South Franklin corridor with private infrastructure investment that is a huge boost to our economy, everybody wins. She may not see as many of those passengers in her store, but eliminating hot berthing will give the ones she does see the one thing I compete with most as a Juneau retailer, time. This will give them more time to spend, not racing back and forth in a bus, but exploring our downtown and leaving their direct spending and tax revenues behind while they do. This infrastructure investment from a local organization is a huge step for the sustainability of this industry that is sustaining Juneau and a boost for our economy. Please support this one bright new opportunity.

Roger Calloway, Auke Bay resident, testified in person that he supports the new guidelines and lease ordinance and urges prompt execution. This will unleash over 200 million dollars of private investment into our community, bringing jobs and economic opportunity for all.

Wayne Coogan, Auke Bay resident, testified in person that he is a construction cost engineer and consultant in Juneau. In Alaska, December through February doesn't count for construction, with March and November being marginal. For the rest of the year people have to work 60 to 80 hours week to make up for this, they're working a compressed season and inversely, the procurement and design process is squeezed into the wintertime in order to get construction on the ground running. The long lead items for 2025 should be getting ordered right now as we talk now. This project is at a critical point, I'm not saying that that the City is impinging on this, I'm just trying to express to you how much stress

the applicant is under with regard to the natural situation here. I believe the tideland lease should be treated as an economic and business transaction and it should be approved routinely rather than seen as another land use review issue and strongly urge the city to approve it to avoid further delays and damages to the applicant. The process of construction is very time sensitive.

Bill Leighty, Downtown resident, testified in person that he has met before the Assembly for decades with the same message, to give the 1st priority in everything planned and decided to the effect it's going to have on the burning of fossil fuels, global warming, and climate change. We have a moment before us now, this is a very complicated situation the Assembly can make simple. By conditioning this and other matters, we can give 1st priority to being sure that none of this leads to increased burning of fossil fuels anywhere within the entire cruise ship industry, ships and/or shoreside. Secondly, as we look at Juneau's long-term future, what can we do now, cooperatively avoiding lawsuits with the cruise ship industry, to prepare Juneau for its long-term future as the effects of global climate change get worse; the fires, the floods the sea level rise. Juneau is an extraordinary opportunity, because we're on an elevator going up a centimeter a year above sea level, (Mr. Leighty is presenting this at the Innovation Summit). Second, use our monopoly for the bargaining power that will allow us to put the conditions in place to look at the entire visitor industry at this moment. Finally, we will have a business opportunity to make clean fuel for the cruise ships, either as methanol or as liquid hydrogen, right at the home ports on Puget Sound, or the Strait of Georgia or Strait of Juan de Fuca, from a new, renewable source energy that may be coming along, renewable source electricity to make the hydrogen, methanol, liquid hydrogen fuel, deep, hot, dry rocks, geothermal. This was sent to the Assembly with supplementals attached.

Richard Peterson, Montana Creek resident, testified in person that he and Tlingit and Haida support this project for many reasons, including economic opportunity. This is a significant investment in Juneau's economy, it'll create jobs during construction and operation, generate revenue for local businesses, and this project represents a major step towards greater economic self-sufficiency for Juneau. We're very proud of the cultural celebration, we believe that it will be a beacon of Tlingit culture, showcasing our rich heritage to the world. This space will provide opportunities for cultural expression, education and celebration, strengthening our identity, and passing on traditions to future generations. We believe it'll provide community enhancement which will revitalize the prime waterfront area, creating new public spaces and amenities for residents and visitors to enjoy. This project will enhance Juneau's appeal as a destination benefiting our community. We're proud of Huna Totem's partnership and collaboration and outreach. They've spoken to everybody I think that they could. This addresses tourism impact, it'll spread out tourism, it'll divert some of the tourism from downtown. We believe it's going to help in population, retention and growth, as we're seeing a decline in our population. We think this is incredibly important right now and it aligns with the Áak'w district and look forward to the increased property and sales tax revenues for Juneau. For us, we're really interested in the year-round cultural and education offerings. I hope that we want to showcase our culture in more ways than just land acknowledgments.

Bob Janes, Mountainside Drive resident, testified via zoom that he agrees to almost everything that he has heard, wonderful testimony and accurate analysis. He was involved in that property and location as a destination for many years with the Alaska Ocean Center, and unfortunately it didn't turn out the way his board thought it would because of the change in land ownership. Immediately after that happened, Russell Dick with Huna Totem, came to the Ocean Center and asked if we would like to be involved in that continuation of the project, and at the time I didn't have much steam left in me, but kudos to them for reaching out. He believes that the project is going to be a great enhancement for Juneau. It's going to provide all kinds of opportunities for Juneau residents to work and display their wares. One more point to Karla Hart's question to you, correct me if I'm wrong, but I believe that a lot of this is going to be

flushed out with conditional use permits and those requirements. I don't think we're at the point of having to stop a project right now that has momentum and lots of support.

Kim Metcalfe, Downtown resident, testified in person that she was speaking in opposition to the project. She is concerned about the traffic in Gastineau Channel, the float planes, fishing boats, and other small watercraft, and 5 huge cruise ships, all being in the port at once. She read through Marine Exchange of Alaska's study regarding the docks impact on navigation and of other vessels, and respects their expertise, but just from watching it as you go by, you seen all the traffic in the channel. Quoting from that study, page 28, says, "a wide range of vessels other than cruise ships operate in the port of Juneau. Some of the routes they take when transiting or operating the port will be impacted by the proposed Huna Totem dock. In most cases these vessels would not need to adjust their routes to avoid the proposed dock. However, these same vessels often need to maneuver to avoid colliding with anchoring cruise ships, other vessels and float planes. Large vessels at anchor cause blind spots that prevent a vessel underway behind the ship from sighting an approaching floatplane. The blind spot also prevents a float plane pilot from seeing a vessel on a course that will intersect with the float plane's landing path early enough to adjust course or abort a landing." This is concerning to her and should be a concern for the committee and the Assembly. She's also concerned about traffic on Egan Drive. The proposed Huna Totem project has 20 large bus parking bays and 96 parking spaces for cars and vans. Although the traffic impact study states that the traffic volumes will not increase because of the 5 cruise ship a day limit, the increased activity from all the proposed small businesses in the development will mean hundreds more vehicle trips on Egan and Whittier, buses, vans taxis, rental jeeps and cars pulling out regularly, that should take that into consideration.

Steve Behnk, Thane resident, testified in person, he represents the nonprofit Renewable Juneau, which provides information and advocacy for the use of renewable energy in Juneau to mitigate climate pollution. They haven't taken a position on the dock, but if there's going to be a tideland's lease and permit, doing it right means including assurances that that the dock project will provide shore power for ships to cut down their huge impacts on air quality and climate pollution. The current permit provisions don't provide that assurance, they're vague and not enforceable. The proposed ordinance whereas clauses gives us concern because it says it's a shared intention to electrify cruise ship docks to the degree that it's feasible to do. What does that mean, there's basically no assurances in the permitting or ordinance. Our main concern is that there's nothing that requires or even encourages Huna Totem to get a transmission line or infrastructure in place. What's CBJ going to do if they don't follow through on it, are they going to prohibit dock use, that's not enforceable, it's nice to hear those words, we appreciate them, but it just doesn't give that assurance. It could be conditioned on completing this infrastructure before the ships can use the dock, that's the way lots of permits work, or if you don't require that, you should at least have some kind of binding commitment, a bond or some other financial provision that contributes to extending the transmission line and covering the costs of the shore power equipment. Please make sure that this isn't more greenwashing if you proceed with the tideland's lease.

Mike Pilling, Auke Bay resident, testified in person that he hopes the Assembly doesn't grant the lease, this process should be extended. It doesn't sound like electricity is in the near future for this, which was one of the requirements to begin with. He doesn't trust the cruise ship industry. What will happen if you build this dock, it'll just be another cruise ship anchored out in front, and it seems like each year there's a little more opposition against an increase in cruise ship tourism. I could see 2 years from now, people are going to be even more excited than they were this last year. We should slow this down a little bit, this is going on worldwide in every city that has cruise ships, they're starting to say, enough is enough. This is Juneau's opportunity to slow or stop it, at least put a limit on it. What's happening on the

backside of Douglas was a surprise to everybody, we're going to have 5 ships, 6 ships, 7 ships, it seems like folks need to look at the whole big picture.

Dave Hanna, Auke Bay resident, testified in person that his family started out downtown 145 years ago. We've seen some changes, with most of that being good, and thinks this change would be good. I don't think I need to reiterate all the reasons that this project will benefit downtown, it'll likely be the nicest facility, the best complements downtown. He emphasized in the past we've unfortunately sent a message to the industry, that we may not want their business or partner with them. We understand that in these very tumultuous times, we need to reach out and partner with some of these folks that are willing to help our community. We're living in pretty strange times these days, look how many of our friends and neighbors lost their jobs last week and there's probably more to follow. We need to embrace anything that will help our community, whether it's Goldbelt reaching out to help save our struggling ski area or Huna Totem reaching out to stabilize and revitalize our downtown. We need to ensure we're doing everything possible to work together with these folks and lift our community up. It'll be a crown jewel in our community, and I implore you to not only approve it, but expedite it in any way you can. Mr. Coogan was very correct, time is of the essence.

Laura Stats, Downtown resident, testified in person that she is in favor of the Huna Totem project but not for the 5th dock. The question we need to ask is, should we put another dock in downtown Juneau, with the notion that will decrease congestion. Living in downtown Juneau she drives that daily. With a tour dock there, the congestion will be maxed out. We need to ask ourselves about this lease for the Huna Totem dock. With all due respect I was greatly dismayed by the CBJ survey last month, asking Juneau citizens to respond to Huna Totem's plan. The public was perhaps unwittingly misled by the notion that the tideland sale had already been approved. I spoke to many people that walked into the survey, it was presented in a way that the dock was approved and everything that was shown was going to be to be happening. That needs to be thought about that as well.

Serene Hutchinson, Downtown resident, testified in person that she runs a business that operates in the shadows in that they are an independent company, and don't have cruise line contracts. She is pro anything that supports tourism here Juneau, anything that helps alleviate traffic because some of that traffic is her. As an independent operator, she's not allowed to pick up anywhere except for the city docks, which she is grateful. It works okay for them, because the current Norwegian dock at AJ flows in the direction that everybody wants to go. Though she supports this, she would hope that Huna Totem would allow for private companies who aren't contracted with Norwegian to pick up and drop off.

Heather Marlow, Auke Bay resident, testified in person that she has looked at many projects in her career, and this project has excellent design. As part of their mitigation, they're looking to remove the derelict dock, that's excellent to see on the waterfront, starting off really strong there, that's great. Her request is for an infrastructure prerequisite for occupancy of the new dock. The prerequisite for occupancy means you can sign the lease, you can construct the dock, but you can't start having passengers. It's a prerequisite to the lease. Her focus is, after reading the traffic study, that the study focuses primarily on intersections and vehicles. It talks about pedestrians a little bit, and the void is the sidewalk condition between the dock and Marine Park. It's a variable width. It is particularly difficult in front of the Hangar and the Merchant's Wharf and the prime test is, if you were to build it today, would it look like that? And the answer is, No, it's substandard. That's why I asked for the prerequisite on occupancy so we can get some sort of a standard width and cleaning up some of the clutter on the sidewalk. That would be primarily between the City and the State. Of course Huna Totem is triggering that action, and they can be aware of it and run in parallel with it, but that you need to manage that infrastructure piece and have that come in tandem with occupancy and pressure on the dock. She was a

port agent for the cruise ships for a year. It was fun and learned a few things; people leave and return more than once a day. It's 1 of the assumptions of the traffic study is you come and go once, that's not accurate in patterns. You have a 16,000 passenger limit, but it doesn't talk about crew. The soulless list is your crew, plus passengers, it's way, more than 16,000, and it's not counted for in your traffic study.

Barry Oliver, Juneau resident, testified in person that he is a SEBA pilot, he pilots ships. He has written to the Board previously with some concerns, and some of his group has been involved in particularly navigation studies. He's talked with Ed Page and read the navigability study. Navigability is kind of an amorphous term, it's kind of "will this size thing fit in this space versus is it practicable and safe to do so." That's going to be carried on in a further navigation study. He wanted to make sure that the Assembly is thinking that, this is not complete it's sort of a 1st shot view of that. He's talked with Ed Page, we worked together over the years, good guy, glad he's involved in it. It's important that it's specifically looked at for that specific location and that it's a detailed study that involves pilots. It is a very short time period to make this happen, it's planned for March 18 – 20, that's not a lot of time to do this. He's done 15 years' worth, and can tell you that's a very short time period to put that together. Watch that closely, and really observe how that study looks, make sure that the pilots and the ship captains are involved, that's extremely important so that our town has a dock that works in the end. We want the commerce, we understand that, we want it to be done safely, so we don't end up with a hotel in the middle of the harbor.

Ben Haight, Auke Bay resident, testified in person and had some questions that needed to be considered. We've talked about the additional ship, and as I've always understood, this, is our 5th ship and in our 5th dock in town. Now, if we maintain having a ship anchored out, what changes when we move it to a dock, does that improve our navigation as Mr. Page has discussed, bringing it out of some of the pathway that the other ships have to take. Does it improve or reduce the amount of lightering in the harbor that we have, which is also an obstruction that I didn't hear discussed. As far as traffic goes, what happens to the traffic, are we adding to the traffic, or are we just adjusting the patterns and hopefully improving those. When we talk about shore power for the ship, we can't get shore power to the ship when it's anchored out. We have that opportunity when we bring it into shore, and moor it to a dock. Those are questions that I think we have to consider when we're when we're looking at this project.

Frank Bergstrom, 7 Mile Glacier Hwy. resident, testified in person that this process has been going on for about 6 years, plus or minus. There's nothing he can say that really hasn't already been said other than that this project has his total and complete and utter support.

G. STAFF REPORTS – none

H. COMMITTEE MEMBER / LIAISON COMMENTS AND QUESTIONS – no discussions from liaisons

- Planning Commission Update – none
- Docks and Harbors Board Update – none
- Parks and Recreation Advisory Committee (PRAC) Update – none

I. STANDING COMMITTEE TOPICS – no discussion

J. NEXT MEETING DATE – March 17, 2025

K. SUPPLEMENTAL MATERIALS

4. RED FOLDER - Aak'w Landing Traffic Analysis Summary

L. ADJOURNMENT – 6:07pm



(907) 586-0715
CDD_Admin@juneau.gov
www.juneau.org/community-development
155 Heritage Way • Juneau, AK 99801

March 4, 2025

MEMO

To: Wade Bryson, Chair, Lands Housing and Economic Development Committee

From: Joseph Meyers, AICP, Housing and Land Use Specialist

RE: Housing Tracker and Programs Update

What is the Housing Tracker?

This document was first established in 2021 as a means of tracking the different opportunities and options that the City can leverage to improve the ‘stuck’ housing market in Juneau and track our accomplishments. To date, a large number of these items have been undertaken through concerted effort with multiple public agencies, non-profit organizations, private developers, and various departments within the CBJ.

The Housing Tracker is divided into six goals that track elements of the Housing Action Plan, Assembly input, and CBJ staff suggestions on housing as well as the status of all CBJ housing activities. To date, there are 52 actions with nine of those actions being ongoing, another 24 of these actions being completed, and 16 in progress. Each item in the tracker receives either, a percentage score based on how far along in the process each element is, or a designation as ‘ongoing’. Some items can be considered low-cost, high impact while others may require significant investment to become feasible.

Housing Action Plan

The Housing Action Plan (HAP) was adopted by resolution on December 19, 2016. It is a 30-year action plan to address significant and long-standing housing challenges with a wide variety of tools. [The Plan and the latest September 2023 update can be found on the HAP website.](#)¹

Successes

The Assembly and staff have had a great number of successes in moving the needle on housing, including the establishment and continued leverage of the Juneau Affordable Housing Fund. Some of the current efforts and successes to improving the housing ecosystem that stem from the Housing Action Plan and the Housing Tracker include:

¹ <https://juneau.org/community-development/grants-housing-action-plan>

- Development and sustained aggressive leverage of the Juneau Affordable Housing Fund and subprograms
- Rezoning of 300+ acres of CBJ-owned land to increase opportunities for additional housing
- A full Comprehensive Plan update
- An upcoming rewrite of the Title 49 Land Use Code including a first wave of short-term amendments related to housing, permitting, and code interpretation
- An increase in the maximum loan amount for homebuyers seeking to purchase a manufactured home through our Manufactured Home Down Payment Assistance Program
- Enactment of Tax Abatement incentives
- Public private partnerships to develop housing including opportunities with Pederson and Telephone Hills and Second & Franklin

Housing Programs

CBJ currently has three incentive programs active and available to the public. Information on each program is online or available on request. Below is an outline of these programs and their current status.

[CBJ Accessory Dwelling Unit Grant Program \(ADUG\)²](#)

Formerly the “Accessory Apartment Grant Program”, an updated version of this program was adopted on August 21, 2023, which increases grant amounts to \$13,500 and allows applicants up to two years to conclude work and receive a certificate of occupancy (CO). The program modification also restricts short-term rentals for five years. Over the course of the previous iteration of this program, grants were issued resulting in 42 accessory apartments. Currently, there are six applications in progress. Each applicant has up to *two years* to acquire a CO and grant funding in this program is paid once a CO is issued.

As a note; one way to reduce barriers to constructing ADU’s is to adopt a more flexible ADU code in tandem with this program. This update is currently being discussed in a Title 49 committee, along with other housing forward code updates.

[CBJ Manufactured Home Loan Down Payment Assistance Program \(MHDP\)³](#): CBJ has partnered with True North Federal Credit Union (TNFCU) to create a program that provides low interest loans to qualified residents for up to 50% of the down payment. Residents must be able to match the other 50%. This program was updated in August 2024 to increase the match amount and provide tiered income brackets. Loans are available at 1% interest and are not to exceed \$20,000. The borrower has up to five (5) years to pay back the loan. \$100,000 was allocated from the Juneau Affordable Housing Fund to implement the program in September 2016.

There have been 15 loans totaling \$92,215 from the program with two active loans carrying a total balance of \$5,901 as of December 31, 2024. An additional loan was issued in January 2025 in the amount of \$5,400 and one loan repaid in full with all active loans carrying a total balance of \$11,302. There have been no defaults on these loans in the nine-year history of this program.

² <https://juneau.org/community-development/ADUG>

³ <https://juneau.org/community-development/grants-manufactured-home-down-payment-assistance>

[Juneau Affordable Housing Fund \(JAHF\)](#)⁴:

Housing is a significant priority for the Juneau community and main priority of the CBJ Assembly. The JAHF and the CBJ are making tangible progress in providing gap funding to projects that to date are on track to provide 377 units of housing for all income levels with 189 of these units available for households making 80% AMI and below. This program has matured significantly since the first competitive funding round in 2021 and has continued to refine processes and educate developers on expectations of the fund. This has resulted in demand that significantly outpaces the capacity of the fund to provide gap funds year after year.

Funds from initial loans began to return to the fund starting in January 2025. These returning funds will be able to be re-awarded to other housing projects and grow program capacity. The estimated repayments will be approximately \$4,000 monthly initially and increase as additional projects are awarded and begin repayment – typically six months after receipt of their first Certificate of Occupancy (CO). One of the goals of this program is to eventually become financially self-sustaining in the long-term with help from the Assembly in the short- to mid-term while the program gains traction – all while promoting and incentivizing deeper affordability to more residents.

This program has provided significant resources to both non-profit and for-profit developers producing both affordable and market rate units and, with this latest funding round, has more than a dozen projects in active development or completed. These projects constitute nearly \$66 million of investment in the community – all with around \$12 million worth of direct gap funding for housing. This \$66 million figure only constitutes costs associated with structure construction. Other knock-on effects include additional property and sales tax, and the ability for businesses to grow and create jobs because of an adequate supply of affordable housing.

[Interest Survey](#)

An interest survey was distributed during the month of February 2025 to assess demand for funding and what types of projects we might see in the next funding round for the affordable housing fund. The survey received seven responses with a total of \$6.45 million in requests. These projects consist of two downtown property rehabilitations, a subdivision with multiple single-family homes, and other smaller projects creating or renovating to create additional units with a total proposed unit count of 89 units.

[Round 4 – Competitive Fund Round Results](#)

In 2024, the Assembly made available \$4,000,000 for a competitive fund round. Round 4 is in the process of wrapping up. The Fund received four funding applications totaling \$5,800,000 in requests to construct 114 units, 63 of which were proposed as affordable. The Committee has reviewed all submitted applications and recommended two projects to the [Lands, Housing, and Economic Development Committee \(LHED\) on November 4, 2024](#)⁵. Ordinances for these projects were forwarded to the Assembly for Introduction on November 18, 2024 by the LHED, introduced at the December 16, 2025, meeting of the [Committee of the Whole](#) and were successfully adopted at

⁴ <https://juneau.org/community-development/grants-juneau-affordable-housing-fund>

⁵ <https://meetings.municode.com/adaHtmlDocument/index?cc=JNEAUAK&me=bf89296673c744d882025d3f618ead38&ip=True>

the [January 6, 2025](#) (Creekside), and the [February 3, 2025](#) (220 Front Street), meetings of the Assembly. An update on the specific projects is forthcoming.

Conclusion and Recommendations

Staff recommends that the Assembly continue to provide annual funding to the Juneau Affordable Housing Fund administered through the Community Development Department to maintain forward momentum and provide an accessible source of funding to address our current and future housing needs.

Attachments:

- CBJ Housing Tracker;
- A narrative overview of the work that has been done to meet the goals of the Housing Action Plan as incorporated in the staff submission for the [HUD PRO Housing Grant](#).⁶

⁶ https://juneau.org/wp-content/uploads/2024/09/FY24-HUD-PRO-Housing_CBJ-Application-Narrative-final.pdf

Goal A: Continue aggressive use of the Affordable Housing Fund, tax abatement, and other incentives

Summary: By providing financial options for developers of housing to stimulate housing development and increase the housing supply

Action #	Implementing Actions (How do we get there?)	Status	Completed	Summary	Relevant documents
A1	JAHF – Determine Round Five funding amount	Ongoing	Annual process	Determine the Round 5 funding amount in April/May 2025 during the CBJ budget process; Round 4 requests were \$5.8, Round 3: \$6.3 million.	
A2	Address Rehabilitation Program Opportunities for downtown, borough-wide	Ongoing		A few targets have been identified. At least one property Downtown will receive funding to rehabilitate the structure and create housing (220 Front Street; Round 4 of the JAHF). Bergmann Hotel has expressed interest in JAHF funding and will be applying for Round 5 of the Juneau Affordable Housing Fund in 2025	
A3	Tax-abatement: Monitor the impact of senior assisted living, downtown, and high-density tax abatement programs and consider expanding to other targets	Ongoing		Riverview Senior Living to begin receiving tax abatement Jan. 1, 2023, for 12-years. Interest indicated for future projects.	ORD2022-042
A4	Public-Private-Partnerships	Ongoing		Housing Action Plan suggests multiple PPP attempts per year and tracking them; Riverview Senior Living project is operating; Pederson Hill land agreement with Tlingit-Haida Regional Housing Authority; Much discussion of community land trusts as an affordable way to allow people to enter the housing market; would like to see a proposal to the housing fund for something like this	
A5	JAHF – Identify dedicated revenue sources	Ongoing		Current: 1% tax allocation, Assembly allocation; Hotel-bed taxes included, repayment of loans and interest where applicable; Ridgeview repayment began in January 2025	
A6	JAHF: Determine whether priorities/criteria need adjusting	Ongoing		Round Four is wrapped up; worked with manager, law, risk, CDD, and Finance to streamline the process; loans are on track for disbursement; currently in contract phase; Adjustment to guidelines is possible	
A7	JAHF suggestions: Construction loan: add details such as: up to 15 year loan w/monthly payments to start with CO or six months after CO. Loan to be in second position if coupled with construction loan.	100%		Guidelines and terms of loans were discussed with staff working group in early 2024. All loans are templates with standard terms; cannot be changed unless overridden by manager or Assembly. Standard terms include 20% of units affordable at 80% AMI for ten years or the life of the loan. Applications not meeting this criteria will not be accepted.	JAHF Program Description and Guidelines
A8	Accessory Apartment Incentive Grant Program (ends June 30, 2023): ADU Grant Program in approval process (Now called the ADU Grant Program)	100%		Two-tier program recommended at LHEDC on 04/24/2023 and COW on 05/22/2023 and 06/26/2023: Tier 1: approved on 08/21/2023. Tier 2: Not approved. Staff believes that the entire program should issue grants of \$50k per unit in exchange for not renting as an STR; CBJ has tools to track STRs	CDD – Services – Grants – Accessory Dwelling Unit Grant Program – City and Borough of Juneau
A9	Mobile Home Loan Down Payment Assistance Program	100%		Updated in August 2024. \$20,000 match and tiered income limits; renamed Manufactured Home Down Payment Assistance program	Mobile Home Down Payment Website
A10	JAHF: Determine if competition should remain annually or semiannually	100%		Running annually; round 4 is concluding December 2024. No staff capacity to run more than once a year. To prepare and execute funding round takes approximately 6 months with an additional 2-3 months in preparation and guideline review/update, contract negotiation, and payment.	

Goal B: Continue planning and implementation of (re)development of Telephone Hill, Pederson Hill, and Second/Franklin Properties

Summary: The CBJ has the opportunity to leverage land resources to create more housing through new and infill development

Action #	Implementing Actions (How do we get there?)	Status	Completed	Summary	Relevant documents
B1	Pederson Hill: Determine cost estimates for "moving up the hill"	35%		Lands & Engineering hired a consultant to design and provide cost estimates to connect Karl Reishus Blvd to Hamilton Street. Over the next year the Assembly will review options for this development	
B2	Pursue Public-Private Partnerships (RFP/competitive bid packages): Land Banking strategy of purchasing property and or units for redevelopment of workforce housing	Ongoing		Public-Private Partnership and land disposal to JG Construction is underway and the Assembly has required housing units be built within a certain timeframe. Over the next year this will be finalized and used as a template for future partnerships and disposals.	
B3	Community land trusts: Learn more about and engage community in developing these	Ongoing		Further vet and prioritize these suggested ideas for other "lands" projects. A community land trust could apply for funding through the JAHF; there has been public outreach regarding these types of housing trusts with minimal success	
B4	Develop process to use CBJ land for housing for potential partners; USCG, Bartlett Regional Hospital, Tourism, Housing Developers, and State of Alaska	0%		Further vet and prioritize these suggested ideas for other "lands" projects: RFP's for Development/Subdivision. CBJ recently completed the rezone of seven parcels of land for potential housing; no plans are currently underway to develop these parcels	
B5	Analyze state and vacant lands / subdivisions for acquisition	75%		CBJ recently rezoned 300+ acres of land to increase potential for disposal	2006 Buildable Lands Study
B6	Second/Franklin: Apply similar process to Vintage Park: Decide what should go there and then RFP	50%		The State of Alaska will not sell adjacent parking lot; staff should begin RFP process to develop a mixed-use project on site without the adjacent lot	

Further “CBJ develop and sell” efforts		50%		Further vet and prioritize these suggested ideas for other “lands” projects: Update Implementation plan. Project Manager for Auke Bay property and access study funding; Ord adopted to dispose of Pederson Hill Phase 1B and 1C to the THRHA, over the next year the Assembly will receive progress reports from THRHA on their progress and the Assembly will review potential alignments for connection of Pederson Hill to Hamilton street.	
B7					
B8	Telephone Hill: Engage in planning to answer these questions: What is the vision? What kind of housing/use provides the maximum public good?	100%		This phase of the Telephone Hill project is complete. Over the next year the Assembly will determine the next steps to take in order to redevelop Telephone Hill. In the next few weeks an RFI will be published with the intention of providing the assembly with more data and options for how to proceed. data will include potential subsidies that are needed to facilitate redevelopment.	
B9	Pederson Hill: Rezone	100%		Property was rezoned to D10 at the Regular Assembly Meeting on January 6, 2025.	
B10	Telephone Hill: Hire project manager for land redevelopment study	100%		Hired: First 40 Feet, they completed their portion of the work	
B11	Telephone Hill: Potential rezone	100%		This property is already properly zoned for desired development	
B12	Pederson Hill: Determine vision for what community/assembly wants to see there	100%		Assembly adopted Ordinance to dispose of Pederson Hill Phase 1B and 1C to THRHA for housing	
Goal C: Revise and improve Title 49 to facilitate housing				Summary: There are areas of Title 49 that can be modified to allow more flexibility to create additional housing units	
Action #	Implementing Actions (How do we get there?)	Status	Completed	Summary	Relevant documents
C1	Incentivize tiny homes/manufactured home villages/senior 1-story housing	0%		A project like this could apply for the Juneau Affordable Housing Fund	
C2	Accessory Dwelling Unit Ordinance	50%		Ord 2025-15 which includes a rewrite of the ADU code was introduced by Assembly on 3FEB25, discussed by Planning Commission on 25FEB25, expected to return to the Assembly for consideration of adoption in April	ORD2021-21 (draft), AME2018-01
C3	Increase density wherever possible by setting minimums and rewarding maximums	50%		Ord 2025-15 does not increase density but has an element that “unlocks” available buildable area by increasing the number of multifamily units that can be built without a conditional use permit (whether this is no limit, or a specific number limit is yet to be seen...); Ord 2025-15 also proposes a mechanism that allows for a ministerial upzoning of transition (T) zoned parcels which greatly streamlines the density increase in predetermined areas when water and sewer resources are extended to serve the them.	
C4	Consider making CBJ 49.35 - Public and Private Improvements variable	50%	Pending	Under consideration, but currently not that far in the project	Chapter 49.35
C5	Title 49: Chapter 35 Short-term fixes	50%	Pending	Ord 2025-15 consists of short term fixes related to housing, permitting, and interpretation. A second wave of amendments is under development. At the same time, staff is working on a full technical rewrite of Title 49 that will restructure the document to make it more user friendly	ORD2022-50; AME2023-0003
C6	Update land use code to facilitate better regulation of STR's	50%		Short Term Rental Task Force was created in 2024 and is currently meeting to discuss ways to better address STR regulations in CBJ. (Robert and Rob D built an STR starter kit full of lots of information available in this packet https://mccmeetings.blob.core.usgovcloudapi.net/juneauak-pubu/MEET-Packet-be847bc161384af1bea5a039277a070e.pdf)	
C7	Hazard mapping and regulations	100%		ORD2023-18(am) adopted December 11, 2023. Not directly applicable, but the update of the Hazard Mitigation Plan began in January 2025 in collaboration with T&H. We are aiming to complete the plan in July/August timeframe. Avalanche zones are currently regulated by Title 49	ORD2023-18(am)
C8	STR: Register and define short-term rental policy; Create a STR permit to gather more data	100%		See C6	ORD2022-06(b)(B);
C9	Streams ordinance (anadromous waterbodies)	100%		Adopted July 10, 2023: ORD2023 0029	ORD2023-29; AME17-01
Goal D: Evaluate and revise current CBJ systems associated with managing land and revising Title 49 in order to get big things done fast				Summary: Process has many layers and no deadline to move through the Title 49 Committee	
Action #	Implementing Actions (How do we get there?)	Status	Completed	Summary	Relevant documents
D1	Evaluate options/cost to bring on more lands staff	100%		Deputy Lands and Resources Manager position has been vacant since 2020. Brought to 11/2/2024 LHED Meeting. Position posted on Feb. 12, 2025 and is open until filled	2006 CBJ Lands Buildable Sites Criteria and Results
D2	Explore streamlined alternatives to make changes to Title 49 with the idea of lightening loads, not removing authority	50%		Ord 2025-15 contains some initial streamlining measures that rely on existing rules and development standards while reevaluating thresholds for conditional use permits	
D3	Purchase and implement new Permitting software	75%		In progress; tentative launch in September 2025.	RFP #24-139

D4	Evaluate permit prioritization to institute a "cut the line" (fast track) program to prioritize CDD staff resources and permits to development of housing projects that include affordability component	100%		CDD has three programs to "fast-track" building permits, however none have an affordability component; it is difficult to fast-track large projects because of the large number of inputs and process control required	Outline document on request
Goal E: Reduce barriers to downtown housing development				Summary: There are a number of properties downtown that are suitable for additional dwelling units	
Action #	Implementing Actions (How do we get there?)	Status	Completed	Summary	Relevant documents
E1	Purchase properties to put into competitive bid process to get concessions that further housing goals: Similar to Riverview assisted living	0%		Decide what the City would like to be constructed there and then draft an RFP Housing Fund recommendation for Gross Alaska Building downtown	
E2	Second/Franklin: Apply similar process as Vintage Park	50%			
E3	Develop and implement Upstairs Downtown program	25%			
E4	Second/Franklin: Approach state about acquiring 2nd and Gold	100%		CBJ will not be acquiring this parcel	ORD2022-01(b)
E5	Reduction or elimination of parking requirements downtown	100%	4/25/2022	Ord 2025-15, as currently proposed, would remove parking requirements from virtually all existing downtown residential parcels for ADUs	
E6	Created downtown tax abatement program	100%	3/1/2021		ORD2021-01(c)(am)
Goal F: Continue to monitor and track progress toward advancing the goals of the Housing Action Plan				Summary: The Housing Action Plan is a road-map that identifies and attempts to correct Juneau's "stuck" housing market through strategic policy interventions. This plan has already facilitated the creation of tax abatement, JAHF, a housing role, zoning changes, etc.	
Action #	Implementing Actions (How do we get there?)	Status	Completed	Summary	Relevant documents
F1	Evaluate Tax Increment Financing (TIF) districts	15%		Manager's Office is evaluating for HESCO barrier project; if successful could use for other projects	
F2	CBJ requirement to register rental property and have 24-7 reachable point of contact	50%		See C6	
F3	Properties transferred incrementally to developers	Ongoing	Ongoing	Lena Point, Renninger, Pederson Hill; possibly other lands through recent rezones	
F4	Update housing needs assessment and housing plan metrics	90%	Ongoing annual	10/2022 JEDC Report to COW; Housing Action Plan updates https://juneau.org/community-development/grants-housing-action-plan ; 2023 JEDC Economic Indicators	
F5	Make a downtown area plan and set a goal for number of residential units desired downtown	100%		Blueprint Downtown adopted into the Comprehensive Plan on 6 January 2025; Downtown Housing Inventory Story map created 2019. Also, upstairs downtown identified possible units: https://cbj-gis.maps.arcgis.com/apps/MapSeries/index.html?appid=ae2e246bac564acd8188a2fa67f30ed3 ; BPDT identifies the possibility for up to 110 additional dwelling units downtown (page 124) excluding MU zoning which has no density maximum, height limit, or setbacks. The number of units that could potentially be developed given this zoning cannot be accurately estimated.	
F6	Reinstate code enforcement officer	100%			
F7	Finalize land management plan to include inventory of buildable land	100%		2006 Buildable Lands Inventory	https://cbj-gis.maps.arcgis.com/apps/webappviewer/index.html?id=ccad49cd1fff4cbaa25dd0dcf5c030fc
F8	Adopt Housing Action Plan	100%	12/19/2016	Adopted as resolution in 2016	Resolution 2780
F9	Create a Housing Trust Fund	100%	7/19/2010	Created the Juneau Affordable Housing Fund	ORD2010-11(G)(b)
F10	Full-time housing staff	100%	8/15/2022	One full-time Senior planner with housing and land use specialization; works within CDD on housing issues related to Title 49 as well as planner specific duties not directly related to housing	N/A
F11	Parking minimum reduction and elimination downtown	100%	4/25/2022	See E5	ORD2022-04(b)



FY2024 ANNUAL REPORT

PREPARED BY

TRAVEL JUNEAU

www.traveljuneau.com

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MEET THE TEAM



LIZ PERRY
JOINED DECEMBER 2012
PRESIDENT & CEO



KRISTI SWITZER
JOINED JULY 2023
DESTINATION MARKETING
MANAGER



HEATHER COLLINS
JOINED FEBRUARY 2023
EVENT & GROUP SALES
MANAGER



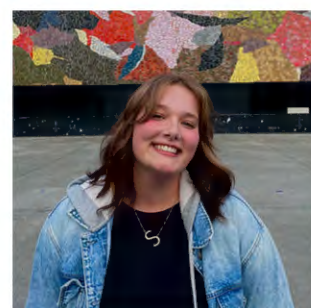
TAMMIE HANSON
JOINED NOVEMBER 2023
PARTNERSHIP SERVICES MANAGER



TIMOTHY SISLO
JOINED OCTOBER 2022
VISITOR SERVICES
MANAGER



LAURA JIM
JOINED NOVEMBER 2024
OPERATIONS MANAGER



SYDNEY RICHER
JOINED JANUARY 2025
VISITOR SERVICES
COORDINATOR



FROM THE BOARD CHAIR

Thank you for your commitment to quality destination marketing for our community. Travel Juneau continues to be relevant in the marketplace, delivering results that benefit our hometown in many ways.

This past year, Travel Juneau secured more than \$4.5M in estimated economic impact through meetings, conferences, and conventions. In October, we hosted the Alaska Travel Industry Association's 630 attendees at their annual convention, bringing close to \$1M in direct and indirect spending across the city. Our sales efforts remain focused on securing business in the shoulder seasons and smaller meetings during the busy summer months.

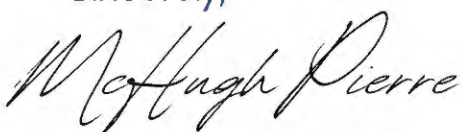
Travel Juneau also assisted Aukeman Triathlon in securing an additional 50 athletes toward their long-term goal of 200 total participants. We provided cash and promotional support which directly impacted registration.

We're also very proud of our collaboration with Mary Goddard and MidnightRun LLC on the production and distribution of 6 videos showcasing the new Kootéeyaa Deiyí (totem trail) and 4 Alaska Native artists. Our goal is to help inspire and educate those who wish to learn more about Juneau's rich Alaska Native culture.

Research has shown that destinations require consistent and regular marketing to capture their share of travelers. Your partnership not only helps support this important work, but provides you with leveraged advertising and opportunities for exposure to all of Juneau's visitors. I look forward to working with you to make our community grow, continue to provide career and business opportunities to our residents, and protect the visitor industry, a pillar of our economy.

Thanks again for being a Travel Juneau partner – here's to a healthy and prosperous 2025.

Sincerely,



McHugh Pierre

Board Chair



BALANCE SHEET

FY24

	FY24	FY23
CURRENT ASSETS	\$1,527,986	\$1,104,291
WEBSITE & OTHER CAPITAL ASSETS	-0-	-0-
TOTAL ASSETS	\$1,527,986	\$1,104,291
CURRENT LIABILITIES	\$604,032	\$570,560
NET ASSETS	\$923,954	\$533,731
TOTAL LIABILITIES & NET ASSETS	\$1,527,986	\$1,104,291

FY24 INCOME

58.7%	CBJ Hotel Bed Tax and MPFs	\$1,365,180
3.01%	Partner fees	\$70,183
6.3%	Ad & Event Income	\$145,593
1.6%	TBMP (pass-through)	\$36,587
29.5%	Crossing Guard Program (pass-through)	\$684,783
0.97%	Other	\$22,557

TOTAL INCOME

\$2,324,883

FY24 EXPENSES

24%	Destination Marketing	\$465,058
10.9%	Administration	\$210,507
13.7%	Visitor Information Services	\$265,546
34.4%	Crossing Guard (pass-through)	\$665,524
8.3%	Convention Sales	\$161,599
5.9%	Partnership Services	\$113,300
1.9%	TBMP (pass-through)	\$36,587
0.9%	Special Project (IMAK Research)	\$17,500

TOTAL EXPENSES

\$1,935,621

FY24 ARRIVALS

2,119,450

CRUISE SHIP

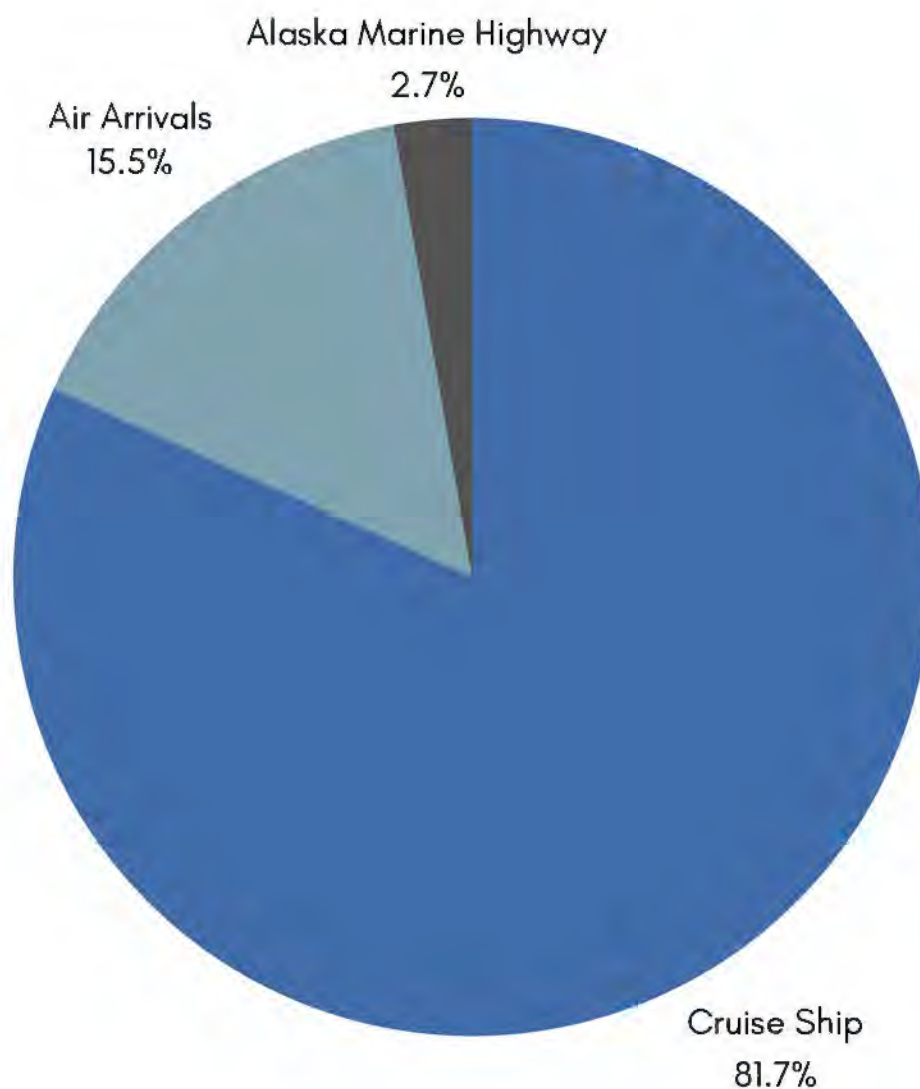
1,732,000

AIR ARRIVALS

329,295

ALASKA MARINE HIGHWAY

58,155





EVENT AND GROUP SALES

**\$13.07 FOR EVERY
\$1 INVESTED IN
CONVENTION SALES IN FY24**

	FY24	FUTURE MEETINGS
ROOM NIGHTS	8,647	18,295
EEI (ESTIMATED ECONOMIC IMPACT)	\$3.4M	\$6.9M

DESTINATION MARKETING

TRAVELJUNEAU.COM STATS

464K

PAGEVIEWS

159K

SESSIONS

1:38

AVG SESSION
DURATION

2.8

PAGES/SESSION

TOP 5 LANDING PAGES

1. [traveljuneau.com](#)
2. [/things-to-do/glacier-sightseeing/mendenhall-glacier/](#)
3. [/plan-your-trip/getting-here-and-around/travel-to-juneau-by-ferry/](#)
4. [/plan-your-trip/maps-and-travel-tools/cruiseship-calendar/](#)
5. [/things-to-do/top-attractions/downtown-street-tour/](#)

PRINT & DIGITAL MEDIA

1. New York Times
2. AFAR Magazine
3. Passport Magazine
4. Northwest Travel & Life
5. Group Leader
6. American Bus Association
7. Explore Magazine
8. Travel Age West
9. Backpack
10. Travel Weekly

SOCIAL MEDIA FOLLOWERS

13,017



↑ 14%

51,133



↑ 2.13%

705



↑ 28.88%

1,033



↑ 100.43%

TOP 5 SEARCH TERMS

1. JUNEAU ALASKA
2. JUNEAU
3. MENDENHALL GLACIER
4. JUNEAU, ALASKA
5. CAPITAL OF ALASKA

TOP 5 US METRO TRAVEL AREAS

1. SEATTLE
2. JUNEAU
3. ANCHORAGE
4. LOS ANGELES
5. CHICAGO

TOP PERFORMING KEY EVENTS

1. PARTNER PROFILE PAGE VIEW
2. PARTNER WEBSITE REFERRALS
3. GET A GUIDE
4. EVENTS CALENDAR



VISITOR SERVICES

76

VOLUNTEERS

2,092

**VOLUNTEER
HOURS**

151,689

**VISITORS
SERVED**

41,439

**GUIDES
DISTRIBUTED**

BOARD OF DIRECTORS

CHAIR

McHugh Pierre
Goldbelt, Inc

VICE-CHAIR

Dan Blanchard
UnCruise Adventures

TREASURER/SECRETARY

Tom Sullivan
First National Bank Alaska

DIRECTORS

Andy Kline
Alaska Seaplanes

Will Race
Cedar Group

Serene Hutchinson
Juneau Tours & Whale Watch

Kristen Strom
Eaglecrest Ski Area

Skye Stekoll
Forbidden Peak Brewery

CBJ STAFF LIAISON

Alexandra (Alix) Pierce
Tourism Manager

CBJ ASSEMBLY LIAISON

Paul Kelly
CBJ Assembly

CURRENT ASSOCIATE PARTNERS

TIER 1



TIER 2

Alaska Litho
First National Bank Alaska

TIER 3

Alaska Electric Light & Power Company
Cedar Group
Coeur Alaska - Kensington Mine
Cruise Lines International Assn. of Alaska
Holland America Group - Princess Cruises
Local First Media

McKinley Research Group, LLC
Northrim Bank
Printing Trade Company
Royal Caribbean Group
True North Federal Credit Union





TO: Wade Bryson
Chair, CBJ Lands, Housing & Economic Development Committee

FROM: Liz Perry 
President & CEO, Travel Juneau

DATE: March 17, 2025

RE: Update from Travel Juneau

Chair Bryson and Lands, Housing, & Economic Development Committee,

On behalf of the Travel Juneau Board of Directors, I am pleased to present the following highlights of Travel Juneau's efforts in FY24 and provide a window to our future efforts. Accompanying this memo is a PDF of our FY24 annual report.

The organization finished the fiscal well, with more conventions and meetings returning to Juneau, and inbound fully independent traveler (FIT) and meeting attendee numbers trending up. Highlights for the previous fiscal and the next several months:

- Travel Juneau is excited to announce our collaboration and sponsorship with celebrity chef, TV host, and cookbook author Pati Jinich with her new PBS series, *Pati Jinich Explores Panamericana*, premiering in May, 2025. Ms. Jinich is host of the long-running PBS show, *Pati's Mexican Table*, the recipient of a James Beard Award for her documentary work, and is the author of four cookbooks. Ms. Jinich and her family will be in Juneau May 30-June 1 to participate in a watch party and public book signing.
- To date, Travel Juneau has secured meetings delivering more than \$3.5M in estimated economic impact (EEI) for FY25. Additionally, Events and Groups Sales has over \$7.15M YTD in secured and potential EEI in the pipeline into 2027. Hotel prices and facility sizes remain challenges in a highly competitive sales environment.
- As reported to the Assembly Finance Committee in January, Travel Juneau provided event support and sponsored ads which boosted registration for the **2024 Aukeman Tri** by 50%, almost all of whom traveled for the event. The Aukeman Tri board has set a goal of 200 athletes for their 2025 and subsequent events. TJ is currently running ads similar the one below in targeted online magazines and is working on social posts to amplify those ads. Aukeman Tri reports that registrations for the 2025 event are outpacing those from this time last year.



- Travel Juneau is reaching out to other local organizations to explore potential support of their events in terms of growing the number of out-of-town participants/attendees. We are currently in discussions to assist with and promote a new food festival for the city with a kick-off event in September, 2025. Details are pending.
- The Alaska Travel Industry Association (ATIA) convened October 22-24 with approximately 625 registrations; it appears that a large portion of attendees stayed in local STRs. Survey results indicate meeting capacity concerns with Centennial Hall; ATIA staff and attendees noted a high level of service from Centennial Hall staff.
- In collaboration with Mary Goddard and MidnightRun LLC, Travel Juneau has sponsored and released a series of cultural heritage videos focusing on Indigenous arts. A press release has already garnered interest from media, and we have an opportunity for wider viewership. Additionally, TJ has the rights to the B-roll and images for other promotional purposes. The videos are available on the Travel Juneau YouTube Channel:

Kootéeyaa Deiyí (totem pole trail): <https://youtu.be/x9Nopdctgvk?si=6aPTet815ES67wtX>

Four Core Values of Alaska Native Culture:

<https://youtu.be/uOO2DfBofVA?si=VvydPB1Oo6ORmnRi>

Alaska Native Artist Series: Sam – Jeweler & Metal Artist:

<https://youtu.be/Pl1Kycm7wSE?si=t5LI5n7hDo9u8DgX>

Alaska Native Artist Series: Levi – Ravenstail Weaver:

<https://youtu.be/bWGCUd4i5jc?si=dZ4SxxzbqUvcTlwV>

Alaska Native Artist Series: Lee – Multi-disciplinary Artist:

https://youtu.be/L4gMa6G9cdk?si=UD61wrK6W_De7xF

Alaska Native Artist Series: Jill – Beader: <https://youtu.be/BUmTrsmQUtA?si=IVP-wJRN-ilk1T1b>

- The 2025 print planner has arrived and a searchable PDF is on the Travel Juneau site at <https://www.traveljuneau.com/discover-juneau/request-a-travel-guide/virtual/>. This year, we're testing a separate, lower cost print guide for visitors and meeting attendees. I have provided a copy of each for members of the committee.
- The annual Travel Fair is April 19 at the Juneau Arts & Culture Center from 11AM – 3PM. The event runs concurrently with JAHc's first Fresh Air Market of the season and a TJ volunteer training, and is free to the public. The community is invited to attend and meet some of our partners, take advantage of locals discounts, and register to win Alaska Airlines tickets. occurs that day, and TJ volunteers will a major training.
- Destination Marketing will host familiarization tours (FAMs) for German-speaking tour operators and agents in May, in collaboration with ATIA.

- March 5-7, Event & Group Sales (EGS) hosted a 2.5-day FAM for a regional association that is very interested in bringing meetings and trainings to Juneau as part of their portfolio of meeting destinations. Additional meeting planner FAMs will take place in May.
- During FY24, Visitor Information Services (VIS) assisted nearly 152K visitors at the three sites, distributed nearly 50K walking maps, and provided 2073 volunteer services hours. VIS is collaborating with the Port of Juneau regarding some improvements to the kiosk and site at the Cruise Ship Terminal.

TBMP/Crossing Guards

- This year and into the 2025 season, the TBMP administrator has and will continue to put considerable effort into local outreach to help ensure all residents know about the program.
- TBMP was represented at the annual Travel Fair, Maritime Festival, and radio programs.
- Interest in the program continues to grow from other communities in and outside of Alaska.
- Bringing program into Travel Juneau has made it more efficient and provides better data collection. A custom module inside TJ's database was developed specifically for capturing concerns, data, and creating reports for stakeholders. Travel Juneau used support hours to build out the module and microsite.
- Proposals have been received for the RFP issued for the FY26 Crossing Guard program. The TBMP administrator anticipates making the award by March 14, with the new contract effective July 1, 2025.

Travel Juneau is also tracking the status of the Mendenhall Glacier Visitor Center and Recreation Area with regard to the recent federal spending cuts, and is in communication with the Tourism Manager's office and staff at the local USFS office.

Additional information is available in our third quarter report to the CBJ Grants Administrator, and I'm available to answer questions the committee may have.

Thank you for your continued support of Travel Juneau's mission to market the capital city to independent travelers, groups, and meetings/conventions.

MEMORANDUM

CITY/BOROUGH OF JUNEAU

Lands and Resources Office
155 Heritage Way, Juneau, Alaska 99801
Dan.Bleidorn@juneau.gov
(907) 586-5252

TO: Wade Bryson, Chair of the Assembly LHED Committee
FROM: Dan Bleidorn, Lands and Resources Manager *Daniel Bleidorn*
SUBJECT: Tlingit and Haida Early Education Floyd Dryden Lease
DATE: March 13, 2025

During the summer of 2024 the Public Works and Facilities Committee (PWFC) completed a solicitation for proposals to lease space in the former Floyd Dryden Middle School. The building was vacated by the Juneau School District in July 2024. The submitted proposals were ranked by the PWFC and the proposal from T&H Early Education to use the building for "early education programs & childcare" was tied for the top choice along with the community use of the gym for senior, adult, and youth sports and activities.

The Assembly Committee of the Whole (COW) reviewed the proposals and PWFC rankings at the August 5, 2024, meeting and passed two motions. First, a motion to direct staff to proceed with T&H Early Education to use up to 2/3 of the space in Floyd Dryden and the second motion was to authorize staff to negotiate with the proposers on space as per the ranking by PWFC. Based on the direction from the COW, CBJ staff met with T&H Early Education in November and began drafting basic terms and conditions for a lease.

T&H Early Education has been working on a Conditional Use Permit (CUP), planning and designing interior remodeling, and working with CBJ Building Maintenance in order to negotiate terms and conditions for the shared space. At the January 27, 2025, meeting, the Lands, Housing, and Economic Development Committee provided a motion of support to the Assembly for leasing space in Floyd Dryden for T&H Early Education and UAS School of Education. At the February 3, 2025, meeting, the Assembly passed a motion of support to work with Central Council Tlingit and Haida Indian Tribes of Alaska towards the disposal of city property through a negotiated lease. The CUP was approved as recommended at the February 25, 2025, Planning Commission Meeting.

In the time since the August COW meeting, it has become apparent that UAS does not have the authority within the UA system to lease CBJ space, and their application has not been moving forward. After discussions with T&H Early Education, they have an interest in leasing additional space in order to deliver services providing for children, including up to middle school age children. Previous COW direction was to proceed with leasing up to 2/3 of the building. With the UAS application not moving forward, T&H

Early Education is interested in leasing more than the previously discussed 2/3 of the available space and could be a single tenant if the Assembly is interested in leasing 100% of the available space to T&H Early Education.

The current estimate of the cost to maintain the building is \$1.97/ft² which includes a contingency to cover unexpected maintenance and to build funds for long-term maintenance. At this rate, leasing 100% of the available space is ~\$110,200/month for 55,925 ft². T&H has requested a rate that does not include a contingency amount which is \$1.79/ft² or ~\$100,100/month. These amounts exclude the portion of the building that will be retained by the CBJ Parks Department, which includes the gym and facilities maintenance area. Maintenance is crucial to current and future uses of the building and Assembly should take care to provide steady funding for building maintenance if this building is leased for less than the building maintenance estimate of \$1.79/ft²/Month or \$1.2M/Year.

T&H Early Education's original proposal included the expectation that the lease costs for leasing 2/3 of the building would be fair market value. In order to lease the entire building, T&H Early Education has requested grant funding to help recover renovation costs and to help cover the cost of leasing the additional space for the first 5-year term. Renovations include correctly sizing lavatories, adding additional wash locations, creating safe access, and updating outdoor space. Renovation costs are quoted to be around \$1M.

Staff request that the Lands, Housing, and Economic Development Committee direct the City Manager and Attorney to draft an ordinance for introduction authorizing the lease of up to 60,000 ft² Floyd Dryden to the T&H Early Education.

Staff request that the LHED committee direct the City Manager to draft an ordinance authorizing an Assembly grant to T&H Early Education for the purposes of tenant improvements, to be issued concurrently with any potential lease.

	DRAFT O+M/Proposed Lease Rates														Notes:	Utility costs use the highest year available for FY21-FY24 as rates typically increase each year.		
	Marie Drake, Floyd Dryden															Costs/SF are monthly costs/sf.		
	Costs do not yet include any abatement or tenant improvements.															Lease rates to include 3% annual increase over lease term.		
																12/13/24 updated to include \$0.11/SF/month for property insurance.		
						Maintenance	Capital Renewal	Deferred Maint.	Janitorial	Snow Removal	Fuel Oil	Electricity	Water/Sewer	Garbage	Property Insurance			Proposer's response to "Are you willing to pay fair market value for rent?"
															Subtotal	+10%		
															O+M	Administrative		
															Monthly	Cost Monthly		
	Operate and Maintain	Floor	Quantity	Unit	\$/SF	\$/SF	\$/SF	\$/SF	\$/SF	\$/SF	\$/SF	\$/SF	\$/SF	\$/SF	\$/SF	Monthly Total	Annual	
	Floyd Dryden		75,486	SF	\$0.30	\$0.80	\$0.15	\$0.20	\$0.16	\$0.05	\$0.01	\$0.01	\$0.11	\$1.79	\$1.97	\$148,850	\$1,786,203	
					\$22,646	\$60,137	\$11,512	\$15,000	\$12,392	\$3,621	\$595	\$1,112	\$8,303					
	CBJ Parks & Rec - Gym Community Use	26%	19,561		\$5,868	\$15,583	\$2,983	\$3,887	\$3,211	\$938	\$154	\$288	\$2,152			\$38,571	\$462,855	NO
	Tlingit & Haida Early Education	55%	41,213		\$12,364	\$32,833	\$6,285	\$8,190	\$6,766	\$1,977	\$325	\$607	\$4,533			\$81,268	\$975,215	YES
	UAS/Auke Lake Preschool	19%	14,712		\$4,414	\$11,721	\$2,244	\$2,923	\$2,415	\$706	\$116	\$217	\$1,618			\$29,011	\$348,127	NO
		100%	0		\$22,646	\$60,137	\$11,512	\$15,000	\$12,392	\$3,621	\$595	\$1,112	\$8,303			\$148,850	\$1,786,197	
	Notes:																	
	1. Maintenance, janitorial, snow removal, and mothball costs provided by Nate Abbott, CBJ Building Maintenance Supervisor. See 3/1/24 Memo from Geroqe Schaaf and Nate Abbott.																	
	2. Utility data reflects FY23 actuals provided by JSD. No garbage data available for Marie Drake. Central Office trash currently taken to Harbor View.																	
	3. Demolition costs based on total project cost/sf to demolish the Public Safety Building (2019) escalated to 2025. Includes \$250K to relocate District IT hub; cost to relocate to TMHS not yet determined.																	



Central Council of the Tlingit & Haida Indian Tribes of Alaska

907.586.1432 • 800.344.1432

PO Box 25500 • Juneau, Alaska 99802

TlingitandHaida.gov

March 13, 2025

Mr. Robert Barr, Deputy City Manager
City and Borough of Juneau
155 Heritage Way
Juneau, Alaska 99801

Subject: Request to Lease Floyd Dryden School

Dear Mr. Barr,

We hope this message finds you well. We appreciate the time of the City and Borough of Juneau (CBJ) to discuss the potential rental of the Floyd Dryden School on March 7, 2025. We are writing to formally request the opportunity to lease space at Floyd Dryden School for the Central Council of Tlingit & Haida Indian Tribes of Alaska (T&H).

After evaluating the potential costs of leasing, we have outlined several scenarios that detail the financial implications of utilizing the space. We are particularly interested in leasing the Early Education area, which encompasses 41,213 square feet, in addition to another 14,712 square feet at Floyd Dryden. Additionally, T&H requests permission to install an outdoor playground on the south side of the Early Education space. We would also like to schedule access to the gymnasium and Adair Kennedy Field during daytime hours to facilitate physical activities for our students. In total, we would be renting 55,935 square feet. We are looking to establish a five-year lease agreement with the option for two extensions.

To provide a brief overview of the financial considerations:

- The basic cost per square foot for a full-service lease, as shared by CBJ, is \$1.79, resulting in a total monthly cost of approximately \$100,106 and an annual cost of around \$1,201,269 for the combined spaces.
- T&H plans to invest \$948,000 in tenant improvements for the Early Education space. We are seeking ways to offset these costs and would like to explore options such as a rent reduction amortized over five years or another cost-offset solution. Additionally, we would like to inquire whether the CBJ has any grants or other funding opportunities available to help recoup these expenses or support these necessary improvements. We are also requesting that the playground area be included at no lease cost to the Tribe, as it would significantly benefit our community programs.

- The effective lease amount after tenant improvements would be \$84,306 a month or \$1,011,669 a year.

Leasing this space will enable us to better serve our community and strengthen our early education programs. This expansion will create room for our Early Head Start program and immediately increase our childcare capacity by approximately 30 children per day. Providing these essential services benefits both our tribal citizens and the broader community while aligning with the City's Critical Core Services, which support the Assembly's goals.

We kindly ask for CBJ's consideration of this request and would appreciate the opportunity to discuss any questions. Please let us know a convenient time for us to meet and explore the possibilities of this partnership. Our lead staff on the lease are Roald Helgesen, Chief Operating Officer (rhelgesen@tlingitandhaida.gov) and Stephanie Banua, Facilities Director (sbanua@tlingitandhaida.gov).

Thank you for your attention to this matter. We look forward to CBJ's positive response.

Sincerely,



Richard J. Peterson, President
Chalyee Éesh

Pc: Beth Weldon, CBJ Mayor
Katie Koester, CBJ City Manager
Dan Bleidorn, CBJ Lands and Resources Manager
Roald Helgesen, T&H COO
Stephanie Banua, T&H Facilities Director

Assembly Goals 2025

Approved at the 2/3/2025 Regular Assembly Meeting

1. Housing - Assure adequate and affordable housing for all CBJ residents

AA*	Implementing Actions	Responsibility	Notes:
A P/F/ O	Complete Title 49 rewrite project Phase 1 text amendments and begin public engagement for Phase 2.	Assembly, Manager's Office, CDD	
B P/F/ O	Begin Comprehensive Plan rewrite and public engagement.	Assembly, Planning Commission, Manager's Office, CDD	
C P/F	Evaluate and select a tangible next steps of the Housing Action Plan.	Assembly, Manager's Office, CDD	
D P/F/ O	Continue aggressive use of the Affordable Housing Fund and review and potentially adjust fund guidelines to set affordable housing criteria, support successful projects, and meet community housing needs.	Assembly, Manager's Office	
E P/F	Continue planning and implementation of (re)development of Telephone Hill, Pederson Hill, 2nd/Franklin, and CBJ land recently re-zoned to encourage density.	Assembly, Manager's Office	
F P/O	Measure and monitor short-term rental trends and evaluate feasibility of short-term rental regulation.	Assembly, Manager's Office, CDD, Finance	

2. Economic Development - Assure Juneau has a vibrant, diverse local economy

AA*	Implementing Actions	Responsibility	Notes:
A P/O	Work with industry to eliminate hot berthing. Support and implement strategies to manage local tourism impacts. Lead regional tourism planning efforts through Port Communities of Alaska. Raise dockage fees and adopt a commercial use plan for public spaces.	Assembly, Manager's Office, Docks & Harbors	
B P/F/ S	Explore ways to support the Capital Civic Center.	Assembly, Manager's Office, Finance	
C P/F	Complete design and build community support for West Douglas and Channel Crossing. Apply for construction funding and appropriate and/or bond for local match.	Assembly, CDD, Planning Commission, Manager's Office	
D P/F/ S	Collaborate with USCG and other partners to clear local hurdles in icebreaker homeporting efforts.	Assembly, Manager's Office, Docks & Harbors	

3. Sustainable Budget and Organization - Assure CBJ is able to deliver services in a cost efficient and effective manner that meets the needs of the community

AA*	Implementing Actions	Responsibility	Notes:
A P/F	Develop policies for all fund balances.	Assembly, Manager's Office, Finance	
B P/F/ S	Develop funding and management strategy for the next three years of Eaglecrest's capital and operations needs.	Assembly, Eaglecrest, Manager's Office, Finance	
C P/F/ S	Review and evaluate governance structure of empowered boards.	Assembly, Boards, Manager's Office	

D	P/F	Evaluate ways to increase revenue from visitor activity.	Assembly, Manager's Office, Finance	
E	P/F	Examine purpose and effectiveness of city tax code and policies resulting in tax exemptions, tax credits, or any foregone revenue.	Assembly, Manager's Office, Finance	
F	F/O	Maintain Assembly focus on regular operational maintenance. Develop strategy for addressing deferred vs capital needs for all CBJ facilities.	Assembly, Manager's Office, EPW, P&R, all facility managers (incl. JSD/enterprise)	

4. Community, Wellness, and Public Safety - Juneau is safe and welcoming for all citizens

AA*	Implementing Actions	Responsibility	Notes:
A	P/O/S Adopt a naming policy that acknowledges Juneau's history and indigenous culture.	Assembly, Manager's Office, Human Resources Committee	
B	P/F/O/S Explore strategies for filling vacancies at CCFR and JPD	Assembly, Manager's Office, HRRM, CCFR, JPD	
C	P/F/O/S Support Crisis Now and early intervention through childcare as part of community mental health wellness	Assembly, Manager's Office, CCFR, JPD	
D	P/F/S Consider review of Juneau Community Foundation grant recipients.	Assembly, Manager's Office, JCF	
E	S Support Douglas Indian Association's efforts to acquire Mayflower Island.	Assembly, Manager's Office	
F	F/S Advocate for programs that strengthen families with children aged 0-3.	Assembly, Manager's Office	
G	P/S Continue to strengthen government to government relations with tribes. Work on projects meant to grow effective communication, trust, and partnerships.	Assembly, Manager's Office	

5. Sustainable Community - Juneau will maintain a resilient social, economic, and environmental habitat for existing population and future generations.

AA*	Implementing Actions	Responsibility	Notes:
A	P/O Implement a zero waste or waste reduction plan, including development of the zero waste subdivision.	Assembly, Manager's Office, EPW, Finance	
B	P/O Identify and prioritize the most cost-effective energy efficiency and electrification upgrades in CBJ facilities.	Assembly, Manager's Office, all departments	
C	P/O/F Identify the next major step or investment towards achieving the goal of reliance on 80% of renewable energy sources by 2045.	Assembly, Manager's Office, all departments	
D	P/F Continue developing GLOF and other natural disaster mitigation, resilience, and response strategies with partner agencies.	Assembly, Manager's Office, EPW	
E	P/O/F Develop strategy to reduce abandoned/junked vehicles.	Assembly, Manager's Office, EPW, Law, P&R, D&H	

*Assembly Action to Move Forward: P = Policy Development, F = Funding, S = Support, O = Operational Issue