

From: [Holly Reeder](#)
To: [City Clerk](#)
Subject: Visitor Industry Task Force Letter
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EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

First off, thank you for your time and commitment to sit on this board. The questions the Mayor has asked you to answer are daunting ones. Thank you for committing your time to helping with these questions.

I was born and raised in Alaska. I was also born and raised in the visitor industry. It is what put food on my table growing up, and how I was able to get myself through college. Without the visitor industry, I would not be back in Alaska now, calling this town my home. This industry is one of growth, at a time when Alaska needs it. It is full of untapped potential for good, but all anyone can seem to focus on is what they perceive as bad. All we are hearing right now is to reduce tourism in Juneau. Why can't Juneau grow with it?

We are in a new era. Going back to "how things used to be" is simply not possible. With everything in life, we learn how to adapt and change. This is no different. Tourism is a major economic driver for this community, and we are at a point where there are not many of those.

Management of the industry is the hot topic at the moment. The only thing that people can seem to come up with for this is to reduce/restrict it. How is that the only answer? I agree that any industry needs to be managed in a sustainable and responsible way. That is the only way we can preserve the things we love. Well, how come we can't adapt and grow this community to be able to accept the visitors, while also making life better for residents?

As an example, Eaglecrest is looking to do more and expand with the summer visitor industry. This would be a way to get visitors dispersed through town more, which in turn, lessens the impacts to residents. This would also give the residents new and exciting things to do in the sunny summer months, while also helping to sustain the winter activities we all love to partake in there.

Going backwards is never the answer. Looking towards the future and embracing the possibilities is how we will thrive.

Holly Reeder
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