



February 21, 2020

Carole Triem  
Chair, Visitor Industry Task Force  
City and Borough of Juneau  
255 S. Seward St.  
Juneau, AK 99801

Dear Chair Triem and Visitor Industry Task Force Members,

In response to the Visitor Industry Task Force's call for public comments regarding the effects of seasonal tourism to Juneau, Alaskan Brewing Company would like to submit the following response. Thank you for the opportunity and for your leadership in this area.

Alaskan Brewing Company supports continued responsible growth of tourism for Juneau, as it has many benefits to the well being of our community and to the continued growth of our company and other businesses located in Juneau. Companies like ours in turn contribute to a thriving community that supports the overall economy, welfare, education and quality of life for our residents.

In our retail operations alone, we currently employ 10 year-round employees, and hire an additional 20 seasonal employees for April through September. We have had a major retail location in the Downtown corridor since 2010 and opened an additional space in 2015. Last year we fulfilled nearly 30,000 orders in our downtown locations and had an additional 5,600 visitors come out to our brewery for a guided tasting. Those tastings are facilitated by multiple businesses that run tours which include our brewery, and therefore support many more people and families that live in our community.

We are among the many downtown businesses that have made a commitment to be open year-round, which is an option for us because of the visitation we have during the summer months.

Through the years, Alaskan Brewing has been able to grow to be the 19<sup>th</sup> largest craft brewery by volume in the U.S., and our local retail business supports much of that growth. But also supporting that growth are the benefits we receive due to AEL&P's credit program facilitated by Princess Cruises' use of interruptible shore power, which in turn lowers all our electric rates. That sort of indirect support from the tourism industry towards our business

is something that has allowed us to grow and prosper, even in the parts of our business that are not directly impacted by local tourism.

A further important part of our support for tourism in Juneau comes from the direct connection with our brand to visitors to Alaska. We benefit from visitors having a wonderful experience in Juneau, as that experience builds their loyalty and excitement about our brand. And when someone who has had a great time having one of our beers in Juneau goes home, they create new fans of our product by sharing their great experience with their friends and family. We hear this sort of feedback on a regular basis, and it creates the kind of word-of-mouth marketing that other brands can only dream of.

We want to see those types of experiences grow, and we believe that can happen with wise and engaged leadership and an allocation of resources towards increasing the quality of tourist visits.

Alaskan Brewing Company writes in support of allowing tourism to naturally continue to grow in Juneau in balance with a high priority placed on visitor and local resident safety, quality and variety of experience, and long-term investment in the infrastructure necessary to keep Juneau a premier destination and a great place to live and work. Our main desire would be a balanced approach towards encouraging visitation and dedicating the resources necessary to accommodate that growth responsibly.

Thank you for considering our comments.

Sincerely,

A handwritten signature in black ink that reads "Marcy Larson". The signature is fluid and cursive, with a long horizontal flourish at the end.

Marcy Larson  
Co-Founder  
Alaskan Brewing Co.  
5429 Shaune Dr.  
Juneau, AK 99801