

**From:** Jim Collins  
**Posted At:** Wednesday, March 04, 2009 2:11 PM  
**Subject:** Please support Alaskan tourism marketing initiatives & funding \_and\_ supporting the amendment of the 2006 ballot governing the discharge of cruise ship waste water

3/4/09

Greetings Representative Munoz,

Allen Marine Tours Juneau (100 -110 employees) seeks your support for tourism marketing initiatives & funding that may arise in 2009, as well as supporting the amendment of the 2006 ballot governing the discharge of cruise ship waste water.

Allen Marine Tours Juneau is family-owned company that provides our guests full and half day tours to explore, photograph, and learn about Alaska wilderness & wildlife. We offer these opportunities to cruise ship passengers, Juneau residents; Juneau school children, and independent travelers. In Juneau, we provide substantial support to local non-profit groups through reduced or fully donated tour opportunities. Additionally, our Sitka based ship yard builds and services every vessel we operate in Juneau, Sitka, and Ketchikan and they build vessels that are used by other companies throughout Alaska and across the nation. You may have seen the video footage shown nationally of the recent Hudson River airline rescue and the Allen Marine built vessels assisting with rescue efforts on scene. Our operations not only support local and regional Alaskan families and businesses, but we are a primary economic driver of Southeast Alaska tourism.

We feel tourism is a huge component to the economy in Juneau and Southeast Alaska. The state's funding of the Alaska Travel Industry marketing programs, is so vital to bringing visitors and their economic support to our state. Allen Marine would never be able to match the power of the dollars and marketing programs presented by the Alaska Travel Industry Association (ATIA). The state's funding of the ATIA programs is vital to attracting travelers to our state and in other destination's in the USA & internationally, other governments are continuing to increase their support for the large economic facet that tourism offers. In these difficult economic times it is extremely important that we convey to potential travelers not only that Alaska is a great place to vacation, but also that the experience value of their dollars will be terrific. ATIA's regional, national and international marketing programs will continue to be a key factor in drawing visitors to our state.

We would also urge you to support enabling the Department of Environmental Conservation (DEC) to determine the parameters for the cruise ship wastewater discharge permit based on science, not on the uneducated opinions of a ballot initiative author. No community in Alaska is required to adhere to such stringent standards. If the initiative is not modified the cruise ships will be forced to find alternative "dumping areas", which would negatively impact on Juneau and other Southeast Alaska ports with much shorter port calls or even skipping some towns altogether. The local economic losses from shorter port calls to a community would be substantial and would force potential closure of some businesses. With the great strides we have made in partnering with the cruise lines it would be a shame to undo that work over this issue that cruise lines are clearly working to better themselves at.

This will be my 21st year working in Alaska tourism and my 19<sup>th</sup> year working for Allen Marine. Our operations manager here in Juneau has also worked here at Allen Marine for 19 years. Our Juneau port engineer is starting his 20<sup>th</sup> consecutive year for Allen Marine. Each of us got our start as an entry level employee in Alaska tourism.

Most of us in the hospitality and tourism industry do our jobs because we love to share the uniqueness and beauty of our home town and home state with visitors from far and near. But, please also recognize it is how we financially support our families and our local communities. Let's work even more to continue to make Alaska a great place to visit and to do business.

On behalf of all the employees here at Allen Marine Tours in Juneau, we thank you for your efforts on these issues.

Sincerely, Jim Collins  
Division Manager Allen Marine Tours – Juneau