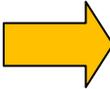


A Resolution of the Haines Borough Assembly Supporting a Marketing Initiative that includes Cruise Ship Docking Fee Waiver Incentives.



~~**WHEREAS**, the Haines Borough through the State of Alaska, Department of Environmental Conservation (ADEC) has requested funding for Haines Sewer Treatment Plant Health and Safety Upgrades (Phase 2); and~~

WHEREAS, the Haines Borough is supportive of cooperative efforts of the Tourism Advisory Board and Tourism Department to promote Haines as a vital second tier port supporting a marketing program that includes docking fee waiver incentives to cruise ship industries; and

WHEREAS, due to the desire for new cruise lines to consider Haines as a steady port destination, the Haines Tourism Department will work to increase visitation by offering a cruise ship docking fee waiver initiative to enhance current marketing programs, the economy and improve visitation to the community; and

WHEREAS, this marketing initiative will be presented by a delegation to cruise line representatives on July 16, 2015 to promote repeat visitations for returning cruise lines, promote ships to visit Haines on a regular weekly basis, and to promote Haines as a new port option for passengers desiring to visit less crowded ports; and

WHEREAS, the Cruise Ship Docking Fee Waiver concept will be used as a financial incentive in the overall marketing plan promoting Haines as a desirable port; and

WHEREAS, Haines is uniquely positioned to showcase the Upper Lynn Canal and Haines' well-known attractions, history, tours, activities, natural qualities, services and products to passengers and crew; and

WHEREAS, the Marketing Initiative that includes Cruise Ship Docking Fee Waiver Incentives will reinforce a successful relationship with cruise lines and enhance the Haines' community for visitors and residents,

NOW, THEREFORE, BE IT RESOLVED, the Haines Borough Assembly officially supports the Tourism Department's Marketing Initiative that includes offering the cruise lines a fifty percent discount on docking fees beginning in 2017 with a sunset clause of 3 years ; and

BE IT FURTHER RESOLVED, the Haines Borough Assembly encourages unified efforts to attract cruise line traffic to Haines to enhance the economy and improve visitation to the Haines community.

Adopted by a duly-constituted quorum of the Haines Borough Assembly on this ____ day of _____, 2015.

Janice Hill, Mayor

Attest:

Julie Cozzi, MMC, Borough Clerk