

**A Resolution of the Haines Borough Assembly supporting waived port fees for the adopted "Alaska Backroads" marketing concept for both Celebrity and Princess committed cruise ship dockings in FY 15.**

**WHEREAS**, the Haines Borough is supportive of cooperative efforts based on a partnership involving second tier ports of Southeast Alaska working in unison to provide a new cruise marketing itinerary, known as "Alaska Backroads"; and

**WHEREAS**, due to the downward drop of cruise passengers and severe economic loss in the Southeast region, the second tier ports will work to increase visitation by offering this exclusive cruise as "Alaska Backroads" to enhance the local economies and improve visitation to the communities; and

**WHEREAS**, this new marketing itinerary was presented by a delegation to cruise lines representative to market this itinerary to their repeat passengers to return to Alaska with a new cruise itinerary option and for new passengers looking to visit less crowded ports; and

**WHEREAS**, two cruise lines, Celebrity (Royal Caribbean Cruises, Ltd.) and Princess (Princess Cruise Lines, Ltd.), were "the first to sign" on to "Alaska Backroads" marketing concept; and

**WHEREAS**, therefore, both companies are eligible for waived port fees due to the Port Chilkoot Dock fund with this adopted Resolution #11-05-279 adopted on May 24<sup>th</sup>, 2011; and

**WHEREAS**, Haines is uniquely positioned to participate in this weekly cruise itinerary to showcase Haines' well-known attractions, history, tours, activities, natural qualities, services and products to passengers and crew; and

**WHEREAS**, the "Alaska Backroads" itinerary will make a strong statement of continuing to further a successful relationship with a cruise line and enhance Haines' community for visitors and residents; and

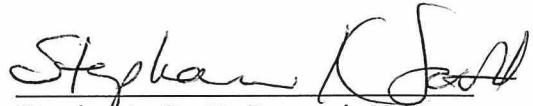
**WHEREAS**, the "Alaska Backroads" itinerary will make a strong statement of continuing to further a successful relationship with a cruise line and enhance Haines' community for visitors and residents; and

**WHEREAS**, Celebrity has committed to two docking of their 965 foot ship, The Infinity, in FY 15 which will constitute an estimated \$6,755.00 in dockage fees; and

**WHEREAS**, Princess has committed to two docking of their 951 foot ship, The Crown, in FY 15 which will constitute an estimated \$6,657.00 in dockage fees; and

**NOW, THEREFORE, BE IT RESOLVED** that the Haines Borough Assembly will officially waive the dockage fees of \$13,412.00 for the first year for the committed dockings of both the Celebrity and Princess cruise ship lines, who have both accepted this itinerary first as a part of the "Alaska Backroads" program.

Adopted by a duly-constituted quorum of the Haines Borough Assembly on this 22<sup>nd</sup> day of April, 2014.

  
Stephanie Scott, Borough Mayor



Attest:

  
Julie Cozzi, MMC, Borough Clerk