

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

**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

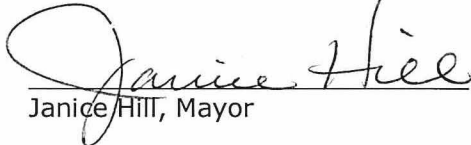
**BE IT FURTHER RESOLVED**, the Haines Borough Assembly encourages unified efforts to attract cruise line traffic to Haines to enhance the economy and improve visitation to the Haines community.

Adopted by a duly-constituted quorum of the Haines Borough Assembly this 23rd day of June, 2015.

Attest:

  
Julie Cozzi, MMC, Borough Clerk



  
Janice Hill, Mayor