



Haines Borough
Assembly Agenda Bill

Agenda Bill No.: _____

Assembly Meeting Date: _____

Table with 2 columns: Business Item Description and Attachments. Includes subject 'Cruise Ship Waiver Program', department 'Tourism & Economic Development', and date 'May 6, 2015'. Attachments include Staff Report, Public Participation Plan, Existing Waiver Program, and Cruise Ship Schedules.

Full Title/Motion: Move to refer the proposed Cruise Ship Waiver Program to the Commerce with instructions that they present their recommendations at the July 14th Assembly meeting.

Administrative Recommendation: Assign the proposed Cruise Ship Waiver Program to the Commerce Committee and instruct them to implement the suggested public participation process with the intent to present the proposed program, if any, to the Assembly at their July 14th meeting.

Fiscal Impact: Potential reduction in the 1% sales tax transferred to the Community and Economic Development Fund (Fund 23) starting at approximately \$30,000 during the first year of the program.

Comprehensive Plan Consistency Review: Comp Plan Policy Nos.: N.A. Consistent: []Yes []No

Summary Statement: {Attached staff report presents the idea in detail.} Haines needs to increase its sales tax in light of current reduction in state-shared revenues. Achieving this goal involves getting two to four more cruise ships to regularly make Haines a port of call. Tourism Advisory Board (TAB) wants the Borough Assembly to consider setting up a program that waives a portion of the cruise ships' docking fees. TAB would like the Assembly to consider implementing one of three potential options.

Referral: Sent to: Commerce Committee Date: Recommendation: Refer to: Meeting Date:

Assembly Action: Workshop Date(s): Public Hearing Date(s): Meeting Date(s): Tabled to Date:

PUBLIC PARTICIPATION PLAN Proposed Cruise Ship Waiver Program

Task 1: Scoping Process: Releasing the Preliminary Draft

- a. Create a List of Planholders
 - List currently includes:
 - Tourism Advisory Board
 - Assembly's Commerce Committee
 - Chamber of Commerce
 - Port and Harbor Committee
 - Chilkat Valley News
 - KNHS Radio
 - List will be expanded as more people request getting added to the list (attached)
- b. Identify Issues and Concerns
 - Ask the Commerce Committee and the Tourism Advisory Board to have a joint, public meeting to discuss the proposed waivers.
 - Present the Staff Report in detail to the Commerce Committee
 - Gather and respond to comments and concerns

Task 2: Establishing How To Move Forward

- Confirm with City Clerk, Manager & Mayor how they would like to process the Assembly's approval of this plan.
 - Suggested route: Commerce Committee -> Assembly
 - Note: Cruise Ship Waiver Program may require drafting and adopting an ordinance
 - Adoption Process:
 - Resolution selecting an option
 - Ordinance to create a 3 Year Waiver Program
- Schedule for Assembly Approval
 - pick a date to present to the Assembly (e.g. June 8)
 - work backwards from this date to create a schedule
 - Draft a schedule for adoption

Task 3: Citizen Participation and Public Review

- a. Public Access to Information
 - create a separate webpage and put it on the Borough's site.
 - create a "listserve" from the list of planholders
 - post and publish public notices regarding meetings and public hearings
- b. Draft the proposed legislation to create a Cruise Ship Waiver Program
 - conduct additional research in response to public comments
 - setting up a waiver program will require an ordinance (see HBMC 2.12.020(d)
(NOTE: The ordinance to create the program will be drafted during the summer and introduced to the Assembly at their first meeting in September.)
- b. Gather Public Comments
 - Arrange for the Commerce Committee to have another public meeting to discuss the merits, issues and concerns regarding the proposed program.
 - Prepare a list of issues and concerns along with a written response

Task 4: Decision Making Process

- a. Ask the Commerce Committee to put on the proposed program on the Assembly Agenda
 - Present the staff report to the Commerce Committee
 - Revise staff report and plan based on Committee comments
 - Ask the Committee to introduce the plan to the Assembly
- b. Public Hearing
 - Introduce the proposed program to the Assembly and ask them to schedule a public hearing
 - Conduct a public hearing
 - List concerns and issues along with a written response
 - Revise the program and staff report based on public comments
- c. Finalize the Plan
 - present the revised program and staff report to the Assembly
 - conduct a second public hearing
 - seek adoption of the proposed program

TASK 5: Wrapping It Up

- Prepare a Press Release regarding Waiver Program
- Start work on Waiver Program Ordinance & send copies to planholders
- Prepare a questionnaire or monkey survey to get feedback regarding the process to draft the plan, seek public participation and Assembly approval.

SUGGESTED SCHEDULE

The following schedule will need to be redeveloped through the public participation process. The “Completion Dates” will very likely change. This schedule is presented solely to start discussion.

Task / Key Dates	Completion Date
Task 1: <u>Scoping Process</u>	
X Send staff report to the initial list of planholders	
X Determine how to adopt the proposed program	May 18
o Commerce Committee Meeting	May 18
Task 2: <u>Citizen Participation & Public Review</u>	
o News Release & Public Notice re: 2 nd Public Meeting	May 20
o Create website to provide public access to information	May 22
o Joint Commerce / TAB Public Meeting	June 4
o Gather and respond to public comments	June 10
Task 3: <u>Decision Making Process</u>	
o Prepare revised staff report w/ response to public comments	June 10
o Intro Resolution w/ Commerce Committee Recommendation	June 23
o First Public Hearing	July 14
o Second Public Hearing & Adoption of Resolution	July 28
Task 4: <u>Wrap It Up</u>	Sometime in Sept
o Draft Press Release (if adopted)	August 3
o Get feedback on process	August 10
o Release PPP on the Waiver Ordinance (if resolution adopted)	August 10

PLANHOLDER LIST

DL-02 Cruise Ship Waiver Listserve

COMMERCE COMMITTEE

- George Campbell
- Diana Lapham
- Ron Jacksonr

- Shawn Bell
- Terry Pardeen

TOURISM ADVISORY BOARD

- Barbara Mulford
- Jeff Butcher
- Julie Cozzi
- Karen Hess
- Michael Marks
- Scott Sunberg
- Sean Gaffney
- Rhonda Hinson

OTHERS

- Kay Clemens
- Leslie Ross
- Margaret Friedenauer
- Mike Case
- Bill Kurtz
- David Sosa
- Debra Schnabel
- Harriett Brouillette
- Jan Hill
- Julie Cozzi
- Tom Morphet

DL PORT AND HARBOR COMMITTEE

- Bill Rostad
- Brad Badger
- Don Turner
- Fred Gray
- Glen Jackson
- Joanne Waterman
- Norm Hughes

HAINES BOROUGH
RESOLUTION No. 11-05-279

Adopted

A Resolution of the Haines Borough Assembly supporting development of an "Alaska Backroads" marketing Concept.

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 will be presented by a delegation to cruise lines representatives 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, the "Alaska Backroads" will utilize an itinerary to call on each port without any other large ship schedule conflicts; and

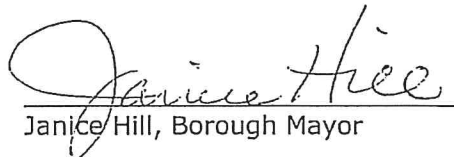
WHEREAS, Haines is uniquely positioned to participate in this weekly cruise itinerary to showcase Haines' well-known attractions, history, tours, activities, natural qualities, services and products to passengers and crew; and

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,

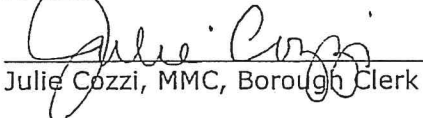
NOW, THEREFORE, BE IT RESOLVED, that the Haines Borough Assembly officially designates its support of the "Alaska Backroads" marketing concept to a cruise line and will waive the dockage fee for the first year for the first cruise ship that accepts this itinerary; and

BE IT FURTHER RESOLVED, the Haines Borough encourages the unified efforts to attract a cruise line's participation to the second tiered ports of Southeast Alaska through the "Alaska Backroads" marketing concept.

Adopted by a duly-constituted quorum of the Haines Borough Assembly on the 24th day of May, 2011.


Janice Hill, Borough Mayor

Attest:


Julie Cozzi, MMC, Borough Clerk



Bill Mandeville

From: Jila Stuart
Sent: Monday, February 09, 2015 12:01 PM
To: Bill Mandeville; Leslie Ross; Phil Benner
Subject: FW: 2015 Cruise Ship Estimate

Follow Up Flag: Follow up
Flag Status: Flagged

Ditto ...

From: Tanya Carlson
Sent: Thursday, March 06, 2014 3:19 PM
To: Jila Stuart; Julie Cozzi
Cc: Phil Benner; Tammy Piper
Subject: 2015 Cruise Ship Estimate

Hello Again,

I found out that I missed the Regatta, who we did meet with in Miami as well. They plan on coming in 6 times next year and would also be part of the resolution that was presented. This can be left up to you as they do make one stop this year, whether our BackRoads Alaska meeting caused them to decide to come more than once is unknown but they were very receptive during our meeting.

Just so you are aware, we estimate almost 14,500 more cruise guests next summer. These numbers are based on ship capacity at double occupancy. This statistic will be presented this Saturday during the summit without sharing what lines will be visiting.

2015 Cruise Ship Information

Ship	Company	Length	Passenger Capacity	Crew Capacity	Arrival in Haines	Total Passengers	
Regatta	Oceania Cruises	594 ft	684	386	2	1,368	
Crown Princess	Princess Cruises	951 ft	3,080	1,201	2	6,160	
Infinity	Celebrity Cruises	965 ft	2,170	999	2	4,340	
Zaandam	Holland America Line	781 ft	1,440	647	9	12,960	
Oosterdam	Holland America Line	950 ft	1,848	812	9	16,632	
L'Austral	Compagnie du Ponant	466 ft	264	136	6	1,584	
Admiralty Dream	Alaska Dream Cruises	143 ft	58		1	58	
Alaska Dream	Alaska Dream Cruises	104 ft	36		4	144	
Baranof Dream	Alaska Dream Cruises	144 ft	49		3	147	
American Spirit	American Cruise Lines	205 ft	100	25	6	600	
Safari Legacy	Un-Cruise Adventures	192 ft	88	35	10	880	
Haines Convention & Visitors Bureau			Totals	9,817	4,241	54	44,873

2014 Cruise Ship Information

Ship	Company	Length	Passenger Capacity	Crew Capacity	Arrival in Haines	Total Passengers
Admiralty Dream	Alaska Dream Cruises	143 ft	58		1	58
Alaska Dream	Alaska Dream Cruises	104 ft	36		4	144
Baranof Dream	Alaska Dream Cruises	144 ft	49		3	147
American Spirit	American Cruise Lines	205 ft	100	25	6	600
Safari Legacy	Un-Cruise Adventures	192 ft	88	35	10	880
Regatta	Oceania Cruises	594 ft	684	400	1	684
Statendam	Holland America Line	719 ft	1,266	580	9	11,394
Oosterdam	Holland America Line	950 ft	1,848	812	9	16,632
Haines Convention & Visitors Bureau		Totals	3,986	1,852	42	30,481

Cheers,

Tanya

Director of Tourism
Haines Borough
PO Box 530
Haines, AK 99827
907-766-2234
www.haines.ak.us
tcarlson@haines.ak.us



HAINES BOROUGH, ALASKA
RESOLUTION No. 14-04-555

Adopted

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 24th, 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 dockings 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 dockings 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 22nd day of April, 2014.

2015 NOTEWORTHY CALENDAR OF EVENTS

This season, besides the thousands of visitors expected, we will have several events that will bring additional visitors to the community. Below is a list of events and dates when groups will be coming to town. All merchants and service providers are encouraged to have some minimal staff on board by mid-April. Also, you might consider a simple sign welcoming various groups in your window or business.

<u>DATES</u>	<u>EVENTS</u>
March 27-29	Buckwheat Ski Classic weekend
April 5	Easter Sunrise Service & Egg Hunt
April 17	International Folk Festival
April 17-19	Spring Show of Winter Artwork
April 25	Clean Sweep
April 25	Craft Brew Festival
May 5	Cruise Ship Season Begins
May 22	Chamber of Commerce Spring Stroll
May 27-30	North Words Writers Symposium
May 30	ATIA "Be a Tourist for a Day"
June-September	Farmers Markets on 2nd Saturdays at Eagles (watch for schedule)
June 6	Fran Delisle Cancer Awareness Walk
June 13	Skagway Marathon
June 20	Elks Summer Solstice Picnic
June 25-28	Pat Moore Memorial Game Fish Derby
July 3-5	International Softball Tournament
July 3	July 4th Street Dance/Fireworks (TBA)
July 4	July 4th Parade, Events, Ducky Derby
July 16	NPS Junior Ranger Day
Sept. 4-5	Klondike Trail of '98 Road Relay
Sept. 24	Final Ship Day of 2015 Season



2015 Ports of Call • Skagway, Alaska

Here's a list of the cruise ships planning to visit this year with their passenger capacities, based on double occupancy. *New ships visiting Skagway this year are in italics.*

<u>Cruise Lines</u>	<u>Ships</u>	<u>Calls</u>	<u>Capacity</u>	<u>Passengers</u>
Alaskan Dream	Admiralty Dream	3	58	174
	Alaskan Dream	5	40	200
	Baranof Dream	6	49	294
American Cruise	American Spirit	5	100	500
Carnival	<i>Carnival Legend</i>	17	2124	36,180
Celebrity	Infinity	2	2170	4,340
	Millennium	17	2038	34,646
	Solstice	20	2850	57,000
Compagnie Du	<i>L'Austral</i>	4	264	1,056
Disney	Disney Wonder	15	2700	40,500
Fantasy Cruises	Island Spirit	1	32	32
Holland America	<i>Noordam</i>	20	1924	38,480
	Oosterdam	11	1916	21,076
	Volendam	19	1432	27,208
	Zaandam	9	1440	12,888
Norwegian	Norwegian Jewel	20	2376	47,520
	Norwegian Pearl	20	2394	47,880
	Norwegian Sun	20	1936	38,720
Oceania	Regatta	5	684	3,420
Princess	Coral Princess	19	1974	37,506
	Crown Princess	18	3080	55,440
	Golden Princess	11	2600	28,600
	Grand Princess	18	2600	46,800
	Pacific Princess	15	672	10,080
	<i>Ruby Princess</i>	19	3082	58,558
Star Princess	18	2600	46,800	
Radisson	Seven Seas Navigator	14	490	6,860
Royal Caribbean	Jewel of the Seas	17	2501	42,517
	Radiance of the Seas	16	2501	40,016
Silversea	Silver Shadow	18	382	6,876
TOTALS	30	402		792,095

This supplement was published by the Skagway Convention & Visitors Bureau offering Visitor and Convention services to Skagway, Alaska since 1981

Skagway CVB gratefully acknowledges the assistance of The Skagway News Co., Cruise Line Agencies of Alaska, and Harbormaster Matt O'Boyle for their help in producing this guide.

All information contained within the ship schedule, especially dock locations and arrival/departure times, is subject to change.

Skagway CVB is not responsible for errors of omission.



SKAGWAY CONVENTION AND VISITORS BUREAU

P.O. Box 1029, Skagway, Alaska 99840
 Ph. (907) 983-2854, Fax 983-3854
 Toll Free Message Line: 1-888-762-1898
 website: www.skagway.com
 email: skagwayinfo@gmail.com

30 Total Ships

14 COMPANIES
 14 SHIPS > 2,000#
 20 SHIPS > 1,000#
 20 WEEKS = 20/WEEK

