

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: September 16, 2010
To: Harbor Commission
From: John N. Bridley, Waterfront Director
Subject: **Director's Report**

COUNCIL ACTIONS

- The West Beach Planning Study prepared by Pat Saley and Associates was presented to City Council and the Redevelopment Agency Board. The report included background information and suggested options for possible future improvements or enhancements in the West Beach area.
- Adopted a resolution authorizing the Waterfront Director to Submit an Application to the California Department of Resources Recycling and Recovery (CalRecycle) for the Fiscal Year 2010-2011 Used Oil Payment Program Grant (OPP Grant), Formerly Known as the Used Oil Block Grant – Sixteenth Cycle, in the Amount of \$22,000.

CRUISE SHIP VISITS TO SANTA BARBARA

Over the past eight years, we have had 12 different times when cruise line ships visited our harbor. Together with bringing nearly 36,000 on board visitors to our harbor, it has also resulted in some \$162,000 additional revenue to the Department.

Most of these visits occur during times when cruise lines are repositioning ships between the cold waters of Alaska and the warm climate of the Mexican Riviera. Waterfront staff works and plans months in advance with cruise ship representatives, local Chamber of Commerce groups, City Departments and vital security agencies to facilitate logistics of passengers arriving to the Harbor. Over the years, the process has become streamlined and less burdensome as more local agencies participate in the advance planning process.

Princess Cruise Line's *Sapphire Princess* is scheduled for a proposed return visit to Santa Barbara on December 19, 2010. The December visit marks her fifth tour to Santa Barbara since 2005. Most recently, *Sapphire* dropped anchor during Mother's Day, bringing ashore over 3,700 passengers and crew.

In 2011, five more proposed cruise ship visits are scheduled between April and October 2011. Crystal Cruise Line's *Crystal Symphony* is slated to visit twice in April; and the *Sapphire Princess* in May, September and October. During this down economy, staff believes an increased number of cruise ship visits is beneficial to the city and local businesses. Four additional visits are also possible in 2012 (Attachment).

Staff has recently met with representatives of the Downtown Organization, Conference and Visitors Bureau and Chamber of Commerce to determine both the interest and coordination necessary to attract and support additional cruise ship visits. All agree that regularly scheduled cruise ship visits will provide a notable economic boost to the community and Santa Barbara's downtown retail sector.

Staff also believes that the impacts to the Harbor are minimal and appropriate protocols have been established to safeguard environmental/water quality concerns involving these ship visits.

TENTATIVE AGENDA ITEMS FOR SEPTEMBER

- RFP for Office Space in the Marine Center Building
- Review of Corps of Engineers Three-Year Dredge Contract Bids

Attachment: Cruise Ship Schedule