

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: November 15, 2012
To: Harbor Commission
From: Scott Riedman, Waterfront Director
Subject: **Business Services Report**

Cruise Ship Business Analysis

Over the past nine years, 28 cruise ships have visited Santa Barbara, bringing approximately 60,000 passengers to enjoy the Harbor, Waterfront and entire Santa Barbara community. In Fiscal Year 2013, two cruise ship visits have taken place and nine more are scheduled to make Santa Barbara a destination with the possibility of bringing an additional 26,000 visitors to Santa Barbara during the non-peak spring and fall months. Visiting cruise ships range in size from carrying 200 passengers to over 2,600 passengers. The cruise ships that do frequent Santa Barbara estimate that their passengers spend approximately \$200 per couple in each city they visit.

Each cruise ship visit requires a significant amount of coordination between the Waterfront Department staff, Police Department, Public Works Department, Metropolitan Transit District (MTD), Downtown Organization and the Conference and Visitors Bureau (CVB). The Downtown Organization and CVB provide staff and volunteers to staff the offloading area and assist passengers with questions and itinerary. Police Department costs for traffic control and safety average approximately \$1,500 per visit and are paid for by the cruise ships. Costs directed to the Waterfront Department include Public Works permit fees for traffic control (approximately \$265 per visit) and fees paid to MTD for the additional service required for your larger cruise ship visits (Approximately \$2,350 per large cruise ship visit). In Fiscal Year 2012 fees charged to the Waterfront Department totaled \$20,825.

Total net revenue seen by the Waterfront Department in Fiscal Year 2012 totaled \$149,245 for twelve visiting cruise ships.

Wheels on the Wharf

The Wheels on the Wharf event slated for this fall has been officially postponed until 2013. Cruz Productions and Milpas Auto Gallery had teamed up to bring a local car show to the Wharf. The event, which was originally scheduled to take place Sunday November 11, ran into time constraints and sponsorship issues in developing the event on such a constrained schedule. Cruz Productions and Milpas Auto Gallery would like to produce an event showcasing Stearns Wharf and intend to work with Stearns Wharf Merchants to develop a plan for a fall 2013 event.

Stearns Wharf Christmas Tree

For the fifth consecutive year, the Department is working with the Stearns Wharf Business Association to bring a 25-foot Christmas tree to the shoreward finger of the Wharf (adjacent to Ty Warner Sea Center) this holiday season. The Wharf Association voted to pay for the tree and Waterfront Department staff will coordinate the purchase, installation, lighting and decorating of the tree. Oliver Holt Christmas Trees will deliver the tree on November 28th and install it using a crane. The tree will be on display until the first week of January 2013.

Prepared by: Brian J. Bosse, Waterfront Business Manager