

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: May 15, 2014
To: Harbor Commission
From: Scott Riedman, Waterfront Director
Subject: **Business Services Report**

CRUISE SHIP UPDATE: SPRING SEASON

May 4, marked the seventeenth and final cruise ship visit of the spring season. These cruise ships frequent Santa Barbara only during the non-peak business seasons between April and May and again in late-September through November. The typical route for these cruise ships is attached. Cruise ship visits during non-peak seasons have proven to be an important component of the local business economy. The ship visits have received the strong support of the Santa Barbara Chamber of Commerce, Visit Santa Barbara, and the Downtown Organization.

The total amount of passengers on visiting cruise ships vary between 1,800 and 3,100 passengers depending on the size of the ship. The seventeen cruise ships that visited Santa Barbara over the spring season had the capacity to bring over 68,000 additional visitors to the Waterfront and downtown.

Each cruise ship visit requires a significant amount of coordination and collaboration between the Waterfront Department, Police Department, Public Works Department, Metropolitan Transit District (MTD), Downtown Organization and Visit Santa Barbara. This collaboration has resulted in what cruise ship representatives and many passengers have stated to be the friendliest and most well organized stop on their journey. The Waterfront Department provides staff in order to set up the hospitality area which includes the setup of the shade structures and chairs. Additionally, staff provides a constant presence throughout the day, in order to assist visitors and help coordinate the overall effort. The Downtown Organization and Chamber of Commerce assign two supervisors (paid by the Waterfront Department) and recruit volunteers to manage the offloading area and assist passengers with questions at a hospitality booth. Depending on their shoreward excursions, cruise ship visitors are directed by staff and volunteers to the appropriately designated boarding location along Cabrillo Boulevard. These locations are clearly marked by signage that was designed and implemented by Waterfront staff. The organization of the hospitality area results in a smooth transition for passengers and allows them to enjoy Santa Barbara with ease.

In addition to the general activities mentioned above, the Waterfront Department also provides services to the cruise ships that often go unnoticed. These services regularly involve Harbor Patrol and include: escorting cruise ship tenders to and from the cruise ship in fog or other adverse weather conditions; coordinating and providing medical assistance when needed; and providing transportation to and from the cruise ship for

other public agencies including the Santa Barbara County Air Pollution Control District and the County of Santa Barbara Public Health Department.

The cruise ship industry has proven to be an important funding source in the past few years as the Waterfront Department has seen various long-term funding sources disappear. In Fiscal Year 2011, the oil worker transport boats relocated their transport operations to the Carpinteria area leaving a funding shortfall of approximately \$150,000 per year. In Fiscal Year 2013, the Santa Barbara Maritime Museum completed their lease buy-out obligation thus resulting in an annual revenue shortfall to the Waterfront Department of \$144,000. The cruise ship industry has been able to fill that revenue shortfall while at the same time providing an economic boost to Santa Barbara businesses during non-peak seasons.

A summary of the cruise ship financials for the spring season can be found in these spring season cruise ship quick facts, below:

- Number of Visits: 17
- Number of Passengers: 39,612
- MTD Cruise Ship Booster Shuttle Fees: \$68,791
- MTD Downtown/Waterfront Shuttle Fees: \$20,000 *
- Public Works Permit Fees: \$5,060
- Miscellaneous Fees: \$15,634 **
- Estimated Net Revenue to Waterfront Department: \$192,400

*The Downtown/Waterfront Shuttle Fee is \$40,000 for Fiscal Year 2014, divided into \$20,000 for the fall season and \$20,000 for the spring season. In Fiscal Year 2015 this fee will increase by 92% to \$76,943.

**Miscellaneous Fees include cruise industry association fees, Downtown Organization and Chamber of Commerce staff costs, volunteer uniforms, supplies, expenses, and signage.

Attachment: Typical Cruise Ship Route

Prepared By: Brian Bosse, Waterfront Business Manager



Typical Round-trip Route from Los Angeles
for Cruise Ship Visits to Santa Barbara