

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: November 20, 2014
To: Harbor Commission
From: Scott Riedman, Waterfront Director
Subject: **Business Services Report**

SPACE AVAILABLE FOR LEASE

The Department is currently preparing to advertise space for lease at 117-G Harbor Way, the former location of Transpac Marine. The leasable area consists of approximately 500 square feet of first floor space. The space is located on the south side of the building, providing a generous amount of daily foot and vehicle traffic.

The Department will initiate a Request for Proposals (RFP) process later this month. In selecting a new tenant for the space, priority will be given to ocean-dependent and ocean-related uses per Municipal Code Section 28.70.030 and the Harbor Master Plan. Visitor-serving uses (general retail, restaurants, etc) will be considered a lower priority.

The RFP and all associated documents will be listed on the Department's website at: <http://www.santabarbaraca.gov/gov/depts/waterfront/default.asp>. The Department will also list the RFP in various local and regional publications.

If you are interested, please contact Patrick Henry, Property Management Specialist, at 897-1961 for more details.

STEARNS WHARF CHRISTMAS TREE

For the seventh consecutive year, the Waterfront 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 the Museum of Natural History Sea Center) this holiday season. The Stearns Wharf Business Association is generously paying for the white fir tree and Waterfront Department staff will coordinate the installation, lighting and decorating of the tree. Oliver Holt Christmas Trees will deliver the tree on Monday, November 24 and install it using a crane. The tree will be on display until the first week of January 2015.

CRUISE SHIP UPDATE: SPRING SEASON

Next Friday, November 28, will mark the eleventh and final cruise ship visit of the calendar year. These cruise ships frequent Santa Barbara primarily during the non-peak business seasons between April and May and again in late-September through November. The typical route for these cruise ships can be found in the attachment.

Cruise ship visits during non-peak seasons have proven to be an important component of the local business economy. The ship visits continue to receive the strong support of the Santa Barbara Chamber of Commerce, Visit Santa Barbara, and Downtown Santa Barbara.

The total amount of passengers on visiting cruise ships vary between 2,500 and 3,000 passengers depending on the size of the ship. The eleven cruise ships that visited Santa Barbara over the fall season had the capacity to bring approximately 31,000 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 Santa Barbara 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. Downtown Santa Barbara 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.

A summary of the cruise ship information for the fall season can be found below:

- Number of Visits: 11
- Number of Passengers: 30,866
- MTD Cruise Ship Booster Shuttle Fees: \$59,405
- MTD Downtown/Waterfront Shuttle Fees: \$38,472*
- Public Works Permit Fees: \$4,054
- Miscellaneous Fees: \$3,438**
- Estimated Net Revenue to Waterfront Department: \$111,016

*The Downtown/Waterfront Shuttle Fee is \$76,943 for Fiscal Year 2015. This fee represents a 92% increase over the Fiscal Year 2014 fee of \$40,000.

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

Attachment: Sample Cruise Ship Itinerary

Prepared By: Brian Bosse, Waterfront Business Manager

Cruise Ships

Typical Port Itinerary Out of Los Angeles



4
Days | **West Coast Getaway**

Crown Princess®
Ruby Princess®
Star Princess®

Los Angeles, Catalina Island or San Diego or Santa Barbara, Ensenada, Los Angeles

Attachment