

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: November 19, 2015
To: Harbor Commission
From: Scott Riedman, Waterfront Director
Subject: **Business Services Report**

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 2016.

CRUISE SHIP UPDATE: SPRING SEASON

Next Friday, November 27, will mark the fourteenth 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 varies between four-day California getaways to ten-night cruises from Vancouver, Canada. 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 2,000 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 32,000 additional visitors to the Waterfront and downtown. The spring cruise ship schedule is being finalized and we anticipate approximately 15 visits between mid-January and mid-May.

Prepared By: Brian Bosse, Waterfront Business Manager