

Step 1

DISCUSSION / DECISION on sending an Assembly member or the Municipal Administrator to attend the Seatrade Cruise Global event in Miami, FL.

Step 2

Possible Motions

I MOVE TO approve sending Assembly Member _____ to the Seatrade Cruise Global event in Miami, FL with expenses to be paid from the Visitor Activities Enhancement Fund.



City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

MEMORANDUM

To: Mayor Paxton and Assembly Members

From: Hugh Bevan, Interim Municipal Administrator *HB*

Date: December 18, 2019

Subject: Approval of CBS Representation at 2020 Seatrade Cruise Global

The 2020 Seatrade Cruise Global event will be held April 21-23 in Miami Beach, Florida. Cruise line executives, buyers, and suppliers attend this annual event for a week of networking, sourcing, innovation, and education.

Sitka participants planning to attend are Sitka Chamber of Commerce Executive Director, Rachel Roy; Visit Sitka Director Laurie Booyse; and Chris McGraw on behalf of Old Sitka Dock. Others from the Sitka visitor industry have also been invited.

The City and Borough of Sitka (CBS) has sent an Assembly member to this event since 2012. Pete Esquiro attended in 2012, and Mim McConnell from 2013-2016. Steven Eisenbeisz attended in 2017 and 2019. Mr. Eisenbeisz planned to attend in 2018 however was unable due to circumstances beyond his control.

Travel costs are anticipated to be approximately \$3,400 and will be expensed from the Visitor Activities Enhancement Fund. One of the intended uses of the Fund is to finance visitor enhancement related travel such as this. An appropriation of \$5,000 exists in the Fund for travel.

Staff strongly recommends an Assembly member attend Seatrade Cruise Global as a support to the local visitor industry.

Recommendation: Approve sending an Assembly member to Seatrade Cruise Global.