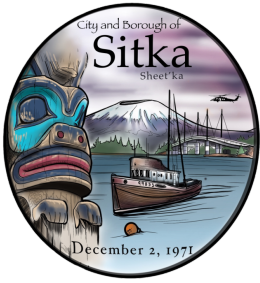


Discussion / Direction / Decision

on sending the Municipal Administrator and the Mayor to the lobbying trip in Washington, DC and the Seatrade Cruise Global event in Miami, FL over the week of April 25-28.




City and Borough of Sitka

PROVIDING FOR TODAY...PREPARING FOR TOMORROW

A Coast Guard City

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members
From: John Leach, Municipal Administrator 
Date: February 12, 2022
Subject: Travel for SeaTrade Cruise Global and Washington DC Delegation Visit

Background

The 2022 SeaTrade Cruise Global event will be held April 25 - 28 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 Sitka Cruise Terminal. Others from the Sitka visitor industry have also been invited.

Since both the U.S. House and Senate will be in session during the same week, there is an opportunity to split this trip to include a lobbying trip to visit our Alaska Delegation with our lobbying firm in Washington, D.C.

Analysis

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. We did not attend the event in 2020 or 2021 due to COVID travel restrictions.

The combined trip will save on travel costs and offers a unique opportunity to visit our Delegation while they are present in Washington. The plan would be to discuss Sitka's FY23 Legislative Priorities with the Delegation to draw attention to their criticality while exploring opportunities that may be available within the IJJA bill.

The trip will be as follows:

April 23, 2022 – Depart SIT to FLL (Fort Lauderdale, FL)
April 24, 2022 – Arrive FLL
April 25, 2022 – SeaTrade Global
April 26, 2022 – SeaTrade Global
April 27, 2022 – Depart FLL to DCA (Arlington, VA)
April 28, 2022 – Delegation Visits

April 29, 2022 – Delegation Visits
April 30, 2022 – Depart DCA to SIT

Fiscal Note

Travel costs are anticipated to be approximately \$6000 and will be expensed from the Visitor Activities Enhancement Fund for the SeaTrade portion of the trip and the Administration Travel and Training Budget for the lobbying portion of the trip. 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. The Administration Travel and Training Budget is only 28% used for the year and has a balance of \$42K remaining.

Recommendation

Staff strongly recommends an Assembly member travel to SeaTrade Cruise Global and Washington DC as a support to the local visitor industry as well as to advance Sitka's Legislative Priorities.