

POSSIBLE MOTION

I MOVE TO approve sending a member of the Assembly to the Cruise Shipping Miami Expo in March to promote Sitka to the cruise industry.

Sara Peterson
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MUNICIPAL CLERK

Memo

To: Mayor and Assembly Members
From: Sara Peterson, Acting Municipal Clerk
Date: January 17, 2014
Re: Cruise Shipping Miami Event

The 2014 Cruise Shipping Miami event will be held March 10-13, 2014 in Miami Beach, Florida. Cruise line executives, buyers, and decision makers attend this annual event.

Sitka participants planning to attend this show are Sitka Convention and Visitor's Bureau Director, Tonia Rioux; Chris McGraw on behalf of Old Sitka Dock, Angela McGraw representing Old Sitka Dock/New Archangel Dancers; and New Archangel Dancer, Linda Speerstra.

In 2012, at the request of Halibut Point Marine Services, the Assembly sent member Pete Esquiro to represent the City and Borough of Sitka. Travel expenses were paid for by Halibut Point Marine Services.

Mayor Mim McConnell represented the City and Borough of Sitka at the 2013 Cruise Shipping Miami event with expenses paid for by the City and Borough of Sitka from the Administrator/Assembly budget – travel and training. Costs were approximately \$3500-\$4000 and included airfare, a delegate badge, per diem, and lodging.

There are sufficient funds available in the Administrator/Assembly budget should the Assembly decide to send a representative this year. Costs are anticipated to be similar to last year's.

Mayor McConnell will be in Washington, DC the week prior for the annual visit to the Alaska delegation. If she is selected to attend the Cruise Shipping Miami event the Mayor will continue on from Washington, DC thus reducing the cost of the airfare to attend this event.

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About Cruise Shipping Miami

For nearly 30 years, Cruise Shipping Miami has been the leading international exhibition and conference serving the cruise industry by bringing together buyers and suppliers for a week of networking, sourcing, and education. No other cruise event attracts such a broad range of industry players, with more than 1,800 cruise line owners and operators from 66 companies in attendance in 2013.

As an exhibitor at Cruise Shipping Miami 2014, March 10-13, you will have the opportunity to showcase your products and services to the influential buyers and decision makers that attend each year. As an attendee at Cruise Shipping Miami 2014, you will have access to our highly regarded educational conference program, gain admission to the tradeshow floor covering all sectors of the international cruise industry, and be invited to a wide variety of networking and social events!

Cruise Shipping Miami is exclusively supported by:



Cruise Shipping Miami is organized by UBM plc:

UBM plc is a leading global business media company. We inform markets and bring the world's buyers and sellers together at events, online, in print and provide them with the information they need to do business successfully. We focus on serving professional commercial communities, from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists around the world. Our 6,000 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently.

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Miami Beach Convention Center
Miami Beach, FL USA

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Who Attends?

Thousands of cruise line executives, buyers and decision makers from all over the world attend Cruise Shipping Miami. Previous attending companies include:

- | | | |
|----------------------------|----------------------------------|-------------------------------|
| Adventure Shipping Ltd. | Hapag-Lloyd Cruises | Regent Seven Seas Cruises |
| AIDA Cruises | Holland America Line | Royal Caribbean Cruises Ltd. |
| All Discovery Cruising | Hurtigruten | Royal Caribbean International |
| Ama Waterways | Kristina Cruises | Saga Shipping |
| American Cruise Lines | Linblad Expeditions | Scenic Cruises |
| Avalon Waterways | Louis Cruises | Seabourn Cruise Line |
| Azamara Club Cruises | Lueftner Cruises | SeaDream Yacht Club |
| Carnival Corporation & Plc | MSC Cruises | Silversea Cruises |
| Carnival Cruise Lines | Norwegian Cruise Line | Star Clippers |
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| Club Med Cruises | Ocean Star Cruises | Swan Hellenic |
| Compagnie du Ponant | Orion Expedition Cruises Pty Ltd | The World |
| Costa Crociere S.p.A. | Passat Kreuzfahrten GmbH | TUI Cruises |
| Crystal Cruises | Paul Gauguin Cruises, Inc. | Unworld Boutique River Cruise |
| Cunard Line | Prestige Cruise Holdings | Viking Line ABP |
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Cruise Shipping Miami 2014 At a Glance

Find out what's happening during over the course of four days at Cruise Shipping Miami, March 10-13, 2014.

Monday, March 10

TIME	CONFERENCE & EVENTS
8:00am	Registration opens
9:30am - 3:00pm	World Cruise Tourism Summit Workshops
6:30pm - 8:30pm	VIP/Speaker Reception By invitation only

Tuesday, March 11

TIME	CONFERENCE & EVENTS	EXPO
8:00am	Registration opens	Exhibit Hall Open 9:00am - 6:00pm
9:30am - 11:30am	State of the Industry	
Afternoon	Cruise Shipping Conference (concurrent sessions)	
6:00pm	Presidents of the Member Cruise Lines Welcome Reception	

Wednesday, March 12

TIME	CONFERENCE & EVENTS	EXPO
8:00am	Registration opens	Exhibit Hall Open 9:00am - 6:00pm
Morning	Cruise Shipping Conference (concurrent sessions)	
Afternoon	Cruise Shipping Conference (concurrent sessions)	
6:30pm	FCCA Gala Cocktail Reception & Dinner	

Thursday, March 13

TIME	CONFERENCE & EVENTS	EXPO
8:30am	Registration opens	Exhibit Hall Open 9:00am - 4:00pm
Morning	Cruise Shipping Conference (concurrent sessions)	

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