



CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members
From: John Leach, Municipal Administrator
Date: November 30, 2023
Subject: Travel for Pacific Northwest Cruise Symposium

Background

Cruise Lines International Association (CLIA) is set to host its inaugural Pacific Northwest Symposium in Seattle, WA, spanning from January 31 to February 1, 2024. Given the unforeseen nature of this event and its absence from the FY24 budget, we are seeking a supplemental appropriation of \$5,000 from the Visitor Enhancement Fund. This allocation aims to cover travel expenses for both the Mayor and myself, facilitating our attendance at this significant gathering to advocate for regional and responsible tourism in Sitka and the broader Pacific Northwest.

Analysis

Understanding the regional implications of tourism management is paramount. Decision-making at the local level can reverberate across economies and livelihoods in neighboring cities. The Symposium serves as a unique platform, uniting CLIA's Cruise Line Members, Executive Partners, business and community collaborators, and special guests. Their collective discussions aim to address critical issues and formulate solutions that will resonate throughout the cruise community in the Pacific Northwest.

Recognizing the significance of this Symposium, we plan to uphold our commitment to Sea Trade Cruise Global in April 2024, as in previous years, to persist in advocating for responsible tourism in Sitka. However, should this Symposium prove to be a more strategic use of our financial resources, the City and Borough of Sitka (CBS) may contemplate attending this event in lieu of the annual trip to Sea Trade Cruise Global in Miami in future years. This strategic shift would not only result in considerable savings on travel costs but also foster more impactful conversations with CLIA Members, businesses, and community partners in the Pacific Northwest.

Fiscal Note

The estimated travel costs for this event total \$5,000, encompassing airfare, hotel accommodations, per diem, and conference registration. The required funds will be drawn

from the Visitor Enhancement Fund.

Recommendation

I strongly recommend approving this appropriation to secure the necessary funding for travel expenses, enabling our representation at CLIA's Pacific Northwest Cruise Symposium. This proactive step aligns with our commitment to fostering responsible tourism and positions Sitka strategically within the regional dialogue on this critical matter. It also aligns with Actions Item 3.3 from our Strategic Plan which states, "Identify and implement policies that will balance the economic benefits of tourism with the impacts on Sitkan's quality of life."

CITY AND BOROUGH OF SITKA

ORDINANCE NO. 2023-25
AN ORDINANCE OF THE CITY AND BOROUGH OF SITKA MAKING SUPPLEMENTAL
APPROPRIATIONS FOR FISCAL YEAR 2024
(CLIA Pacific Northwest Cruise Symposium)

BE IT ENACTED by the Assembly of the City and Borough of Sitka, Alaska as follows:

1. **CLASSIFICATION.** This ordinance is not of a permanent nature and is not intended to be a part of the Sitka General Code of the City and Borough of Sitka, Alaska.

2. **SEVERABILITY.** If any provision of this ordinance or any application thereof to any person or circumstance is held invalid, the remainder of this ordinance and application thereof to any person and circumstances shall not be affected thereby.

3. **PURPOSE.** The purpose of this ordinance is to make a supplemental operating appropriation for FY2023.

4. **ENACTMENT.** In accordance with Section 11.10 (a) of the Charter of the City and Borough of Sitka, Alaska, the Assembly hereby makes the following supplemental appropriation for the budget period beginning July 1, 2023 and ending June 30, 2024.

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| <u>FISCAL YEAR 2024 EXPENDITURE BUDGETS</u> |
| VISITOR ENHANCEMENT FUND |
| |
| Fund 195 – Travel/ Training: Increase appropriations in the amount of \$5,000 for travel to the Cruise Lines International Association’s (CLIA) Pacific Northwest Symposium. These funds will come from the Visitor Enhancement Fund. |
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EXPLANATION

This is a newly established convening that administration believes will be beneficial for representatives from Sitka to attend.

5. **EFFECTIVE DATE.** This ordinance shall become effective on the day after the date of its passage.

PASSED, APPROVED, AND ADOPTED by the Assembly of the City and Borough of Sitka, Alaska this 26th day of December 2023.

ATTEST:

Steven Eisenbeisz, Mayor

Sara Peterson, MMC
Municipal Clerk

1st reading: 12/12/23

2nd and final reading: 12/26/23

Sponsor: Administrator