

Sara Peterson

From: Rachel Roy <ed@sitkachamber.com>
Sent: Tuesday, January 31, 2017 2:29 PM
To: Sara Peterson; Mark Gorman; chris@halibutpointmarine.com; Matthew Hunter (Assembly)
Subject: Re: CBS participation at SeaTrade

Hello Mark,

I have another obligation tonight so I will not be able to attend the meeting. Please consider my written comments.

I believe that continued participation in Seatrade is very important for both the City of Sitka and the Chamber. Seatrade is one of the primary opportunities for ports to meet face-to-face with the decision makers within the cruise industry. The connections that are made can translate to real dollars when talking about a ship being scheduled in Sitka for a season.

With the budget cuts to State marketing dollars, ATIA and the Destination Marketing Organizations (DMOs) discussed the viability of our participation. The outcome was to ensure that Alaska keeps its market share in the massive global industry, we must be present and continue to maintain and build relationships. I believe that for Sitka to get real cruise ship growth, we have to be there too! We have seen the growth in ports like Icy Straight Point (Hoonah) who make trips to Florida to meet with the cruise execs every year.

I agree with Chris's points, the cruise industry will be one of our main industries in Sitka and it is important that they know they are welcome in our port. Let's continue to build on what we have and welcome them to our port. Please consider sending an assembly member or staff representative from the city.

I have included some quotes from CLIA's John Brinkley below:

<http://www.tourismworksforak.org/industry-data.html>

Alaska's share of the global cruise industry is on the decline. Long before he was a Republican state lawmaker and candidate for governor, John Binkley worked on his family's riverboat in Fairbanks, doing tours for visitors to Alaska's Interior.

"When we were growing up in our family business, my father used to always tell us that, 'If you're coasting, you're going downhill,'" Binkley told the Juneau Assembly Committee of the Whole.

Binkley is now president of Cruise Lines International Association of Alaska, formerly the Alaska Cruise Association. He says the state has been coasting when it comes to attracting tourists.

"I think we've taken a lot of it for granted, what we've had here in Alaska in terms of the industry, and other destinations around the world have not," he said.

Binkley says Alaska's share of the global market has declined from 6.5 percent in 2006 to 4.5 percent. He says some of the most successful cruise ship ports have partnered with the industry to improve their facilities.

Will people come if we don't tell them we're here?

Thank you for considering my comments,

Rachel Roy
907-738-1186

Sent from my iPhone

On Jan 30, 2017, at 4:36 PM, Sara Peterson <sara.peterson@cityofsitka.org> wrote:

Hi Rachel,

The Assembly will hold a special meeting to further discuss this issue tomorrow (Tuesday) night. If you have a few moments, it would be helpful to have your opinion to share. You can submit by email or certainly attend the meeting which will be held at City Hall in the 3rd floor conference room.

Thanks,

Sara

From: Chris McGraw [<mailto:chris@halibutpointmarine.com>]
Sent: Wednesday, January 25, 2017 12:05 PM
To: Mark Gorman <mark.gorman@cityofsitka.org>
Cc: Matthew Hunter (Assembly) <assemblyhunter@cityofsitka.org>; Sara Peterson <sara.peterson@cityofsitka.org>; Rachel Roy <ed@sitkachamber.com>
Subject: Re: CBS participation at SeaTrade

Mark,

I think representation by the Assembly or City staff is important. I believe it does two things. First, I believe it shows the cruise line executives that Sitka is supportive of the cruise industry and that we are eager for their business. The second thing that I think it does is it provides experience and helps educate the City on the cruise industry and how competitive the market is for the ships amongst the ports in Alaska and worldwide. As we continue down the path of lean financial times the cruise industry is going to be a major economic driver in Sitka's economy. The more knowledgeable the City government is on this industry, it is likely that better decisions will be made regarding this industry and the local economy.

Thanks for letting me share my opinion.

Chris

On Jan 25, 2017, at 8:07 AM, Mark Gorman <mark.gorman@cityofsitka.org> wrote:

Sent to the wrong Chris.

Apologies,

Mark

From: Mark Gorman

Sent: Wednesday, January 25, 2017 7:41 AM

To: 'Rachel Roy' <ed@sitkachamber.com>;

Cc: Sara Peterson <sara.peterson@cityofsitka.org>; Matthew Hunter (assemblyhunter@cityofsitka.org) <assemblyhunter@cityofsitka.org>

Subject: CBS participation at SeaTrade

Good morning Rachel and Chris,

At last night's Assembly meeting, CBS representation at the Seatrade event was discussed. The Assembly decided not to take action on sending an Assembly member as there was question to whether there is value given the cost of the trip. I told the Assembly that I would check with you both and if you feel representation by a member of the Assembly or city staff is important, this issue will be reconsidered at the February 14th meeting.

If you could let me know your thoughts, that would be very much appreciated.

Thanks,

Mark