



# CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

## MEMORANDUM

**To:** Mayor Eisenbeisz and Assembly Members

**From:** John Leach, Municipal Administrator

**Date:** November 10, 2022

**Subject:** Travel for SeaTrade Cruise Global

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### **Background**

The 2023 SeaTrade Cruise Global event will be held March 27 - 30 in Fort Lauderdale, 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.

### **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, 2019, and 2022. 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.

Early registration before December 16<sup>th</sup> saves \$40 per registration for the Expo Pass (\$115 per person).

The trip will be as follows:

March 25, 2023 – Depart SIT to FLL (Fort Lauderdale, FL)

March 26, 2023 – Arrive FLL

March 27 - 30, 2023 – SeaTrade Global

March 31, 2023 – Depart FLL to SIT

### **Fiscal Note**

Travel costs are anticipated to be approximately \$5500 and will be expensed from the Visitor 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. Although the estimated travel costs slightly exceed the appropriation, there may be lower group travel rates available that were not factored into this estimate.

Should the travel exceed the amount budgeted in the Visitor Enhancement Fund, the General Fund will be charged for the differential.

**Recommendation**

Staff strongly recommends an Assembly member travel to SeaTrade Cruise Global to represent Sitka's interests in the local visitor industry.