

COUNTY OF HUMBOLDT

AGENDA ITEM NO.

0-2

For the meeting of: October 13, 2015

Date:

September 30, 205

To:

Board of Supervisors

From:

Supervisor Virginia Bass

Subject:

Update Report from the Cruise Ship Marketing Consultant

<u>RECOMMENDATION(S)</u>: That the Board of Supervisors hear the presentation and take appropriate action, if required.

SOURCE OF FUNDING: N/A

<u>DISCUSSION</u>: Bruce Conner, Cruise Ship Marking Consultant, will be providing an update to the Board of Supervisors on progress that is being made and efforts to bring Cruise Ships to the Humboldt Bay.

FINANCIAL IMPACT: N/A

OTHER AGENCY INVOLVEMENT: N/A

ALTERNATIVES TO STAFF RECOMMENDATIONS: Board discretion.

ATTACHMENTS: None

Prepared by	Kathy Hayes		_ Signature U vax	nalsos
REVIEW: Auditor	County Counsel	Personnel	Risk Manager	Other
TYPE OF ITEM: Consent Departmental Public Hearing XX Other Special Presentation (10 minutes) PREVIOUS ACTION/REFERRAL: Board Order No.			BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT Upon motion of Supervisor Ayes Per Order of the Chair Nays Abstain Absent	
Meeting of:			and carried by those members present, the Board hereby approves the recommended action contained in this Board report. Dated By:	

COMMISSIONERS

1st Division

A. Newman

2nd Division

G. Dale

3rd Division

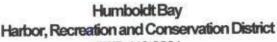
M. Wilson

4th Division

R. Marks

5th Division

P. Higgins



(707) 443-0801 P.O. Box 1030

Eureka, California 95502-1030



Cruise Eureka, Humboldt County Shore Excursion Proposal

-Eureka Tall Trees Delights:

Redwoods, Avenue of the Giants, Korbly Wood Products, Benbow Inn Femdale, Victorian Inn. 4 hours, Lunch, Max 42 guests.

-Seafood & Wine:

Jacks Restaurant Wine & Seafood, Oyster Cannery Tour, Madaket boat ride, tour of Old Town. 4 Hours, Lunch, Oyster tasting, 4 hours, Lunch, Cocktail, Max 20 guests.

-Eureka Ale Trail:

Lost Coast Brewery Tour, sample tasting, Mad River Brewing Co, Tour sample tasting, Red Curtain Brewing Co, sample tasting. 3.5 hours max 40 guests.

-Panoramic Eureka & Redwoods:

Old Town Eureka, Arcadia, Trinidad, Sequoia Park Zoo, Redwoods, Ferndale. 3 Hours max 84 guests.

-Hop on Hop Off:

Shuttle Service from Ship, Three stops, Old Town, Morris Graves of Art, Carson Mansion, Every 30 min, Narrated. Unlimited guests

-Treed of Mystery:

Transportation Ship to Tree of Mystery, Sky trail Gondola ride, Cathedral Tree. Pacific Ocean vistas, Redwood Forests and coastal towns. 4 Hours, Narrated. 50 Guests Per Motor Coach.

-Casino Lucky Loop

Cher-Ae Heights Casino, Blue Lake Casino & Hotel, Bear River Casino Hotel. Shuttle service scheduled. Gaming book includes lunch voucher. 3.5 Hours max 18 guests.

-Old Town Walking Tour

The Old Town/Downtown district includes theaters, pubs, antique shops and local coffee house. Narrated. 1.5 Hours Max 20 guests per departure.

-Samoa Dunes, Cookhouse

Sand Dune recreational area, short hike, Family style Lunch, Soma Cookhouse. Narrated 3.5 house max 42 guests.

COMMISSIONERS

1st Division

A. Newman

2nd Division

G. Dale

3rd Division

M. Wilson

4th Division

R. Marks 5th Division

P. Higgins



(707) 443-0801 P.O. Box 1030

Eureka, California 95502-1030



October 11, 2015

Humboldt County Board of Supervisors

Cruise Ship Eureka inquiries as if Oct 11 2015:

Cruise Company & Ship	Passenger Count	*Projected Income
-Silver Seas, Shadow	900	56,250.00 x 7 393,750.00
-Oceana, Regatta	824	51,500.00 x 7 369,500.00
-Holland America, Noordam	1916	119,750.00 x 7 838,250.00
Zaandam	1432	89,500.00 x 7 626,500.00
Arriving May 9 2017		
-Hapag-Lloyd-Europa	403	25,187.50 x 7 176,312.50

^{*}Based on CLIA survey, "Average couple will spend 125.00 in a US Port." X 7 is a multiplier used to determine circulation of one dollar in a community.

Targeted Cruise Lines who call on Alaska (Ships that fit in Harbor). Crystal Cruises Regent Seven Seas Norwegian NCL