



COUNTY OF HUMBOLDT

AGENDA ITEM NO.
D-2

For the meeting of: October 13, 2015

Date: September 30, 2015
To: Board of Supervisors
From: Supervisor Virginia Bass
Subject: Update Report from the Cruise Ship Marketing Consultant

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

SOURCE OF FUNDING: N/A

DISCUSSION: Bruce Conner, Cruise Ship Marketing 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 *Virginia Bass*

REVIEW: Auditor _____ County Counsel _____ Personnel _____ Risk Manager _____ Other _____

TYPE OF ITEM:
____ Consent
____ Departmental
____ Public Hearing
 Other Special Presentation (10 minutes)

PREVIOUS ACTION/REFERRAL:

Board Order No. _____

Meeting of: _____

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT
Upon motion of Supervisor _____ Seconded by Supervisor _____
Ayes _____
Nays _____
Abstain _____
Absent _____

Per Order of the Chair

and carried by those members present, the Board hereby approves the recommended action contained in this Board report.

Dated *October 13, 2015*
By: *Kathy Hayes*
Kathy Hayes, Clerk of the Board

COMMISSIONERS

1st Division
A. Newman
2nd Division
G. Dale
3rd Division
M. Wilson
4th Division
R. Marks
5th Division
P. Higgins

Humboldt Bay
Harbor, Recreation and Conservation District
(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
Ferndale, 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.

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October 11, 2015

Humboldt County Board of Supervisors

Cruise Ship Eureka inquiries as of Oct 11 2015:

<u>Cruise Company & Ship</u>	<u>Passenger Count</u>	<u>*Projected Income</u>
-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
<u>Arriving May 9 2017</u>		
-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