

MEMORANDUM

February 23, 2017

TO: MEMBERS, PORT COMMISSION
Hon. Willie Adams, President
Hon. Kimberly Brandon, Vice President
Hon. Leslie Katz
Hon. Eleni Kounalakis
Hon. Doreen Woo Ho

FROM: Elaine Forbes
Executive Director

SUBJECT: Request approval for a San Francisco Port Commissioner to travel with Port Maritime staff to Fort Lauderdale, Florida, to attend the Seatrade Cruise Global Conference on March 14-17, 2017

DIRECTOR'S RECOMMENDATION: Approve Attached Resolution

Executive Summary:

Port staff requests that the Port Commission approve Port Commission President Willie Adams' travel to Fort Lauderdale, Florida, to attend the Seatrade Cruise Global Conference on March 14-17, 2017. Port Commission President Adams will accompany the Port's Cruise Marketing Manager and Port Wharfinger. This trip will give the Port Commissioner an opportunity to meet current and prospective Port cruise clients and discuss future cruise business at the Port of San Francisco.

In calendar year 2016, the Port hosted 80 cruise calls and welcomed 286,362 cruise passengers. The Port hopes to garner increased cruise ship traffic and attending this conference, meeting face-to-face with senior cruise line executives, reviewing current operations, planning for future activities, explaining the benefits of working in San Francisco, promoting the Pier 27 and Pier 35 cruise terminals and strengthening business relationships will help the Port to achieve this goal.

Background:

Seatrade Cruise Global Conference is the Cruise Industry's Premier Global Event. It is the only event guaranteed to bring together every facet of the business including cruise

lines, suppliers, travel agents and partners. As the epicenter of the cruise industry, Seatrade Cruise Global Conference features exhibitors and attendees from around the world, a multi-track conference program headlined by the industry's most knowledgeable speakers, and the State of the Global Cruise Industry keynote.

For more than 30 years, Seatrade Cruise Global Conference has been the leading international exhibition and conference serving the cruise industry by bringing together buyers and suppliers for a week of networking, sourcing, innovation, and education.

Exhibitors at Seatrade Cruise Global will have the opportunity to showcase their products and services to the influential buyers and decision makers that attend each year. Attendees will have the opportunity to:

- Source new products on the tradeshow floor
- Stay ahead of the curve by attending the educational conference program
- Network with industry leaders from all facets of the industry

Port Commission President Adams will join Port Maritime staff to meet with the Port's current and potential cruise customers, senior officials including their CEOs, marketing managers, itinerary planners and directors of operation.

Recommendation:

Attached for your consideration and approval is a resolution authorizing Port Commission President Willie Adams to travel to Fort Lauderdale, Florida, with Port Maritime staff on March 14-17, 2017. This trip will give the Port Commissioner an opportunity to meet current and prospective Port cruise clients and discuss future cruise business at the Port of San Francisco. The cost of this trip is covered in the Port Commission's Fiscal Year 2016-2017 budget.

Prepared by: Amy Quesada
Port Commission Secretary

Prepared for: Elaine Forbes
Executive Director

**PORT COMMISSION
CITY & COUNTY OF SAN FRANCISCO**

RESOLUTION NO. 17-09

WHEREAS, The Port of San Francisco's James R. Herman Cruise Ship Terminal is recognized in the industry as one of the best cruise ship terminals and has received numerous accolades, recognitions and awards; and

WHEREAS, The Seatrade Cruise Global Conference is the cruise industry's premier global event, guaranteed to bring together every facet of the business including cruise lines, suppliers, travel agents and partners; and

WHEREAS, Exhibitors at Seatrade Cruise Global will have the opportunity to showcase their products and services to the influential buyers and decision makers that attend each year; and

WHEREAS, Attendees will have access to the highly regarded educational conference program, gain admission to the trade show floor covering all sectors of the international cruise industry, and be invited to a wide variety of networking and social events; and

WHEREAS, Attendance of Port Commission President Willie Adams with Port Maritime Staff at the conference will provide an opportunity to meet current and prospective Port cruise clients and showcase the Port of San Francisco and increase cruise business; and

WHEREAS, Port staff requests approval for Port Commission President Willie Adams to travel with representatives of the Maritime Division to Fort Lauderdale, Florida, on March 14-17, 2017 to attend the Seatrade Cruise Global Conference; and

WHEREAS, The cost of this trip is covered in the Port's Fiscal Year 2016-2017 budget; now, therefore be it

RESOLVED, That the Port Commission hereby approves this travel request.

I hereby certify that the foregoing resolution was adopted by the Port Commission at its meeting of February 28, 2017.

Secretary