

Appendix A

Cruise Ship Information Packet



Public Information Session: 2019 Cruise Ship Operations
UPDATED PORT OF CALL SCHEDULE

Holland America <i>MS Maasdam</i>	5/13/2019	Mon	12:00 – 20:00	Kelsey
Viking Ocean Cruises <i>Orion</i>	5/20/2019	Mon	8:00 – 16:00	Kelsey
Viking Ocean Cruises <i>Orion</i>	6/3/2019	Mon	8:00 – 16:00	Kelsey
Holland America <i>MS Maasdam</i>	6/3/2019	Mon	14:00 – 20:00	VCT
Viking Ocean Cruises <i>Orion</i>	6/7/2019	Fri	8:00 – 16:00	Kelsey
Viking Ocean Cruises <i>Orion</i>	6/23/2019	Sun	11:30 – 19:00	Kelsey
Holland America <i>MS Maasdam</i>	6/24/2019	Mon	12:00 – 20:00	Kelsey
Viking Ocean Cruises <i>Orion</i>	6/27/2019	Thu	8:00 – 16:00	Kelsey
Viking Ocean Cruises <i>Orion</i>	7/13/2019	Sat	11:30 – 19:00	Kelsey
Viking Ocean Cruises <i>Orion</i>	7/17/2019	Wed	8:00 – 16:00	Kelsey
Viking Ocean Cruises <i>Orion</i>	8/2/2019	Fri	8:00 – 16:00	Kelsey
Viking Ocean Cruises <i>Orion</i>	8/6/2019	Tue	8:00 – 16:00	Kelsey
Viking Ocean Cruises <i>Orion</i>	8/20/2019	Tue	8:00 – 16:00	Kelsey



Public Information Session: 2019 Cruise Ship Operations
FREQUENTLY ASKED QUESTIONS

1) Where can I find up-to-date cruise ship information?

Up to date cruise ship information can be found on the City of Valdez Government Facebook page, the City of Valdez website (www.valdezak.gov). We have also created a “cruise ship information email distribution list” by request. To add your name to the email distribution list call the Port at 907-835-4564 or sign up during the Public Information Session at Council Chambers on Monday, March 4th at 7:00 P.M.

2) Why didn't I hear about this sooner?

We make every effort to utilize the aforementioned distribution channels to get information to the public. In some cases, we must wait to distribute information not authorized for release by cruise lines. In regard to the 2019 season, our first public notice including a Port of Call schedule and *Local Business Guide to Working with Cruise Lines* was issued in August of 2018, immediately after we received this information from the cruise lines.

3) What is the 2019 port of call schedule?

Included in this packet.

4) How many passengers can we expect?

The Viking *Orion* has a passenger capacity of 930 and the Holland America *MS Maasdam* has a passenger capacity of 1258. The amount of visitor traffic in town on port of call days may only reflect a percentage of this capacity since voyages may not be sold to max capacity and some passengers may choose not to disembark the vessel during their stay.



5) What is the passenger demographic?

Viking Ocean Cruises defines their passenger demographic as “life-long learners” of the baby boomer generation. Holland America has not defined their passenger demographic at this time.

6) Can I set up a vendor booth at the Kelsey Dock on port of call days?

In a distinct effort to drive passenger traffic into the core business areas of Valdez, vendor permits / vendor booth set-up *will not be* accommodated at the Kelsey uplands this year. Historically, vendor permits were issued when cruise ships docked at the Valdez Container Terminal to give vendors access to passenger foot traffic outside of the town core. We are excited at the level of convenient accessibility the Kelsey Dock location offers passengers and want to encourage them to get out and explore!

See the “Local Business Guide to Working with Cruise Lines” publication. Included in this packet.

7) Where can I set up a vendor booth?

We encourage vendors *without* a “brick and mortar” storefront to contact and collaborate with established businesses throughout town (i.e. downtown business core and Harbor district). There are several business owners that have expressed their willingness to allow vendors to supplement their offerings by inviting “pop-up shops” on property adjacent to their storefronts. **When collaborating it is important that both the business owner and the inquiring vendor educate themselves on Valdez Municipal Code and work with our Planning Department to obtain required licensing and/or permitting.**

Valdez Municipal Code excerpts regarding Short Term Vendor Regulations included in packet.

8) What is a shore excursion?

The term *shore excursion* refers to special outings arranged by cruise companies as an extra package available to their customers. Cruise companies offer a variety of shore excursions ranging in price from “included with cruise fare” to several hundred dollars. A feature of such shore excursions is that they allow passengers to sightsee without making arrangements on their own in each port of call.



9) Who do I contact if I would like to be a shore excursion contractor/provider?

Holland America: Contact Jennifer Miller at jmiller@hagroup.com

Viking Cruise Lines via Premier Alaska Tours: Contact Josh Howes at josh@touralaska.net

Also, see the "Local Business Guide to Working with Cruise Lines" publication. Included in this packet.

10) Which shore excursions did Viking Ocean Cruises and Holland America select for 2019?

Viking Ocean Cruises has contracted a variety of shore excursions including museum tours, flight-seeing, glacier cruises and kayaking. Detailed information regarding Port of Valdez offerings can be found on their website, here: <https://www.vikingcruises.com/oceans/cruise-destinations/caribbean-americas/alaska-inside-passage/index.html?olb=true#itineraryday/9>

Holland America has not yet published shore excursion offerings on their website, but we encourage you to check back: https://www.hollandamerica.com/en_US/find-a-cruise/A9E21A/M927.html

11) What do I do if I contacted the cruise lines but was not picked to be a shore excursion operator?

The City and Port of Valdez have no involvement with the selection of shore excursion operators. If you are not picked to provide a shore excursion for the cruise line directly, it is perfectly normal to market to passenger foot traffic on port of call days. Businesses may also receive inquiries from savvy passengers hoping to book activities separate from those offered through the cruise line, prior to their arrival in Valdez.

12) Is there someone appointed to help businesses coordinate with cruise ships?

Businesses offering activities and tours should work directly with cruise lines utilizing the aforementioned contacts.



13) Do you have any suggestions for attracting business on port of call days?

Retail vendors, cafes, restaurants, and other service providers are encouraged to engage and collaborate within the community to attract passenger traffic. It may be helpful to advertise at your storefront location or online, utilizing search engine or social media platforms. It is also important to note the arrival and departure times and consider adjusting hours of operation to accommodate passenger traffic.

14) Can I put advertising signs or sandwich boards up at the Kelsey Dock and Plaza on port of call days?

Per Valdez Municipal Code 17.48.090B3D signs advertising a specific business, vendor, or enterprise are prohibited.

15) May I distribute printed advertisements for my business on port of call days?

There is now rack card space within an information kiosk at the Kelsey Plaza. Please contact the Port Office at portofvaldez@valdezak.gov or 907-835-4564 *prior* to port of call days if you would like to make your print advertisements available in this venue.

16) Why did the cruise ships stop coming?

There is no “one size fits all” explanation. There are a variety of economic, routing, and regulatory factors that contributed to the decline in cruise ship traffic in the early 2000’s.

17) Does the Port of Valdez impose a passenger (head) tax?

No, the current Port Tariff 100-19 does not impose a passenger (head) tax.



18) What is the estimated economic impact?

While we do not have any current local economic impact studies relating to cruise ship traffic, we've utilized data from a few different sources to hypothesize about this topic.

Ketchikan's 2017 *Summer Visitor Profile and Economic Impact Analysis* allows that approximately 1 million visitors cultivated \$223 million in tourism industry revenue. Valdez will see less than 1.3% of this passenger traffic (<13,000) during the 2019 cruise season which could roughly translate to \$2.8 million in tourism industry revenue.

The 2016 *Alaska Visitors Statistics Program* estimates each individual cruise passenger spends approximately \$74 per day in port of call communities. At *less than* 13,000 passengers over the course of the 2019 cruise season, this *could* translate to in-town tourism revenues nearing \$1 million.

Local Business Guide for Working with Cruise Lines

I am a retail vendor or restaurant:



I have a brick and mortar storefront

Wonderful! Community businesses selling goods, merchandise or food will be featured in our Passenger's Guide publication distributed to cruise lines and passengers. Don't forget to note Port of Call dates and adjust your hours and staffing appropriately.



Request Inclusion

Contact the Port of Valdez today to join our email distribution list and request inclusion in the Passenger's Guide.



Want to take it a step further?

Consider social media specials or giveaways on port of call dates to drive business to your door.



I do not have a brick & mortar storefront

Please contact the Port of Valdez today to join our email distribution list and request inclusion in the Passenger's Guide.



Consider reaching out to local businesses wanting to compliment their offerings by allowing you to set-up a booth on port of call days



The Port of Valdez will **NOT** be hosting waterfront vendor fairs in a distinct effort to drive passengers into town to explore

I offer recreational excursions or a cultural experience:



Cruise lines and their shore excursion agents often request bids for shore excursion contractors

That includes activities like glacier, kayak or flight tours and cultural experiences like museum or hatchery viewing.



Connect with Cruise lines

Interested parties will want to stay apprised of opportunities and bid submission dates by contacting the cruise lines personally

Holland America:
Contact Jeseller Miller at jmiller@hagroup.com

Viking Cruise Lines via Premier Alaska Tours:
Contact Josh Hewes at josh@hearalaska.net

Didn't win a shore excursion bid?

Contact the Port of Valdez today to join our email distribution list and request inclusion in the Passenger's Guide.

Contact the Port of Valdez to request inclusion in the Passenger's Guide:

Call 907.835.4564

E-mail: jables@valdezak.gov



CITY OF VALDEZ, ALASKA
PORTS & HARBORS

City of Valdez
Planning Department
P.O. BOX 307
Valdez, AK 99686



Short Term Vendor Regulations

First, anyone doing business in the City of Valdez needs a State of Alaska Business license and a City of Valdez Business License. Before the COV Business license can be accepted, the State Application needs to be approved (VMC 5.04.010.)

Vendors can be directed to complete the following:

1. Complete the **State of Alaska Business License Application**. You can complete the application online at www.commerce.alaska.gov. A copy of your active State of Alaska Business license is required in order to apply for a City of Valdez Business Registration and must be submitted with your application.
2. Complete the **City of Valdez Business Registration Application**, this form is also available online at www.valdezak.gov under the Planning Department heading.

In addition, vendors **NOT** exempt from the following code exceptions will be required to submit an **Itinerant Vendor License Application**. See the list of exempt enterprises below:

VMC 5.24.080 Exceptions

- A. A charitable, religious, civic, or educational organization, or other nonprofit organization, which has

been operating within the city for a period of at least one year, and which is conducting a fund-raising activity related to its organizational purpose;
- B. Fund-raising activities of a political organization;
- C. Charter boat and aircraft operations;
- D. The sale of seafood by a fisherman;
- E. The sale of farm products by the grower;
- F. The sale of personal goods or wares at activities such as garage sales or flea markets;
- G. The sale of arts or crafts by the person who created the goods;

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- H. Trade shows which have a local sponsor or are sanctioned by the Valdez Convention and Visitors Bureau or the Valdez Civic Center;
- I. The sale of Christmas trees during Christmas season; provided, that the business owner registers the business with the city and obtains written permission from the property owner where the sale is to occur;
- J. Orders taken and contracts entered into, in the ordinary course of business, by authorized agents of firms and corporations having permanent places of business outside the city; provided, that such orders and contracts are not sought through door-to-door, street corner, mass telephone, or similar solicitations;
- K. Casual sales of personal property not done in the ordinary course of business; and
- L. Any business conducted wholly within a private residence.

If vendors have any questions regarding what permitting is required, please contact the City of Valdez Planning Department at (907) 834-3401.