

1 [Establishing Task Force]

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3 **Resolution establishing a civic task force to develop and market San Francisco to the**
4 **Passenger Cruise industry.**

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6 WHEREAS, 2004 will be the busiest year for San Francisco's passenger cruise ship
7 business in decades; and

8 WHEREAS, passenger cruise ships calling San Francisco in 2004 will bring nearly a
9 quarter of a million visitors to San Francisco and represents a growing segment of San
10 Francisco's tourist and desired travel trade economy; and

11 WHEREAS, independent analyses support that cruise ships calling San Francisco
12 generated over \$35 million in direct purchases of goods, services, and State & Local taxes in
13 2003; and

14 WHEREAS, These analyses also support that the San Francisco Bay Area economic
15 impact will near \$50 million this year with continued growth over the next five years; and

16 WHEREAS, Each year San Francisco's Passenger Cruise industry generates a significant
17 share of Bay Area union jobs among the International Longshore Union Locals of 10, 34, 75, and
18 91; and

19 WHEREAS, Each year the Passenger Cruise industry's fleet of ships accounts for a
20 significant portion of the gross revenues of San Francisco Drydock, the Bay Area's last remaining
21 full-service, large ship repair yard and a local business that provides more than 300 union jobs
22 across ten specialized trade unions; and

23 WHEREAS, Each year cruise ships arriving at San Francisco require the services of a
24 multitude of maritime businesses and support the large and small firms that continue to:

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- 1 • sustain maritime activity along San Francisco’s waterfront,
- 2 • attract more commercial maritime business to the greater Bay Area, and
- 3 • represent the traditions of San Francisco’s reputation as a major Port city; and

4 WHEREAS, The Board of Supervisors has heard testimony from local and regional
5 environmental advocates, community groups, concerned citizens, and affected business owners
6 concerning San Francisco’s ability to grow with the passenger cruise demand by constructing the
7 new James R. Herman International Cruise Terminal and mixed-use development, while at the
8 same time assuring its constituents a better quality of life, health, and safety; and

9 WHEREAS, Through it’s Cruise Terminal Environmental Advisory Committee (CTEAC),
10 the Port of San Francisco continues to implement and work towards ensuring healthy
11 environmental policies and best management practices within the cruise passenger industry; and

12 WHEREAS, The issues surrounding the regulation and oversight of cruiseship operations
13 involves many Local, State, Federal, and International agencies; and

14 WHEREAS, The opportunities for the much needed and desired waterfront development
15 of efficient cruise facilities are dependent upon the resolution of reasonable best practices that the
16 cruise operators can comply with and are practicable; and

17 WHEREAS, The optimal development of San Francisco’s cruise business is best served
18 by a multi-pronged approach from many sectors of the City – focusing on both marketing and
19 operations – that include and incorporate the insights of both commercial and community interest
20 groups; and

21 WHEREAS, It is important that a community-conscious body be empowered to conduct
22 research and make recommendations to the Board that will advance San Francisco’s competitive
23 position among West Coast cruiseports; and

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1 WHEREAS, San Francisco is well-positioned to develop a model for the country in
2 addressing and preventing the problems of congestion and infrastructural overload as it seeks to
3 provide for the growing needs of the cruise industry; now therefore be it

4 RESOLVED, That the Board of Supervisors of the City and County of San Francisco does
5 hereby establish a Task Force on Passenger Cruise Development to best market the City's global
6 position as a quintessential cruise destination, attract more cruise business, and protect the
7 quality of life for all San Franciscans from any negative impacts or practices resulting from large-
8 scale vessel operations; and, be it

9 FURTHER RESOLVED, That the Task Force shall address the many elements of the
10 problem, including steps and incentives to be taken to attract more cruise calls each year; City-
11 wide synergies that can heighten awareness of San Francisco's attraction as both an efficient
12 home port of operations and a passenger load source; and the best management practices to be
13 implemented by the cruise and tour operators so that Bay Area water and air quality standards
14 are preserved or made better; and be it

15 FURTHER RESOLVED, That the Task Force shall be convened within sixty (60) days of
16 adoption of this resolution, and be composed of 16 members to be appointed by the Board of
17 Supervisors as nominated by the top administrative officer from the following agencies and
18 organizations:

- 19 • Port of San Francisco
- 20 • San Francisco Department of Business and Economic Development
- 21 • San Francisco Bar Pilots Association
- 22 • Maritime and Labor Union Representatives
- 23 • Sierra Club – Bay Area Chapter
- 24 • Blue Water Network

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- 1 • Citizens to Save the Waterfront
- 2 • A representative of a Port Advisory Group
- 3 • Cruise Line Representatives
- 4 • Cruise-only travel agency owner
- 5 • A small business owner from the waterfront
- 6 • Golden Gate Restaurant Association
- 7 • San Francisco Hotel Association
- 8 • San Francisco Convention & Visitors' Bureau
- 9 • Local vessel agents for San Francisco's cruise lines
- 10 • Metropolitan Stevedore Company (or current Passenger Cruise Terminal Operator);
- 11 and be it

12 FURTHER RESOLVED, That the Task Force members shall be appointed for a one-year
13 term and that this Task Force shall meet not less than monthly; and be it

14 FURTHER RESOLVED, That the Legislative Analyst will provide assistance to this Task
15 Force in fulfilling its functions under this Resolution; and be it

16 FURTHER RESOLVED, That the Task Force shall coordinate its efforts with all
17 appropriate Local, State, and Federal agencies overseeing the safe transiting of vessel traffic and
18 the operation of maritime commerce and commercial navigation; and be it

19 FURTHER RESOLVED, That this Task Force shall submit a written progress report within
20 six months of the establishment of this Task Force and shall submit a final written report at its
21 sunset detailing its findings and recommendations to the Board of Supervisors.

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