

## **Agenda Item: Discuss and Consider Approval of Cruise Taskforce Recommendations**

### **Background**

The Port of Galveston contracted with Bermello, Ajamil & Partners to “create a vision and direction for the Port that can be embraced by the community with a sustainable and viable business model for the Port. The Master Plan will identify, examine, and position the Port for growth and expansion for the next 5 to 40 years, develop principles and identify key strategies that will guide future development at the Port.”

Several Park Board Trustees and committee members participated in planned community outreach activities that formed part of the master planning process.

Given the intersect of business verticals between the Port’s management of cruiser tourism, and the Park Boards management of island-wide tourism promotion and management, the Board tasked the Tourism Development Advisory Committee to “review the Port Master Plan and explore the following:

(1.) Impacts it would have on the long-term tourism vision for the island tourism, including; local retail, hotels, restaurants, bars, transportation and attractions and

(2.) Develop a plan for engagement with the Wharves Board to leverage cruise opportunities.”

On June 18, 2019, TDAC formed a taskforce that met for several months to address the tasks presented by the Board. This resulted in extensive market research and exploring various datapoints related to the cruise industry. The committee developed a document to be utilized as a communication tool with the Wharves Board and as a positioning document for the Park Board.

In general, the committee felt positive about the opportunity presented by Cruise Tourism but sought to identify long term programs that increase the economic benefit to the community.

The document presents an overview of the case study findings, trends and statistics, visitor impacts, Galveston findings and most importantly, opportunities.