



**American Association of Port Authorities**  
**Port of San Diego**  
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# Marketing & Use of Cruise Facilities





# Ideas

- **Special Events**
- **Public Functions**
- **Lease Out Facility**
- **Multi-functional Space**
- **Trade Shows**
- **Media Events**
- **Naming Rights**





# San Diego Case Study

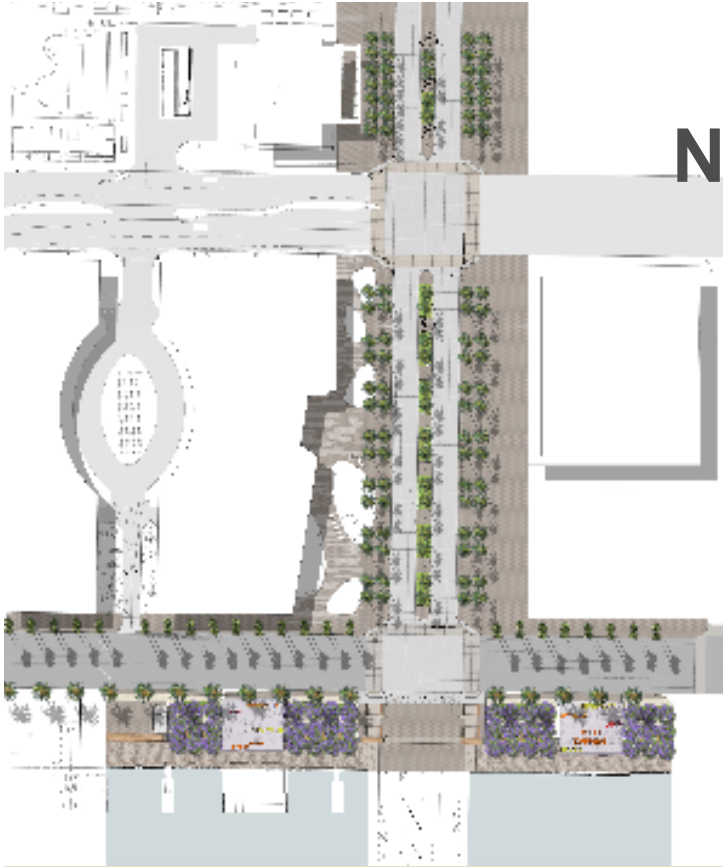
## Evolution of a Facility

- **Public Outreach**
- **Elected Official Demand**
  - **Public Access**
  - **Civic Building**
  - **Special Event Venue**
  - **Architecture Fitting to Location**
  - **Sustainable Building**





# North Embarcadero Visionary Plan



**Phase 1:  
Broadway &  
North Harbor  
Terminus**



# North Embarcadero Visionary Plan

## All Phases Schematic Design







## Reality – “B” Street & Broadway Piers





# Warehouse





# Broadway Terminal Public Process

- 06.12.2007: Board of Port Commissioners Approves CDP at Public Hearing (BPC Meeting)
- 08.29.2007: Meeting with Mayor and City
- 09.7.2007: NEVP Design Charrette #1
- 09.27.2007: JPA Meeting
- 10.11.2007: NEVP Design Charrette #2
- 11.9.2007: NEVP Design Charrette #3
- 11.13.2007: Board of Port Commissioner Meeting
- 01.08.2008: Authorization for Design by Board of Port Commissioners
- 02.21.2008: Design Meeting with CCDC and City
- 04.16.2008: East Exterior Review I (City/CCDC/Lankford)
- 04.21.2008: East Exterior Review II (City/Lankford)
- 05.12.2008: Value Engineering
- 06.19.2008: New Exterior Review (City/CCDC/Lankford)
- 09.2.2008: Board of Port Commissioners releases CDP funds
- 12.5.2008: Colors & Materials Review with City and CCDC







# Broadway Cruise Ship Terminal Public Access

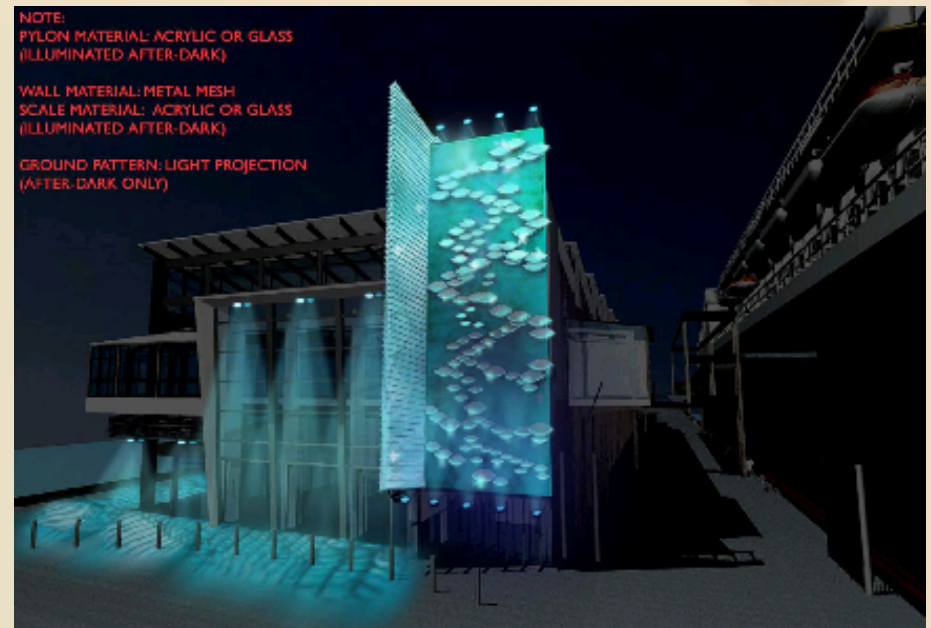






# Broadway Cruise Ship Terminal

- Dual-Level, 52,000-SQFT, Steel & Glass Facility
- Incorporates Public Art into the Design
- Attempting LEED Silver Certification
- Incorporates Shore Power
- 60kw Photovoltaic System
- Construction Begins July
- Complete Late 2010
- Opens January 2011



***Broadway Cruise Ship Terminal –  
Designed by Bermillo Ajamil***





San Diego Bay's 16 bayfront parks - 250 acres

Festivals, concerts, parades, and races.

Port parks are active with events occurring every month:

Planned Addition of 6.5 acres of gardens, public art, and 1,800 trees.

## Port of San Diego Parks



- Over 500 events a year
- Permit Fees – events over 25
- Super Bowls – 100,000+





## INCREMENTAL REVENUE

- **Special events**
- **Partnerships**
- **Port funded to drive business to waterfront tenants**
- **What can you do?**
- **How?**





An estimate \$19 million in economic impact to San Diego

## Red Bull Air Race

120,000 tickets sold

Spectatorship estimated near 500,000

Port receives % ticket sales





# Fleet Week Sea n' Air Parade



A salute to U.S.  
active service  
members

Free Event

125,000 in  
attendance





## Festival of Sail



- 325,000 in attendance
- 185 vendors
- Ticket Sales
- Used Piers



Held every 3 years



## 4<sup>th</sup> of July Fireworks



A huge event  
with almost  
1,000,000  
spectators

Reported  
increase in  
Port hotel  
tenant room  
nights: 3300+



# Parade of Lights

Attracts over  
80,000 people  
to the waterfront

Long History –  
30 years





**GRACIAS!**

**THANK YOU!**

