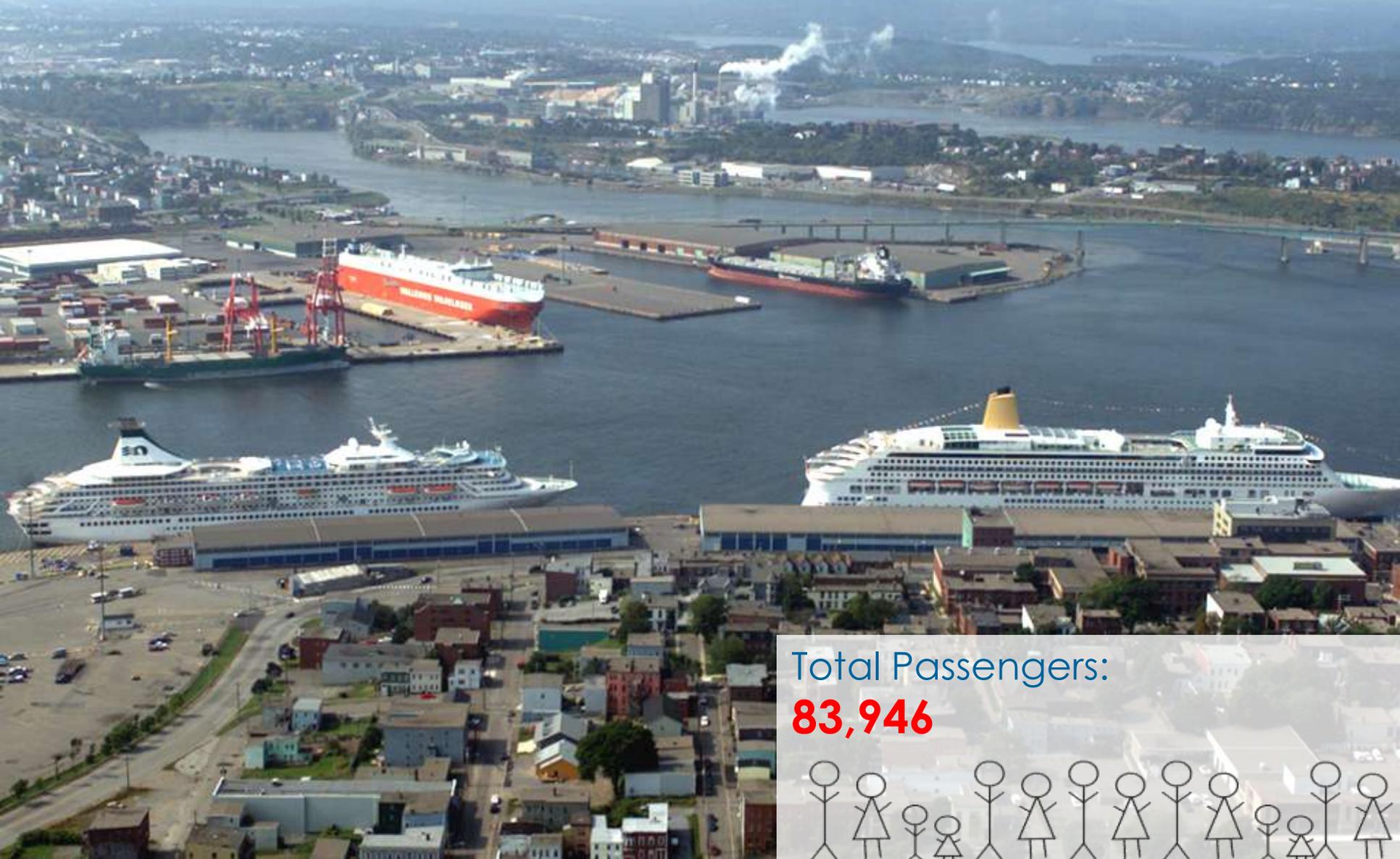


Port Saint John

Cruise Infrastructure – Our Business Model



Saint John 2003



Total Passengers:
83,946



10 Seasons Later...

Saint John 2012



Total Passengers:

187,901 (2010: 205,883)



Challenge

Difference =

\$36 million + 120% business growth



Phase 1



Financing Requirement
\$20 million

Port Saint John Contribution
\$16 million

Financing Partners

\$3 million – City of Saint John

\$1 million – Saint John Development Corporation

Breakdown

\$9.2 million – Infrastructure

\$3.0 million – Site Work

\$3.0 million – Completion of Water Street (redesign/rebuild)

\$2.4 million – Gangway

\$1.6 million – Infrastructure Expenditure at 3rd Cruise Berth

\$0.8 million – Misc. Expenses (paving, concrete, landscaping, fencing, etc.)

Result...



Completion of the

Marco Polo Cruise Terminal...

And all associated & complimentary infrastructure



Phase 2

Financing Requirement

\$16 million

Port Saint John Contribution

\$7 million

Financing Partners

\$4.5 million - Federal Government

\$4.5 million - Provincial Government

Breakdown

\$12 million – Infrastructure

\$3.0 million – FMT Gangway

\$1.0 million – Miscellaneous work (fencing, paving, underground wiring, curbs & walkway)

Lessons Learned

- Cruise Enhancement
- New model for alternative revenue & public use

Result...

The image shows the exterior of a large, modern building with a prominent brick and stone facade. The building features several large, arched windows with white frames. The sky is blue with scattered white clouds. In the foreground, there is a black metal fence and a sidewalk. A street lamp is visible on the left side of the image.

Completion of the
Diamond Jubilee Cruise Terminal

And all associated & complimentary infrastructure





Challenge

Terminal 2 (Diamond Jubilee Cruise Terminal)

Usage - Return on Investment...

2013 – **10 calls** at Diamond Jubilee Cruise Terminal

2013 – **50 calls** at Marco Polo Cruise Terminal

Solution:

A New Business Model.

1. Cruise Business
2. Create Rental Opportunities
3. Extract value through public access & engagement
“Inclusion Model”



Cruise Business





**More than just a
cruise terminal.**



venues

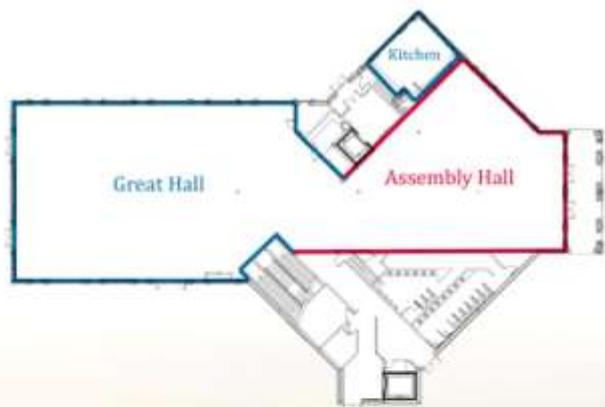
The perfect setting for the perfect event.

Uptown Saint John . Timeless Design . New & Unique . Waterfront View
Ample Parking . Wireless Internet . Tables & Chairs . Full Service Kitchens

Marco Polo Cruise Terminal



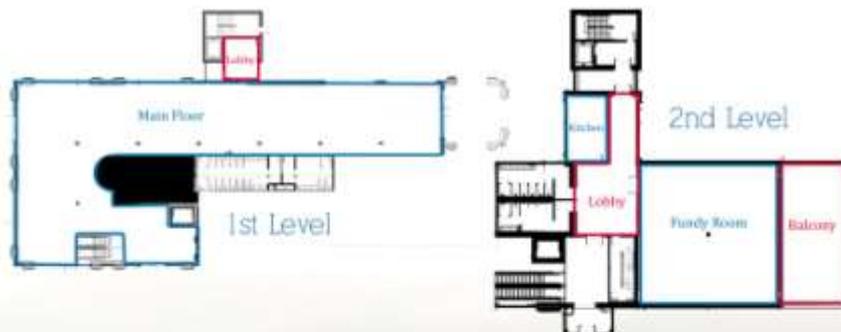
ROOM	SQUARE FOOTAGE	STAND UP RECEPTION	BANQUET
Great Hall	5,900 ft ² / 548 m ²	600	450
Assembly Hall	4,300 ft ² / 400 m ²	400	300
Assembly Hall & Great Hall	10,200 ft ² / 948 m ²	1000	750



Diamond Jubilee Cruise Terminal



ROOM	SQUARE FOOTAGE	STAND UP RECEPTION	BANQUET
Main Floor	7,500 ft ² / 697 m ²	300	200
Fundy Room	2,700 ft ² / 251 m ²	200	150
Fundy Room Lobby	700 ft ² / 65 m ²	50	n/a





MARCO POLO CRUISE TERMINAL

2013

T4G Data Congress

An estimated 700 participants flowed through our cruise terminals in one day. The Marco Polo Cruise Terminal can accommodate up to 750 guests banquet style.



2012

Christmas Craft Show

An annual event hosted at our MPCT with a large number of vendors and participants.





DIAMOND JUBILEE CRUISE TERMINAL

2013

OSCO Dinner

Annual dinner which took place in the DJCT first level which can accommodate up to 200 banquet style.



2013

SJXA President's Night

Event took place in the DJCT Fundy Room which can accommodate up to 150 banquet style.

Taking advantage of the vantage points...

Rooftop Terrace

The DJCT offers to the public a spectacular view of the harbour & of the cityscape.



Taking advantage of the vantage points...

Rooftop Terrace

The DJCT offers to the public a spectacular view of the harbour & of the cityscape.





Conclusion

- The cruise business is an economic driver for the region.
- Beneficiaries of the business need to be funding partners.
- Underutilized cruise infrastructure must have alternative uses to produce sustainable ROI.
- Cruise facilities offer Port Authorities a unique opportunity for local public relationship building & engagement.



Questions?