



American Association
of Port Authorities

CRUISE SEMINAR

February 10-12, 2015

Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

MULTI-USE OF CRUISE TERMINALS

Peter Dailey, Director of Maritime



Port of San Francisco Overview

✓CARGO



✓SHIP
REPAIR



Port of San Francisco Overview

✓ FERRY & EXCURSION



✓ FISHING



Port of San Francisco Overview

✓ MARINAS



✓ REAL ESTATE



Cruise

YEAR-ROUND SAILINGS

of Passengers 2010 - 2014



Five straight years
of increasing
passengers
and revenue

✓ Alaska

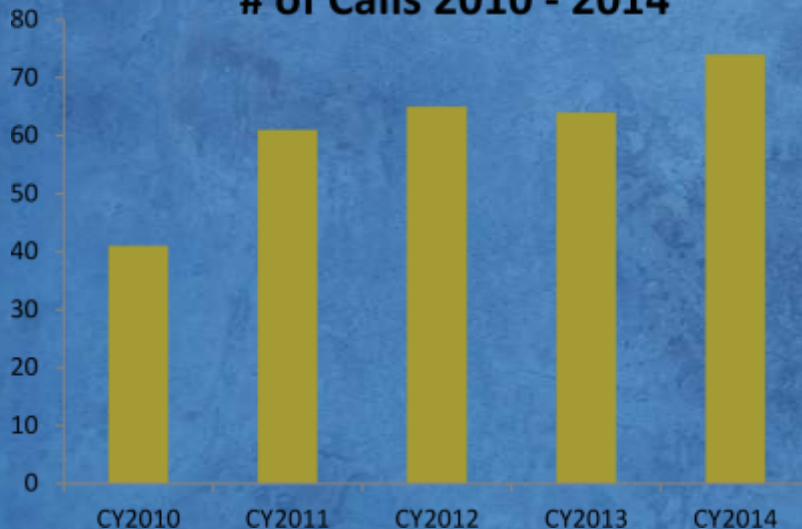
✓ Mexico

✓ R T W

✓ Coastal

✓ Hawaii

of Calls 2010 - 2014



New Terminal

LONG & WINDING ROAD

- ✓ 3 Different Public/Private Attempts at Mixed Use Developments



1990
Scandinavia
Center



1999
S.F. Cruise
Terminal, Inc.



2007
SF Piers
LLP

New Terminal

Late 2010 — Design/Construction O.K.

2012 – 2013 America's Cup Regatta



34TH America's
Cup Races



New Terminal

11/2013-7/2014
34th America's Cup



New Terminal

11/2013-7/2014 Phase 2: Construction



New Terminal

*Sep. 25, 2014 —
GRAND OPENING*



New Terminal

*Public Benefits —
OPEN ACCESSIBILITY*



New Terminal

Public Benefits —
OPEN ACCESSIBILITY



New Terminal

Public Benefits — 2½ Acre Park



Cruise

ANNUAL REVENUE TO THE PORT



<i>Port Fees</i>	\$5.3 million	82 calls/yr.
<i>Parking</i>	\$573,000	180 spaces on non-cruise days
<i>Events</i>	\$1.2 million	52 events (avg. \$23,076)
<i>Other Fees</i>	<u>\$200,000</u>	
<i>TOTAL:</i>	\$7,273,000	



New Terminal

Public Benefits — EVENTS VENUE



New Terminal

Public Benefits — EVENTS VENUE



New Terminal

Public Benefits — EVENTS VENUE



New Terminal

Public Benefits — EVENTS VENUE





Thank You

