

# AAPA Cruise Seminar



## Traditional and Alternative Financing of Cruise Terminals

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# Port of San Diego



## **Vision**

To Foster a World Class Port through Excellence in Public Service

## **Mission**

To balance regional economic benefits, environmental stewardship, recreational opportunities, and public safety while protecting Tidelands Trust resources on behalf of the citizens of California.

# Income



The Port is governed by a seven-member Board of Port Commissioners representing the five Port District member cities. Income is earned in the form of rent from tenants and fees from users of the marine terminals. Operations and services are organized in four strategic areas: Real Estate, Maritime, Environment and Recreation

# Income (continue)

## Traditional and Alternative Financing:

Leverage earned income to  
invest and protect the Port of  
San Diego's assets.

Special Facility Fees



# Partnerships

## Guidelines for Partnerships include

- Clear goals and objectives
- Who will the partnership help or hinder?
- Make sure you have the support and agreement of your own organization and stakeholders before inviting partners to the table
- Be realistic on time frame and deliverables, recognize if you are working with a private company, their sense of urgency might not line up with your reality





Unified Port  
*of* San Diego

**Thank you for  
your kind attention.**