

WISCONSIN COMMERCIAL PORTS ASSOCIATION

AUGUST 6, 2021



2020 EXPECTATIONS (PRE-COVID)

- 13 CRUISE VISITS JUNE – OCTOBER, 2020
 - 11 TURNAROUND
 - 2 TRANSIT
 - 3 VESSELS NEW TO MILWAUKEE
 - 4,300+ PASSENGERS EXPECTED



PEARL SEAS PRIORITY AGREEMENT

- ALLOWS FOR PRIORITY DOCKING RIGHTS AT PIER WISCONSIN FOR 10 YEARS
 - ADDITIONAL 10 YEAR OPTION – TOTAL 20 YEARS
- 60 – 24 MONTH DOCKING EXCLUSIVITY FOR PEARL SEAS
 - OTHER CRUISE LINE RESERVATIONS CAN BE MADE ON A TENTATIVE BASIS IN THIS WINDOW
 - WITHIN 24 MONTHS FREE TO BOOK OTHER CRUISE LINES
- PRIORITY TO ADJUST DOCKING SCHEDULES DUE TO UNFORESEEN CIRCUMSTANCES
- FIRMLY DEFINES WHARFAGE, PER PASSENGER FEE, AND MINIMUM RENT AMOUNTS FOR THE NEXT 20 YEARS

NEW MOBILE X-RAY TRAILER PURCHASE

ALLOWS FOR SAFER AND MORE EFFICIENT BAGGAGE SCANNING FOR PASSENGERS ARRIVING TO EMBARK ON THEIR CRUISE



COAST GUARD SECURITY PLAN

- EACH FACILITY OWNER OR OPERATOR MUST DEVELOP AN EFFECTIVE SECURITY PLAN THAT INCORPORATES DETAILED PREPARATION, PREVENTION, AND RESPONSE ACTIVITIES FOR EACH MARSEC LEVEL, AND DETAIL THE ORGANIZATIONS OR PERSONNEL RESPONSIBLE FOR CARRYING OUT THOSE ACTIVITIES. THESE REQUIREMENTS ARE CONSISTENT WITH THE INTERNATIONAL SHIP AND PORT FACILITY SECURITY CODE (ISPS).
 - PORT MILWAUKEE'S FACILITY SECURITY PLAN (FSP) IS UNDER REVIEW BY THE COAST GUARD AFTER BEING UPDATED TO INCLUDE PASSENGER EXCHANGES AT PIER WISCONSIN, SOUTH SHORE CRUISE DOCK, AND CITY HEAVY LIFT DOCK (BACKUP).

2021 CRUISE OUTLOOK (PRE-CANCELLATIONS)

- 17 TOTAL VISITS JUNE – OCTOBER, 2021
 - 12 TURNAROUND
 - 5 TRANSIT
 - 3 VESSELS NEW TO MILWAUKEE
 - 5,200 + PASSENGERS EXPECTED



PASSENGER VESSEL SERVICES ACT OF 1886

- ALL CRUISE VESSELS CURRENTLY OPERATING ON THE GREAT LAKES ARE FOREIGN FLAG
- NO FOREIGN VESSELS SHALL TRANSPORT PASSENGERS BETWEEN PORTS OR PLACES IN THE UNITED STATES, EITHER DIRECTLY OR BY WAY OF A FOREIGN PORT, UNDER A PENALTY OF \$200 [NOW \$762] FOR EACH PASSENGER SO TRANSPORTED AND LANDED.
- HOWEVER, THE PVSA DOES NOT:
 - PROHIBIT FOREIGN-FLAGGED SHIPS DEPARTING FROM AND RETURNING TO THE SAME U.S. PORT, PROVIDED THE SHIP VISITS ANY FOREIGN PORT
 - PROHIBIT FOREIGN-FLAGGED SHIPS DEPARTING FROM A U.S. PORT, VISITING A DISTANT FOREIGN PORT, AND THEN CONTINUING TO A SECOND U.S. PORT. HOWEVER, IN ORDER TO EMBARK IN A U.S. PORT AND DISEMBARK IN A SECOND U.S. PORT, THE VESSEL MUST VISIT A DISTANT FOREIGN PORT OUTSIDE OF NORTH AMERICA (CENTRAL AMERICA, BERMUDA, THE BAHAMAS, AND ALL OF THE CARIBBEAN EXCEPT ARUBA, BONAIRE, AND CURAÇAO, COUNT AS PART OF NORTH AMERICA)

REGULATORY DEVELOPMENTS RE: PANDEMIC

- ON FEBRUARY 4TH, 2021, TRANSPORT CANADA ANNOUNCED THE PROHIBITION OF PLEASURE CRAFT IN CANADIAN WATERS THROUGH FEBRUARY 28, 2022.
 - INCLUDES CRUISE VESSELS CARRYING MORE THAN 100 PEOPLE
- THIS REGULATION, IN CONJUNCTION WITH THE UNITED STATES PVSA REGULATIONS, EFFECTIVELY MAKE CRUISING ON THE GREAT LAKES IMPOSSIBLE FOR THE 2021 SEASON
- HOWEVER, ON MAY 24TH, H.R. 1318, THE ALASKA TOURISM RESTORATION ACT, WAS MADE LAW. IT PROVIDES A WAIVER TO THE PASSENGER VESSEL SERVICES ACT'S FOREIGN STOP REQUIREMENT FOR CRUISES TO ALASKA
 - DOES NOT INCLUDE AN EXEMPTION FOR THE GREAT LAKES

2022 SEASON OUTLOOK

- 20 TOTAL VISITS
 - 16 TURNAROUND
 - 4 TRANSIT
 - 2 VESSELS NEW TO MILWAUKEE
 - 9,474 PASSENGERS ESTIMATED
- NOTE: RESERVATIONS ARE NOT FINALIZED



SOUTH SHORE CRUISE DOCK DEVELOPMENTS

- NEW PAVING AROUND PERIMETER OF PARCEL
 - ACCOMMODATE TOUR BUS & TAXI TRAFFIC
- NEW BERTH DEVELOPMENT
 - PRELIMINARY PLANS PICTURED
- DREDGING TO SEAWAYMAX DEPTH
 - ACCOMMODATE NEW, LARGER VESSELS
- POSSIBILITY OF NEW ENTERTAINMENT VENUE IN NEAR FUTURE?



Graphic 1. Preliminary terminal layout

MARKETING MATERIALS AVAILABLE

