

COASTAL CONSERVANCY

Staff Recommendation
May 27, 2004

SAIL SAN FRANCISCO: TALL SHIPS EXPOSITION AND ENVIRONMENTAL
EDUCATION PROJECTS
File No. 02-037
Project Manager: Neal Fishman

RECOMMENDED ACTION: Authorization to disburse an additional \$125,000 to Sail San Francisco for tall ships expositions and environmental education projects.

LOCATION: Urban waterfront areas throughout the coast.

PROGRAM CATEGORY: Urban waterfront restoration and education projects.

EXHIBITS

Exhibit 1: Staff Recommendation June 4, 2003

Exhibit 2: Letters of Support

RESOLUTION AND FINDINGS:

Staff recommends that the State Coastal Conservancy adopt the following resolution pursuant to Sections 31300 *et seq.* and 3119 of the Public Resources Code:

“The State Coastal Conservancy hereby authorizes disbursement of an amount not to exceed one hundred twenty-five thousand dollars (\$125,000) to Sail San Francisco to coordinate and facilitate visits of tall sailing ships, international maritime training vessels, and other unique craft, to California’s coastal ports for purposes, including but not limited to, assisting in the development of waterfront festivals that highlight such ships; and to carry out educational projects for students in grades kindergarten through 12 associated with such visits, relating to the preservation, protection, enhancement and maintenance of coastal resources.”

Staff further recommends that the Conservancy adopt the following findings:

“Based on the accompanying staff report and attached exhibits, the State Coastal Conservancy hereby finds that:

1. The proposed project is consistent with the purposes and objectives of Chapter 7 of Division 21 of the Public Resources Code, regarding urban waterfront restoration.

2. The proposed project is consistent with the Project Selection Criteria and Guidelines adopted by the Conservancy on January 24, 2001.
3. Sail San Francisco is a nonprofit organization existing under Section 501(c)(3) of the U.S. Internal Revenue Code, and whose purposes are consistent with Division 21 of the California Public Resources Code.”

PROJECT SUMMARY:

In June 2003, the Conservancy provided \$75,000 to Sail San Francisco, a nonprofit organization, to coordinate visits of tall sailing ships and other vessels to California ports and engage in environmental education for children. The currently proposed authorization would provide an additional \$125,000 to Sail San Francisco to continue its work.

Sail San Francisco has used the 2003 funds to sponsor the visits of large sailing or training ships from Mexico, Japan, and Columbia as well as several west coast ships. In the case of the Japanese training ship *Nippon Maru*, Sail San Francisco’s intervention was directly responsible for ensuring that the vessels were open to the public after initial objections of the Japanese Navy due to liability concerns. Sail San Francisco was also the key reason that the Colombian ship *Gloria* visited a number of California ports. In all cases Sail San Francisco was able to arrange free or reduced cost maritime services for ships and developed very solid relationships with naval and other governmental officials, including within the United States Department of State and Navy. Approximately 1,000 children from 13 Bay Area schools and youth groups toured foreign ships under Sail San Francisco’s sponsorship. Many took part in sail training cruises. Over 100,000 people boarded visiting vessels sponsored by Sail San Francisco in 2003.

Except as augmented below, the discussion in Exhibit 1, the Conservancy’s June 2003 staff recommendation, remains accurate and applicable to the currently proposed authorization. Sail San Francisco will continue all activities as described in that authorization and staff recommendation.

Additionally, the proposed grant to Sail San Francisco, while applicable to its activities during the remainder of 2004, would help the organization to organize a major tall ship festival slated for San Francisco in the summer of 2005. Ships from over 20 foreign countries and many more from the west coast have been invited to this event that is expected to draw large crowds to the San Francisco waterfront. Ships have been invited from such diverse locations as Spain, Mexico, Romania, Oman, Japan, Ecuador and Australia. Sail San Francisco is the main organizer of this festival and will take the lead in inviting over 60 ships, handling international protocol issues, public relations, marketing and community outreach; securing maritime services; and coordinating with the U.S. Department of State, foreign consuls and naval attaches. It will also develop themes for the event and many multi-cultural activities. It will also plan and develop activities for school children.

Site Description: Sail San Francisco would sponsor tall ship visits at various coastal California ports in 2004. The 2005 festival will be in San Francisco but vessels are also expected to stop in other California ports.

PROJECT FINANCING:

Coastal Conservancy	\$125,000
Other sources	<u>100,000</u>
Total Project Cost	\$225,000

The California Beach and Coastal Enhancement Account (Whale Tail License Plate) is the anticipated source of the proposed grant to Sail San Francisco.

CONSISTENCY WITH CONSERVANCY'S STRATEGIC PLAN GOAL(S) & OBJECTIVE(S):

Support of Sail San Francisco is consistent with **Goal 3, Objective A**, because it promotes tourism and the protection of cultural and historic resources. It supports “events that increase public use and enjoyment of waterfront areas.”

Sail San Francisco’s program is also consistent with the **Education** section of the *Strategic Plan*, which states “To the extent that appropriate funding sources are available (non-General Fund), the Conservancy will assist government and nonprofit partners in developing high quality coastal-oriented educational experiences and materials for school children.”

CONSISTENCY WITH CONSERVANCY'S PROJECT SELECTION CRITERIA & GUIDELINES:

Please see Exhibit 1.

Required Criteria

- 2. Consistency with purposes of the funding source:** See the “Project Financing” section above.
- 3. Support of the public:** See Exhibits 1 and 2.

Additional Criteria

- 7. Urgency:** There are very long lead times in planning for tall ship voyages from distant locations. Sail San Francisco’s work is needed now to ensure that ships will come to the 2005 event.
- 9. Leverage:** See the “Project Financing” section above.