

STATE COASTAL CONSERVANCY

Staff Recommendation  
August 5, 2010

**TALL SHIPS FESTIVALS OF 2010**

File No. 10-008  
Project Manager: Deborah Ruddock

**RECOMMENDED ACTION:** Authorization to disburse up to \$60,000 to the Maritime Museum of San Diego to plan and coordinate the Tall Ships Festivals of 2010 to be held at the ports of San Diego, Dana Point and Chula Vista during September and early October 2010.

**LOCATION:** Ports of San Diego, Dana Point and Chula Vista (Exhibits 1 and 2: Location and Site Maps) in San Diego and Orange Counties.

**PROGRAM CATEGORY:** Urban Waterfronts

---

**EXHIBITS**

Exhibit 1: [Project Location](#)

Exhibit 2: [Site Maps](#)

Exhibit 3: [Photos](#)

Exhibit 4: [Project Letters](#)

---

**RESOLUTION AND FINDINGS:**

Staff recommends that the State Coastal Conservancy adopt the following resolution pursuant to Sections 31300-31316 of the Public Resources Code:

“The State Coastal Conservancy hereby authorizes disbursement of an amount not to exceed sixty thousand dollars (\$60,000) to the Maritime Museum of San Diego to plan and coordinate the Tall Ships Festivals of 2010 at the ports of San Diego, Dana Point and Chula Vista, including but not limited to, the sponsorship of visits by historic tall sailing ships, international maritime training vessels, and other unique craft, and the development of related activities which will promote access to urban waterfronts. Prior to the disbursement of any Conservancy funds, the Maritime Museum of San Diego shall submit for the review and written approval of the Conservancy’s Executive Officer a work program, including scope of work, budget and schedule and the names of any contractors it intends to use to carry out the project.”

Staff further recommends that the Conservancy adopt the following findings:

---

## TALL SHIPS FESTIVALS

“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 June 4, 2009.
3. The Maritime Museum of San Diego 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:**

The proposed project will assist the Maritime Museum of San Diego, in collaboration with the Ocean Institute at Dana Point, to plan and coordinate the Tall Ships Festivals of 2010 at the ports of San Diego, Dana Point and Chula Vista. Hosting entities are qualified non-profit organizations with an educational mission that embraces an understanding and appreciation of California’s maritime heritage.

The events will be held in September and early October of 2010 and will feature visits from historic tall ships and working craft from around the world, in conjunction with multi-cultural waterfront educational and recreational activities. Of the proposed \$60,000 Conservancy authorization, the applicant anticipates a breakdown of approximately \$40,000 for the San Diego and Chula Vista events and \$20,000 for the Dana Point event. The event sponsors estimate their collective budget for the three events at \$600,000, which, in addition to the requested Conservancy assistance, will be underwritten by a combination of in-kind contributions, private sponsorship, volunteerism, philanthropy, passport sales, and operational revenues.

Because of their compelling imagery, newsworthy quality and evocations of a romantic heritage, tall ships festivals can energize perceptions of waterfronts as desirable destinations to wide audiences. Over the past decade, a series of four triennial tall ships festivals have been the largest public events ever staged on San Diego’s waterfront area, drawing local and visiting audiences from across the state and the nation. Similar events have been held in Dana Point and in Chula Vista. In prior years, the festival has attracted as many as 500,000 additional visitors over the three to five days of the event.

The upcoming events are expected to significantly stimulate economic activities and increase visitation to the waterfront areas of the three host cities. In addition to the ships themselves, each of the events will incorporate a host of other elements and amenities including live entertainment, folk heritage demonstrations, day sails, mock battles, educational programs, theatrical performances, food and merchandise sales, parking, security and first aid arrangements. Hosting organizations will collaborate with the local ports and all related governmental authorities to secure necessary permitting, provide traffic and crowd control and trash pickup to keep visitors and the environment safe and secure.

TALL SHIPS FESTIVALS

**Site Description:** The three festivals will be held at the ports of San Diego and Chula Vista in San Diego County and Dana Point in Orange County (Exhibit 2: Site Maps). All of these areas are working waterfronts combined with varying public amenities.

**Project History:** The Conservancy’s involvement with tall ships has been extensive and on-going. Conservancy authorizations for tall ships projects total \$3.4 million since 2002, including \$1.75 million for ship restoration and replica construction, \$900,000 for planning, coordinating and hosting tall ships festivals, and a \$750,000 reimbursable grant to the San Diego Maritime Museum towards construction of a replica of the San Salvador. Sources of Conservancy funding for tall ships projects include the California Environmental License Plate Fund and propositions 40 and 84. This Conservancy assistance has leveraged approximately \$11 million from other sources, mostly cash from private sponsorship and philanthropy but also in-kind contributions. This total does not include ticket sale or other operational revenue.

**PROJECT FINANCING:**

Coastal Conservancy:	\$	<u>60,000</u>
TOTAL	\$	60,000

The total cost of the Tall Ships Festival is expected to total \$600,000. Additional funds will be provided from in-kind contributions, private sponsorships, volunteerism, philanthropy, passport sales and operational revenues.

The expected source of funds for this project is the Coastal Access Account, which may be used for a variety of purposes, including operation of facilities that provide access to the shoreline. The Tall Ships Festival is expected to draw up to 1,000,000 people to the waterfront facilities and shoreline of the three California cities where it will be held.

**CONSISTENCY WITH CONSERVANCY'S ENABLING LEGISLATION:**

This project would be undertaken pursuant to Chapter 7 of the Conservancy’s enabling legislation, Public Resources Code Sections 31300-31316, regarding urban waterfront restoration.

Pursuant to Section 31301, the Legislature found the “encouragement of tourism, public access to the coast, and planned private sector development to be a benefit to the citizens of the state, as well as the local citizenry in affected urban waterfront areas.” This project will accomplish these goals by encouraging tourism, promoting public access to urban waterfronts, and providing commercial enterprises the opportunity to participate in these events.

Section 31305 directs the Conservancy to stimulate urban waterfront projects that exhibit “innovation in sensitively integrating manmade features into the natural coastal environment.” By focusing on beautiful tall ships sailing in nearby waterways and docked at waterfront piers, and encouraging visitors to explore the craft, the festivals provide a creative venue to enhance

## TALL SHIPS FESTIVALS

public perception of the compatibility between manmade maritime features and the natural coastal environment.

Consistent with Section 31307 the Conservancy may award grants to nonprofit organizations for the restoration of urban coastal waterfront areas. This project will enable a nonprofit organization focused on maritime issues to present a positive image of the waterfront environment, which will increase public support for urban waterfront restoration. Section 31308 authorizes the Conservancy to provide up to the total cost of any urban waterfront project.

Consistent with Section 31316, the Conservancy may award grants in coastal waterfront areas for activities that facilitate environmental education related to coastal and ocean resources, including events emphasizing maritime history. Tall ships festivals provide outstanding venues for maritime history education, offering the public opportunities to visit the types of ships that were used for active trading along California's coast for many decades.

### **CONSISTENCY WITH CONSERVANCY'S 2007 STRATEGIC PLAN GOAL(S) & OBJECTIVE(S):**

Consistent with **Goal 3, Objective B**, the proposed project directly funds events that increase public use and enjoyment of waterfront areas. As a result of the Tall Ships Festival of 2010, the number of visitors to the San Diego, Dana Point and Chula Vista port areas is expected to continue increasing far beyond the number that would normally visit during a four to five day period in the late summer.

Consistent with **Goal 3, Objective C**, the proposed project directly funds public events that emphasize maritime history. In exposing new audiences to the role of maritime endeavor, and by providing education about the state's precious tidelands areas, the events encourage visitors in the direction of environmental stewardship and conservation.

### **CONSISTENCY WITH CONSERVANCY'S PROJECT SELECTION CRITERIA & GUIDELINES:**

The proposed project is consistent with the Conservancy's Project Selection Criteria and Guidelines adopted June 4, 2009, in the following respects:

#### **Required Criteria**

1. **Promotion of the Conservancy's statutory programs and purposes:** See the "Consistency with Conservancy's Enabling Legislation" section above.
2. **Consistency with purposes of the funding source:** See the "Project Financing" section above.
3. **Support of the public:** A support letter has been received signed by state senators Denise Moreno Ducheny, Christine Kehoe, Dennis Hollingsworth, Mimi Walters and Lou Correa and assembly members Lori Saldana, Marty Block, Diane Harkey, Nathan Fletcher, Joel Anderson, Mary Salas, and Martin Garrick. (Exhibit 4: Letters of Support).

## TALL SHIPS FESTIVALS

4. **Location:** The festivals will be held within the coastal zones of San Diego, Dana Point and Chula Vista.
5. **Need:** Conservancy assistance over the years has helped make it feasible for relatively small organizations to produce large events. Conservancy funds continue to be needed to defray the increased costs of including a greater array of educational and recreational experiences. Without Conservancy assistance, the size, scope, and quality of the events would need to be reduced.
6. **Greater-than-local interest:** Past festivals have attracted visitors from a wide region, including many from out of the state, and even out of the country. The 2010 festivals are expected to continue this trend.
7. **Sea level rise vulnerability:** The proposed project will fund the planning and coordination of maritime history festivals in September and early October 2010 only, at existing waterfront facilities, obviating the need to assess vulnerability to sea level rise as currently projected for years 2050 and 2100, pursuant to state guidelines.

### Additional Criteria

8. **Urgency:** The three festivals will be held during September and early October 2010. The Conservancy's participation has been and continues to be a vital part in promoting these important waterfront events.
9. **Leverage:** See the "Project Financing" section above.
10. **Innovation:** The tall ships festivals are highly creative events, offering the public quality experiences in maritime history and waterfront recreation with a multi-cultural focus. As such, they are an innovative means to attract visitors to urban waterfront environments.
11. **Readiness:** The grantee and co-sponsors are experienced in planning for and hosting public events, and are actively promoting the 2010 festivals.
12. **Realization of prior Conservancy goals:** See "Project History" section above.
13. **Cooperation:** The tall ships exposition festivals are cooperative events, participated in and funded by a multitude of public and private entities.

### **CONSISTENCY WITH COASTAL ACT:**

The Coastal Act specifically addresses public access. Public Resources Code Sections 30210 states the following: "[M]aximum access, which shall be conspicuously posted, and recreational opportunities shall be provided for all the people consistent with public safety needs and the need to protect public rights, rights of private property owners, and natural resource areas from overuse." The ships participating in the festivals will be open to the public and the events will provide public access opportunities within these three important urban waterfronts.

### **CONSISTENCY WITH LOCAL COASTAL PROGRAM POLICIES:**

## TALL SHIPS FESTIVALS

The Port Master Plan of San Diego Unified Port District serves as the Local Coastal Program (LCP) for all Port owned lands in San Diego Bay, including Port owned lands in San Diego and at Chula Vista Harbor. Goal I is to “provide for the present use and enjoyment of the bay and tidelands in such a way as to maintain options and opportunities for future use and enjoyment”. Goal IV is to “Foster and encourage the development of commerce, navigation, fisheries and recreation by the expenditure of public moneys for the preservation of lands in their natural state, the reclamation of tidelands, the construction of facilities, and the promotion of its use”.

The certified San Diego County LCP contains policies to develop its waterfront to serve open space and park functions, and to make them physically and visually accessible to the public. In the waterfront section of the City of San Diego’s City Centre/Pacific Highway Corridor Local Coastal Plan the waterfront is recognized as “downtown [San Diego’s] most important resource” and states that development should emphasize “significant parks and open spaces with pedestrian and visual access to and along the water, supported by public and visitor oriented activities”. The City of Chula Vista’s 1992 certified LCP for the city’s bayfront, Public Access chapter ,states that “public access to the shoreline...is one of the key provisions of this plan”, and calls for “public and low-cost recreation” for the mid-bayfront.

The Dana Point Harbor Revitalization Plan serves as the LCP for the harbor area in Dana Point. Chapter 6.0 *Public Access and Recreation* sets forth the Land Use Plan goals and policies for Dana Point Harbor implementing several sections of the California Coastal Act that pertain to providing public access in the Coastal Zone. Chapter 6.1.1-2 states “priority should be given to those projects that provide for coastal recreational opportunities for the public. Lower cost visitor and recreational facilities shall be protected, encouraged and where feasible, provided.” Chapter 6.1.1-3 states the necessity to preserve, maintain, and enhance existing public access ways and existing areas open to the public and to create new public access opportunities where feasible. Chapter 6.1.1-9 states that “public access, which shall be conspicuously posted, and public recreational opportunities, shall be provided to the maximum extent feasible for all the people to access the coastal zone area and shoreline”.

The festivals will promote the above LCP goals by providing exciting and affordable visitor oriented events and activities within harbor and waterfront environments capable of accommodating them.

### **COMPLIANCE WITH CEQA:**

The Tall Ships Exposition festivals are part of the normal operations of the existing facilities of the Port of San Diego and other likely port locations for a public gathering where there is a history of such gatherings. It is therefore categorically exempt from the California Environmental Quality Act under 14 Cal. Code of Regulations, Section 15323. Upon approval, staff will file a Notice of Exemption.