

Annie Whitley 8/6/10

MEMORANDUM

**TO:** Roy McLeod, Docks and Harbors Department  
**FROM:** Annie Whitley *AW*  
**DATE:** August 6, 2010  
**RE:** Analysis of Projected Juneau 2010 Cruise Ship Revenues

I have attached spreadsheets providing an analysis of projected fee revenues for the 2010 Cruise Ship season. These spreadsheets include the following data:

- Each fee that each ship is projected to pay
- Total of all fees that each ship is projected to pay
- Total of each fee that all ships are projected to pay
- Total of all fees that ships are projected to pay
- Total of each projected fee at each berth
- Total of all projected fees at each berth
- Graphs showing the distribution of each fee per berth

This table provides a summary of the calculations that were requested:

Total of all projected fees that all ships are projected to pay		\$19,940,274
Total of each projected fee that all ships are projected to pay:		
• Wharfage fee	6.2%	\$1,235,097
• Maintenance fee	60%	\$11,701,905
• Port Development fee	12.6%	\$2,507,652
• Marine Passenger fee	21%	\$4,179,420
• Lightering fee	0.2%	\$316,200
Total of all projected fees at each berth:		
• AS	15%	\$2,978,557
• IVF	0.2%	\$33,035
• CT	27%	\$5,384,396
• CBJL	2%	\$402,758
• FKL	29%	\$5,831,070
• AJD	26.1%	\$5,204,746
• SD	0.7%	\$105,713

The graphs quickly demonstrate that in all fee categories, CT, FKL and AJD berths consistently produce the highest amount of revenues for Juneau. Lightering fees over all berths generate the least amount of revenues. It might be useful to take a closer look at the CBJL berth to see how its revenue stream might be improved. Further analysis of all fee data might include an evaluation of the current fee structures to ensure that fees are adjusted as necessary to reflect changes in services, cost of delivering service and the local market.

Marie Whalley 8/6/10

CBJ086583

2010 Cruise Ship Data  
Calculation of projected fee revenue

Ship	Length		Tonnage		Passenger Capacity			Lightering	Number of Visits							Total
	Length/Wharfage Fee \$3.00 Per Lineal Foot per port call	Net Tonnage/Maintenance Fee \$0.55 per ton per port call	Passenger Capacity	Port Development Fee - \$3 per passenger per port call	Marine Passenger Fee - \$5 per passenger per port call	Lightering - \$600 per day per port call	AS	IVF	CT	CBJL	FKL	AJD	SD	2010 Total of Visits	Total Fees Per Each Ship	
Amsterdam	780	25,740	31639	191,416	1460	48,180	80,300	6,600	2		9				11	352,236
ASUKA	750	2,250	23,700	13,035	720	2,160	3,600	600					1		1	21,645
Asuka II	791	0	23,700	0	960	0	0	0							0	0
Balmoral	714	0	0	0	1778	0	0	0							0	0
Carnival Spirit	963	54,891	52,000	543,400	2124	121,068	201,780	11,400			6		12	1	19	932,539
Clipper Odyssey	338	0	1,565	0	120	0	0	0							0	0
Contessa	104	0	93	0	49	0	0	0							0	0
Coral Princess	964	54,948	53,394	557,967	1992	113,544	189,240	11,400					19		19	927,099
Crystal Harmony	790	0	0	0	940	0	0	0							0	0
Dawn Princess	857	0	44,193	0	1950	0	0	0							0	0
Diamond Princess	950	25,850	77,745	384,838	2600	70,200	117,000	5,400					9		9	603,088
Empress of North	360	0	53,394	0	236	0	0	0							0	0
Golden Princess	950	54,150	73,276	765,734	2600	148,200	247,000	11,400					19		19	1,226,484
Hanseatic	403	0	4,000	0	184	0	0	0					0		0	0
Infinity	965	55,005	53,239	556,348	2038	116,166	193,610	11,400			18		1		19	932,529
Island Princess	964	52,056	53,394	528,601	1992	107,568	179,280	10,800					18		18	878,305
Mercury	858	48,906	43,108	450,479	1740	99,180	165,300	11,400			19				19	775,265
Millennium	965	55,005	53,239	556,348	2038	116,166	193,610	11,400			10		9		19	932,529
Nippon Maru	545	1,635	43,108	23,709	550	1,650	2,750	600			1				1	30,344
Noordam	935	0	41,840	0	1848	0	0	0							0	0
Norwegian Sun	848	0	49,400	0	2002	0	0	0			0			0	0	0
Norwegian Pearl	965	57,900	57,056	627,616	2240	134,400	224,000	12,000			1		19		20	1,055,916
Norwegian Star	965	63,690	57,056	690,378	2240	147,840	246,400	13,200			2			20	22	1,161,508
Norwegian Wind	754	0	28,639	0	1750	0	0	0							0	0
Oosterdam	935	56,100	41,640	458,040	1848	110,880	184,800	12,000			20				20	821,820
Pacific Princess	578	0	11,481	0	685	0	0	0					0		0	0
Pacific Venus	602	1,806	7,955	4,375	720	2,160	3,600	600					1		1	12,541
Radiance of Seas	962	51,948	49,900	494,010	2100	113,400	189,000	10,800			11		7		18	859,168
Regal Princess	804	0	34,907	0	1590	0	0	0							0	0
Rhapsody of the Sea	915	52,155	46,347	484,326	2000	114,000	190,000	11,400					19		19	851,881
Rotterdam	720	38,880	26,279	260,162	1266	68,364	113,940	10,800	18						18	492,146
Royal Princess	950	22,800	77,745	342,078	2600	62,400	104,000	4,800					8		8	536,078
Ryndam	720	41,040	26,279	274,616	1266	72,162	120,270	11,400	19						19	519,488
Sapphire Princess	950	51,300	77,745	769,676	2600	140,400	234,000	10,800					0	18	18	1,206,176
Sea Bird	152	4,560	65	358	70	2,100	3,500	6,000			10				10	16,518
Sea Lion	152	4,560	65	358	70	2,100	3,500	6,000			10				10	16,518
Sea Princess	857	33,423	77,745	555,877	1950	76,050	126,750	7,800			0	6	4	3	13	799,900
Serenade of Seas	962	0	49,900	0	2100	0	0	0			0				0	0

Updated by AWhitney

1 of 13

*Marie Wisley 2/6/10*

CBJ088584

**2010 Cruise Ship Data**  
Calculation of projected fee revenue

Ship	Length		Tonnage		Passenger Capacity			Lightering	Number of Visits							Total	
	Length/Wharfage Fee \$3.00 Per Lineal Foot per port call	Net Tonnage/Maintenance Fee \$0.55 per ton per port call	Passenger Capacity	Port Development Fee - \$3 per passenger per port call	Marine Passenger Fee - \$5 per passenger per port call	Lightering - \$600 per day per port call	AS	IVF	CT	CBJL	FKL	AJD	SD	2010 Total of Visits	Total Fees Per Each Ship		
Seven Seas Mariner	709	0	17,600	0	700	0	0	0	0	0	0	0	0	0	0		
Seven Seas Navigator	565	25,425	28,550	235,538	490	22,050	36,750	9,000	3	12				15	328,763		
Silver Shadow	610	23,790	9,144	65,380	382	14,898	24,830	7,800	7	3	2	1	13	136,698			
Spirit of 98	192	0	96	0	96	0	0	0						0	0		
Spirit of Alaska	143	0	97	0	78	0	0	0						0	0		
Spirit of Columbia	143	858	98	108	78	468	780	1,200					2	2	3,414		
Spirit of Discovery	166	10,458	94	1,086	84	5,292	8,820	12,600					21	21	38,256		
Spirit of Endeavour	217	10,416	95	836	102	4,896	8,160	9,600					16	16	33,908		
Spirit of Glacier Bay	207	0	1,471	0	102	0	0	0						0	0		
Spirit of Oceanus	295	0	1,263	0	114	0	0	0						0	0		
Spirit of Yorktown	257	9,252	66	436	138	4,968	8,280	7,200					12	12	30,136		
Star Princess	950	0	73,347	0	2600	0	0	0				0	0	0	0		
Statendam	720	41,040	26,279	274,616	1266	72,162	120,270	11,400	19	0	0	0	19	519,488			
Summit	965	0	53,239	0	2038	0	0	0						0	0		
Sun Princess	857	0	44,193	0	1950	0	0	0						0	0		
Tahitian Princess	578	0	11,481	0	685	0	0	0						0	0		
Veendam	720	0	27,082	0	1266	0	0	0	0			0	0	0	0		
Vision of the Seas	915	0	46,347	0	2000	0	0	0						0	0		
Volendam	780	44,460	31,371	327,827	1460	83,220	136,700	11,400	19	0			19	605,607			
Westerdam	935	56,100	41,661	458,271	1848	110,880	184,800	12,000		20			20	822,051			
World of Residence	639	0	0	0	0	0	0	0				0	0	0	0		
Zaandam	780	46,800	31,457	346,027	1460	87,600	146,000	12,000	20	0			20	638,427			
Zuiderdam	935	56,100	41,640	458,040	1848	110,880	184,800	12,000				20	20	821,820			
<b>TOTALS</b>	<b>1,235,097</b>		<b>11,701,905</b>		<b>2,507,652</b>	<b>4,179,420</b>	<b>316,200</b>	<b>316,200</b>	<b>107</b>	<b>20</b>	<b>132</b>	<b>9</b>	<b>106</b>	<b>102</b>	<b>51</b>	<b>527</b>	<b>19,940,274</b>

Berth Index	
AS	Alaska Steamship Dock
CT	Cruise Ship Terminal
CBJL	Lightering at CBJ Facilities
FKL	Franklin Dock
AJD	Alaska Juneau Dock
SD	Seadrome Dock
IVF	Intermediate Vessel Float

Updated by AWhitney

Amie Whitley 8/6/10

CBJ088585

**2010 Cruise Ship Data**  
**Calculation of Projected Fees at Each Berth**

Ship	Length		Tonnage		Passenger Capacity			Lightering	Visits	Total
	Length/Wharfage Fee \$3.00 Per Lineal Foot per port call	Net Tonnage/Maintenance Fee \$0.55 per ton per port call	Passenger Capacity	Port Development Fee - \$3 per passenger per port call	Marine Passenger Fee - \$5 per passenger per port call	Lightering - \$600 per day per port call	No. of Visits	Total All Fees Per Berth		
<b>Berth: AS</b>										
Seven Seas Mariner	709	0	17,600	0	700	0	0	0	0	
Veendam	720	0	27,082	0	1266	0	0	0	0	
Amsterdam	780	4,680	31639	34,803	1460	8,760	14,600	1,200	2	
Seven Seas Navigator	565	5,085	28,550	47,108	490	4,410	7,350	1,800	3	
Silver Shadow	610	12,810	9,144	35,204	382	8,022	13,370	4,200	7	
Rotterdam	720	38,880	26,279	260,162	1266	68,364	113,940	10,800	18	
Ryndam	720	41,040	26,279	274,616	1266	72,162	120,270	11,400	19	
Statendam	720	41,040	26,279	274,616	1266	72,162	120,270	11,400	19	
Volendam	780	44,460	31,371	327,827	1460	83,220	138,700	11,400	19	
Zaandam	780	46,800	31,457	346,027	1460	87,600	146,000	12,000	20	
<b>Total of all Fees at AS</b>	<b>234,795</b>		<b>1,600,362</b>			<b>404,700</b>	<b>674,500</b>	<b>64,200</b>		<b>2,978,557</b>
<b>BERTH: IVF</b>										
Sea Bird	152	4,560	65	358	70	2,100	3,500	6,000	10	
Sea Lion	152	4,560	65	358	70	2,100	3,500	6,000	10	
<b>Total of all Fees at IVF</b>	<b>9,120</b>		<b>715</b>			<b>4,200</b>	<b>7,000</b>	<b>12,000</b>		<b>33,035</b>
<b>BERTH: CT</b>										
Statendam	720	0	26,279	0	1266	0	0	0	0	
Volendam	780	0	31,371	0	1460	0	0	0	0	
Zaandam	780	0	31,457	0	1460	0	0	0	0	
Norwegian Sun	848	0	49,400	0	2002	0	0	0	0	
Sea Princess	857	0	77,745	0	1950	0	0	0	0	
Serenade of Seas	962	0	49,900	0	2100	0	0	0	0	
Nippon Maru	545	1,635	43,108	23,709	550	1,650	2,750	600	1	
Norwegian Pearl	965	2,895	57,056	31,381	2240	6,720	11,200	600	1	
Norwegian Star	965	5,790	57,056	62,762	2240	13,440	22,400	1,200	2	
Silver Shadow	610	5,490	9,144	15,088	382	3,438	5,730	1,800	3	
Carnival Spirit	963	17,334	52,000	171,600	2124	38,232	63,720	3,600	6	
Amsterdam	780	21,060	31639	156,613	1460	39,420	65,700	5,400	9	
Millennium	965	28,950	53,239	292,815	2038	61,140	101,900	6,000	10	
Radiance of Seas	962	31,746	49,900	301,895	2100	69,300	115,500	6,600	11	
Seven Seas Navigator	565	20,340	28,550	188,430	490	17,640	29,400	7,200	12	
Infinity	965	52,110	53,239	527,066	2038	110,052	183,420	10,800	18	

Updated by AWhitley

3 of 13

Ex. 135, p. 4

*Amie Whitley 8/6/10*

CBJ088586

**2010 Cruise Ship Data  
Calculation of Projected Fees at Each Berth**

Ship	Length		Tonnage		Passenger Capacity			Lightering	Visits	Total
	Length/Wharfage Fee \$3.00 Per Lineal Foot per port call	Net Tonnage/Maintenance Fee \$0.55 per ton per port call	Passenger Capacity	Port Development Fee - \$3 per passenger per port call	Marine Passenger Fee - \$5 per passenger per port call	Lightering - \$600 per day per port call	No. of Visits	Total All Fees Per Berth		
Mercury	858	48,906	43,108	450,479	1740	99,180	165,300	11,400	19	
Oosterdam	935	56,100	41,640	458,040	1848	110,880	184,800	12,000	20	
Westerdam	935	56,100	41,661	458,271	1848	110,880	184,800	12,000	20	
<b>Total of all Fees at CT</b>	<b>348,456</b>		<b>3,138,148</b>			<b>681,972</b>	<b>1,136,620</b>	<b>79,200</b>		<b>5,384,396</b>
<b>BERTH: CBJL</b>										
Statendam	720	0	26,279	0	1266	0	0	0	0	
Hanseatic	403	0	4,000	0	184	0	0	0	0	
Pacific Princess	578	0	11,481	0	685	0	0	0	0	
Pacific Venus	602	1,806	7,955	4,375	720	2,160	3,600	600	1	
Silver Shadow	610	3,660	9,144	10,058	382	2,292	3,820	1,200	2	
Sea Princess	857	15,426	77,745	256,559	1950	35,100	58,500	3,600	6	
<b>Total of all Fees at CBJL</b>	<b>20,892</b>		<b>270,992</b>			<b>39,552</b>	<b>65,920</b>	<b>5,400</b>		<b>402,756</b>
<b>BERTH: FKL</b>										
Sapphire Princess	950	0	77,745	0	2600	0	0	0	0	
Star Princess	950	0	73,347	0	2600	0	0	0	0	
Infinity	965	2,895	53,239	29,281	2038	6,114	10,190	600	1	
Sea Princess	857	10,284	77,745	171,039	1950	23,400	39,000	2,400	4	
Radiance of Seas	962	20,202	49,900	192,115	2100	44,100	73,500	4,200	7	
Royal Princess	950	22,800	77,745	342,078	2600	62,400	104,000	4,800	8	
Millennium	965	26,055	53,239	263,533	2038	55,026	91,710	5,400	9	
Diamond Princess	950	25,650	77,745	384,838	2600	70,200	117,000	5,400	9	
Carnival Spirit	963	34,668	52,000	343,200	2124	76,464	127,440	7,200	12	
Island Princess	964	52,056	53,394	528,601	1992	107,568	179,280	10,800	18	
Coral Princess	964	54,948	53,394	557,967	1992	113,544	189,240	11,400	19	
Golden Princess	950	54,150	73,276	765,734	2600	148,200	247,000	11,400	19	
<b>Total of all Fees at FKL</b>	<b>303,708</b>		<b>3,578,386</b>			<b>707,016</b>	<b>1,178,360</b>	<b>63,600</b>		<b>5,831,070</b>

Updated by AWhitley

*Unnie Whitley 8/6/10*

CBJ088587

**2010 Cruise Ship Data**

Calculation of Projected Fees at Each Berth

Ship	Length		Tonnage		Passenger Capacity			Lightering	Visits	Total
	Length/Wharfage Fee \$3.00 Per Lineal Foot per port call		Net Tonnage/Maintenance Fee \$0.55 per ton per port call		Passenger Capacity	Port Development Fee - \$3 per passenger per port call	Marine Passenger Fee - \$5 per passenger per port call	Lightering - \$600 per day per port call	No. of Visits	Total All Fees Per Berth
<b>BERTH: AJD</b>										
Star Princess	950	0	73,347	0	2600	0	0	0	0	
Norwegian Sun	848	0	49,400	0	2002	0	0	0	0	
Serenade of Seas	962	0	49,900	0	2100	0	0	0	0	
Veendam	720	0	27,082	0	1266	0	0	0	0	
World of Residence	639	0		0		0	0	0	0	
Carnival Spirit	963	2,889	52,000	28,600	2124	6,372	10,620	600	1	
Silver Shadow	610	1,830	9,144	5,029	382	1,146	1,910	600	1	
ASUKA	750	2,250	23,700	13,035	720	2,160	3,600	600	1	
Sea Princess	857	7,713	77,745	128,279	1950	17,550	29,250	1,800	3	
Sapphire Princess	950	51,300	77,745	769,676	2600	140,400	234,000	10,800	18	
Norwegian Pearl	965	55,005	57,056	596,235	2240	127,680	212,800	11,400	19	
Rhapsody of the Sea	915	52,155	46,347	484,326	2000	114,000	190,000	11,400	19	
Norwegian Star	965	57,900	57,056	627,616	2240	134,400	224,000	12,000	20	
Zuiderdam	935	56,100	41,640	458,040	1848	110,880	184,800	12,000	20	
<b>Total of all Fees at AJD</b>		<b>287,142</b>		<b>3,110,836</b>		<b>654,588</b>	<b>1,090,980</b>	<b>61,200</b>		<b>5,204,746</b>
<b>BERTH: SD</b>										
Spirit of Columbia	143	858	98	108	78	468	780	1200	2	
Spirit of Yorktown	257	9,252	66	436	138	4,968	8,280	7,200	12	
Spirit of Endeavour	217	10,416	95	836	102	4,896	8,160	9,600	16	
Spirit of Discovery	166	10,458	94	1,086	84	5,292	8,820	12,600	21	
<b>Total of all Fees at SD</b>		<b>30,984</b>		<b>2,465</b>		<b>15,624</b>	<b>26,040</b>	<b>30,600</b>		<b>105,713</b>
<b>TOTAL FEES ALL BERTHS</b>		<b>1,235,097</b>		<b>11,701,905</b>		<b>2,507,652</b>	<b>4,179,420</b>	<b>316,200</b>	<b>527</b>	<b>19,940,274</b>

Berth Index

AS	Alaska Steamship Dock
CT	Cruise Ship Terminal
CBJL	Lightering at CBJ Facilities
FKL	Franklin Dock
AJD	Alaska Juneau Dock
SD	Seadrome Dock
IVF	Intermediate Vessel Float

Updated by AWhitley

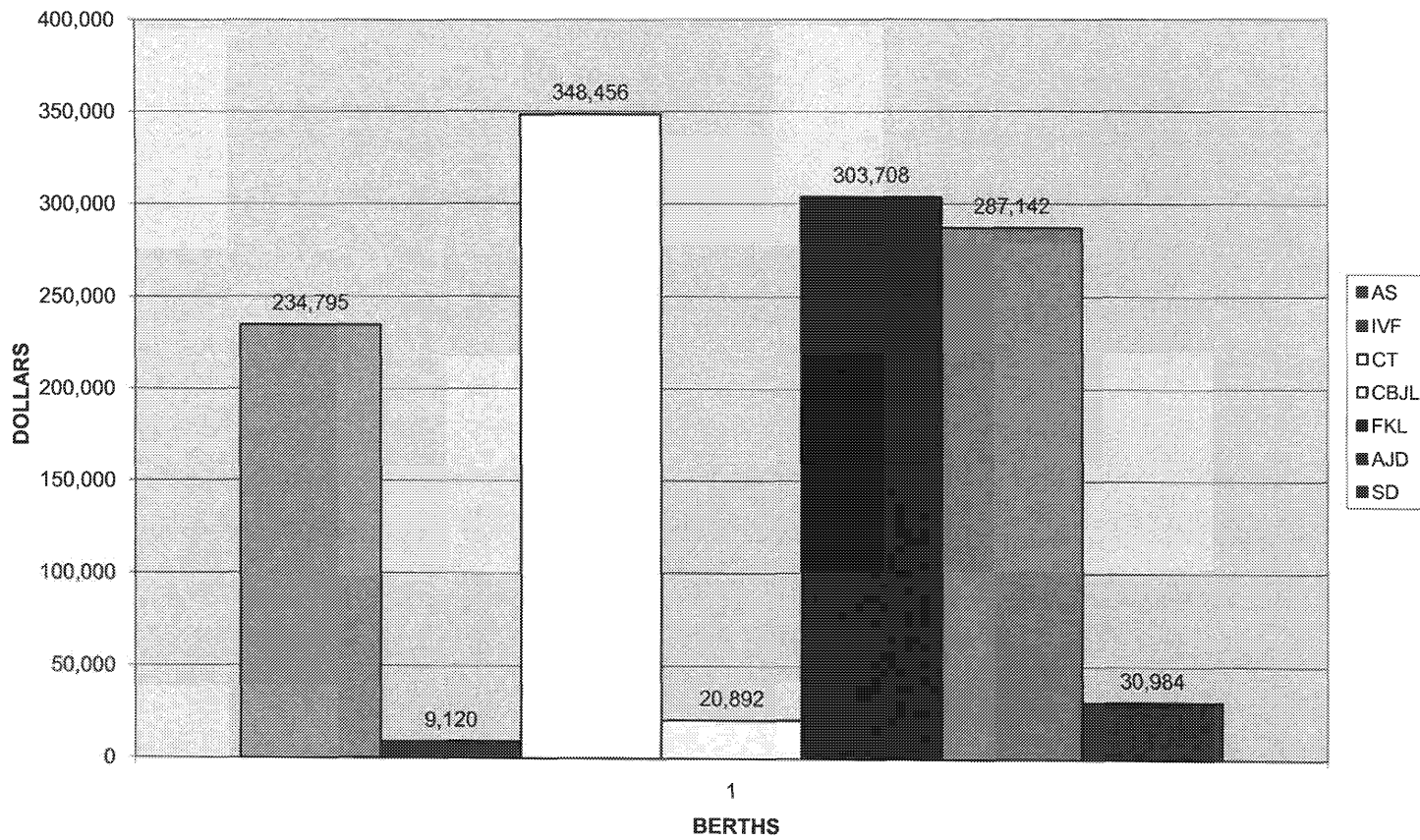
5 of 13

Ex. 135, p. 6

Annie Whitey 8/6/10

CBJ088588

### PROJECTED 2010 WHARFAGE FEES

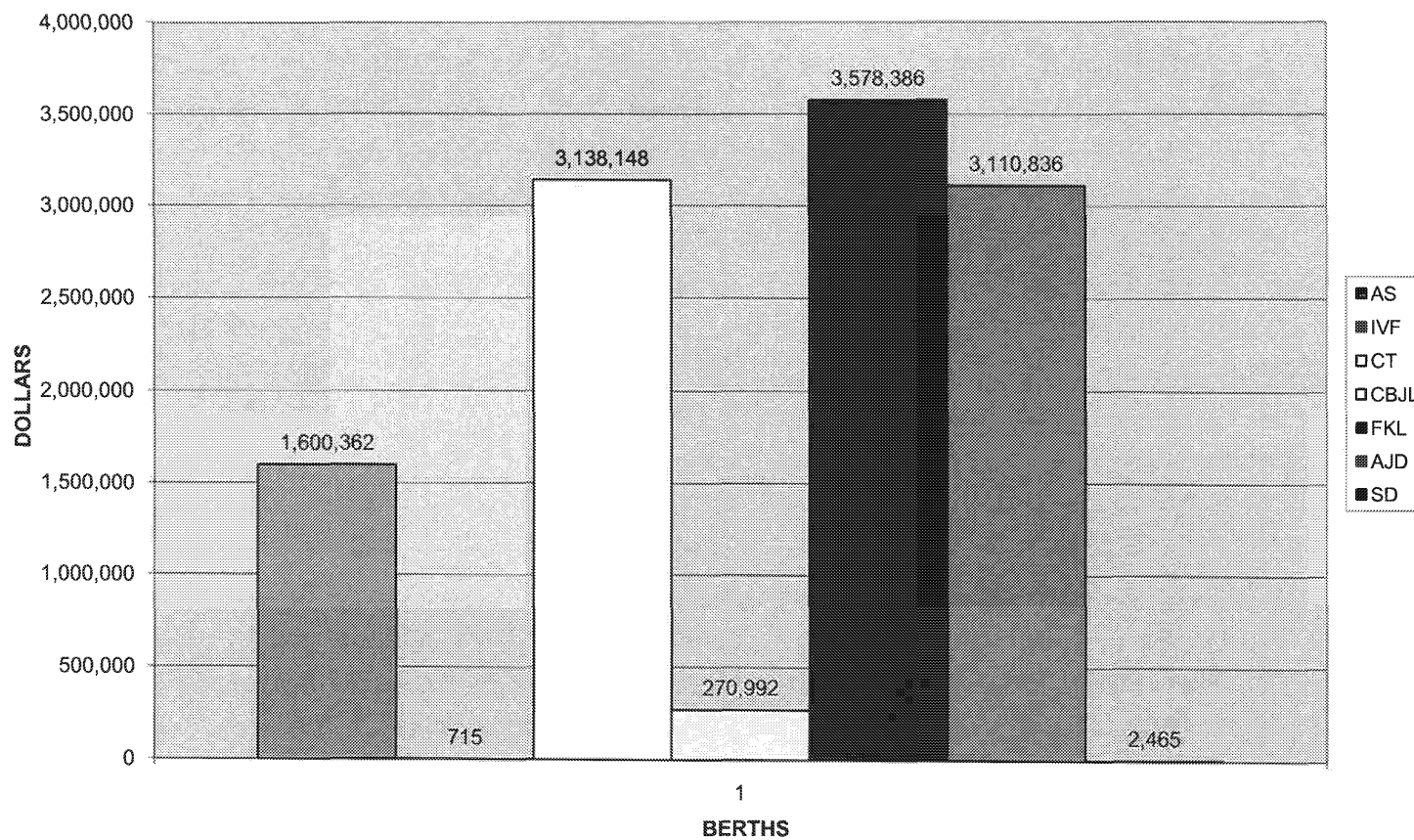


Ex. 135, p. 7

*Annie Whitley 8/6/10*

CBJ088589

### PROJECTED 2010 MAINTENANCE FEES



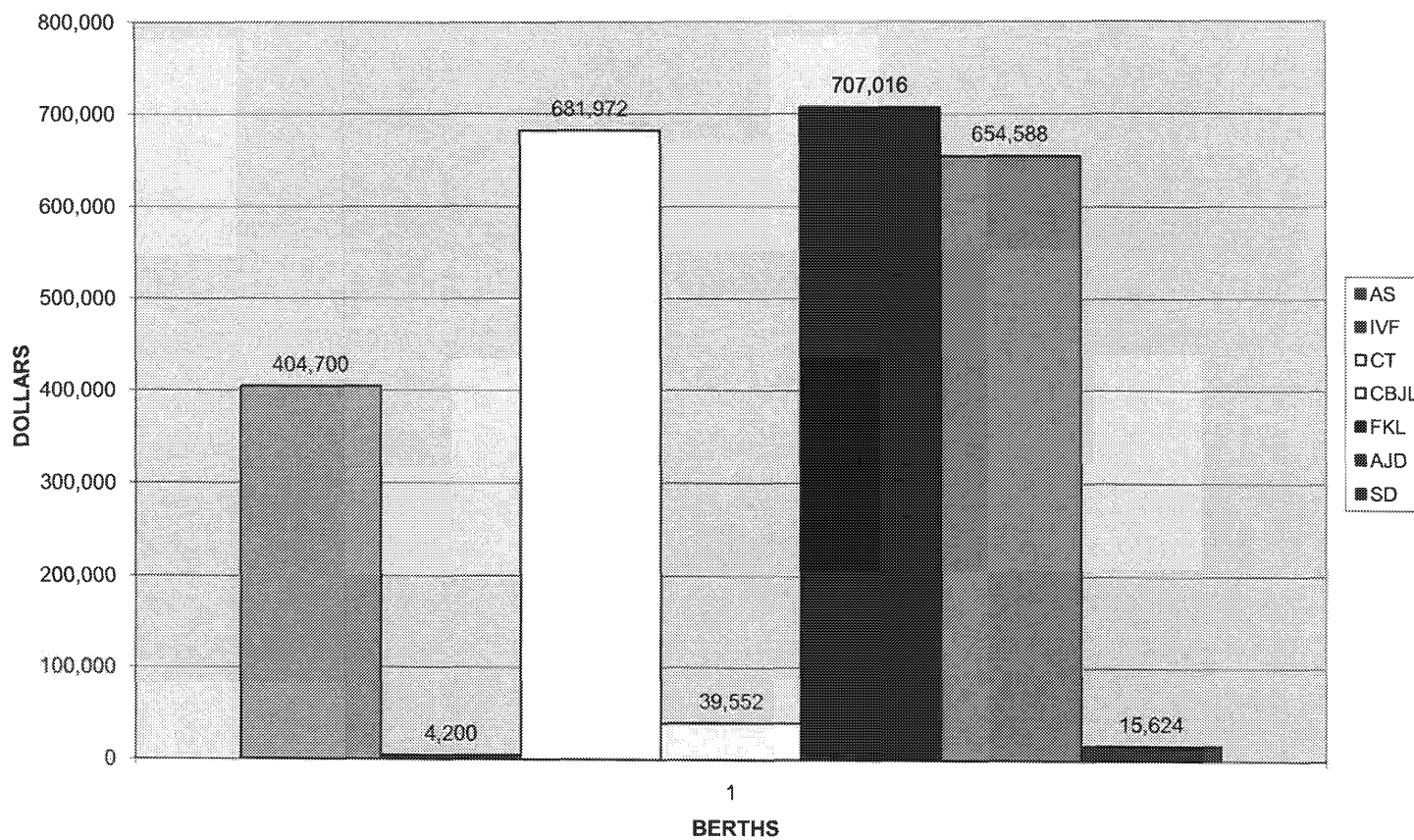
Ex. 135, p. 8



*Annex 8/6/10*

CBJ088590

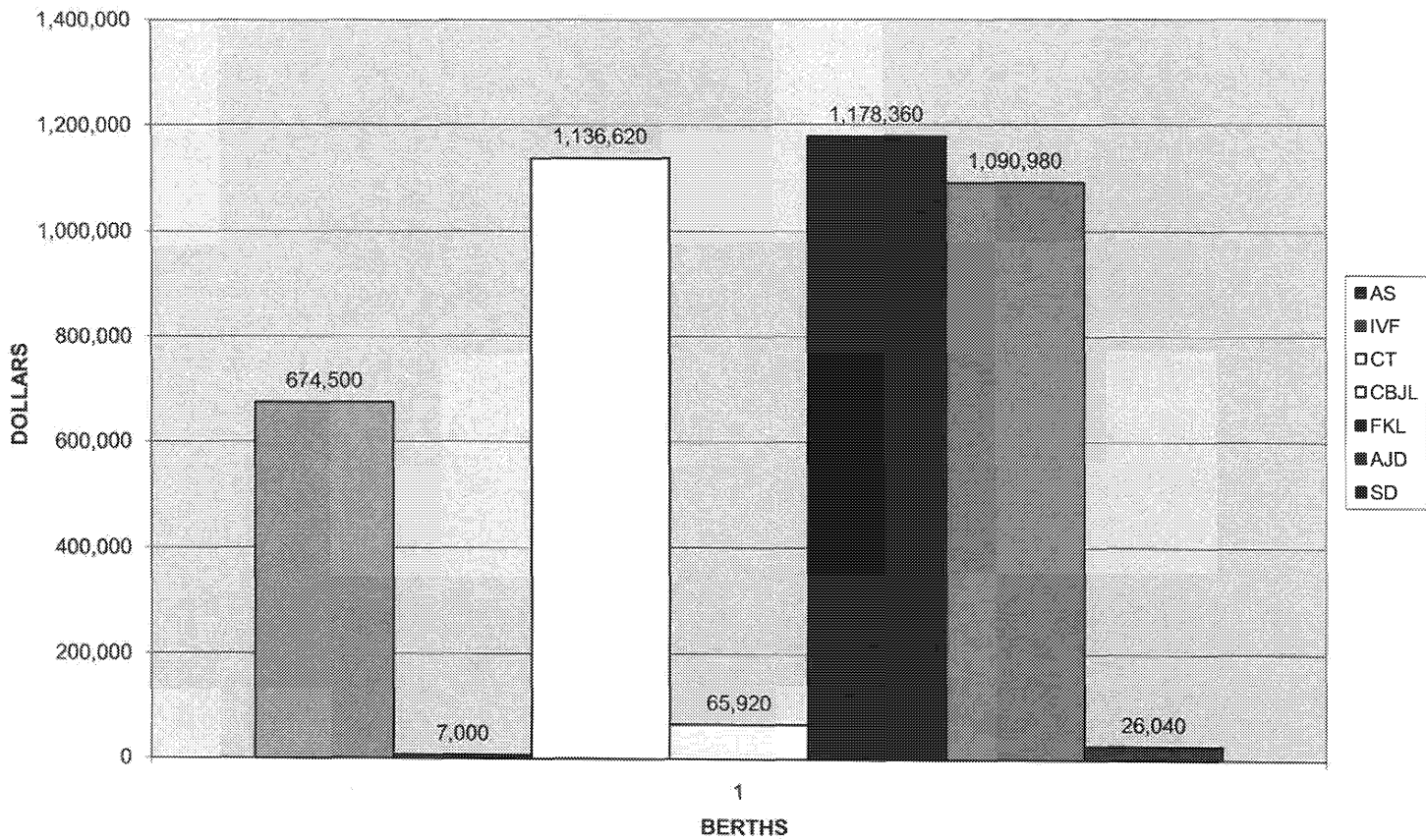
### PROJECTED 2010 PORT DEVELOPMENT FEES



*Annie Whalley 8/6/10*

CBJ088591

**PROJECTED 2010 MARINE PASSENGER FEES**



*Valerie Whately 8/6/10*

CBJ088592

### PROJECTED 2010 LIGHTERING FEES

