



Festival of Sail



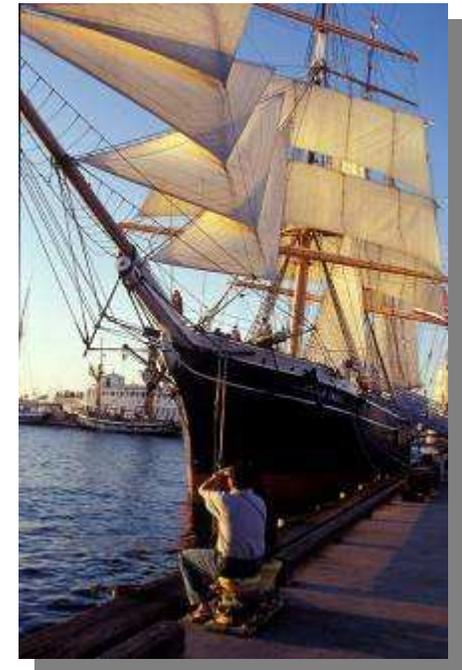
SAN FRANCISCO July 23 - 28, 2008



FESTIVAL OF SAIL SAN FRANCISCO



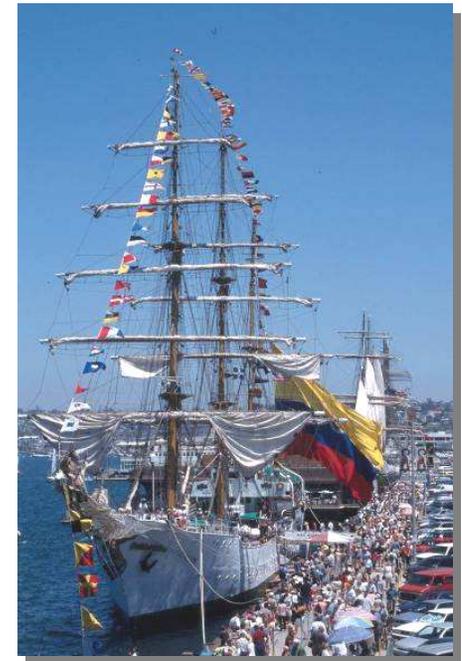
- Hosted by the San Francisco Maritime National Park Association & the SF Maritime National Historical Park
- The Festival of Sail will transform the piers of San Francisco into an international nautical attraction
- As many as 15 Tall Ships® and other fascinating vessels from around the world will visit San Francisco
- The five-day event will educate youth and adults alike on the magical history of these beautiful vessels
- Various educational organizations in and around the San Francisco Bay Area will be highlighted
- Festival of Sail San Francisco will present three distinct Villages along the waterfront with a multitude of fun and educational activities for all ages



TALL SHIP® FESTIVALS



- Increase awareness of San Francisco's historic maritime role
- Deepen understanding and relations between maritime nations
- Reinforce the mission of maritime educational institutions
- Activate and showcase waterfronts as public gathering places
- Highlight waterfronts as community resources
- Bring countries together for cultural exchange



TALL SHIPS® HISTORY IN SAN FRANCISCO



In 1999 - Tall Ships® from around the world sailed underneath the Golden Gate Bridge, celebrating California's 150th birthday

In 2002 - They continued the tradition visiting West Coast ports

In 2005 - Races between ports & Battle Sails set the stage for a spectacular encore in 2008



WEST COAST PORT DATES

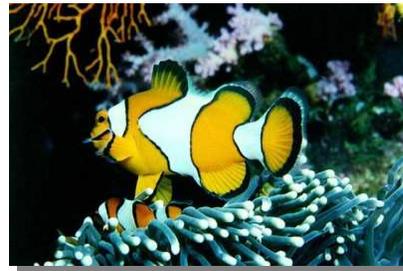


West Coast Ports	2008 Dates
Victoria, British Columbia	June 26 th – 30 th
Tacoma, Washington	July 2 nd – 8 th
Port Alberni, British Columbia	July 10 th – 12 th
<i>San Francisco, California</i>	<i>July 23rd – 28th</i>
Channel Islands, California	August 7 th – 10 th
Los Angeles, California	August 13 th – 17 th
San Diego, California	August 20 th – 24 th
Dana Point, California	September 6 th – 7 th

EVENTS & ATTRACTIONS - HIGHLIGHTS



- Parade of Sail
 - Dockside Receptions
 - Concerts
 - Fireworks Displays
 - Youth Education Programs
 - International Sail Village
 - Marine Education Village
 - Environmental Village
 - High Seas Adventure Movies
 - Interactive Displays
 - Ship Tours
 - Family Activities
 - Mock Cannon Battles
 - VIP Hospitality Functions
 - Wine Tasting & Sunset Cruises
 - Themed After Hours Parties
 - Crew Entertainment
 - Pirate School
- 2008 Tall Ships Challenge® Pacific Coast Series



BENEFITS OF THE FESTIVAL OF SAIL



- Over 1 million attendees over the five-day Festival. Ports on the Festival of Sail circuit consistently enjoy record turnouts.
- The opportunity to participate in a truly unique, multi-cultural event that inspires discovery, participation and the imagination of all ages.
- \$30,000,000 in expected economic impact to the Bay Area.
- Enjoy the hospitality, culture and entertainment of one of the truly great international cities in the world.
- Preserve the tradition of these extraordinary historical vessels and keep the stories they have to tell alive for generations to come.
- Showcase various countries resources and celebrate their tall ship's rich maritime history.

SUPPORT FOR THE FESTIVAL OF SAIL



*"The California coastline will welcome a wonderful and majestic guest next year with the arrival of the U.S. Coast Guard's tall ship EAGLE. I am pleased that America's Tall Ship will be visiting three California ports as part of the Tall Ships Challenge," **U.S. Senator Dianne Feinstein** (D-Calif.) said. "This will be a rare opportunity for Californians to view one of America's nautical gems. The EAGLE was last on the Pacific Coast in 1999, and has only made four voyages out of the Atlantic basin in her sixty-year history of service with the Coast Guard. The officers, crew, and cadets of America's Tall Ship will receive a resounding welcome when they visit the Golden State after sailing majestically through the Golden Gate."*

*"The Festival of Sails is an amazing event that adorns the natural beauty of the city's bay and piers with a spectacular display of tall ships and fascinating vessels from around the world," said **Mayor Gavin Newsom of San Francisco**. "This exciting event helps preserve the legacy of these maritime vessels and allows people of all ages an opportunity to share in this international cultural exchange."*





POTENTIAL VISITING TALL SHIPS

- Eagle (US Coast Guard)
- HMCS Oriole (Canada)
- Esmeralda (Chile)
- Guayas (Ecuador)
- Sagres (Portugal)
- Gloria (Colombia)
- Hawaiian Chieftain (USA)
- Californian (San Diego, USA)
- Cuauhtémoc (Mexico)
- Nina & Santa Clara (British Virgin Islands)
- Lady Washington (USA)
- Lynx (USA)
- Alma (USA)
- Seaward (USA)



SUPPORT FOR THE FESTIVAL OF SAIL



- **Congresswoman Nancy Pelosi, Speaker of the U.S. House of Representatives**
- **Senator Dianne Feinstein**
- **San Francisco Mayor Gavin Newsom**
- **United States Coast Guard**
- **Port of San Francisco**
- **San Francisco Convention & Visitor's Bureau**
- **San Francisco Chamber of Commerce**
- **American Sail Training Association (ASTA)**
- **San Francisco Bar Pilots**
- **California Coastal Conservancy**

ORGANIZING COMMITTEE



- Joanne Fedeyko, Executive Producer & Committee Chair
- Greg Ryken, SFMNPA Trustee and Vice-President for the Festival of Sail
- Anne Halsted, SFMNPA Trustee
- Neil Chaitin, SFMNPA Trustee
- Bob Enslow, SFMNPA Trustee
- Mike Dowling, SFMNPA Trustee; Senior Vice President, Bank of America
- Barbara Pivnicka, President & CEO, San Francisco Global Trade Council;
Honorary Consul of the Slovak Republic
- Jim Lazarus, Senior Vice President, Public Policy, San Francisco Chamber of Commerce
- Peter Dailey, Deputy Director, Maritime, Port of San Francisco
- Captain Dwayne Oslund, USN (Ret), Vice Chair, Fleet Week Committee
- Ken Neal, Executive Director, Call of the Sea
- Alice Cochran, President, Golden Gate Tall Ships Society
- Geraldine O'Brien, Arts & Tourism Manager, SF Convention & Visitors Bureau
- Anthony Sandberg, President, OCSC Sailing
- Clint Collier, International Rear Commodore, IYFR
- Carl Nolte, Chairman & CEO SS Jeremiah O'Brien; San Francisco Chronicle
- Deborah Novachick, Liaison for the Bay Area Polonia community
- Karen Bell, Executive Director, Fisherman's Wharf Community Benefit District
- Renee Dunn, Manager, Public Relations, Port of San Francisco
- Denise Turner, Wharfinger, Port of San Francisco
- Rodney Fong, Port Commissioner, Port of San Francisco
- Tom Thompson, Braddock & Logan Services
- Steve Kapp, Partner, NAIBT Commercial
- Irene Tibbits, Volunteer

CONTACT INFORMATION



Festival of Sail San Francisco

c/o San Francisco Maritime National Park Association

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FESTIVAL OF SAIL SAN FRANCISCO
July 23 - 28, 2008

***Los Angeles Maritime Institute
Tall Ships L.A.***

In 2005, over two hundred thousand visitors lined the waterfront in San Pedro over a 4-day period to view dozens of tall ships. While dockside, thousands of spectators had the opportunity to walk the decks and meet the crews of many of these tall ships. These same visitors and crews pumped hundreds of thousands of dollars into the local economies. Hotels, restaurants, gift stores and other merchants all saw a significant increase in their business due to the impact these tall ships had during their visit to the San Pedro waterfront.

In the summer of 2008, tall ships will once again grace Los Angeles Harbor. *TallShipsLA!* will feature international, regional and local tall ships. The ships slated to be here are historic and new, local to Los Angeles, and from as far away as New Zealand, Ecuador and Mexico.

“Tall Ships” are defined in two ways: by ‘class’ and by their ‘lofty purposes.’ Although tall ships are classified by size and rig, it is the mission of character building and adventure education under sail that adds value and impact to the Tall Ships in the international sail training movement.

- *Class A: All vessels regardless of rig over 160 feet, or over 120 feet and square rigged.*
Most Class A vessels are government owned and operated by the countries’ Navies (or as in the United States the Coast Guard) and act not only for sail training purposes but also more importantly as goodwill ambassadors.
- *Class B: Fore and Aft rigged vessels between 100 to 160 feet.*
A majority of these vessels are owned and operated by non-profit and/or sail training organizations.
- *Class C: (All other fore-and-aft rigged vessels over 30 feet at the waterline) most are privately owned and operated.*

A HISTORICAL PERSPECTIVE

The supposed ‘last gathering of tall ships’ was in 1956 in Europe, with some two dozen of these ‘endangered’ square-riggers in a race and port festival that instead marked the renaissance of tall ships for sail training. The 40 year legacy of tall ship festivals in the United States began with one simple idea: why not bring all the worlds growing fleet of tall ships together in New York Harbor? This gathering of tall ships complimented the 1964 New York World’s Fair and for the first time introduced America to the international tall ship fleet.

Recognizing the values of sail training, cultural exchange and goodwill among nations, tall ship festival organizers continued to develop “historic-event-based” tall ship celebrations. These tall ship spectacles tied in with the United States Bicentennial celebration, the 100th anniversary of the Statue of Liberty and honored the 500th anniversary of Christopher Columbus’ first voyage and the beginning of the new millennium. Many tall ship festivities are planned every year in Europe and the United States due to public enthusiasm and the positive economic impact these ship visits have on the local economy.

In 1992, the Los Angeles Maritime Institute (LAMI) began an innovative education-based tall ship program in the Port of Los Angeles. The program’s mission is first, to use sail training to provide youth with real-life challenges that develop knowledge, skills, and attitudes needed to live healthy productive lives. Second, to promote public awareness of the spirit of sail training and the public’s interest in tall ships. Since 1992, LAMI has seen thousands of students from all backgrounds participate in its character-building adventure-under-sail educational programs. The innovative education programs aboard the LAMI tall ships have been successful in merging the interest of the public with the support of corporate and private sponsorship. The success of the program has now led LAMI to build two new tall ships, the *Exy Johnson* and *Irving Johnson*, named after the husband and wife sailors who were pioneers in sharing their experiences at sea through seven world voyages with youth crew.

ORGANIZER

The Los Angeles Maritime Institute along with the Port and City of Los Angeles are the official hosts for *TallShipsLA!* All grants and sponsorship fees are paid to the Los Angeles Maritime Institute, a registered 501 (C-3) non-profit organization.

ESTIMATED ATTENDANCE

At least 200,000 people over 4-day period

ENTRY FEE – NONE

While other tall ship events charge a “boarding fee” to help offset event expenses, it is the very strong belief that the Los Angeles event’s remains free to the public.

WEBSITE ATTENTION

In 2005 there were 8,000 hits per day for 1 month leading up to event

DEMOGRAPHICS

Typical Tall ships event demographics

- 60% Age 25 – 54

Exhibit 2: Summaries of Festivals

- 55% College Educated
- 65% Home owners
- 10% earn \$100,000 or more a year
- 29% Families with children between ages 6 & 17
- 61% earn more than \$60,000 per year

EVENT LOCATION

During the *TallshipsLA!* festival, the ships, while dockside, will be spread out over a half mile of downtown waterfront.

***San Diego Maritime Museum
Festival of Sail 2008***

The *Festival of Sail 2008*, hosted by the Maritime Museum of San Diego, will transform San Diego's North Embarcadero into a nautical heritage park for the benefit of the citizens of San Diego and visitors to the region, from August 20 through August 24, 2008. As many as 400,000 visitors are expected to visit the festival over the five-day period.

Historic tall ships from the United States and various Pacific Rim nations will parade in a majestic entrance into San Diego Bay. The Class A and Class B ships, representing the maritime history and heritage of the region, will be welcomed with full honors by ships from the U.S. Navy, the U.S. Coast Guard, and the Port of San Diego Harbor Police. This grand parade will be followed by four more days of festivities along the Embarcadero area where the ships will be moored and open for boarding by the public. The main body of the festival will stretch along Harbor Drive from the Cruise Ship Terminal north to the foot of Hawthorn Street. (Due to the complexity of scheduling the tall ships, it is impossible to accurately predict the number of ships that will be available to participate. Depending on the number that ultimately arrive, the mooring sites may extend to other adjacent areas along the waterfront.)

Ships from far and near will give the festival an international flavor. Souvenir passports are a visitor's ticket to board the ships. The passports become treasured keepsakes as they are stamped by each ship toured. The Maritime Museum's own *Californian* will be fighting it out with several other tall ships as they engage in mock cannon battles on San Diego Bay, Friday through Sunday. In addition to these dramatic historical "gun battle" reenactments, festival visitors will also enjoy demonstrations of seamanship, special exhibits throughout the Maritime Museum, traditional music and dance performances by the crews of the visiting ships, and folk music entertainment highlighting the international culture of the sea. There will be entertainment at the *Festival of Sail* main stage, marvelous food and drink from dozens of restaurant booths, a family activity area, and shopping opportunities from approximately 150 festival vendors with one-of-a-kind items. Finally, the public may choose to simply stroll the Embarcadero to take in the unique visual experience and enjoy the spectacular waterfront venue.