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To Our Colleagues and Neighbors:

In February, following four months of working collaboratively with individuals and groups throughout the community, we presented a Concept Plan for the future of 63 acres at Union Pier Terminal. This Concept Plan, reflecting extensive community input, includes several distinct benefits:

- Our Passenger Terminal would be relocated farther north at Union Pier, providing a secure, more attractive facility and *mitigating the traffic challenges* of the terminal's current location.
- We would relocate our cargo operations and eliminate freight train operations at Union Pier. That means we would relocate 180-200 cargo ship calls and all trains away from Union Pier and greatly reduce the industrial footprint on the Peninsula.
- The waterside end of Market Street would be open to public access and use. The community would be able to enjoy Charleston's historic waterfront, as the restored Market would be connected all the way to the harbor.
- A natural shoreline would be reclaimed, eliminating much of the Union Pier decking and creating a natural shoreline *twice the length of Waterfront Park*.
- There would be opportunities for new non-maritime uses within the Union Pier property. Those uses would be determined over time by the community and the marketplace.

In numerous community meetings, there has been understandable interest in our existing cruise business. As can often happen, there has been a fair amount of misinformation in these discussions, so I'd like to share with you some hard facts...

#### **Context of Charleston's Cruise Business**

- Charleston has welcomed cruise ships for more than 30 years.
- The cruise industry annually represents a \$37-million positive economic impact to the Charleston metro area.
- We have contracted with two major cruise lines for a total of 67 cruises for 2010. (That's 10 more cruises than we had in 2005.)
- Cruise passengers account for less than 3% of the annual visitors to Charleston..
- Cruise ships represent only about 3% of all the ships that annually call on Charleston.
- The Union Pier Cruise Terminal will be a one-berth, one-ship terminal.
- Cruise ships calling on Charleston will be of a size and scale consistent with those that have called here in the past....a size and scale that is appropriate for this community.

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### **Cruises and the Environment**


- The cruise industry is extensively regulated by both national and international standards to protect the natural environment and the health and safety of the public.
- Members of the Cruise Lines International Association (CLIA), which includes the cruise lines embarking from Charleston, voluntarily exceed these regulations by significant margins.

The enclosed chart defines and identifies the international or federal environmental requirements for cruise ships *and* the higher standards adopted by the cruise lines embarking from Charleston.

I encourage you to take a few minutes to review this material. Additional information on the Concept Plan, as well as a number of "[Frequently Asked Questions](#)," can be found on our website, [www.UnionPierPlan.com](http://www.UnionPierPlan.com). An excellent resource on the cruise industry's environmental practices is available at [www.CruiseIndustryFacts.com](http://www.CruiseIndustryFacts.com).

We are grateful for the enthusiastic response to the Concept Plan, and we continue to welcome your comments and questions moving forward.

Sincerely,



Jim Newsome